

PIA CIVILETTI



Scientiam Associates

Partnering with Entrepreneurs and Small Companies for
Branding, Websites, Graphics and Marketing

pia@scientiamassociates.com
calendly.com/piaciviletti

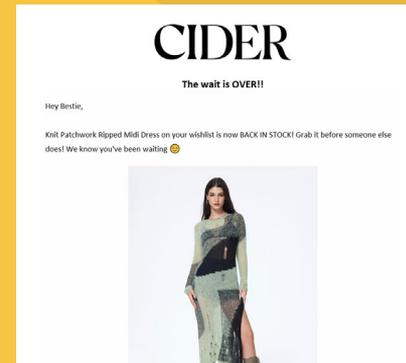
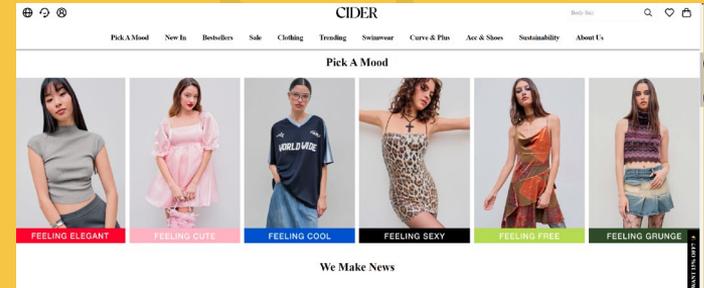




HOT MARKETING TRENDS FOR 2024

BRANDING

- ✦ Good branding increases sales. People are searching for brands more than products. Even products that are not the best do well if the branding is well developed.
- ✦ Marketing Rule – When customers interact with your brand 7 times they are more likely to remember you, purchase from you and share with others
- ✦ Customer Focus – They want to trust the companies they work with, they worry about privacy, loyalty comes with showing customers that you are their brand.
- ✦ Changing focus on 5-year plan to a more adaptable fluid approach to marketing.



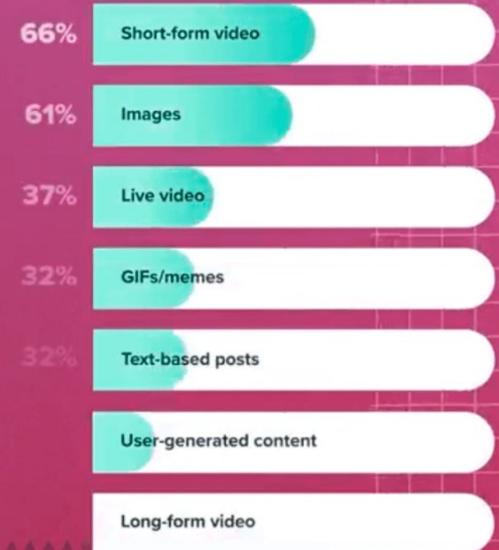
CONTENT

- * AI Marketing – bold, collaborative and responsible, human created content outperforms AI written content over 94% of the time. Use a combination for a win-win. Privacy and ethical issues. AI used for customer trends.
- * Search – Ensure your Google Business Profile is up-to-date and product data has high quality images in Google Merchant Center (online stores).
- * Voice Search - long-tail keywords, conversational phrases, and structured data to ensure their content performs well in voice search results
- * EEAT (Experience, Expertise, Authoritativeness and Trustworthiness) AI cannot generate experience like you can. Create a checklist for EEAT for your business.
- * Content Automation – Using tools to create a continuous flow of content.
- * Reactive Adaptability– adapting quickly for consumer needs, fluctuating budgets and economic context, customer feedback

