

Website + SEO

Website + SEO Fill-in-the-blank

Answer the following

Does your business website fit its purpose and its content as marketing values

Are your business only capturing in your online form basic data (full name, full address, telephone number, mobile number and email)?

Are your business capturing in your online form sub-data to be able to carry out your business activities and support your customers holistically in order to address your customers need and result?

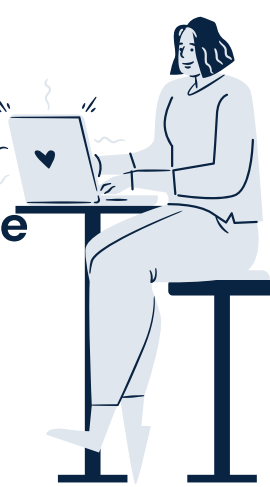
Has your website been designed by a professional website designer? if not your website might not appeal to your website visitor due to poor navigation and content values.

A business website is part of your distribution channel in marketing its contents showcase your business and your products or services.

Your business website can integrate your social media profile or posts via backlink and plugging. Your website uses anchor link and contextual link for easy navigation through the pages giving your customer a nice customer experience. You can attach CTA buttons with instructional text to direct the potential customer to the action you wish for them to perform on your website. You can insert an online form to capture customers information or leads through a lead magnet or a landing page and you can insert a business blog and a checkout. Ensure your pages have marketing value.

The SEO (search engine optimisation) permit a search engine to register your domain name and pages in a huge online registry and when people search for your keywords or phrases the browser page display your pages amongst other result matching your potential customer query.

To get a better result in search ensure that your content has subtitle and title, your picture has alt text and tooltip, your content has your keywords in the paragraph and your pages are well linked and your description matches your page content and the browser title matches the page title. Your domain name is relevant to what your business offers. The browser picture should be your logo.



Marketing Tips

- You can evaluate its effect on your audience, its application to your business, customers acquisition, leads generation and sales.
- Understanding the strategies and tactics used in the playbook can increase your income if you use them in conjunction with each other to produce better results and gain successful sales.
- To ensure you have a professional website you can use [girlfridayz website design](#).

SOURCE: GIRLFRIDAYZ

My Personal Support Package



If you need one to one support. We offer a 30 minutes zoom or what's app call monthly to support you and encourage you to implement the playbook tactics and strategies to your advantage and achieve greater in your business.