



The Global Impact of Search Engine Optimization



Trevin Shirey
WebpageFX

**I do online
marketing**

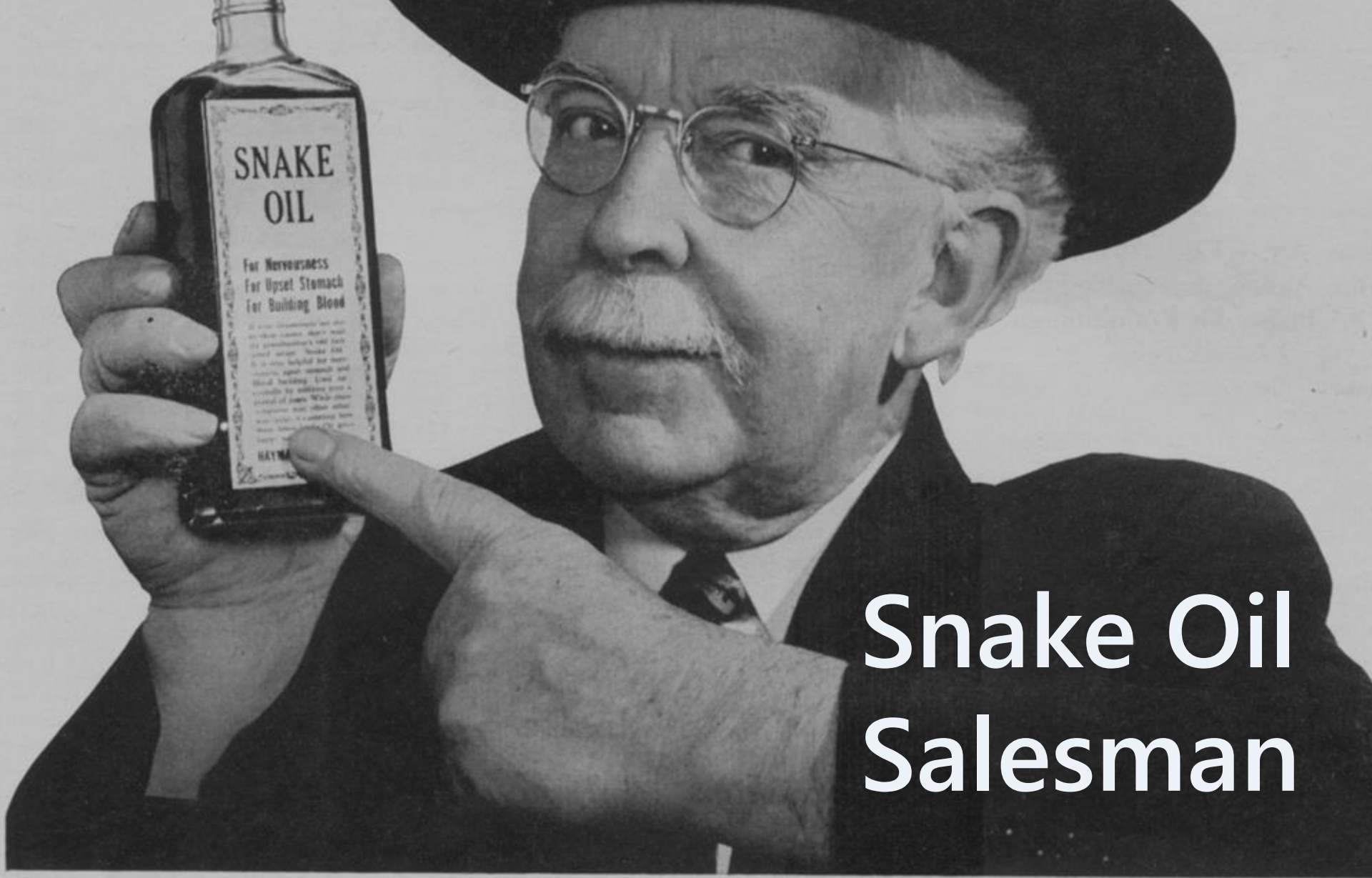
I do what?

Nerd



Foreign Language

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<td colspan="2"><input name="login_passwd" type="password" size="10"></td>
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Snake Oil Salesman

Snake oil is wonderful stuff!

