

OPTIMIZING YOUR WEBSITE.

Inbound Certification Class #2



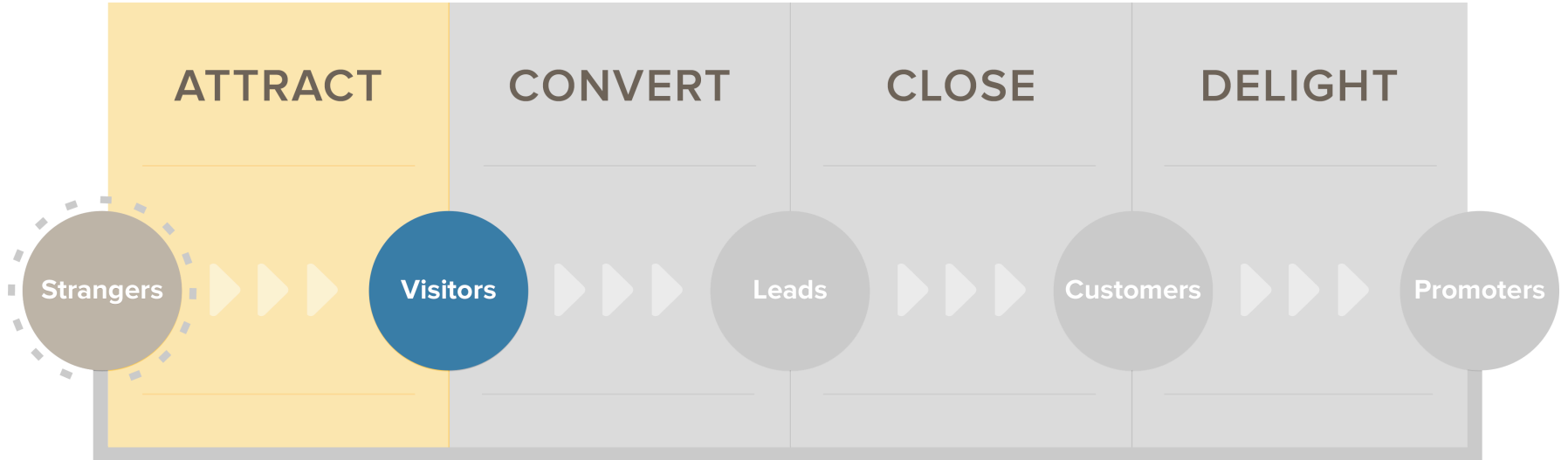
#INBOUND

AGENDA

- 1 Website optimization and inbound marketing
- 2 How to optimize a website: best practices
- 3 What website optimization in execution looks like
- 4 Key takeaways and resources

1 WEBSITE OPTIMIZATION & INBOUND MARKETING.

Inbound Methodology



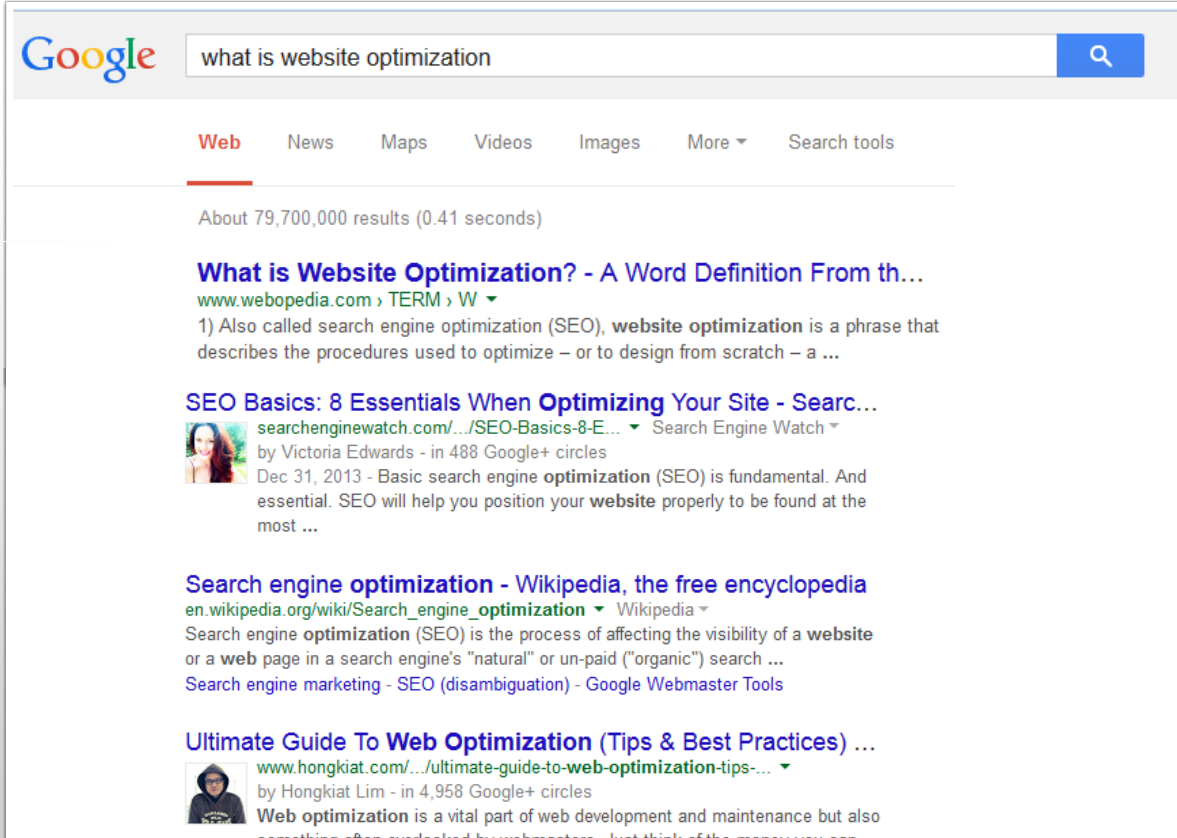
What is **website
optimization?**

What is **optimization**?

DEFINITION OF **OPTIMIZATION**

An act, process, or methodology of making something as fully perfect, functional or effective as possible.

But, a quick Google search will help you to see, **website optimization** means something different.



The image shows a screenshot of a Google search page. The search bar contains the text "what is website optimization" and a blue search button with a magnifying glass icon. Below the search bar, there are navigation tabs for "Web", "News", "Maps", "Videos", "Images", "More", and "Search tools". The "Web" tab is selected and underlined. Below the navigation tabs, it says "About 79,700,000 results (0.41 seconds)".

The first search result is titled "What is Website Optimization? - A Word Definition From th..." and is from www.webopedia.com. The snippet reads: "1) Also called search engine optimization (SEO), **website optimization** is a phrase that describes the procedures used to optimize – or to design from scratch – a ...".

