



WEBHEADS  
UNITED

# MAKE YOUR WEBSITE WORK FOR YOU

**LIVE INTERACTIVE WEBINAR**

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

**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](http://ALLBMG.com)  
Or scan the code with your camera



**SCAN ME**





**JNM**

WEB CREATIONS

# ***AUTOMATION FOR AN EFFICIENT BUSINESS***

Save Time and Money

# WHAT IS AUTOMATION?

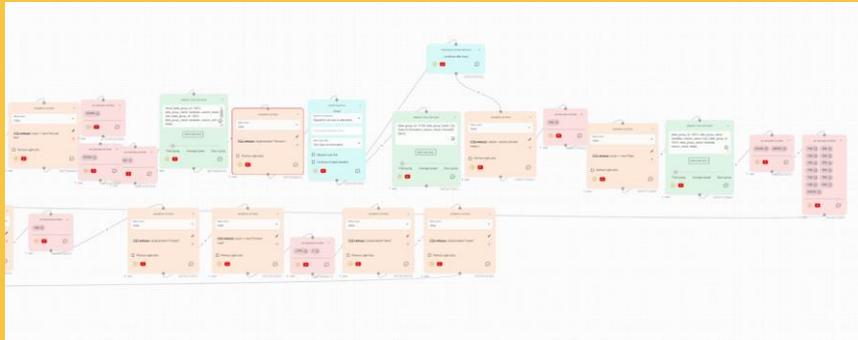
- Automation is the use of technology to perform tasks where human input is minimized.

## 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**



ChatGPT

**JNM**  
WEB CREATIONS



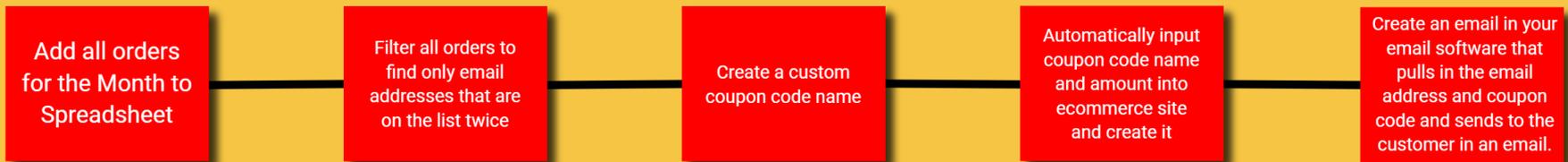
# WHY SHOULD I AUTOMATE

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

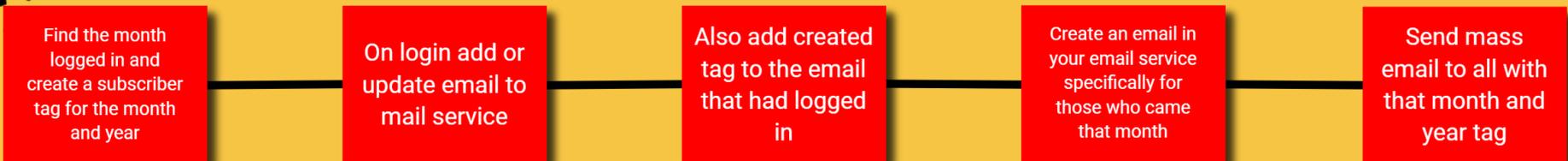


# AUTOMATION EXAMPLES

- 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!**

**JOSH COLLIER**

JnM Web Creations

Learn more: [jnmwebcreations.com](http://jnmwebcreations.com)  
[josh@jnmwebcreations.com](mailto:josh@jnmwebcreations.com)  
(928) 458-0392



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

# ***SUE LACHAPELLE***



**LACHAPELLE  
DESIGN**

Web  
Print  
Digital  
Social

[LaChapelle.com](http://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](#)

**GoDaddy** 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 **\$44.00**

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

**1** 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](#) [PayPal](#) [VISA](#) [American Express](#) [Discover](#) [Apple Pay](#)

PayPal CREDIT

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

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

**1** 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** <sup>CH</sup>

Shop Jabra on eBay

**1** Save this Seller  
Contact seller  
Visit store  
See other items



IMDb Menu IMDb TV All Search IMDb 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>Robyn L. Eisenberg</small> <small>(2016)</small>	 <small>12 Years a Slave</small> <small>Chiwel Ejiofor</small> <small>(2013)</small>	 <small>Frank</small> <small>Tom Hanks</small> <small>(2014)</small>
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**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 Hiq 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)