SOCIAL MEDIA

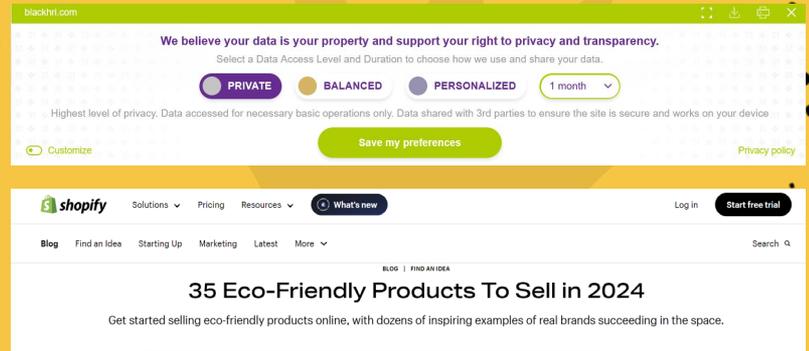
- * Social Media Search Optimization – Not just for your website anymore (TikTok and Instagram are being used as search engines). Match keywords and metadata to social media posts.
- * Ephemeral (ifemeral) Content – Instagram, Facebook, Snapchat and TikTok, leverage FOMO (Fear of Missing Out)
 - YouTube Shorts – 95% of 13-17 use YouTube, 50 billion shorts a day. Instagram Threads – 141 million users thus far
 - Meta Reels – viewed 200 billion a day
- * Meta AI (beta) – chatbot for WhatsApp, Messenger and Instagram (custom personalities, interests and opinions)
- * Nano-Influencers (1000 to 10,000 followers) will dominate trends in 2024
- * LinkedIn Organic Engagement – Creator mode will grow your influence
- * Ads – Return on Investment. Untapped value – X, Pinterest and Snap on top, TikTok and YouTube in the middle and Instagram, Facebook and LinkedIn on the bottom.

The most engaging types of in-feed social content



OTHER TRENDS

- * SGE (Search Generative Experience) – High quality imagery will go directly to carousel including playable videos.
- * Data Privacy – figure out how your going to use customer data and be transparent
- * Sustainable Products – ethical and human rights, biodegradable, low carbon footprint, recycled materials, sourced locally
- * Video Marketing dominant force in digital marketing.
- * Podcasts increasing more than blogging, 20 million new podcasts each year
 - Ad Swaps – Advertise on others podcasts and vice versa.



PIA CIVILETTI



Scientiam Associates

Partnering with Entrepreneurs and Small Companies for
Branding, Websites, Graphics and Marketing

pia@scientiamassociates.com

scientiamassociates.com

calendly.com/piaciviletti

Thank You!



***6 WAYS TO INCREASE
WEBSITE CONVERSION IN 2024***

SUE LACHAPELLE



**LACHAPELLE
DESIGN**

Web
Print
Digital
Social

LaChapelle.com

01

***KEEP THINGS SIMPLE
AVOID CLUTTER***

You've got **only 5 seconds** to make a first impression



Shop by category

Search for anything

All Categories

Search

Advanced

Back to previous page | [LUMINOMAX](#) Consumer Electronics > Portable Audio & Headphones > Headphones

[Facebook](#) [Twitter](#) [Google+](#) [Add to Watchlist](#)



Sell from your online store and eBay.

Start for Free



Jabra Elite Active 65t Alexa True Wireless Sport Earbuds with Charging Case NEW

Direct from Jabra with 1-year warranty

1 sold in last hour

Condition: **Certified - Refurbished**

Color: **Copper Blue**

Quantity: Limited quantity available [499 sold](#) / [See feedback](#)

Price: **US \$35.99**
List Price ~~US \$44.99~~
Save \$64.00

Buy It Now

Add to cart

Add to Watchlist

2 Two-year warranty included
Comprehensive warranty from Allstate, US only. [Learn more, including how your info is shared here.](#)

100% buyer satisfaction

499 sold

Free shipping and returns

Take \$5.40 off this item [Show me how](#)

Shipping: **Free 4 day shipping**
Get it by Fri, Sep. 03 | [See details](#)
Located in: Louisiana, Kentucky, United States
Ships to: United States. [See restrictions](#)

Payments: [MasterCard](#) [eBay](#) [Pay](#) [VISA](#) [Discover](#) [American Express](#)

PayPal CREDIT

Special financing available. | [See terms and apply here.](#)

[Finance on 0% for 6 months when you use your eCheck Mastercard. | Learn more](#)

Have one to sell? [Sell now](#)