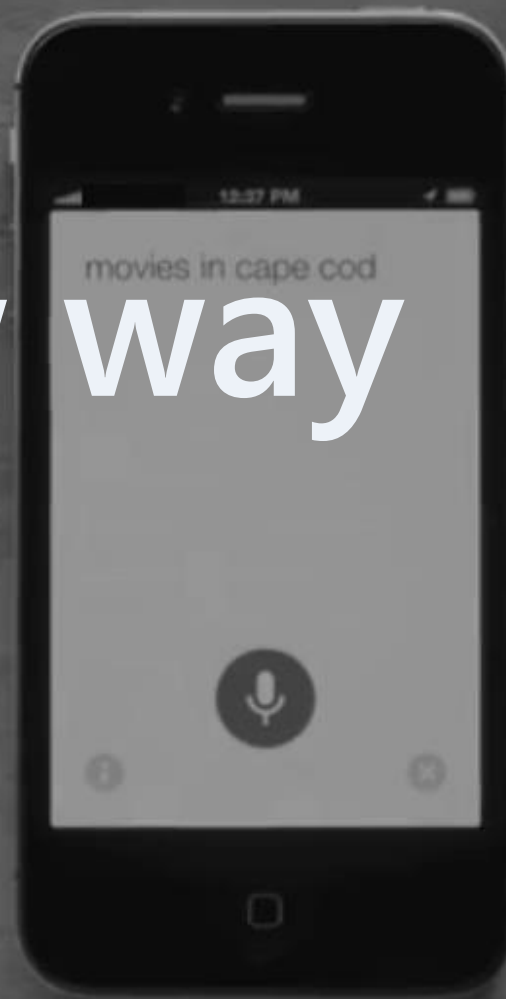
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SEO
all about?**

Search is how
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information.



The old way

The new way



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Restaurant near mechanicsburg pa



4.8 ★★★★★
8 reviews

**Diener's
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American



3.9 ★★★★★
14 reviews

**Snappers Bar &
Grill**
Grill



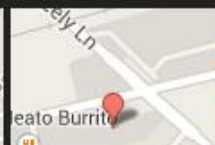
4.6 ★★★★★
29 reviews

Hellenic Kouzina
\$\$ • Greek



3.6 ★★★★★
8 reviews

**Grandpa's
Growler**
American



4 reviews

**Sahara
Restaurant**
Mediterranean



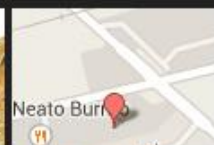
3.8 ★★★★★
19 reviews

China Tea House
\$\$ • Chinese



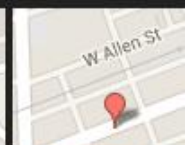
4.1 ★★★★★
17 reviews

**JoJo's Pizza &
Pasta**
\$\$ • Italian



3.8 ★★★★★
6 reviews

Tokyo Diner
\$\$ • Japanese



4.0 ★★★★★
5 reviews

**Colony House
Restaurant**
Restaurant

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Best Mechanicsburg Restaurants - Harrisburg - Urbanspoon

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Mechanicsburg Restaurants. Reviews from critics, food blogs and fellow diners. ...

Mechanicsburg, Mechanicsburg - Thai 5103 Carlisle Pike. Hellenic Kouzina ...

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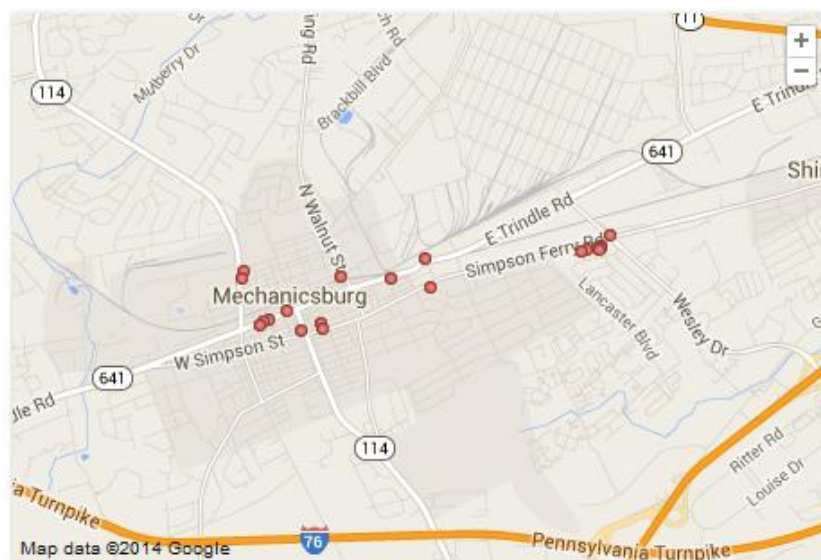
www.yelp.com/c/mechanicsburg-pa-us/restaurants > [Yelp](#)

The Best Restaurants in Mechanicsburg on Yelp. Read about places like: Pho 7 Spice, Josie's German Delicatessen & Gifts, Hellenic Kouzina, Diener's, Black N ...

