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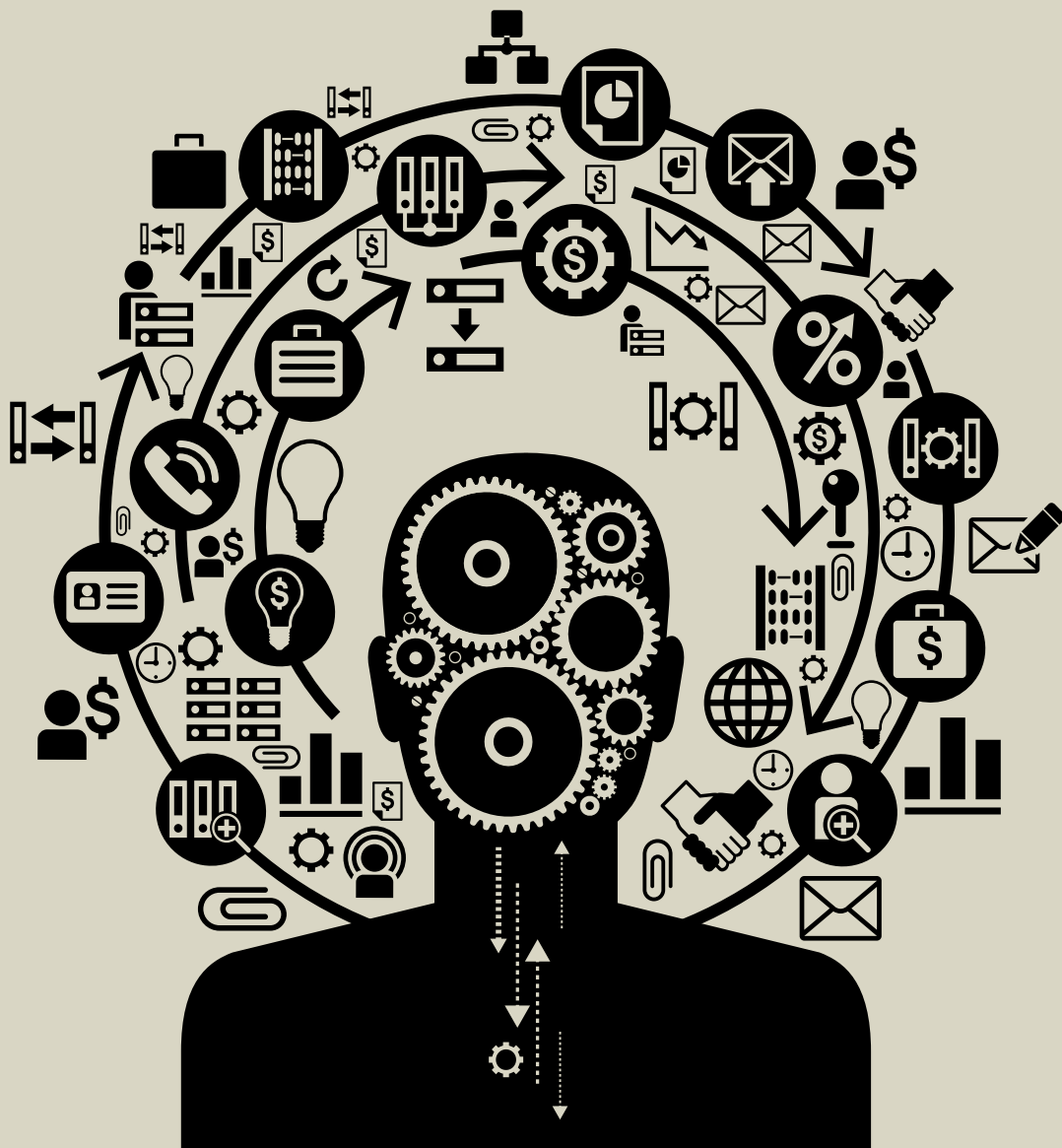
Game Plan For: Your Company Here

Home Page Slider:

Home page sliders are not recommended because visitors – especially first time visitors - are exposed to too much information, which makes it more difficult for them to advance deeper into the site.

You Statement:

Your site's "You Statement" should be written for visitors and quickly conveys the potential benefit you offer them. It needs to be located correctly as well to help signal to the visitor that they are in the right place.

Quickly Understand Problems Solved:

Working in tandem with a clear You Statement, the site visitor must be able to understand what problems or challenges of theirs you solve within a five-second scan of your home page.

3 or More CTAs (Calls to Action) Above the Fold:

A critical goal for your site design is to make it easy for visitors to take action and by taking action, complete the important shift from an anonymous visitor to known lead.

Headlines Optimized for SEO & Visitors:

In developing your headlines you want to satisfy the demands of your site visitors while simultaneously satisfying the search engines' needs.

Company News:

The first item on any site visitor's agenda is to solve a problem or need that they have and company news does not work to that end. The time for building...

Company Bragging:

The same rules which apply to company news applies to company awards – seek to solve visitors' problems and challenges first and the social proof of...

Contact Information:

While it's important to be easily reached, don't let the access to your contact information interfere with the visitors' search for a solution to their...

Blog

Is Blog Present:

Websites with an active blog generate 50-60% more traffic, have 97% more inbound links and 434% more indexed pages than sites without one. The number of benefits gained by having a blog far outweighs the time, energy and resources expended to have one.

Is Blog Easily Shareable:

In order to generate more traffic to your site, it's critical to make your blog content easily accessible to readers. That access is provided through RSS feeds and social sharing.