The second search result is titled "SEO Basics: 8 Essentials When **Optimizing** Your Site - Searc..." and is from searchenginewatch.com. It includes a profile picture of Victoria Edwards and the text: "by Victoria Edwards - in 488 Google+ circles Dec 31, 2013 - Basic search engine **optimization** (SEO) is fundamental. And essential. SEO will help you position your **website** properly to be found at the most ...".

The third search result is titled "Search engine **optimization** - Wikipedia, the free encyclopedia" and is from en.wikipedia.org/wiki/Search_engine_optimization. The snippet reads: "Search engine **optimization** (SEO) is the process of affecting the visibility of a **website** or a **web** page in a search engine's "natural" or un-paid ("organic") search ...". Below the snippet are links for "Search engine marketing - SEO (disambiguation)" and "Google Webmaster Tools".

The fourth search result is titled "Ultimate Guide To **Web Optimization** (Tips & Best Practices) ..." and is from www.hongkiat.com. It includes a profile picture of Hongkiat Lim and the text: "by Hongkiat Lim - in 4,958 Google+ circles **Web optimization** is a vital part of web development and maintenance but also something often overlooked by webmasters ... but think of the many ways you ...".

It focuses on “**search engine optimization**” or “**SEO**” as synonyms for website optimization.

The image shows a Google search interface. The search bar contains the text "what is website optimization". Below the search bar, there are navigation tabs for "Web", "News", "Maps", "Videos", "Images", "More", and "Search tools". The search results are displayed below, showing "About 79,700,000 results (0.41 seconds)".

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BUT, THAT'S NOT THE FULL TRUTH.

The industry's standards are still antiquated.

People **still** think “website optimization” means ranking at the top of a search engine.

The Google logo is centered on the page. It consists of the word "Google" in its signature multi-colored font: 'G' is blue, 'o' is red, 'o' is yellow, 'g' is blue, 'l' is green, and 'e' is red.A search input field with a thin blue border. It contains a vertical cursor on the left side. On the right side of the field, there is a small microphone icon, indicating voice search functionality.

Google Search

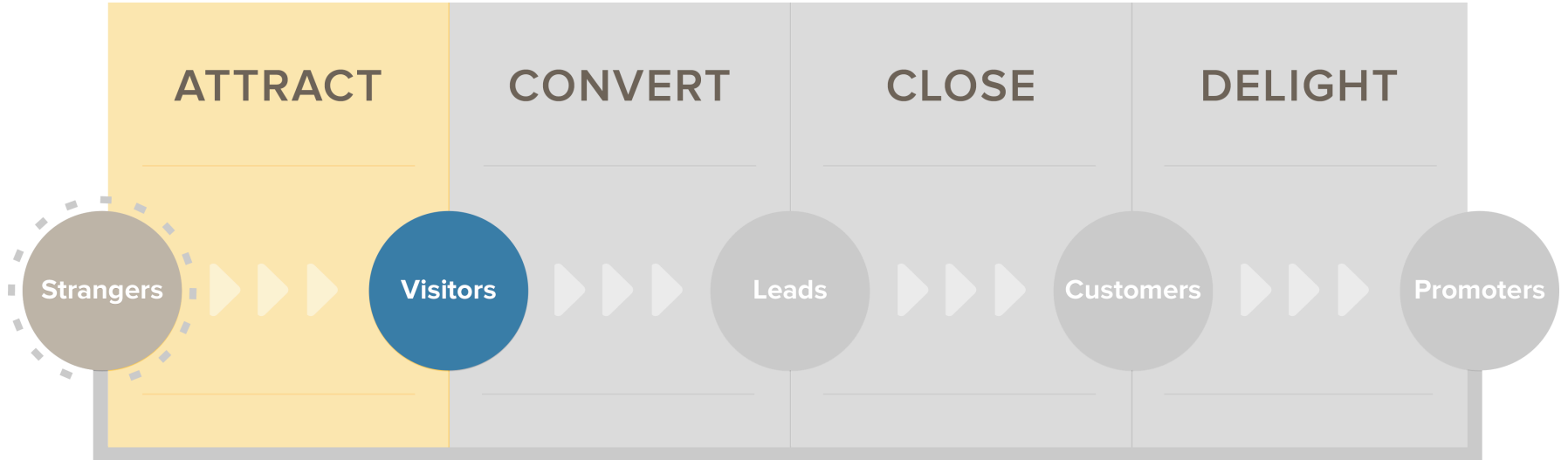
I'm Feeling Lucky

However, that's only
one small piece of the puzzle.

TYPES OF WEBSITE OPTIMIZATION

- Search engine ranking
- User experience
- Lead conversions
- Customer acquisitions
- Customer delight

Inbound Methodology



by **HubSpot**

2 OPTIMIZE A WEBSITE: BEST PRACTICES.



Optimize websites for
searchers **and** search engines.



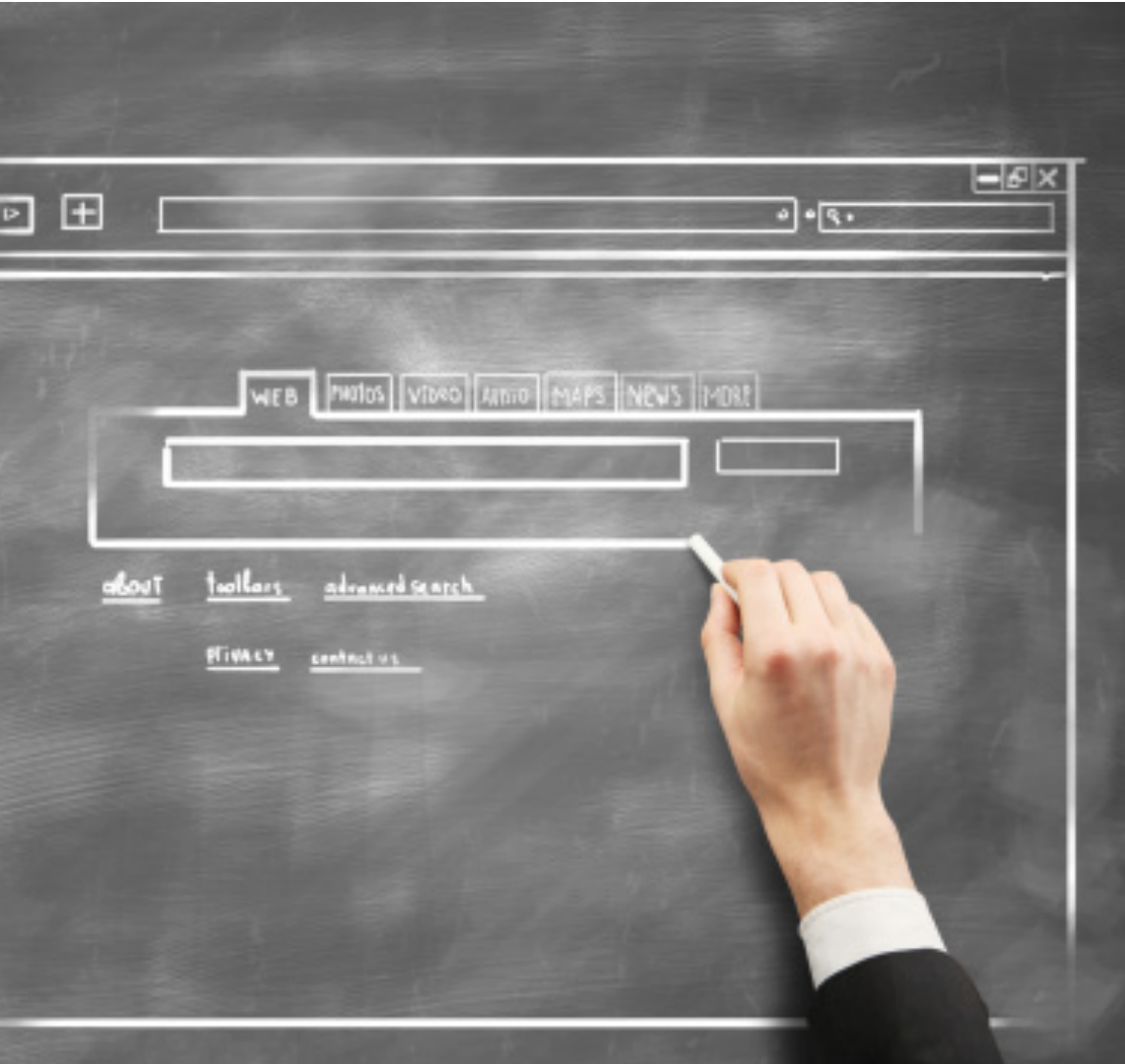
More information about **searchers**.