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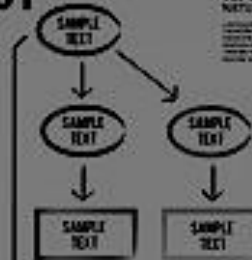


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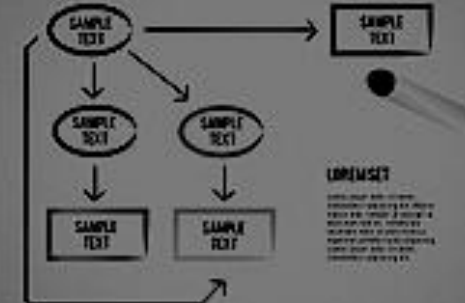
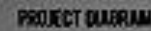
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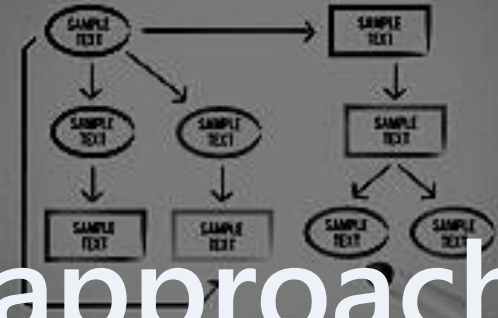
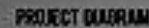
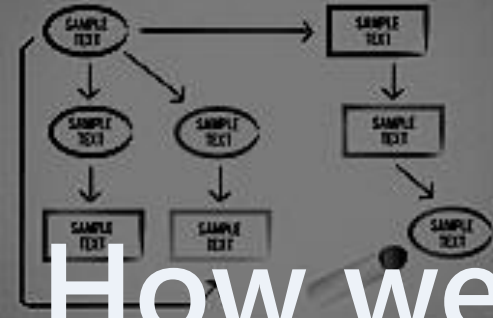
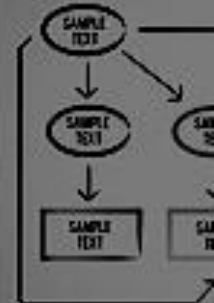
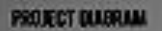


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How we approach
marketing

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leads & money

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global platform

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to share videos

*..and if you wanted to see
a funny video, you had to
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to share cat pictures

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you



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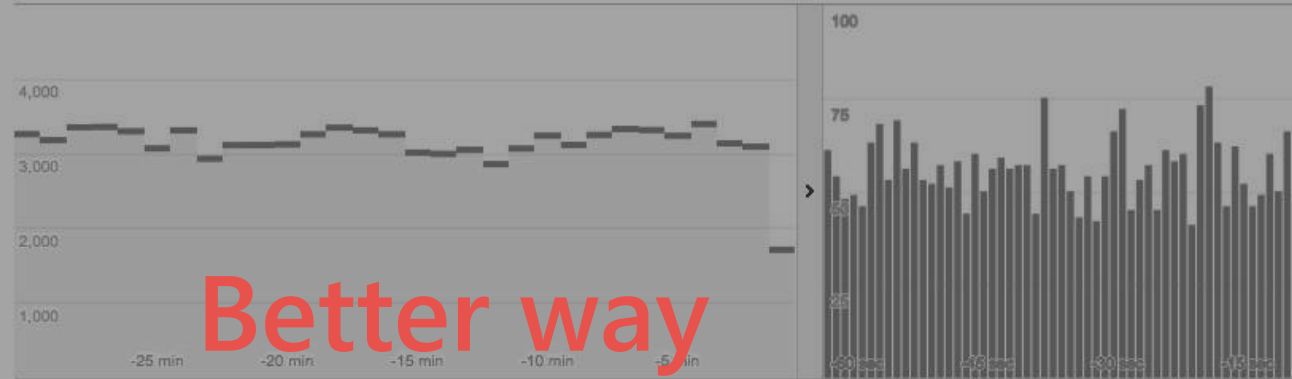
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6.	crunchgear.com	7
7.	cnn.com	7
8.	nytimes.com	4
9.	slashgear.com	4
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2.	/home.html	110	6.55%
3.	/shopping.html	99	5.89%
4.	/cart.html	65	3.87%
5.	/aboutus.html	45	2.68%
6.	/checkout.html	32	1.90%
7.	/login.html	22	1.31%
8.	/blog.html	13	0.77%
9.	/videos.html	10	0.60%
10.	/returnpolicy.html	8	0.48%