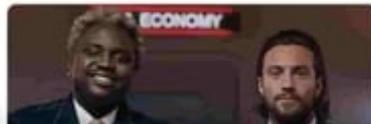


Minions: The Rise of Gru (2022)



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?**

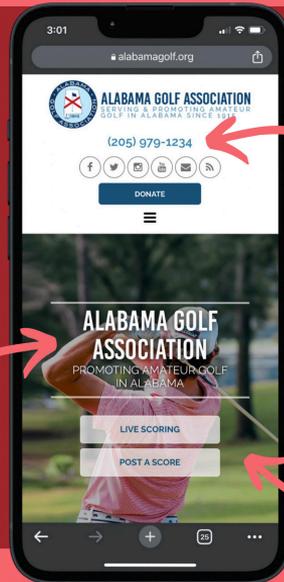


**PERFORMANCE OPTIMIZATION**

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

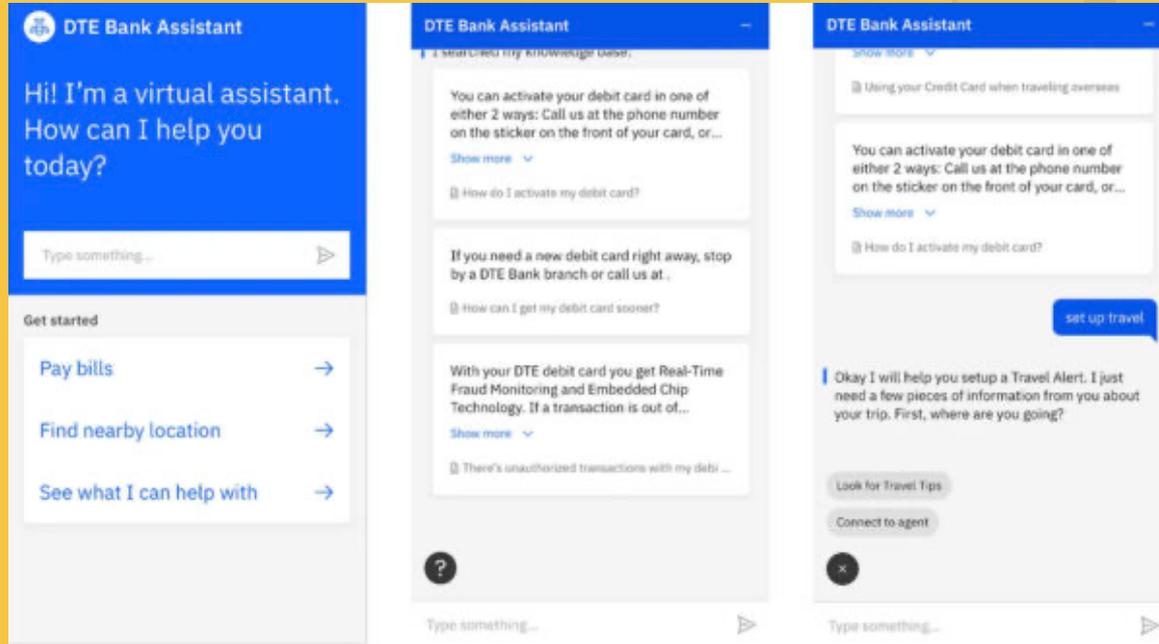
## AI: Chatbots

The screenshot shows the homepage of the BCM INKS website. 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, creating a swirling pattern. 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 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 top navigation bar is black with the BCM INKS logo on the left, which includes a stylized 'H' and the text 'BCM INKS FORMULATING FOR SUCCESS'. To the right of the logo are links for 'Customer Login' and a language dropdown menu set to 'English'. Further right are phone numbers: '(513) 469-0400' and '(800) 678-6258'. Below the navigation bar is a main content area with a dark green background showing a close-up of a fountain pen nib. The text 'We're ready to formulate for your success. And it starts with the ink.' is centered in a light green font. Below this text is a yellow button that says 'Let's Get Formulating'. In the bottom right corner of the website screenshot, there is a chatbot interface. The chatbot has a dark header with the text 'Hi there' and a hand icon. Below the header, it says 'Welcome to our website. Ask us anything' with a speech bubble icon. A profile picture of a woman is shown. A status message reads '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 'POWERED BY TIDIO' logo. A white arrow button is in the bottom right corner of the chatbot window.