- 1 Searchers are people.
- 2 They buy your product or services.
- 3 They're searching to accomplish something, know something or to navigate to something.

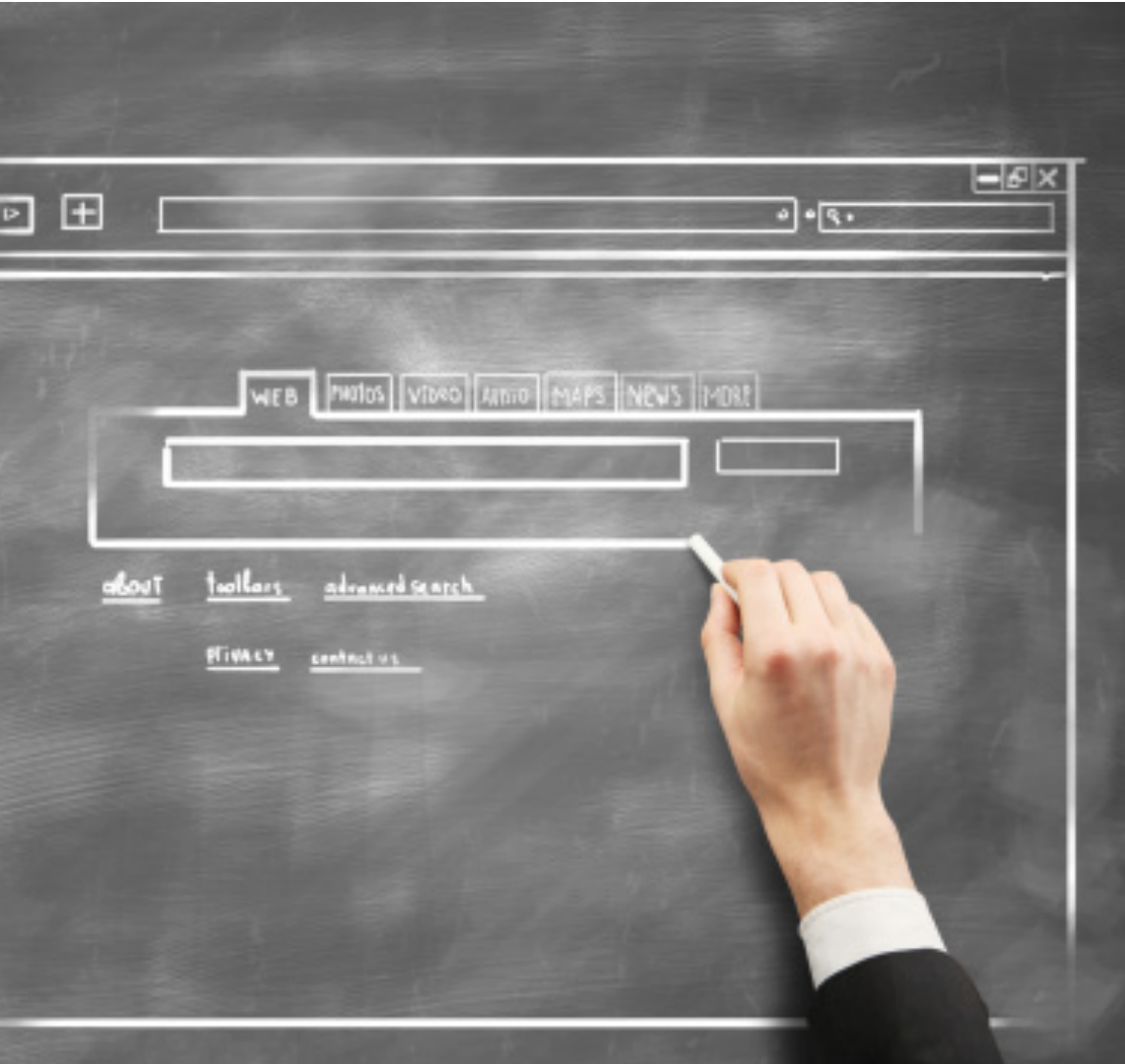
More information about **search engines.**

- 1 Search engines crawl content to understand the purpose.
- 2 Googlebot is Google's spider. But there are people too.
- 3 They index content based on the perceived purpose of the content.
- 4 Uses lots of ranking factors in indexing.

The Google logo is displayed in its characteristic multi-colored font, with each letter in a different color: G (blue), o (red), o (yellow), g (blue), l (green), e (red).



Google has over **200 different factors** that go into the ranking algorithm.



Google has over 200 different factors that go into the ranking algorithm.

The goal is to deliver the **best results possible.**

Focus on searchers
and search engines will
be happy, too.

TYPES OF WEBSITE OPTIMIZATION

BUYER PERSONAS

Semi-fictional representations of your ideal customer based on real data and some select educated speculation about customer demographics, behavior patterns, motivations, and goals.



BUYER PERSONAS ARE SEARCHERS

Semi-fictional representations of your ideal customer based on real data and some select educated speculation about customer demographics, behavior patterns, motivations, and goals.