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Low **Prices** on Quality **Trampolines**. Free Shipping to Store!**Ratings:** Prices 10/10 - Selection 9.5/10 - Website 8/10 - Store convenience 9/10

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[Free Pickup In-Store](#) - [Value Of The Day](#) - [Find Your Local Store](#)**Sporting Goods West Des Moines | Sports Authority sporting ...**ia.westdesmoines.sportsauthority.com/sporting-goods-w... ▾ Sports Authority ▾Call Sports Authority West **Des Moines** sporting good stores for the deals on outdoor ...[West Des Moines Sporting Goods](#) | [Buy a Sports Authority gift card](#) ...**Sky Zone Des Moines Home**www.skyzone.com/desmoines ▾ Sky Zone ▾At Sky Zone **Des Moines**, we are active, healthy, awesome and wow! We are anti-boredom ... SKY ZONE INDOOR TRAMPOLINE PARK. Sky Zone **Des Moines**, ...**Trampoline Stores in Des Moines, Iowa with Reviews ...**www.yellowpages.com ▾ [Des Moines, IA](#) ▾ [Yellowpages.com](#) ▾**Ads** ⓘ**Trampolines at Kmart®**www.kmart.com/Toys ▾

4.4 ★★★★★ rating for kmart.com

Shop Our **Trampolines** w/ Enclosures for Safe and Simple Outdoor Fun!📍 2535 Hubbell Ave, Des Moines, IA
(515) 262-5628**Clearance Trampolines**www.wayfair.com/Trampolines ▾

4.6 ★★★★★ rating for wayfair.com

Great Clearance **Trampolines**!

Free Shipping On Orders Over \$50.

Trampolines at Overstock™www.overstock.com/ ▾

4.6 ★★★★★ rating for overstock.com

Save Big on Quality **Trampolines**.

Everyday Free Shipping Over \$50!

Trampoline For Saletrampolines.hayneedle.com/ ▾

4.5 ★★★★★ rating for hayneedle.com

Discover More Options & Savings!

Trampoline For Sale on **Sale Now****Shop Trampolines On Sale**www.swingsetmall.com/Trampolines ▾

(360) 377-7529

Shop Vuly Thunder **Trampolines** Now.

Free Accessory & Free Shipping!

Best Selling Trampolines

The Internet is a
level playing field.

Cost of a Website

THE COST OF A WEBSITE OVER TIME	
TIME PERIOD	EXPECTED COST
1995 - 1997	\$7,500 TO \$12,000
1998 - 2000	\$6,000 TO \$10,000
2000 - 2004	\$2,500 TO \$4,500
2004 - 2009	\$2,000 TO \$7,500
2010 - 2012	\$2,500 TO \$8,500
2013 - 2014	\$2,250 TO \$10,000

The Internet is
measurable.

Hard to measure



Easy to measure



Dollars in.
Dollars out.

The Catch



The Catch

Internet marketing
isn't easy.



Most people quit here



And miss out on this

The Internet is a
global platform*

* Not a money tree ☹️



Putting the platform to work

Outbound Marketing

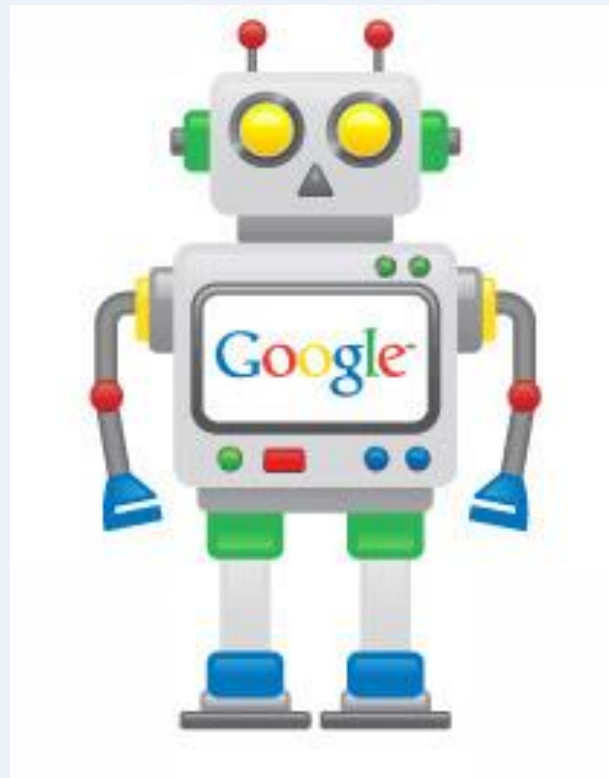
- Telemarketing
- Direct Mail
- Trade Shows
- Tv/Radio Ads
- Email Blasts
- Print Ads