## 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

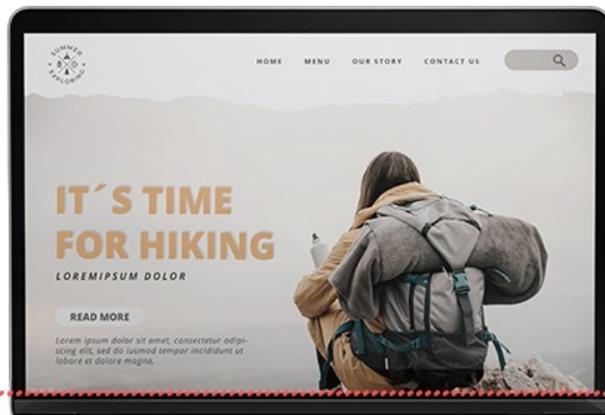
## **How does this increase conversion?**

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.

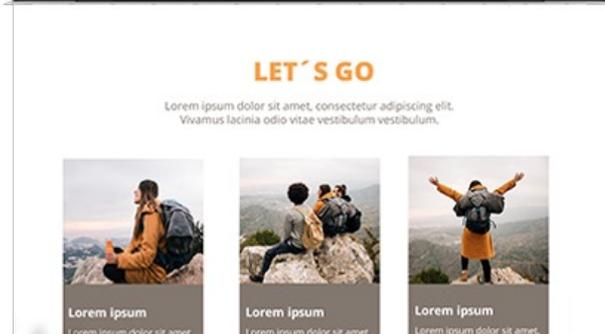
It increases their engagement and likelihood of conversion.

**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](#)



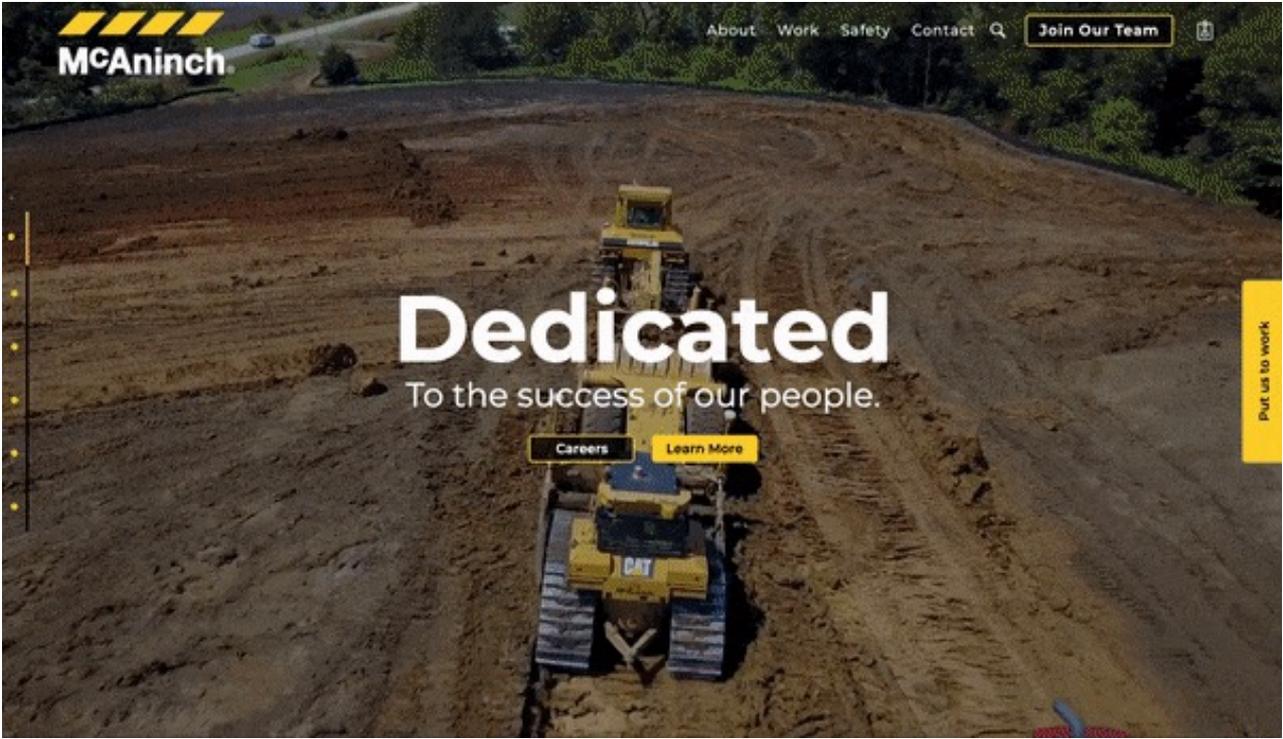
# Dedicated

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 looking out over 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>