Shop with confidence

1 Direct from Jabra
Item sold directly by the brand.

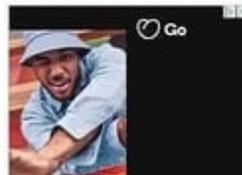
2 Certified Refurbished
Like-new item refurbished and approved by the manufacturer. [Learn more](#)

3 eBay Money Back Guarantee
Get the item you ordered or get your money back. [Learn more](#)

Jabra ^{CPH}

Shop Jabra on eBay

4 Save this Seller
Contact seller
Visit store
See other items



IMDb
Menu
IMDb TV
All

IMDbPro
Watchlist
Sign In



EXPAND

Start Watching



Live Sports, Breaking News, & A Mountain of Entertainment. Stream it all on Paramount+ 12

Scot McNairy

Actor · Producer · Soundtrack




2:48 | Trailer

53 VIDEOS / 149 IMAGES

Top 5000

Official Photos

During the early 2000s, actor Scot McNairy quickly came to specialize in portrayals of colorful and individualistic young men with a slightly rebellious edge. McNairy began during the early to mid-2000s, with his parts in films including Wonderland (2003), Herbie: Fully Loaded (2005), and Art School Confidential (2006). He took his first bow as a... See full bio >

Born: November 11, 1977 in Dallas, Texas, USA

More at IMDbPro >

Contact Info: View agent, publicist, legal on IMDbPro

6 wins & 14 nominations. See more awards >

Photos



169 photos · 59 videos >

Known For

 <small>Argo</small> <small>Ben Affleck</small> <small>(2012)</small>	 <small>Monsters</small> <small>Roberto F. Canales</small> <small>(2010)</small>	 <small>12 Years a Slave</small> <small>Chiwel Ejiofor</small> <small>(2013)</small>	 <small>Frank</small> <small>Adam Sandler</small> <small>(2014)</small>
-----------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------



Quick Links

Biography · Awards · Filmography · Photo Gallery · Trailers and Videos

Explore More >

Child Stars, Then and Now



Check out some of our favorite child stars from movies and television. See how many you recognize now that they've grown up. See the entire gallery >

Share this page: [f](#) [t](#) [p](#)

A Horror Fan's Guide to 'Candyman'



Yahya Abdul-Mateen II and writer-director Nia DaCosta sit with IMDb to give a breakdown of Candyman, the horror sequel to the 1992 original. Watch the video >



BUY MOVIE TICKETS

[SEE ALL MOVIES](#)



Bullet Train (2022)



Nope (2022)



DC League of Super-Pets (2022)



Jo Koy Easter Sunday (2022)



Thor: Love and Thunder (2022)



Minions: The Rise of Gru (2022)



Jo Koy Easter Sunday (2022)

FEATURES



How does this increase conversion?

When there are fewer elements on the page visitors are less likely to get sidetracked and more likely to focus on the main message.

This can lead to higher conversion rates and better results for your business.

02

FOCUS ON USER EXPERIENCE

Did you know that if a website has a poor user experience up to **89% of visitors will switch to a competitor's website?**

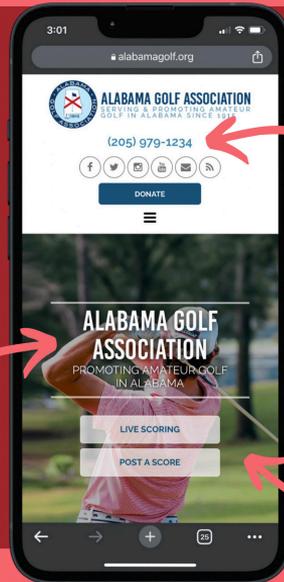


PERFORMANCE OPTIMIZATION

Measure page loading time by using
Google's PageSpeed Insights tool

CREATE A RESPONSIVE DESIGN

Mobile Optimization is KEY!