VS

Inbound Marketing

- SEO/SEM
- Blogging
- Social Media
- Content Generation
- Online Videos
- Newsletters

Help search engines understand your site



**Use Descriptive
Page Titles**

Page Title

Safari File Edit View History Bookmarks Window Help

Small Business Loans, Payroll Services & Other Small Business Services from Bank of America

https://www.bankofamerica.com/small-business/ Bank of America Corporation Google

Bank of America

Home • Locations • Contact Us • Help • Sign In

Enter keyword(s) Search

PERSONAL > SMALL BUSINESS > CORPORATE & INSTITUTIONAL > ABOUT BANK OF AMERICA >

Online Banking

24/7 Access and Tools

Enroll View demo | Learn more

Enter Online ID:

☐ Save this Online ID

Account in:

Where do I enter my Passcode?

Sign In

Find the right products for your business.

Online recommendation tool provides customized account and service offerings that meet your unique business needs

Get a recommendation

Business Products

Checking
Debit cards

Online Banking

Online Business Suite®
View Your Accounts

Business Advice

Visit the Small Business Online Community »

Page Title

Google

Adams Micro Pima Tour Shirt

Web Images Maps Shopping More Search tools

About 844,000 results (0.46 seconds)

[Adams Micro-Pima Tour Shirt - Use Coupon Code "GOLF" for \\$10 OFF](#)
store.firstfairway.com › Golf Apparel ▾
★★★★★ Rating: 5 - 2 votes
Firstfairway.com offers the best prices on all golf accessories and clubs including the **Adams Micro-Pima Tour Shirt**. Peruse our complete catalog of golf ...
More by Alex Gile - in 117 Google+ circles

[Adams Micro-Pima Tour Shirt -- FirstFairway Online Store | Test](#)
www.pinterest.com/pin/524739794052561017/ ▾
John Pfeufer is using Pinterest, an online pinboard to collect and share what inspires you.

[Adams Golf | Firstfairway.com #1 in Golf Accessories and Clubs](#)
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Firstfairway.com offers the best prices on all Adams Golf equipment. An amazing selection of ... Buy **Adams Micro-Pima Tour Shirt** **Adams Micro-Pima Tour Shirt**.

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www.salespider.com/cpida.../adams-micro-pima-tour-shirt ▾
Get reviews and coupons for **Adams Micro Pima Tour Shirt**. Compare and find lowest price. Buy **Adams Micro Pima Tour Shirt** online now.

Bad Page Title

Our Products

Good Page Title

Industrial Strength Widgets by
AcmeCo

Bad Page Title

Homepage

Good Page Title

Custom T-Shirt Printing In
Harrisburg

Bad Page Title

Amazon

Good Page Title

Amazon.com: Online Shopping
for Electronics, Apparel,
Computers, Books, DVDs &
more

**Write At Least 500
Words On Key Pages**

SHOP BY DEPARTMENT



SEARCH



ITEMS: 0

SUBTOTAL: \$0.00

Nike Lunar Ballistec - Men's



Be the first to [write a review](#)

Product #: 31653136

Selected Style:

White/Lt Crimson/Wolf Grey | Width - D - Medium



Selected Size: none

Availability: (Select a size)

06.0	06.5	07.0	07.5	08.0	08.5	09.0
09.5	10.0	10.5	11.0	11.5	12.0	12.5
13.0	14.0	15.0				



VIEW FULL SCREEN



Price: 179.00

Qty:

ADD TO CART

ADD TO WISHLIST

JOIN THE CLUB

● Sessions

20,000

10,000

January 2011

January 2012

January 2013

January 2014



Geo Target Audience

Specify Country & Language

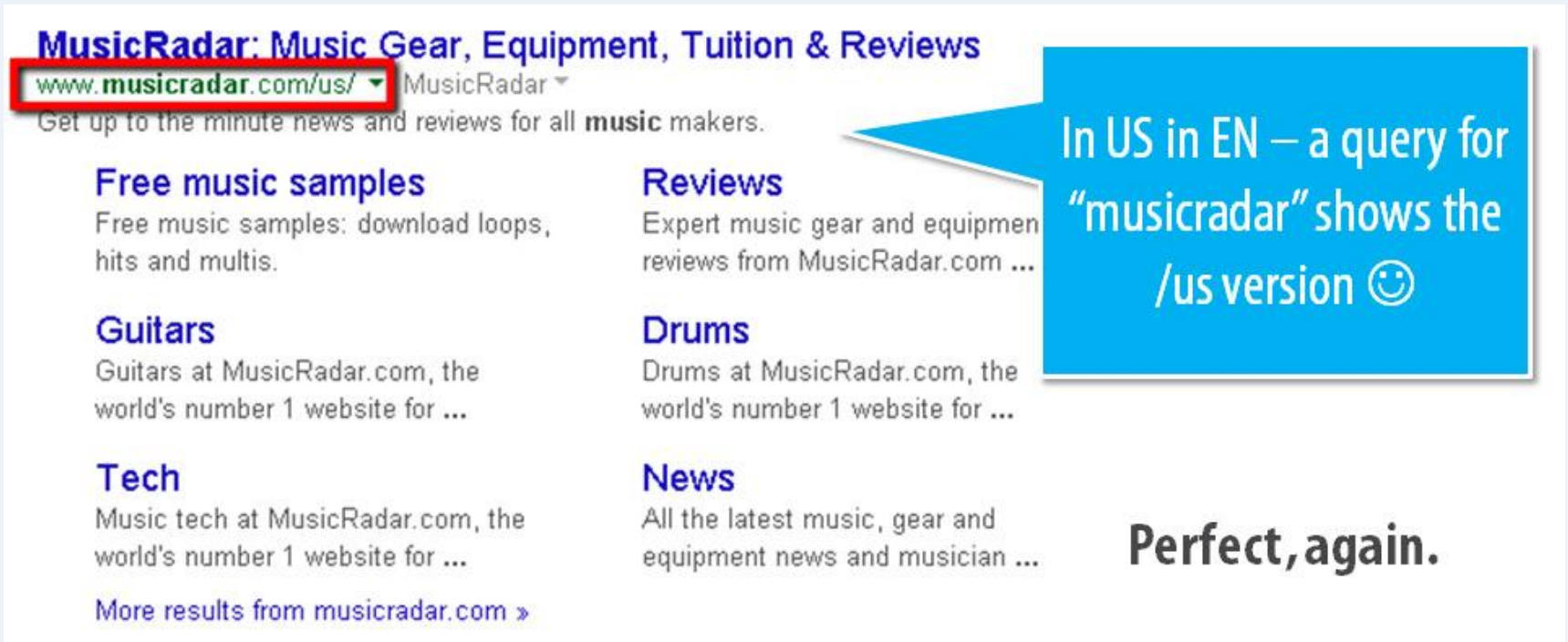
```
<link rel="alternate" hreflang="en-us" href="http://www.musicradar.com/us/" />
```

```
<link rel="alternate" hreflang="en-gb" href="http://www.musicradar.com/" />
```

```
<link rel="alternate" hreflang="fr-fr" href="http://www.musicradar.com/fr/" />
```

Specify Country & Language

```
<link rel="alternate" hreflang="en-us" href="http://www.musicradar.com/us/" />
```



MusicRadar: Music Gear, Equipment, Tuition & Reviews
www.musicradar.com/us/ MusicRadar ▾
Get up to the minute news and reviews for all **music** makers.

Free music samples
Free music samples: download loops, hits and multis.

Guitars
Guitars at MusicRadar.com, the world's number 1 website for ...

Tech
Music tech at MusicRadar.com, the world's number 1 website for ...
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Reviews
Expert music gear and equipment reviews from MusicRadar.com ...

Drums
Drums at MusicRadar.com, the world's number 1 website for ...

News
All the latest music, gear and equipment news and musician ...

In US in EN – a query for “musicradar” shows the /us version 😊

Perfect, again.

