

The Web 2015

What you really need to know.

About Me

Helping Business with Web & Print Marketing Since 2001

A couple of my clients you may know...



About You

Who's in the Audience Today?

How many currently have a website? is it Responsive?

Today's Topics

1.) Mobile Friendly 2.) Content 3.) Conversion 4.) SEO



1.) Responsive Websites

Google no longer **just** recommends it.



Google's Mobile Friendly Update.

2.) Website Content

Your content needs to address your customers problems.

> Ideal Customer Profile

Who is your customer?

What are their top pains and problems?

What are your solutions?

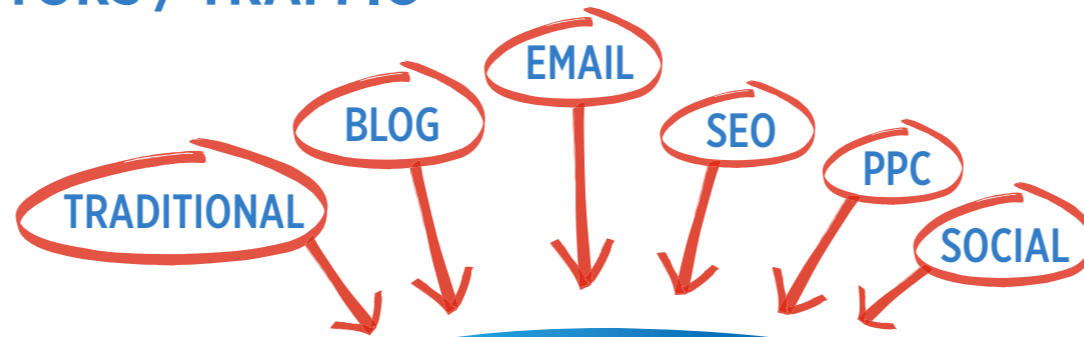
3.) Traffic & Conversion

Websites exist to convert traffic.

> Sales Funnel

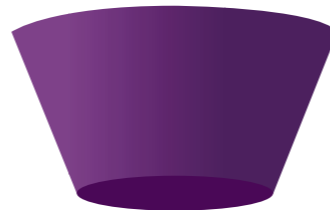
Integrate your online business with your physical business.

VISITORS / TRAFFIC



← **PAIN OR PROBLEM**
(EVALUATION)

WEBSITE



← **SOLUTIONS**
(ENGAGEMENT)

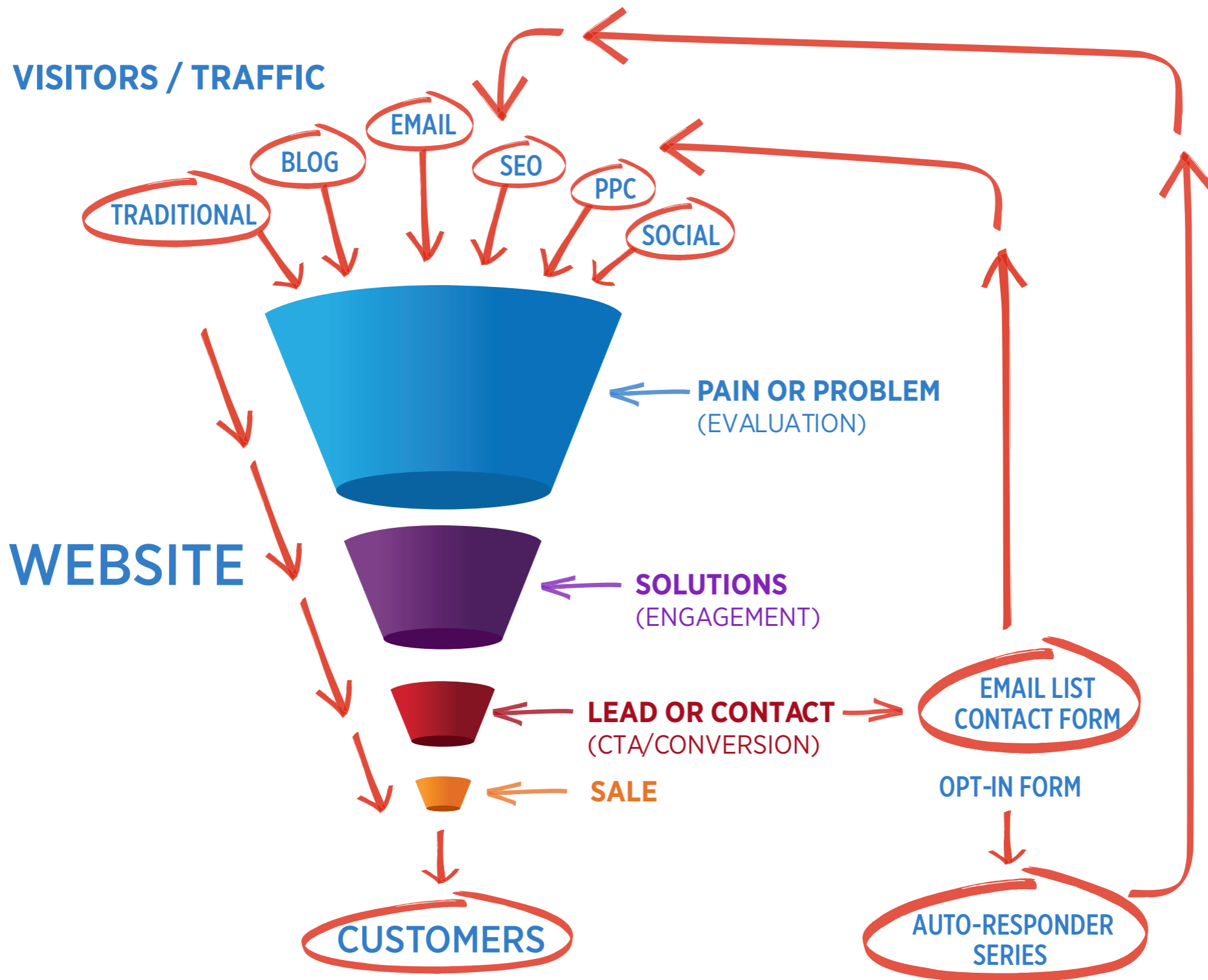


← **LEAD OR CONTACT**
(CTA/CONVERSION)



← **SALE**





4.) SEO/Search Engine Optimization

How to increase your chances of getting on the first page in Google.

> You Need to be an Authority

- 1.) Domain Level Link Authority
- 2.) Page Level Links - Quantity & Quality
- 3.) Page Level Keyword & Content Length
- 4.) Mobile Friendly
- 5.) Ongoing Site Updates with Relevant Content

> Blogs

1.) Adding relevant keyword content to your site on regular basis will dramatically increase your rankings.

5.) Bonus - Internet Marketing

The fastest way to get on the first page in Google.

6.) Free Website Audit

(up to 15 minutes) for those in attendance.

Leave me your business card and I will contact you to schedule a consultation.

7.) Questions?

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