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TLC

Websites in a Digital-First Economy

THE Website STORE

April, 2024

SURVEY SAYS...

Main Pain Points

1 Websites

2 Blogging

3 SEO
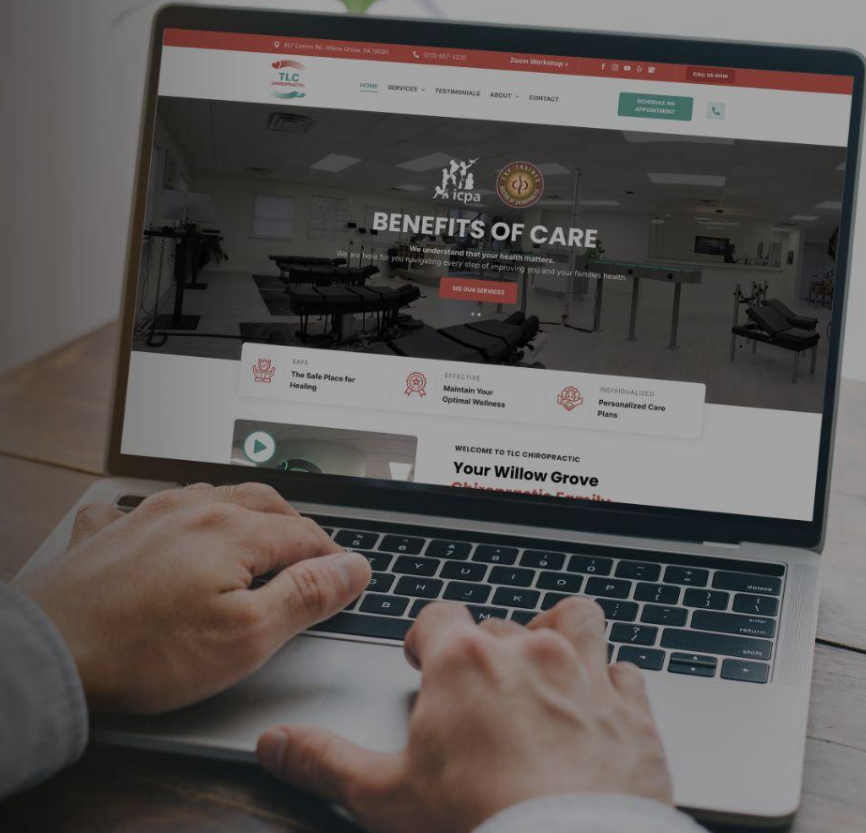
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WEBSITES

WEBSITES

What Needs to be in place

Contact forms in many areas + Phone Number(s)

Free - Ebook to Download - Lead Magnet

Pixels - for Google and Social - GA4 update July 2023

AI Chat Bot

Blog section

BLOGGING

BLOGGING

Top reasons you should be blogging:

Thought Leadership and Authority Building: Blogging allows you to showcase your expertise, knowledge, and insights in your field. By consistently producing valuable and informative content, you can establish yourself as a thought leader and build credibility and authority within your industry.

Content Marketing and SEO: Blogging provides a platform to create fresh, relevant, and keyword-rich content that can improve your website's search engine visibility. Well-optimized blog posts can rank higher in search engine results, driving organic traffic to your website and increasing your online visibility.

BLOGGING
best practices

- **Quality Content:** Focus on creating valuable, well-researched, and informative content that addresses your audience's needs and interests. High-quality content establishes credibility and encourages readers to engage and share.
- **Consistency:** Maintain a regular posting schedule to keep readers engaged and build anticipation. Consistency helps in establishing your blog as a reliable source of information and keeps your audience coming back for more.
- **SEO Optimization**: Incorporate relevant keywords naturally in your content, titles, headers, and meta descriptions to improve search engine visibility. Good SEO practices enhance your blog's discoverability and reach.
- **Engagement**: Encourage reader interaction through comments, social media sharing, and subscriptions. Respond to comments and engage with your audience, fostering a sense of community around your blog.

Remember, these practices can vary based on your niche and audience, so tailor your approach to meet your specific goals and audience preferences.

SEO
SEARCH ENGINE OPTIMIZATION

...is the process of making your website show up higher in search results to get more visitors from search engines.

SEO

The most commonly used SEO techniques are...

On-Page SEO: Optimizing individual web pages with keywords, quality content, proper headings, and meta tags to improve their search engine rankings and user relevance.

Off-Page SEO: Building external signals like backlinks and social media mentions to enhance a website's credibility and authority in search engine rankings.

Technical SEO: Enhancing website infrastructure, speed, mobile-friendliness, and crawlability to ensure search engines can effectively index and rank your site.

Local SEO: Tailoring strategies to improve visibility for local searches, involving Google My Business optimization and local citations for brick-and-mortar businesses.

LET'S CONNECT TODAY WITH A FEW CLICKS
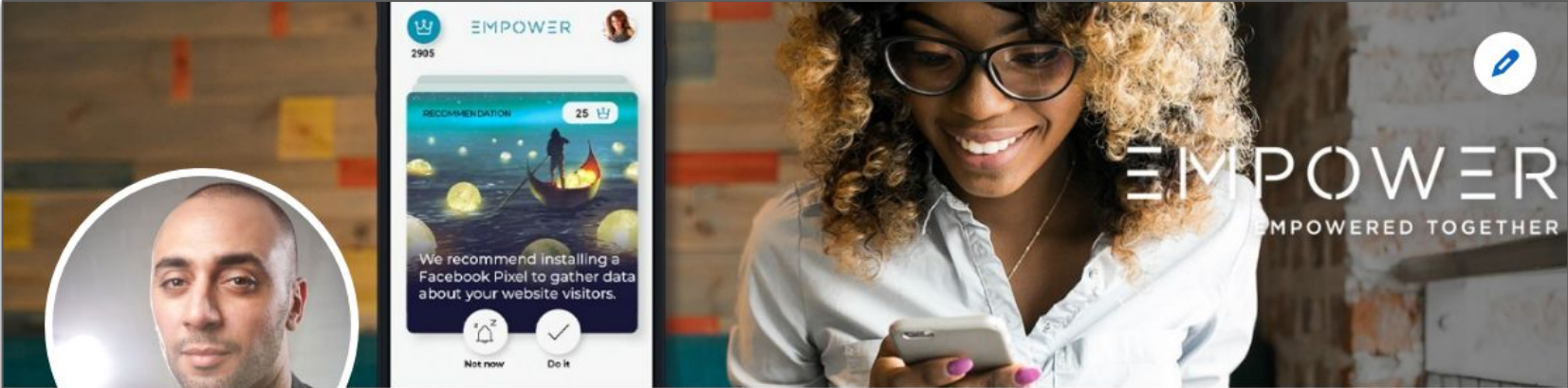
THANK YOU

QUESTIONS?

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