HOW TO OPTIMIZE YOUR WEBSITE



Have a goal in mind for what you'd like to accomplish with your website.



Make it easy to understand and crawl.

HOW TO OPTIMIZE YOUR WEBSITE

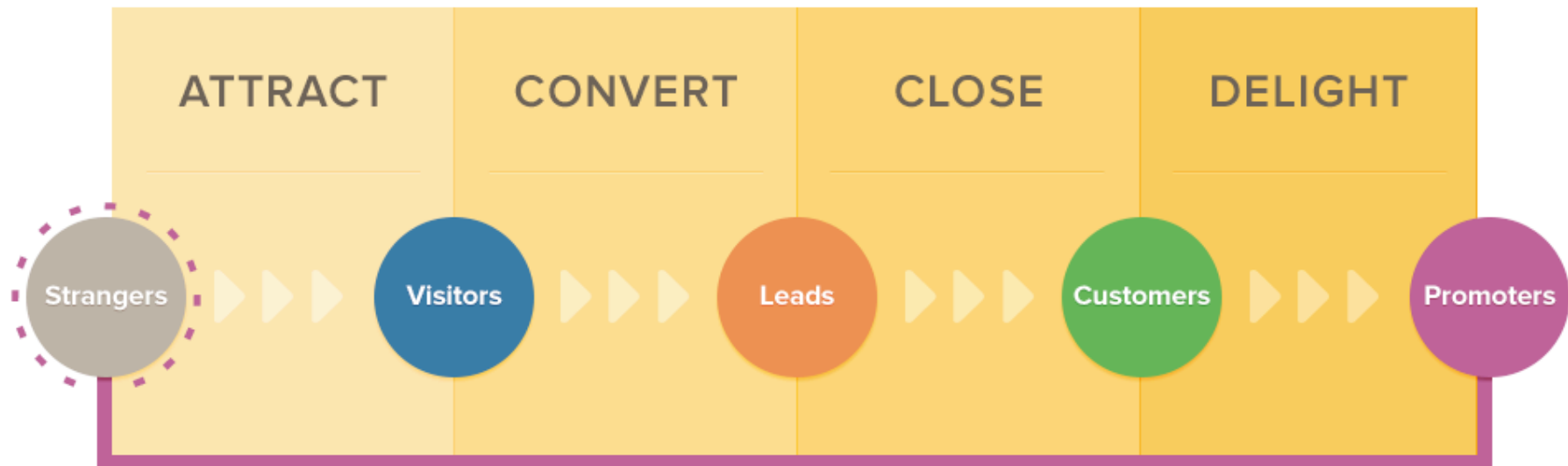


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3 WAYS MAKE YOUR WEBSITE EASY TO CRAWL & UNDERSTAND

- 1 Design
- 2 Content, Topics/Keywords
- 3 Formatting of content

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FOCUS ON:
COGNITIVE
FLUENCY

DEFINITION OF **COGNITIVE FLUENCY**

“Fluency is the ease of which something is processed.”

What website experience do you expect when we say the words

“Saucony running shoes women”

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“Saucony running shoes women”

FREE SHIPPING ON ORDERS \$75+ CUSTOMER SERVICE | FIND A STORE | YOUR SHOPPING BAG IS EMPTY

saucony MEN WOMEN FIND YOUR STRONG BLOG SHOE ADVISOR Search

Home Women All Running Shoes

WOMEN
**ALL
RUNNING
SHOES**

Change Category

Refine further by
TYPE OF SHOE

- Running
- Racing
- Training
- Trail

Refine further by
FOOTWEAR SIZE

5	9
5.5	9.5
6	10
6.5	10.5
7	11
7.5	11.5
8	12
8.5	

Refine further by
WIDTH

- M
- N
- W

WOMEN'S RUNNING

Looking for... Wide & Narrow Widths Compare Running Shoes Bright & Bold Colors Site Exclusives

Displaying 1 - 20 of 91 results Previous | Next 1 | 2 | 3 | 4 | 5 | View All

Sort by: New arrivals | Highest priced first | Lowest priced first

Women's Hurricane 16 \$150.00 NEW ARRIVAL Standard Shipping On Us

Women's Hurricane 16 \$150.00 NEW ARRIVAL Standard Shipping On Us

Women's Hurricane 16 \$150.00 NEW ARRIVAL Wide Width Standard Shipping On Us

Women's Virrata 2 \$90.00 NEW ARRIVAL Standard Shipping On Us

What website experience do you expect when we say the words

“marketing software”

What website experience do you expect when we say the words “marketing software”

The screenshot displays the HubSpot website's homepage. At the top, the HubSpot logo is on the left, and navigation links for Software, Pricing, Case Studies, Partners, About, and Blog are on the right. The main heading is "The #1 Marketing Platform", followed by a sub-headline: "Use HubSpot's top-ranked software to generate more traffic, leads and sales. [Start a trial.](#)". Below this is a large graphic of a stadium filled with confetti, with several orange flags on poles. The flags are labeled with marketing metrics: "#1 ANALYTICS", "#1 SEO", "#1 AUTOMATION", "#1 SOCIAL MEDIA", "#1 EMAIL", and "FIFTY-SIX COUNTRIES". A blue button labeled "WHAT IS HUBSPOT?" is positioned in the center of the stadium. Below the stadium graphic is a small blue link: "About HubSpot's #1 marketing platform rating".

10,000+ companies run their marketing on HubSpot.
HubSpot scales to any size.

SMALL
“ It's nothing less than a miracle what we have been able to achieve because of HubSpot.
Nana Hinsley, Global Plastic Sheeting
[View All Small Business Case Studies](#)

MEDIUM
“ HubSpot has allowed us to do more with fewer people and resources.
Dawn Aguilar, mimio
[View All Medium Business Case Studies](#)

ENTERPRISE
“ HubSpot meets our needs as an enterprise perfectly. It has the sophistication, it has the scale.
Michael Freeman, ShoreTel
[View Enterprise Software and Services](#)

What website experience do you expect when we say the words

“hvac boston, ma”

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Boston Plumber Nest Learning Thermostat Air Conditioning Boston Boston Heating Buying used can cost you Privacy Policy



CALL 617-209-4573

Friendly Professional and Fast!

HVAC Boston

At [HVAC Boston](#) we offer the very best prices for air conditioning Boston. Call 617-209-4573 to schedule a free estimate.

The task of finding quality [air conditioning Boston](#) is no small task. Most people think anyone who can afford several repair trucks must be qualified. However, the [heating, ventilation and air conditioning](#) business can be rife with scams.

At HVAC Boston we strive to be the best air conditioning company in Boston, saving you time and money. Below are some of the reasons why.

Why Use HVAC Boston?