Specify Country & Language

```
<link rel="alternate" hreflang="fr-fr" href="http://www.musicradar.com/fr/" />
```

MusicRadar: Matériel Musique, Equipement, Pédagos et Tests

www.musicradar.com/fr/

Tests et Actu en continu pour tous les dingues de musique.

Free music samples

Free music samples: download loops, hits and multis.

Bienvenue sur MusicRadar ...

Bienvenue sur MusicRadar France !
Ce site s'adresse à tous ...

Guitares

Guitares sur MusicRadar.com, le site numéro 1 des musiciens, et ...

[Autres résultats sur musicradar.com »](#)

La Team Musicradar France

Découvrez plus d'articles par La Team Musicradar France. Les ...

Musicradar Team

Compétitions - Magazines. Découvrez plus d'articles par

Hi-Tech

Tests Hi-Tech, actu, articles, interviews de producteurs et d ...

In FR in FR – a query for “musicradar” shows the /fr version 😊

Wrong sitelink!

Almost perfect, except for the X-default sitelink

Cross Reference Data in GA

<input type="checkbox"/>	Language ?	Acquisition			Behavior			Conversions <div>All Goals ▾</div>		
		Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value ?
		1,984,786 % of Total: 100.00% (1,984,786)	57.41% Avg for View: 57.38% (0.05%)	1,139,490 % of Total: 100.05% (1,138,879)	30.24% Avg for View: 30.24% (0.00%)	5.50 Avg for View: 5.50 (0.00%)	00:05:06 Avg for View: 00:05:06 (0.00%)	5.10% Avg for View: 5.10% (0.00%)	101,295 % of Total: 100.00% (101,295)	\$257,526.00 % of Total: 100.00% (\$257,526.00)
<input type="checkbox"/>	1. en-us	1,825,494 (91.97%)	57.42%	1,048,132 (91.98%)	29.82%	5.51	00:05:06	5.15%	93,940 (92.74%)	\$244,593.00 (94.98%)
<input type="checkbox"/>	2. en-ca	45,723 (2.30%)	59.18%	27,058 (2.37%)	34.86%	5.01	00:04:42	3.50%	1,602 (1.58%)	\$6,264.00 (2.43%)
<input type="checkbox"/>	3. en-gb	26,318 (1.33%)	59.23%	15,589 (1.37%)	35.77%	5.15	00:04:37	3.93%	1,033 (1.02%)	\$1,809.00 (0.70%)
<input type="checkbox"/>	4. fr-ca	13,477 (0.68%)	56.47%	7,610 (0.67%)	31.42%	5.22	00:04:55	4.04%	545 (0.54%)	\$1,701.00 (0.66%)
<input type="checkbox"/>	5. fr	12,864 (0.65%)	57.12%	7,348 (0.64%)	28.33%	5.94	00:05:46	5.43%	698 (0.69%)	\$1,053.00 (0.41%)
<input type="checkbox"/>	6. de	7,216 (0.36%)	50.32%	3,631 (0.32%)	32.54%	5.42	00:05:54	6.43%	464 (0.46%)	\$162.00 (0.06%)
<input type="checkbox"/>	7. de-de	7,136 (0.36%)	56.38%	4,023 (0.35%)	33.52%	5.16	00:05:23	5.98%	427 (0.42%)	\$81.00 (0.03%)
<input type="checkbox"/>	8. nl-nl	6,617 (0.33%)	51.02%	3,376 (0.30%)	35.91%	5.44	00:05:51	6.08%	402 (0.40%)	\$216.00 (0.08%)
<input type="checkbox"/>	9. fr-fr	5,182 (0.26%)	55.89%	2,896 (0.25%)	31.28%	5.45	00:05:17	5.67%	294 (0.29%)	\$405.00 (0.16%)
<input type="checkbox"/>	10. nl	4,465 (0.22%)	46.72%	2,086 (0.18%)	30.71%	6.32	00:07:00	8.62%	385 (0.38%)	\$243.00 (0.09%)

Free tool: Google Analytics

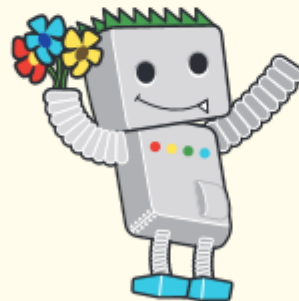


Free tool: [GradeMyWebsite.com](https://www.grademywebsite.com)



Free tool: Search Engine Optimization Starter Guide

From here on, I'll be explaining various points on search engine optimization (SEO)!



