

***MAKE YOUR WEBSITE
WORK FOR YOU***



WEB HEADS UNITED

WELCOME!

ERIK SOPER

Clarity Web Services

Learn more:

<https://WebHeads.ClarityWeb.Services>





RETHINK YOUR

WEBSITE

YOUR WEBSITE SHOULD...

- 1) Hold Attention**
- 2) Engage Visitors by Providing Value**
- 3) Present Opportunities to “Buy-In”**
- 4) Inspire & Measure Actions**
- 5) Nurture Your Prospects & Clients**

THE CONFUSION

With so much possibility, your website may seem like the Matrix.



THE MISTAKE

Many make the mistake of treating their website like a “digital brochure”

- Website hasn't been changed in months (or years)
- No measurement or Analytics
- No “Online Business” – just information

Your website is not a brochure!



WEBSITE SUCCESS HACK:

Imagine Your Website As

A Star Employee

WOULD YOU HIRE...

- A sales person that doesn't answer any questions?
- A customer service rep that ignores your top clients?
- Any employee that refuses to adhere to your dress code?
- Slackers who stop working when they feel like it?



THE ANSWER...

Absolutely NOT!

(But this may sound like your website)

THE "STAR EMPLOYEE"...

**Has many
answers for your
customers'
questions**

(or knows someone who does)



THE "STAR EMPLOYEE"...

Makes it easy for your prospects to buy (or want to buy) what you sell



THE "STAR EMPLOYEE"...

**Shows up reliably,
follows dress code,
speaks about your
business with confidence**



THE "STAR EMPLOYEE"...

**Works 24/7 to build
your business!**

(Unless they're human, that is)



THE "STAR EMPLOYEE"...

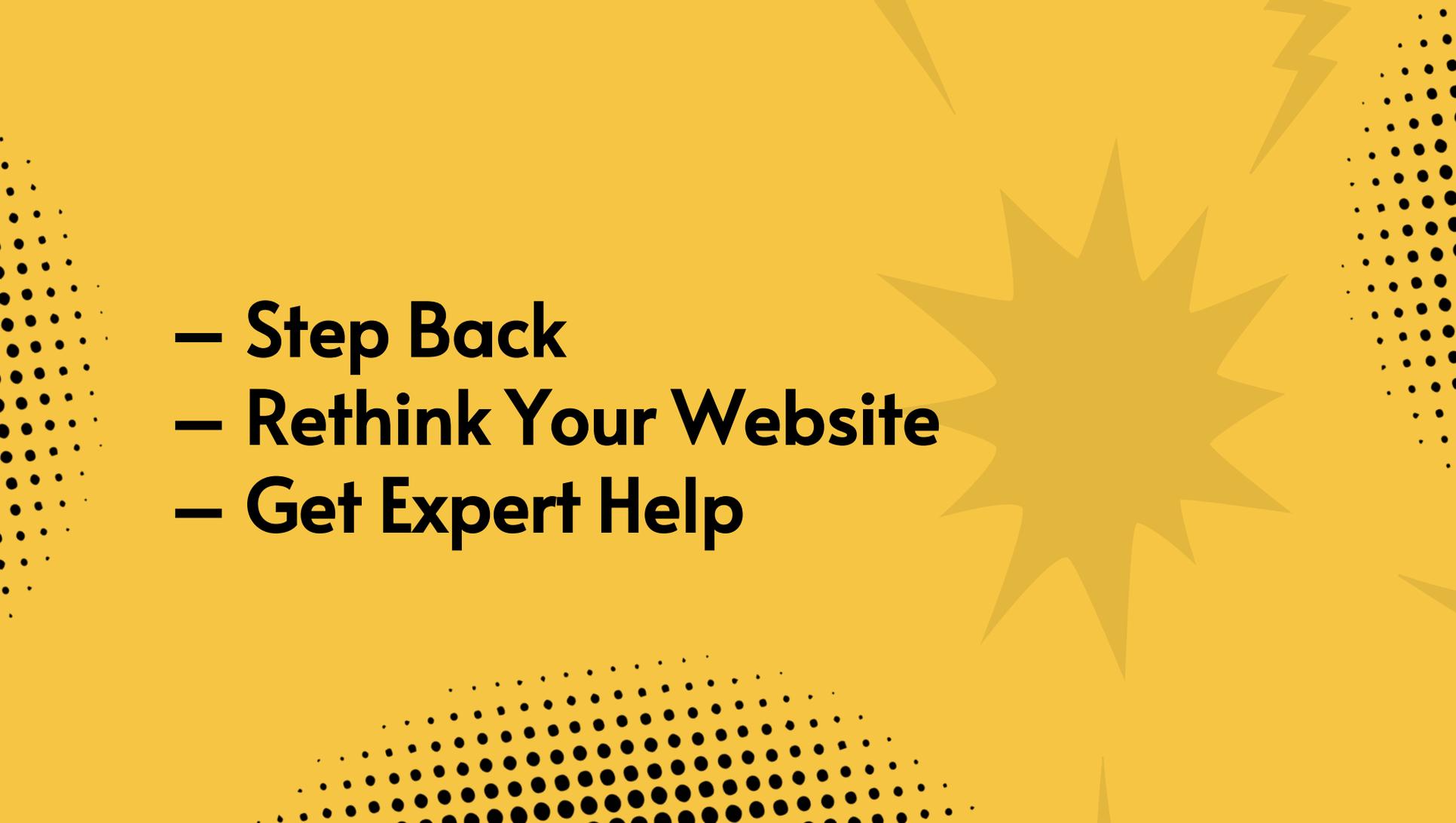
Measures their
results and reports
on their progress

(when given clear, achievable goals)



So What's Next?

