YOUR WEBSITE MATTERS.

- Central Hub for all Marketing Efforts
  - Organic Search, Paid Ads, Referral/WOM, Networking
- First Impression
- Establishes Reputation, Trust and Credibility
- Guides People to take Specific Actions
- Informs and Educates
- Attracts New Customers
- Serves Current Customers

BE SEEN AND KNOWN

- Experts in Your Fields

- Service Providers Serving Businesses, Individuals & Families

- Unique/Alternative

    - Approach, Solutions, Process, Programs, Tools, Systems, Resources

- Timely & Relevant Information and Education = Critical

- Known and Memorable = Viable Option

MOST PEOPLE WILL LEAVE

- **Less than 15 seconds.**
  That's how long you have to capture someone's attention on your website.

- 55% will leave within 15 seconds.

- 40% will wait **no more than 3 seconds** for a web page to load before abandoning the site completely (X)

- The average time that a site visitor spends on a webpage is **less than 1 minute** across all industries.

WEBSITE VISITOR STATISTICS

CONTENT THAT CONNECTS

- Instantly Draw People In
- Emotional Connection
- Positive Reaction
- "You've come to the Right Place"
- Holistic Brand Elements
  - Logo
  - Colors
  - Fonts
  - Imagery
  - Video
  - Messaging
  - Calls to Action

A WEBSITE THAT RESONATES

VS

A WEBSITE THAT REPELS

- Emotional Connection – Good Feeling
- Clear and Easy to Understand
- Simple to Navigate
- Speaks Directly to Your Best Clients
- Guides visitors to ACT

- Cluttered
- Disorganized
- Confusing
- Outdated
- Broken / Security Warnings
- Not Mobile Responsive

CUSTOMER-CENTRIC MESSAGING

- About Them, Not You
- Know your Customer Intimately
  - Difficult / Confusing Time
  - Looking for Genuine Support
  - Concerns, Fears, Frustrations
  - Values, Ideals, Hopes, Desires

- Show Empathy / Understanding
- Establish Yourself as a Guide
- Show the Plan / Solution
- Transformation

GUIDE YOUR VISITORS TO ACT

- System = Purpose & Intention
- What do you NEED People to do?
- What is the best first step for them?

  - Read More
  - Sign Up / Register
  - Download
  - Call Now
  - Schedule a 1-1

- Highly Visible
  - Buttons
  - Bold Text
  - Images

EXAMPLES
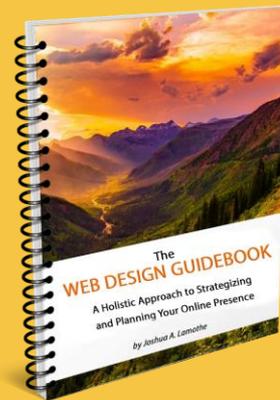
What is a Blog?

Blog (Weblog) = a informational website or online journal that displays posts by one or more entities and has links to comments on those posts. These posts can contain text, images, videos, or links to other pages and posts.

When to Create a Blog?

After your website is launched, work can begin on your blog. A blog is like laying crab pots. The more pots (posts) you write, the more crabs (users) you can catch. I am not calling your users crabs, but I think you get the idea.

20 mm

Image by E. A. Lazo-Wasem

Benefits of a Blog

- Drives website conversions.

- Establishes you and/or your company as an authority in your subject/industry.

- Develops interactivity and relationships with your customers and encourages engagement.

- Reinforces your brand.

- Differentiates your business from your competitors.

Drives Conversions

- **Blogs have a longer lifespan than ads, are considered effective by marketers and may provide the biggest return on investment.**

  - **However, it can take 6-12 months to see the investment.**

  - **Be sure to add clear call-to-actions to the blog posts in order to drive the engagement and get conversions.**

Social Media Content

- Content from your blog can be used to provide social media content.

  - Make sure you adapt the blog content to the format of the particular social media you are using.

  - You can use an RSS feed to automatically send blog posts as emails, newsletters, and to selected social media channels.

Social Media Channels

- **Social Media**
  - **Facebook/Instagram – PeerTube/Pixelfed**
  - **X (Twitter) – Mastodon**
  - **Pinterest**
  - **Linkedin**
  - **Quora/Reddit**

  - **Other Sites**
    - **Wikipedia/Medium**

Builds Trust

- A blog post can provide more information about a particular topic than an ad can. With a blog you can:

  - Answer Frequently Asked Questions

  - Provide News and Information on the company

  - Can build credibility/authority and show you know your industry building trust.

Differentiate/Reinforce

- A blog can spotlight the differences of your company versus your competitors.

- Having consistent blog posts can reinforce present your brand and company to your target audience/market.

- Use keywords related to your companies products/services to help communicate your message effectively.

Drawbacks of a Blog

- It can take a lot of time to rank on Google and get traffic.

  - About 4-6 months (~75 posts) or more depending on your niche.

  - It takes a lot of <u>consistency</u> and <u>persistence</u>.

  - You have to believe you will get there.

  - The competition can be fierce for rankings.

  - You have to promote your blog outside of your site.

ChatGPT/AI

Artificial Intelligence (AI) is making its ways into the world of blogging. It is yet to be determined what affect this technology will have. A personally written blog will have more expression of your business. However, if you use this technology:

• Make sure the information generated is accurate.

• Use the text generated as a suggestion and go from there.

Example and a Resource

- **Example**
  - McMullen House Garden Shop

- **Blogging Resource**
  - Ryan Robinson (has a guide to blogging and free tools you can use). (https://ryrob.com)

Questions/Comments

- **Contact Silphium Design LLC**
    - **430 E Main Street, Titusville, PA 16354**
    - **robcoxe@silphiumdesign.com**
    - **https://silphiumdesign.com**
    - **814-775-0005**

SEO

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

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 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