Accessible contact information

Large, easy to read fonts

Smart image cropping

AI: Chatbots

The screenshot shows the BCM INKS website homepage. The header is dark with the BCM INKS logo on the left, which includes a stylized 'H' and the text 'BCM INKS FORMULATING FOR SUCCESS'. On the right side of the header, there is a 'Customer Login' link, a language dropdown menu set to 'English', and two phone numbers: '(513) 469-0400' and '(800) 678-6258'. Below the header is a navigation menu with links for 'Ink & Varnishes', 'Color ConneXion', 'Blending Systems', 'Training', 'Sustainability', 'Who We Are', and 'Contact'. The main content area features a large, dark image of a liquid being poured into a container, with the text 'We're ready to formulate for your success. And it starts with the ink.' centered over it. Below this text is a yellow button that says 'Let's Get Formulating'. In the bottom right corner of the main content area, there is a white button that says 'Chat with us' next to a speech bubble icon.

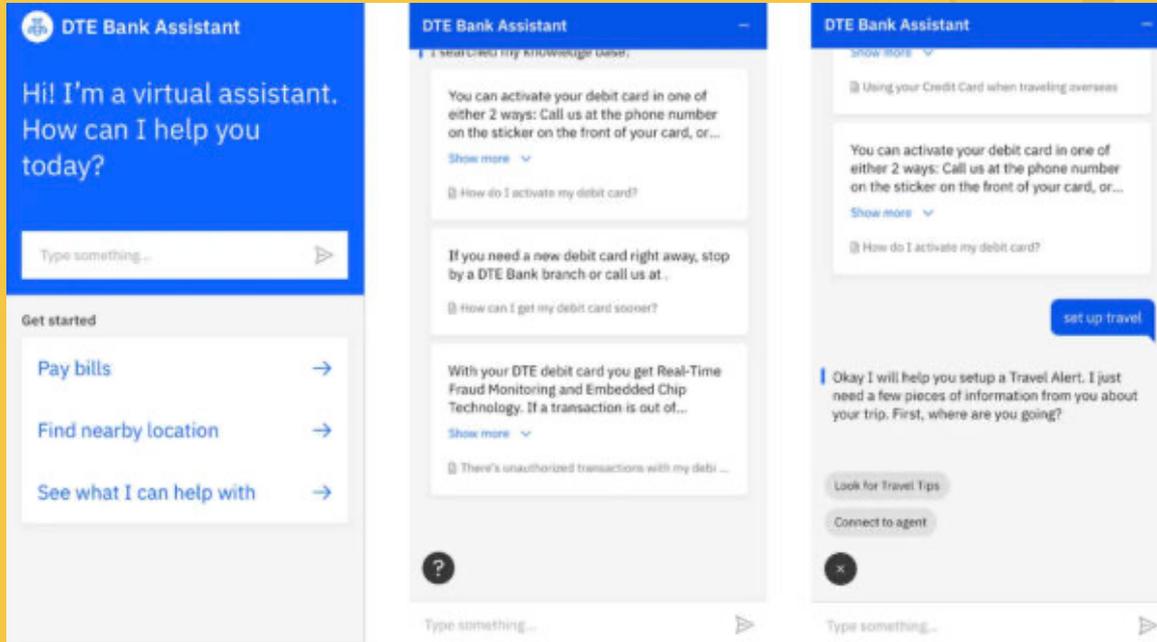
AI: Chatbots

The image shows a screenshot of the BCM INKS website. The header is dark with the BCM INKS logo on the left, which includes the letters 'BI' in a stylized font and the text 'BCM INKS FORMULATING FOR SUCCESS'. To the right of the logo are navigation links: 'Ink & Varnishes', 'Color ConneXion', 'Blending Systems', 'Training', 'Sustainability', 'Who We Are', and 'Contact'. Further right are 'Customer Login' and a language dropdown menu set to 'English'. Phone numbers '(513) 469-0400' and '(800) 678-6258' are also present.

The main content area features a large image of a liquid being poured into a glass, creating ripples. Overlaid on this image is the text: 'We're ready to formulate for your success. And it starts with the ink.' Below this text is a yellow button that says 'Let's Get Formulating'.

In the bottom right corner, a chatbot interface is displayed. It has a dark background and says 'Hi there' with a hand icon. Below that, it says 'Welcome to our website. Ask us anything' with a speech bubble icon. A status indicator shows 'Someone will be with you shortly'. At the bottom of the chatbot is a text input field with the placeholder 'Enter your message...' and a 'SEND' button. The chatbot is powered by Tidio, as indicated by the 'POWERED BY TIDIO' text.

