



WEBHEADS
UNITED

MAKE YOUR WEBSITE WORK FOR YOU

LIVE INTERACTIVE WEBINAR

Get Relevant, Proven Advice and Insights
from Live Humans in Real Time

STRATEGY + PLANNING



Joshua Lamothe

Branding, Web Design & Hosting
for Small Businesses & Entrepreneurs

www.grassrootsconsult.com

Sustainable Marketing Strategies & Solutions
grassrootsTM
branding & web design

YOUR WEBSITE MATTERS

- First Impression
- Establishes Reputation, Trust and Credibility
- Attracts New Customers
- Serves Current Customers
- Guides People to take Specific Action



A WEBSITE THAT RESONATES

VS

A WEBSITE THAT REPELS

- Speaks Directly to Your Best Clients
- Attractive, Pleasant Feeling
- Clear and Easy to Understand
- Simple to Navigate
- Guides them to ACT

- Messy & Disorganized
- Cluttered
- Confusing
- Ugly
- Broken
- Not Mobile Responsive

WHY PLAN?

- Set clear intentions
- Define the scope of the project
- Identify the resources required
- Develop a roadmap
- Ensure project success
- Meet business objectives
- Maximize Return on Investment (ROI)



WHAT TO PLAN FOR

- Objectives & Goals (Purpose)
- Scope & Requirements
- Budget
- Resources
- Timeline & Milestones
- User Experience & Design
- Ideal Customer Avatar
- Branding & Imagery
- Color Scheme
- Copy & Messaging
- Calls to Action
- Technical Functionality

LOCAL SEARCH PLANNING

- Keyword Research
- Content Planning
- Google Business Profile
- On-Page Optimization
- Local Citations



THANK YOU!!



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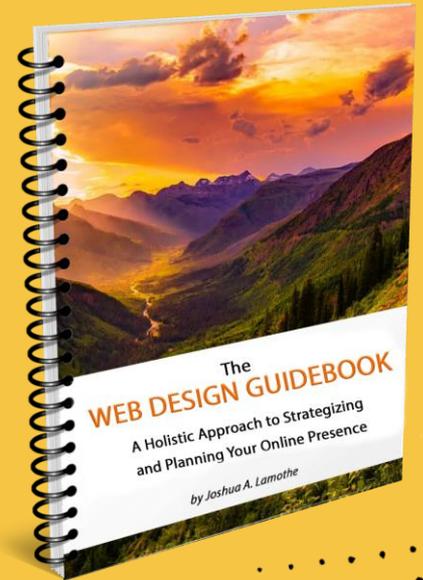
FREE GIFT

The Visionary Guidebook
Website Planning Blueprint

Download at:

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WEB CREATIONS

AUTOMATION FOR AN EFFICIENT BUSINESS

Save Time and Money

WHAT IS AUTOMATION?

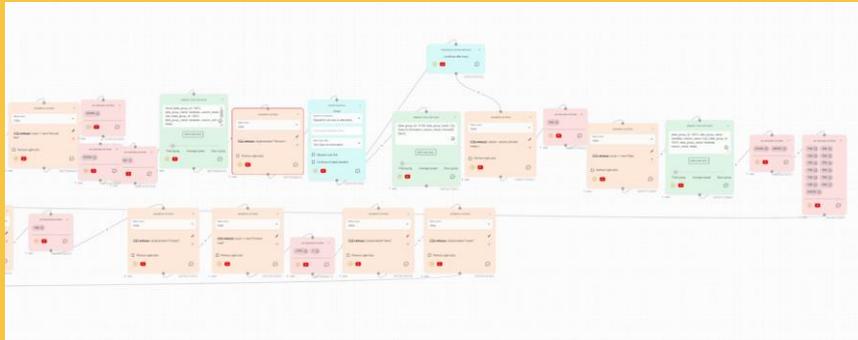
- Automation is the use of technology to perform tasks where human input is minimized.

WHAT WE THINK OF



WHAT WEBSITE AND ONLINE AUTOMATION IS

- Creating an automatic process for the tedious tasks you do online everyday.
- Website forms that send the information to you or adding someone to your mailing list
- Time and labor saving to be able to focus on other things



Zapier
make
IFTTT

Robomotion

ZERO
WORK



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WEB CREATIONS

WHAT CAN BE AUTOMATED

- Tedious tasks that are done the same way every time
- Tasks that have a specific online workflow that can be mapped out in very specific steps
- Processes that require data management, filtering and doing specific tasks based on the data
- Data entry that may pull from a google sheet or something comparable online
- Social Media tasks



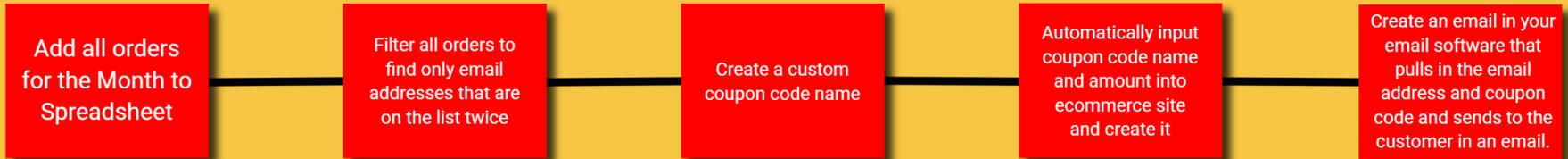
WHY SHOULD I AUTOMATE

- Save Time
- Save Money
- Focus on things you like to do in your business
- Less of the tedious annoying tasks
- No human error

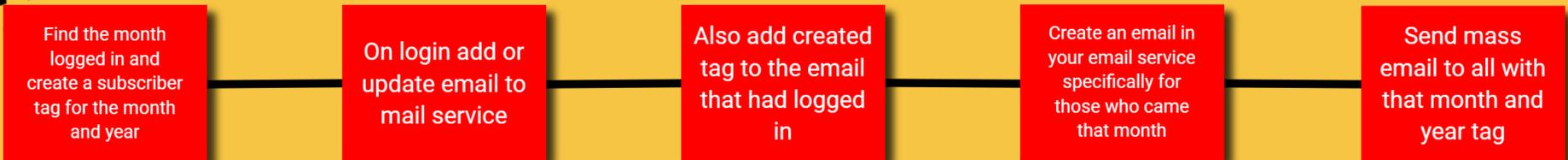


AUTOMATION EXAMPLES

- Ecommerce site Automation Workflow: We want to give everybody who bought twice in the month a special coupon code



- Login to Email Automation Workflow: We make everyone login when they come to our free kids play area



THANKS!

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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



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Or scan the code with your camera



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