Calling any service professional can be a bit frustrating. After all, you essentially have to trust that the technician is telling you the full story about what should be repaired and what should be replaced. We understand how you feel. In our own lives we have to deal with mechanics, accountants, home inspectors, etc. whom we simply have to trust are steering us in the right direction. Wouldn't it be great if there was a way to be a little more educated

Please complete the form below to get your hands on this FREE exclusive guide and also get a FREE no obligation consultation with one of our HVAC Boston specialists for advice on the heating and air conditioning process and how to choose the service that is right for you.



HVAC Boston
CONSUMER GUIDE
Protect yourself and save money

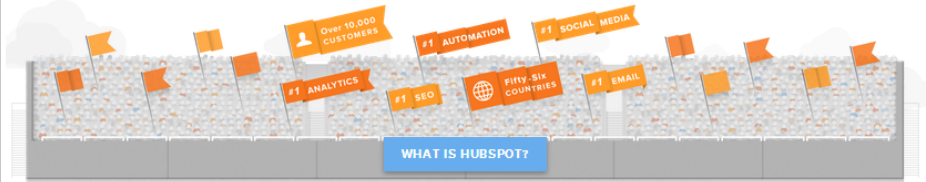
First Name:

Last Name:

Phone Number:

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[About HubSpot's #1 marketing platform rating](#)

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mimio

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DESIGN EXAMPLES

- Great cognitive fluency
- Simple navigation
- Relevant color scheme
- Streamlined next steps readily available

The World's Worst Website Ever!
 COMING SOON: An even worse site! Look for it sometime later, eventually! we PROMISE!

Traffic Stats SELF SERVE
 THIS WEEK 999 9/10
 LAST WEEK 999 9/10
 DAILY RECORD 1.4058

>>>>> You've found **The World's Worst Website Ever!**

TWWWE is a project to highlight errors in web design by breaking every single design rule imaginable. [Click here](#) for an incomplete list of errors found on this site.

WATCH OUT! This site is under construction! =>

& <- send us email!

OH HHH BOY!
 v 2.0
 of TWWWE coming SHORTLY!

MAIN MENU
 (NEW! NEW! NEW!)
 (Updated)

NEW TO THE SITE!
 ABOUT TWWWE VISIT KENTUCKY LAKE! SHOCKING PICTURES! AMAZING COLOURS! SMOKY MOUNTAINS!

YAHOO NEWS WEATHER GOOGLE MAPS GREAT WEB DESIGN

WHAT'S NEW
 Welcome to our new world's Worst Website EVER! we're stoked to be able to bring u da best in REALLY BAD WEBSITE DESIGN! Our goal is to break every single rule in website deign!!! As an educational tool, the aim of this sight is to pinpoint and hi-light the very worst things I could do in desinging a website. You can see a list of all the errors on this sight by [clicking here!](#) *** ** We now have added a traffic marquee! Isn't it kewl??? LOL!

BREAKING NEWS: 3 out of 4 people say this is a b

Researchers found that not only will users judge websites as “beautiful” or not within 1/50th – 1/20th of a second, but also that “visually complex” websites are consistently rated as **less beautiful** than their simpler counterparts.

3 WAYS MAKE YOUR WEBSITE EASY TO CRAWL & UNDERSTAND

- 1 Design
- 2 Content, Topics/Keywords
- 3 Formatting of content

4 Signs Your Marketing Strategy Needs an Overhaul

by Annie Zelm

April 1, 2014 at 2:00 PM

When you drive a car that's almost 10 years old and is approaching the 150,000-mile mark, you're constantly watching for signs of poor performance. You don't wonder if something will go wrong — you know it's just a matter of when and how much it will cost to fix.



My car has failed on several occasions, but usually not without warning. There's a glaring "check engine" light, a shaking steering column, a loud clunking sound (or, with my luck, all three.)

A marketing strategy that fails to accelerate might not be as obvious to spot, but there are signs when things aren't running smoothly. Here are four key indicators yours needs an overhaul.

1) You Don't Have a Steady Stream of Quality Leads

If you're still relying on cold calls to get customers, you're probably doing a lot of work that has a low return rate. An inbound strategy of attracting customers who already demonstrate interest by subscribing to your posts and downloading your resources has a proven success rate with a better return on your investment.

The statistics speak for themselves: B2B companies with blogs generate an average of 67 percent more leads each month compared to companies that don't, [according to Social Media B2B](#). Inbound marketing is less expensive, too, [costing more than 60 percent less](#) than the average cost for outbound marketing. Don't believe me? [Read about these six brands that used content marketing to generate more leads.](#)

One corporate training company, InsideOut, generated nearly 400 percent more leads when it switched from a primarily outbound strategy to an inbound one in 2012. [More](#)

CONTENT TOPIC AND KEYWORD EXAMPLES

- Relevant content based on users intent from search query.
- Relevant content to topic of search query.
- Provides value to searcher.

REMEMBER:

Use the language of
your buyer personas.





CONTENT TOPIC OR KEYWORD

(on-page SEO)

- 1 Page Title
- 2 URLs
- 3 Page Headers
- 4 Content
- 5 Meta Description



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Interactive Projector 1 x

www.mimio.com/en-NA/Products/MimioProjector-Interactive-Projector.aspx 2

United States | English

Home Products Resources Community Training Support Purchase Press Blog

MimioProjector Interactive Projector

You know your students live in a world of technology. So you know technology can help hold their attention. But you have a budget. If your classrooms already have dry erase boards but no projectors, the MimioProjector™ interactive projector lets you bring interactive teaching into your classrooms without breaking the bank.

LAUNCH SLIDESHOW

- Just mount, plug into a computer, and bring your lessons, graphics, and images to life on a conventional dry erase board.
- A full-featured solution that includes award-winning MimioStudio™ classroom software.
- Dual-pen operation, available for Windows 7 and above, lets two students simultaneously interact with the same projected image, enhancing collaborative learning.
- Ultra-short-throw design reduces shadows on the whiteboard.
- Bulb can be replaced without dismounting the MimioProjector device. Up to 5,000 hours between bulb replacements
- Can be ordered as a non-interactive conventional projector, and later updated to fully interactive status without dismounting it.

See our new review from projectorcentral.com.

"(MimioProjector) is a strong contender... as either a non-interactive or interactive 1280x800 ultra short throw model, and it's well worth a close look."

Read the whole review >>

Other Products You May Be Interested In

- Interactive Displays
- Classroom Software
- Wireless Pen Tablet
- Document Camera
- Assessment System

"The MimioProjector is an all-in-one solution to effectively deliver classroom instruction, and to integrate all of the other products Mimio offers."