AI: Chatbots



How does this increase conversion?

By prioritizing UX businesses can create a seamless and enjoyable online journey for their users leading to higher engagement increased customer satisfaction and ultimately improve conversion rates.

In addition, responsive design has a positive impact on search engine rankings.

03

DESIGN WITH THE USER IN MIND

WIIIFM

What Is In It For Me



Supercharged for pros.

The most powerful MacBook Pro ever is here. With the blazing-fast M1 Pro or M1 Max chip — the first Apple silicon designed for pros — you get groundbreaking performance and amazing battery life. Add to that a stunning Liquid Retina XDR display, the best camera and audio ever in a Mac notebook, and all the ports you need. The first notebook of its kind, this MacBook Pro is a beast.

From \$1999

LACHAPELLE
DESIGN

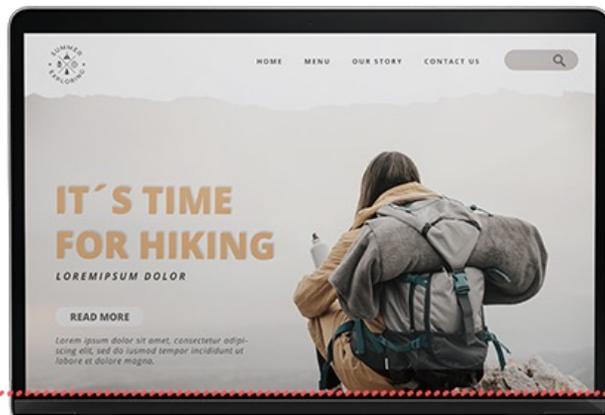
How does this increase conversion?

It improves usability by providing a consistent and user-friendly interface across different devices. Users will be able to navigate and interact with the site easily.

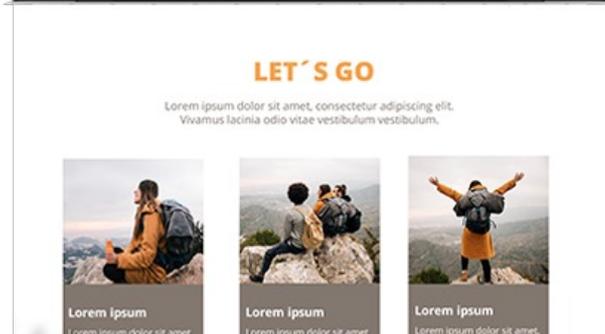
It increases their engagement and likelihood of conversion.

04

***YOUR CONTACT INFO SHOULD BE
EASILY VISIBLE***



Above the Fold





Become a ProBlogger

Since 2004, ProBlogger has been the home for bloggers wanting to [create](#) and [grow](#) their blogs, and then go professional to [make money blogging](#). We've got close to 8,000 posts with blogging advice, tips, and in-depth tutorials alongside the latest blogging trends.

[TELL ME MORE](#)[SUBSCRIBE TO PROBLOGGERPLUS](#)JOIN OUR COMMUNITY OF **300,000+** BLOGGERS!

How does this increase conversion?

Being able to find your location or phone number is key to contacting you.

If people have to search you may lose them.

05

USE VISUALS EFFECTIVELY



[About](#) [Work](#) [Safety](#) [Contact](#) [Q](#)

[Join Our Team](#)



Dedicated

To the success of our people.

[Careers](#)

[Learn More](#)

Put us to work



☰ Menu

Watches

World of Rolex

Store Locator


ROLEX

🔍 Search

♡ Your selection

NEW WATCHES 2022

ROLEX WATCHES

 MADE WITH GIFOR

LACHAPELLE
DESIGN

A promotional banner for the game Firewatch. The background is a stylized, low-poly landscape in shades of orange and brown, depicting a hiker on a cliff edge overlooking a valley with mountains, a lake, and a forest. The title 'FIREWATCH' is centered at the top in a stylized font with a shield-like emblem above it. At the bottom, there is a price tag and four platform icons: Windows, Mac, Linux, Nintendo Switch, PlayStation 4, and Xbox One.