Latest Blog Post:

Blog article frequency has a big impact on search engine results. In general, the greater the frequency the better the results. That being said, there's an ideal frequency for most companies based on how competitive their niche is.

Blog Article Length:

The primary goal for any blog article is to be of value to prospective customers. In general, articles between 600 and 900 words tend to hold the most value for readers.

Google Authorship for Articles:

Linking your blog article content to your Google + provides greater visibility for each of your posts and helps build your following on Google +.

Blog Responsive:

More often than not, readers of your content are accessing it via multiple devices: smart phones, tablets, laptops and...

Image Alt Tags:

Using images in your blog articles serves several purposes: they break up the text content to make it more readable, they...

Company in Titles:

Treat your blog posts the same way you would any of your other site pages – put relevant CTAs in them to help convert anonymous...

Blog SEO

Blog Article Title Optimization:

It's critical to properly title your blog articles as it positively impacts readership and SEO when done correctly. Approach the development of your titles as you would search as a consumer – it's the best place to start.

Long-tail Keyword Focus:

For less established sites and blogs, it's better to focus on longer-tail keywords in order to build site visibility with search engines and readers.

Meta Descriptions:

There's a right way and a wrong way to write a meta descriptions for each of your blog articles. Most people are unaware or unsure of exactly how to construct a proper meta description.

Image Alt-tags:

Images on your site need what's known as alternative text (or the alt attribute) in order to describe what the image is. With this text your images can appear in Google Images search results.

Inbound Links:

The number of external sites linking to your site are an important component in your site's SEO. Another factor is the authority of those links – large commercial sites, .edu and .gov sites are a few examples of high authority sites.

URLs:

Did you know that you can influence search results if you develop the right URL for each of your blog...

Page Titles:

Constructing the right page titles is the third leg of the SEO troika for getting found for your content. You want to avoid the most...

Body Optimization:

The exact placement of your keywords within the body of your blog article has an impact on its SEO...

Search Engine Opimization

Related and Competitive Websites:

You know who your competitors are but do you know how you stack up against them in terms of the efficacy of your website? This information will allow you to strategize your way to greater competitiveness in the online battle for new customers.

Home Page and Interior Page Titles:

As with blog article titles, your home and interior page titles tell the search engines and visitors what your site is about. Your ideal titles should contain your top keywords and not be the same.

Home Page and Interior Page Meta Descriptions:

Getting your home page and interior page meta descriptions right influences how you show up in search engine results and it impacts whether or not the searcher clicks on your pages.

Keywords Consistency:

Consistent use of your keywords in multiple areas across your site – both structural and in content - increases your chances for ranking for your top keywords.

Indexed Pages:

In general, the higher the number of indexed pages on your site, the better your chances for ranking higher for your keywords. A site with 100 indexed pages will generally rank better than a site with 10 indexed pages.

Broken Links:

A broken link usually means a dead-end for your site visitors and negatively influences how search engines regard your...

WWW Resolve:

Did you know that search engines regard www.xyz.com & xyz.com as two different sites? Regardless of how you list your sites...

Robots.txt:

In short, a robot.txt file helps search engines make easier work of crawling your site for information and the easier you make that...

Usability

Mobile Optimized:

Does your website look the same on a 3 inch smart phone screen as it does on a 32 inch desktop monitor? Your customers and prospects want the same experience no matter how and when they access your site.

Conversion Forms:

If the only way someone can interact with you on your site is to fill out a Contact Us form, you're missing out on the number one way to increase the conversion of anonymous visitors to known leads.

Custom 404 Pages:

Like a good traffic cop, custom 404 pages help visitors successfully navigate your site in a way that prevents them from leaving forever.

Page Load Time:

If you're like the overwhelming majority of digital consumers, your tolerance for waiting for site pages to load is at an all time low. The search engines pay attention to this too – long page load times hurt your rankings.

Printability:

Special CSS style sheets enable visitors to print pages from your site without using unnecessary designs or images that consume ink – providing a better experience for the consumer.

Meta Viewport:

This simple tag allows visitors to automatically see a properly scaled page on their mobile device and allows them to instantly...

Responsive Forms:

With over 75% of consumers using smart phones, not only do you want your site to look right but those all-important...

Flash Content:

Flash content may look appealing, but to the search engines it's invisible and can't be indexed. If they can't index your content...

Technologies

Website Analytics:

In order for you to know if your website is working the way you want it to, you need to be able to track activity on a page by page basis. At a minimum, you should have installed Google Analytics on each of your pages and be tracking the most important performance statistics.

Content Management System (CMS):

This is the base structure that your site lives on – Wordpress, Joomla and Drupal are but a few of the well known content management systems in use today. The important question is, is it easy to add and update content on your CMS?

Marketing Automation:

The use of a marketing automation platform is becoming more common these days for site owners wishing to maximize their digital marketing investment. These platforms allow marketers to develop, execute and measure the full customer lifecycle – from anonymous visitor to loyal customer.

W3C Validity:

This is crossing over to the geeky side of the house but structural coding errors on your site make it difficult for search engines to successfully index it – and anything less than a successful index makes you more difficult to find.

Google Analytics:

Having Google Analytics tracking code on your site is a solid foundational move towards improving site performance...

JQuery & CSS:

Having too many JQuery and CSS files on your site can negatively impact the overall speed of your website...

Nested Tables:

If you use nested tables on your site they will frustrate mobile users because complex table structures can't easily be displayed in...

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