The background is a solid yellow color. It features several decorative elements: a large, multi-pointed starburst graphic in a lighter yellow shade on the right side; a black lightning bolt shape in the upper right corner; and three halftone patterns of black dots of varying densities, located on the left edge, the bottom edge, and the right edge.

- **Step Back**
 - **Rethink Your Website**
 - **Get Expert Help**
- 

THANKS!

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PIA CIVILETTI



Scientiam Associates

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

pia@scientiamassociates.com

calendly.com/piaciviletti

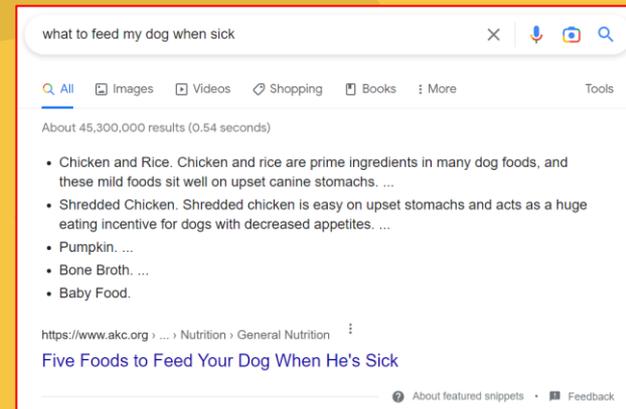




***HOT MARKETING
TRENDS FOR 2023***

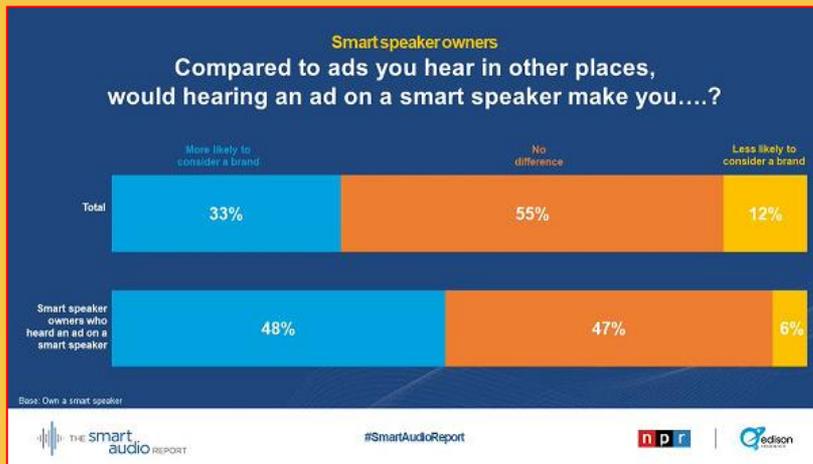
PEOPLE & CONTENT

- ✦ Purpose Driven – Connection to community or a cause
- ✦ Youth-centered Marketing
 - ✦ Gen Zers (11 to 26yrs) want companies to be honest, transparent, down-to-earth, and authentic.
- ✦ Long-term Influencer Partnerships
- ✦ Human - Authentic - Conversational - Humor, vulnerability and honesty
- ✦ Story Driven Content
- ✦ AI Generated Content
 - ✦ Writer, Jasper, Grammarly Business, Writesonic, Rytr, Peppertype.ai, Semrush, Anyword, Simplified, ChatGPT
- ✦ SERP – Featured snippets, dub zero (FAQ, Bulleted List, Numbered List, Tables and Videos)



AUDIO

- * Podcasts – Rising 20 million each year
- * Audio Advertising
 - ✦ 81% of podcast listeners take action after hearing audio ads on their favorite shows
- * Smart Speaker Advertising