FIREWATCH

AVAILABLE NOW FOR \$19.99

WINDOWS MAC LINUX NINTENDO SWITCH

PLAYSTATION 4 XBOX ONE

LACHAPELLE
DESIGN



How does this increase conversion?

Not only will these visuals catch your target buyer's eye but they'd also show what's under the hood which helps you gain their trust.

06

SEO

Important SEO practices for small business websites are:

1. Completing your Google My Business Profile.
2. Researching keywords and key phrases.
3. Creating original and relevant content enriched with given keywords.
4. Interlinking relevant content to improve UX and page indexing.
5. Building external links.
6. Optimizing images for image search results.
7. Filling in meta tags

How does this increase conversion?

By leveraging the various facets of SEO – from keyword research and link building to content optimization and technical SEO businesses can ensure that their website is visible in the search engine results pages and drive more traffic to their website thus potentially leading to conversions.

COMPLIMENTARY DISCOVERY SESSION

**LACHAPELLE
DESIGN**

Web
Print
Digital
Social

Book a 30 minute call to talk about how your website can drive results

<https://calendly.com/suelachapelle/30-minute-consultation>

HELLO!

TOM BARTHOLOMEW



Website Design - SEO - PPC
For Local Service Companies



SCAN ME





SEARCH ENGINE OPTIMIZATION

Dictionary Definition:

The process of maximizing the number of visitors to a particular website by ensuring that the site appears high on the list of results returned by a search engine.

ON PAGE SEO

On-page optimization or things you can do with your website to rank higher in search results.

- URL - [domainname.com/detroit-roofing](#)
- Metadata - Titles and Descriptions
- Schema markup, also known as structured data, is **the language of search engines, using a unique semantic vocabulary**
- Heading Tags (H-tags)
- Alternative Text also called Alt Tags
- Page Speed

KNOW YOUR CUSTOMER

When optimizing and writing content for your website you need to understand who you are writing copy for.

- Have a Buyers Persona or multiple
- Solve their (the buyer) problems
- WIIFM Radio

KNOW YOUR COMPETITOR

Competitor Research

To really rank higher in search results you have to know what your competition is doing, and you have to do it better.

Use tools to find what your competitors keywords are, and how they are using those keywords.

- Semrush
- Woorank
- SpyFu

GOOGLE E-E-A-T UPDATE

E-A-T gets an extra E for Experience

- **Experience:** First-hand knowledge or use
- **Expertise:** In-depth subject proficiency
- **Authoritativeness:** Credibility and recognition
- **Trustworthiness:** Accuracy and reliability

UPDATED GOOGLE GUIDELINES:

- **Original, helpful content:** Encourage unique, informative, and user-focused material
- **Diverse formats and sources:** Acknowledge value in different content types and various expert perspectives
- **People-first content:** Prioritize user needs, accessibility, and understandability in content creation

LOCAL SEO

Google Business Profile: Your Local SEO Powerhouse

- Essential for local search visibility.
- Update regularly with accurate business information.
- Leverage customer reviews and Q&A for engagement.
- Post to GBP just like you would any Social Network

LOCAL CITATIONS

Directory Citations: Building Your Online Presence

Consistency is key: Ensure NAP (Name, Address, Phone) is uniform across all directories.

Choose relevant directories for your industry (e.g., Houzz, Angie's List, Nextdoor, Judy's Book, etc..).

Regular audits to maintain accuracy and relevance.

MAXIMIZING SEO WITH ANALYTICS

Analytics in SEO: Unlock insights into user behavior and website performance to refine your SEO strategy.

Key Metrics: Focus on Organic Traffic, Bounce Rate, and Conversion Rate to evaluate and enhance user engagement and content effectiveness.

Data-Driven Decisions: Utilize tools like Google Analytics and SEMrush to analyze trends, adjust tactics, and continuously improve your SEO approach.

THANK YOU!

TOM BARTHOLOMEW



Learn more: ALLBMG.com
Or scan the code with your camera



SCAN ME