Tricia Fontenot
Third-Grade Teacher

CONTENT TOPIC OR KEYWORD

(on-page SEO)

- 1 Page Title
- 2 URLs
- 3 Page Headers
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- 5 Meta Description

The screenshot shows a web browser window displaying the MimioProjector Interactive Projector product page. The page layout includes a navigation menu, a main heading, a product image, a list of features, and a testimonial. Five numbered callouts are placed on the page:

- 1**: Points to the page title "MimioProjector Interactive Projector".
- 2**: Points to the URL in the browser's address bar: "www.mimio.com/en-NA/Products/MimioProjector-Interactive-Projector.aspx".
- 3**: Points to the main heading "MimioProjector Interactive Projector".
- 4**: Points to the main content area, which includes a paragraph of text, a product image, and a list of features.
- 5**: Points to the testimonial section, which includes a quote and the name of the reviewer, Tricia Fontenot, a Third-Grade Teacher.

CONTENT TOPIC OR KEYWORD (on-page SEO)

- 1 Page Title
- 2 URLs
- 3 Page Headers
- 4 Content
- 5 Meta Description

The screenshot shows a web browser window displaying the MimioProjector Interactive Projector product page. The browser's address bar shows the URL www.mimio.com/en-NA/Products/MimioProjector-Interactive-Projector.aspx. The page features the Mimio logo, a navigation menu, and a main heading for the product. A large image of the projector is shown, along with a list of features and a testimonial. The page is annotated with five numbered callouts: 1 (Page Title), 2 (URLs), 3 (Page Headers), 4 (Content), and 5 (Meta Description).

1

2

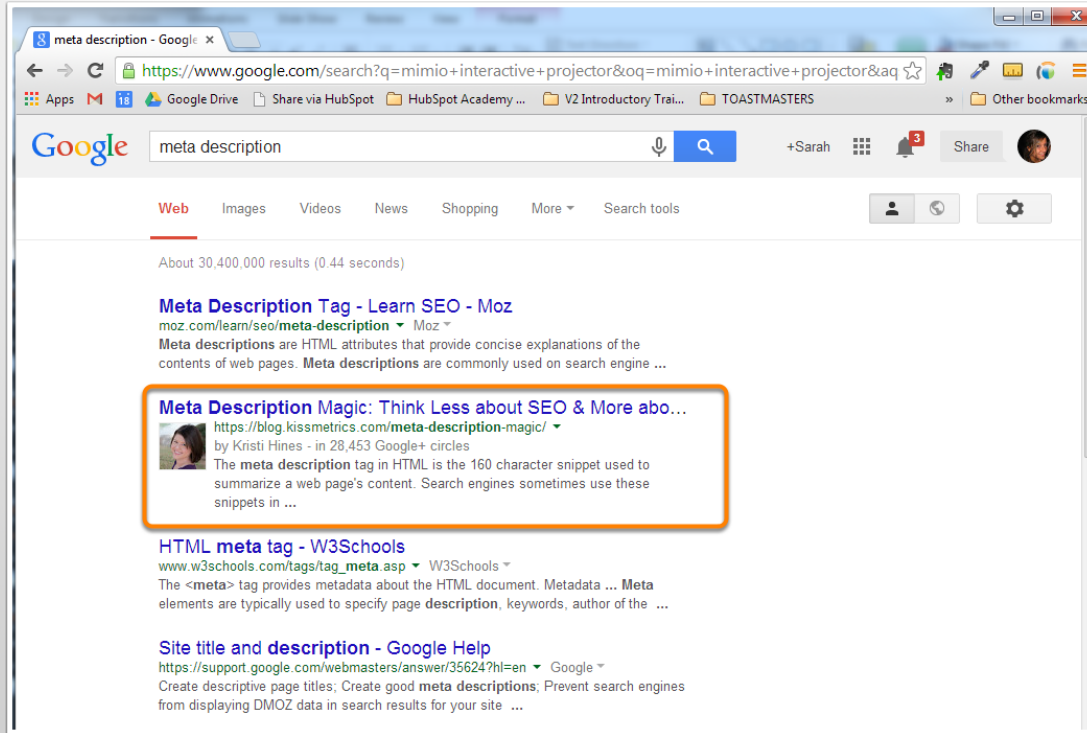
3

4

5

CONTENT TOPIC OR KEYWORD (on-page SEO)

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CONTENT TOPIC OR KEYWORD (on-page SEO)

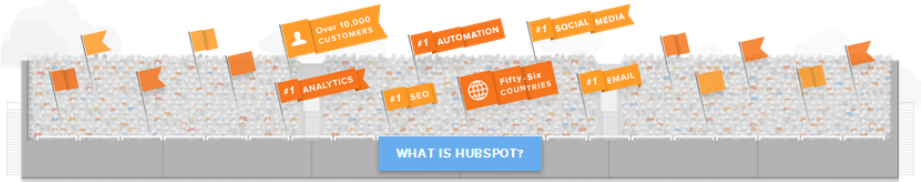
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[View All Small Business Case Studies](#)



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[View Enterprise Software and Services](#)

CONTENT FORMATTING EXAMPLES

- Font hierarchy (subheads with different colors, sizes or font styles)
- Include pictures
- Short sentences & paragraphs
- Bullets
- Bolding, italics & hyperlinked content

What Exactly Does Google Consider High Quality Marketing Content?

by Bill Faeth

September 5, 2013 at 6:00 PM

Every 24 hours, 2 million unique blog posts are published. In light of this statistic, the quest to claim the #1 spot on Google's search results for key terms in your industry suddenly seems harder than ever, doesn't it?



Google's search algorithm uses myriad different factors, known as "signals," to determine quality of content. The factors and their relative weights are all a closely-guarded secret, but you'll be pleased to know that content creators aren't completely left out in the cold. It's critical to not just acknowledge Google's quality guidelines, but to also make them an integral part of how you approach the production of web content.

What Are the Quality Guidelines?

Matt Cutts and the rest of the web-spam team offer webmaster guidelines, with a stated intention to "help Google find, index, and rank your site." The site covers technical and user experience tips before delving into content quality, with a clear caveat that the guidelines aren't intended to be comprehensive. It's definitely in your brand's best interest to avoid using deceptive principles just because they're not illustrated on the list, and uphold "the spirit of the basic principles." There's no substitute for reading [the guidelines](#), but the points consist primarily of the following:

- Create blog content, landing pages, and site pages for people, not search rankings.
- Don't try to trick anyone, and don't use any tactics you wouldn't feel comfortable explaining to Cutts himself.
- Invest significant time and resources into differentiating within your niche, and providing value.

Google also contracts with third-party organizations to utilize human quality raters, who use a prescribed method to describe the quality of search results. This feedback doesn't measure the quality of content or affect results, but instead is used to determine how accurately their algorithm is indexing results by quality.

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- Include pictures
- Short sentences & paragraphs
- Bullets
- Bolding, italics & hyperlinked content

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HOW TO OPTIMIZE YOUR WEBSITE



Have a goal in mind for what you'd like to accomplish with your website.



Make it easy to understand and crawl.

Websites should not be static,
they should evolve.

3

WHAT WEBSITE
OPTIMIZATION IN
EXECUTION LOOKS LIKE.