VISUAL TRENDS

Live Streaming



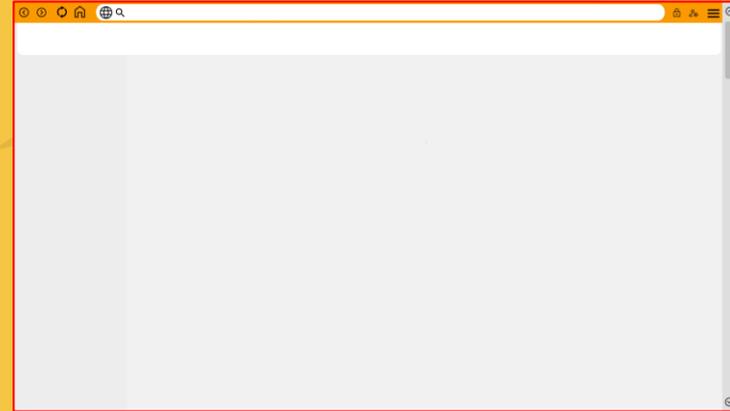
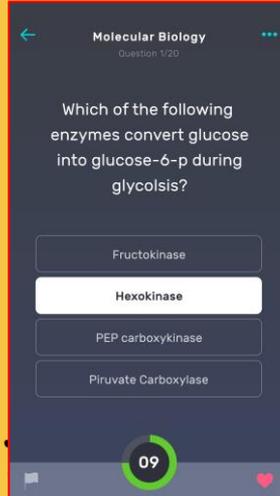
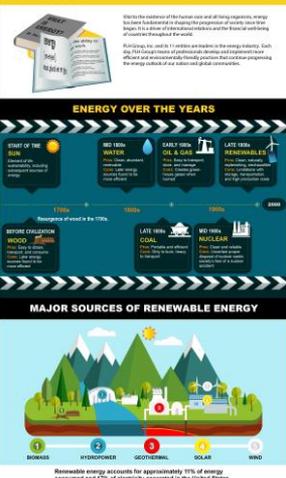
- 65% are visual learners
- 93% of all communication is visual
- 180% more engagement on posts with images
- 80% colored visuals increase desire to read content
- 85% more apt to buy a product after watching a video
- Our brain processes visuals 60K times faster than text

<https://venngage.com/blog/marketing-psychology>

Interactive Content Marketing

Quizzes, Games, Calculators, Polls, Virtual Reality, Surveys, Dynamic Presentations, Explainer Videos, Simulations, Software Demos, Image Sliders, Interactive Maps, Infographics

EVOLUTION OF ENERGY IN THE UNITED STATES



DATA

Data Privacy



Geo Location/Fencing

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Thank You!





JNM

WEB CREATIONS

WHY WORDPRESS?

Pros and Cons

WHAT ARE WE TALKING ABOUT?

1. Wordpress, what is it?

- CMS
- Self Hosted Vs Hosted

2. Pros

- Open Source
- You own the site
- Flexible

3. Cons

- Updates
- Setup

WORDPRESS, WHAT IS IT?

- CMS (Content Management System)
- Backend Management of all pages, posts, products, media, etc.
- No Coding Necessary

- Self Hosted Vs Hosted
- Self Hosted - You Choose the hosting and install Wordpress
- Hosted – Wix, Weebly, Squarespace, Shopify



WORDPRESS



PROS

SELF-HOSTED

- You own your own Site
- If the host is bad you can move it
- More control over settings

PRICE

- Free as it is opensource

FLEXIBILITY

- Blogs, Ecommerce, Courses, Social Media Sites
- Developers can do more with it

COMMUNITY, PLUGINS, AND THEMES

- Tons of people on it as 43% of sites use it
- Tons of themes some generic and page builders up to specific themes for specific companies
- Tons of new integrations and plugins everyday to tackle most all website needs.

CONS

UPDATING

- You have to keep up with website updates for security and feature purposes.
- Anybody can press the update button?
- What happens if the update breaks your site?

SETUP

- Have to get hosting.
- Figuring out the best plugins.
- Learning curve for some of the backend processes
- Not every plugin works well with every site.
- Multiple developers to deal with.

THANKS!

JOSH COLLIER

JnM Web Creations

Learn more: jnmwebcreations.com
josh@jnmwebcreations.com
(928) 458-0392



WELCOME!

CHRISTINA MARIE ANDERSON

Wandersoul Co
Web Development

Learn more: wandersoulco.com





***THE BENEFITS OF USING ELEMENTOR
FOR YOUR WORDPRESS WEBSITE***

WHAT IS ELEMENTOR?

Elementor is the #1 Page Builder for WordPress, that gives developers and DIY-ers alike the flexibility and creative freedom to build any website you can dream up.

THE BENEFITS OF ELEMENTOR

Text Here



EASY TO USE



EASY TO OPTIMIZE



EASY TO UNDERSTAND

EASY TO USE

- **Visual/Drag + Drop Editor**
- **No Code Necessary**
- **Integrates with the tools you're already using**
- **Responsive Design Features (aka it will look good on your phone, too!)**

EASY TO OPTIMIZE

- **What is website optimization?**
- **Why is it important?**
- **What's the best way to optimize Elementor?**

EASY TO UNDERSTAND

- **Anyone can use it**
- **No prior experience necessary**
- **Easy to get started**

IS ELEMENTOR RIGHT FOR ME?

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
- Heading Tags (H-tags)
- Alternative Text also called Alt Tags
- Internal Links
- 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

THE WORDS YOU USE

SEMRUSH recently analyzed over 23,561 texts ranging in Google's top 10 results. They found that **the lowest-scoring texts** had two things in common: They were **too long or too complex**. In fact, 41% of low-scoring texts used words that were too complex.

According to the US Department of Education, 54% of adults have a literacy below 6th grade level.

THANK YOU!

TOM BARTHOLOMEW



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



SCAN ME