What do you think this website did **well** to optimize the homepage?

The screenshot shows the homepage of GAZELLES SYSTEMS. At the top right, there is a green navigation bar with 'home' and 'login' links. The main navigation menu includes 'Products', 'Rhythm Book', 'Speaking', 'Resources', 'Case Studies', 'About Us', and 'Blog'. The primary headline reads 'Keep your team focused & aligned', with 'focused & aligned' in green. Below this, a sub-headline states 'Rhythm is a simple system to help your team execute your plan and accelerate your growth.' A red 'Learn More' button is positioned below the text. To the right is a video player showing the Rhythm logo and the text 'RECORD REVENUES FOR MOBILITY WORKS'. Below the video is a blue link: 'Hear From More CEOs Just Like You >>'. The second section is titled 'Rhythm Gets Results' and features three columns of testimonials. Each column includes a bolded result, a company logo, a quote, and the name of the executive.

home | login

GAZELLES
SYSTEMS

Products Rhythm Book Speaking Resources Case Studies About Us Blog

Keep your team focused & aligned

Rhythm is a simple system to help your team execute your plan and accelerate your growth.


[Learn More](#)

Rhythm
RECORD REVENUES
FOR MOBILITY WORKS

[Hear From More CEOs Just Like You >>](#)

Rhythm Gets Results


INCREASED TIME TO MARKET BY 300%


avidxchange

"If it wasn't for Rhythm, we would not have been able to hit our objectives with the same frequency or execution discipline to allow us to launch our product this quickly!"

-Chris Tinsley, CTO


160+ HOTELS ALIGNED


WHITE LODGING

"Rhythm software has allowed us to laser focus in on our issues and take action against them."

-Bryan Hayes, COO

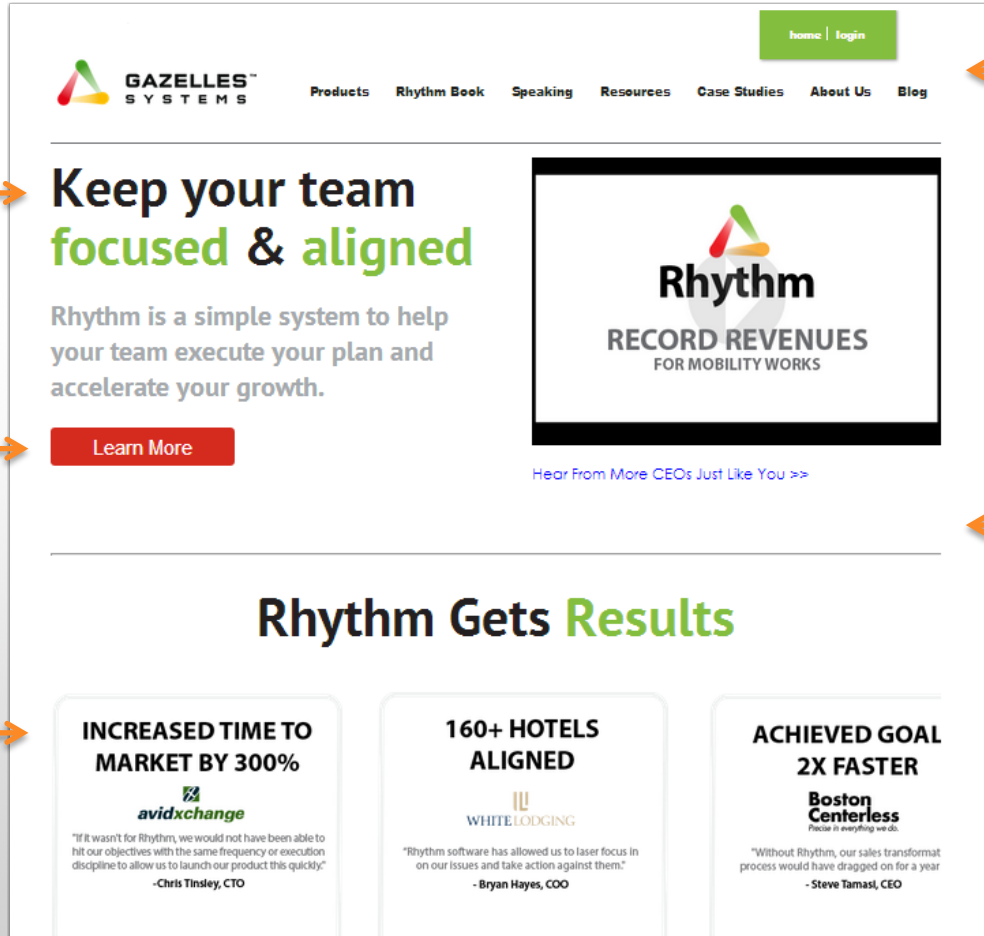
ACHIEVED GOAL 2X FASTER


Boston Centerless
Fixate in everything we do.

"Without Rhythm, our sales transform process would have dragged on for a year"

- Steve Tamasi, CEO

Noteworthy optimization notes:



Similar language to buyer personas



Visible & logical next steps



Great use of headers, images, videos, etc.



Simple design



Good cognitive fluency

What do you think this website did **well** to optimize the homepage?

The screenshot shows the Pawntique website homepage. At the top right, there is a phone number: 1 (855) 777-6687. The navigation menu includes: How it Works, About Us, Small Business, Get Started!, Blog, and a Chat with Us button. The main heading is "Sell or Pawn Your Valuables Online Quickly and Securely". Below this is a video player with a play button and a 0:40 duration. To the left of the video are three bullet points with checkmarks. Below the video is a section titled "What is a personal asset loan?" with a "Learn More" button. At the bottom, there are three columns of services, each with a heading, three bullet points, and a button.

1 (855) 777-6687

Pawntique [How it Works](#) | [About Us](#) | [Small Business](#) | [Get Started!](#) | [Blog](#) [Chat with Us!](#)

Sell or Pawn Your Valuables Online Quickly and Securely

We quickly appraise the market value of your high-end watches, jewelry, cameras, diamonds and precious metals and make you an offer to sell or pawn your valuables.

- ✓ Convenient: Sell your valuables or get a short-term loan
- ✓ Quick: Get cash quickly and securely online
- ✓ No credit checks: No lengthy applications or employment verifications

What is a personal asset loan?
Personal asset loans allow you to use items you already own to access cash quickly privately and securely. [Learn More](#)

Personal Asset Lending For Small Business	What do you want to do- Sell it or Pawn it?	Jewelry and Diamond Buying Services
<ul style="list-style-type: none">✓ No personal guarantee✓ No credit checks✓ Fast funding Pawntique can help your business	<ul style="list-style-type: none">✓ Cash for unexpected expenses✓ Quicker than selling it yourself✓ Completely confidential and private Should I Pawn it? or Sell It?	<ul style="list-style-type: none">✓ Free market appraisal✓ By appointment in Portsmouth, NH✓ Online from anywhere in the U.S. Access cash using your assets

Noteworthy optimization notes:

The screenshot shows the Pawntique website with several annotations:

- Simple design:** Points to the top navigation bar and the 'Chat with Us!' button.
- Easy-to-digest formatting:** Points to the video player.
- Great usage of buyer persona's language:** Points to the 'Learn More' button in the 'What is a personal asset loan?' section.
- Clear, streamlined next steps:** Points to the three columns of services at the bottom.
- Relevant, helpful content:** Points to the main heading and the list of benefits.

Website Content:

1 (855) 777-6687

Pawntique [How it Works](#) [About Us](#) [Small Business](#) [Get Started](#) [Blog](#) [Chat with Us!](#)

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What do you think this website did **well** to optimize the homepage?

How Much Does a Pawn Shop Loan Cost?

Posted by [Don Battis](#) on Thu, Sep 13, 2012 @ 08:18 AM

[Email Article](#) [Tweet](#) [g+](#) [Share](#)

One of the first questions a pawn loan shopper asks themselves when they begin considering a pawn loan to meet their short term emergency cash needs is:

How much does a pawn loan cost?



Unfortunately, there is not much information on the Internet about this subject. This article will attempt to answer this important question.

The cost of [pawn loans](#) varies depending on your location. State law governs the maximum rate allowed and most pawn shops charge the maximum. Generally, you can expect to pay anywhere from 3 to 25 percent in interest on your loan. On top of that, most states let pawnbrokers charge a **service fee** for storage, handling, and insurance.

The term of the loan is usually one month and principle and interest are due at the end of the month. In some states, you're automatically granted a grace period - usually 15 to 30 days - after your loan period expires. You have that additional amount of time to pay your loan and reclaim your property before the shop can sell your item.

Most pawn shops allow and encourage the payment of just the interest and a renewal for another month. Below are some examples of rates for typical small loans. The average size of pawn loans is less than \$200.

Rates and terms for larger loans are often negotiable.

One of the best known pawn shops is Gold & Silver Pawn in Las Vegas, Nevada. (The home to Pawn Stars.) According to Rick Harrison, they charge 10% per month.

Another well know pawn shop is American Jewelry and Loan in Detroit, MI. (The home to Hardcore Pawn.) Michigan allows a maximum rate of 3% per month.

New York pawn laws only allow 3% interest but additional allowed fees can bring the total to 10%.

Massachusetts allows 3%

Noteworthy optimization notes:

Social sharing options



How Much Does a Pawn Shop Loan Cost?

Posted by Don Battis on Thu, Sep 13, 2012 @ 08:18 AM

Email Article Tweet 0 +1 1 Share

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Easy-to-digest formatting



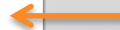
Relevant, helpful content



Great length to fully cover the topic



Clear, streamlined next steps



What do you think this website did **well** to optimize the homepage?

The screenshot shows the HubSpot homepage. At the top left is the HubSpot logo. To the right is a navigation menu with links for Software, Pricing, Case Studies, Partners, About, and Blog. The main headline is "The #1 Marketing Platform" in a large, bold font. Below it is a sub-headline: "Use HubSpot's top-ranked software to generate more traffic, leads and sales. [Start a trial.](#)"

The central graphic is a stylized race track with several orange flags on poles. Each flag has a callout box with an icon and text: "Over 10,000 CUSTOMERS" (with a person icon), "#1 AUTOMATION" (with a gear icon), "#1 SOCIAL MEDIA" (with a social media icon), "#1 ANALYTICS" (with a bar chart icon), "#1 SEO" (with a magnifying glass icon), "FIFTY-SIX COUNTRIES" (with a globe icon), and "#1 EMAIL" (with an envelope icon). Below the track is a blue button that says "WHAT IS HUBSPOT?".

Below the track is a small link: "About HubSpot's #1 marketing platform rating".

The next section has the headline "10,000+ companies run their marketing on HubSpot." followed by the sub-headline "HubSpot scales to any size." Below this are three columns, each representing a business size: "SMALL", "MEDIUM", and "ENTERPRISE". Each column features a circular profile picture of a customer, their name and company logo, a quote, and a blue button to view case studies.

- SMALL:** Nana Hinsley, Global Plastic Sheeting. Quote: "It's nothing less than a miracle what we have been able to achieve because of HubSpot."
- MEDIUM:** Dawn Aguilar, mimio. Quote: "HubSpot has allowed us to do more with fewer people and resources."
- ENTERPRISE:** Michael Freeman, ShoreTel. Quote: "HubSpot meets our needs as an enterprise perfectly. It has the sophistication, it has the scale."

Noteworthy optimization notes:

Clear, streamlined
next steps

Relevant, helpful
content

The screenshot shows the HubSpot homepage with several annotations. At the top left is the HubSpot logo. The top right navigation menu includes links for Software, Pricing, Case Studies, Partners, About, and Blog. The main headline reads "The #1 Marketing Platform" with a sub-headline: "Use HubSpot's top-ranked software to generate more traffic, leads and sales. [Start a trial.](#)" Below this is a large graphic of a stadium filled with confetti and flags. The flags are labeled with various marketing metrics: "#1 ANALYTICS", "#1 SEO", "#1 AUTOMATION", "#1 SOCIAL MEDIA", "#1 EMAIL", and "FIFTY-SIX COUNTRIES". A blue button labeled "WHAT IS HUBSPOT?" is positioned in the center of the stadium graphic. Below the stadium graphic is a link: "About HubSpot's #1 marketing platform rating". The next section features the text "10,000+ companies run their marketing on HubSpot. HubSpot scales to any size." Below this are three columns representing different business sizes: SMALL, MEDIUM, and ENTERPRISE. Each column includes a profile picture, a quote, and a blue button to view case studies. The SMALL section features Nana Hinsley from Global Plastic Sheeting. The MEDIUM section features Dawn Aguilar from mimio. The ENTERPRISE section features Michael Freeman from ShoreTel.

Simple design

Great usage of
buyer persona's
language

Easy-to-digest
formatting

Don't obsess over ranking factors, do the right thing **(and your visitors will come).**

4 KEY TAKEAWAYS AND RESOURCES.

KEY TAKEAWAYS

- 1 Website optimization is more than just search engine optimization.
- 2 Websites should attract, convert, close and delight.
- 3 Make your pages easy to understand and crawl to satisfy search engines and searchers.
- 4 Quality content that satisfies your users will always rank at the top of search engines.
- 5 Websites are always not static, they should always be evolving.

RESOURCES

- 1 [Learn SEO from the Experts](#) [eBook]
- 2 [Search quality guidelines from Google](#) [blog post]
- 3 [Easy explanations to learn SEO – based on Matt Cutts' webmaster videos](#) [video series]