Googlebot
Crawling content
on the Internet for
Google's Index
every day, every
night, non stop.

Table of Contents

●	SEO Basics
4	Create unique, accurate page titles
6	Make use of the "description" meta tag
●	Improving Site Structure
8	Improve the structure of your URLs
10	Make your site easier to navigate
●	Optimizing Content
14	Offer quality content and services
16	Write better anchor text
18	Optimize your use of images
20	Use heading tags appropriately
●	Dealing with Crawlers
21	Make effective use of robots.txt
22	Be aware of rel="nofollow" for links
●	SEO for Mobile Phones
24	Notify Google of mobile sites
26	Guide mobile users accurately
●	Promotions and Analysis
28	Promote your website in the right ways
30	Make use of free webmaster tools

SEO's Business Impact

Driving high-value traffic

Increasing website leads

Growing new revenue

Local SEO

best restaurant in mechanicsburg pa



Web Maps Shopping News Images More Search tools

Restaurant near mechanicsburg pa



4.8 ★★★★★
8 reviews

**Diener's
Restaurant**
American



3.9 ★★★★★
14 reviews

**Snappers Bar &
Grill**
Grill



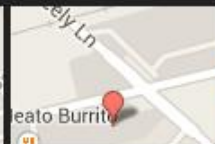
4.6 ★★★★★
29 reviews

Hellenic Kouzina
\$\$ • Greek



3.6 ★★★★★
8 reviews

**Grandpa's
Growler**
American



4 reviews

**Sahara
Restaurant**
Mediterranean



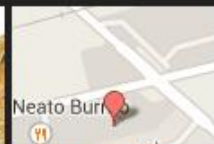
3.8 ★★★★★
19 reviews

China Tea House
\$\$ • Chinese



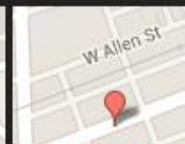
4.1 ★★★★★
17 reviews

**JoJo's Pizza &
Pasta**
\$\$ • Italian



3.8 ★★★★★
6 reviews

Tokyo Diner
\$\$ • Japanese



4.0 ★★★★★
5 reviews

**Colony House
Restaurant**
Restaurant

Best Restaurants in Mechanicsburg, PA - TripAdvisor

www.tripadvisor.com > ... > **Mechanicsburg** > TripAdvisor

Dining in Mechanicsburg, Pennsylvania: See 1927 TripAdvisor traveler reviews of 156 Mechanicsburg restaurants and search by cuisine, price, location, and ...

Best Mechanicsburg Restaurants - Harrisburg - Urbanspoon

www.urbanspoon.com > Restaurants > Harrisburg > Urbanspoon

Mechanicsburg Restaurants. Reviews from critics, food blogs and fellow diners. ...

Mechanicsburg, Mechanicsburg - Thai 5103 Carlisle Pike. Hellenic Kouzina ...

Mechanicsburg » Restaurants - Yelp

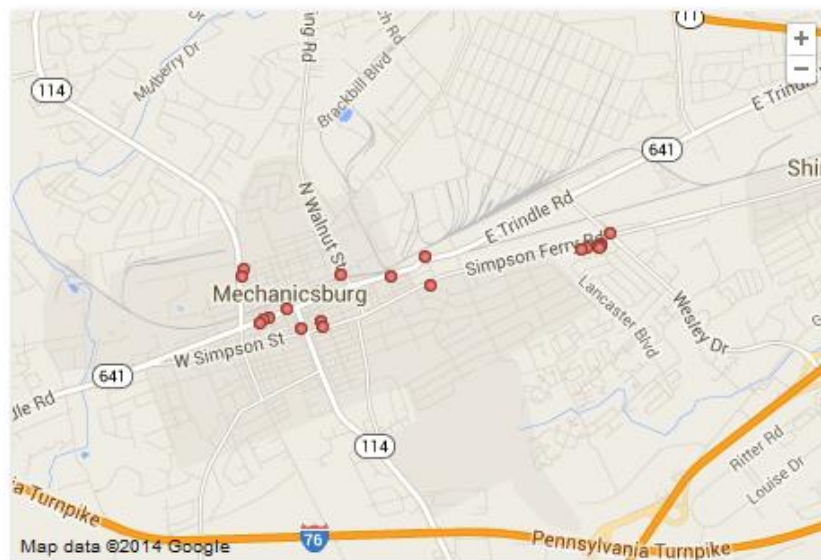
www.yelp.com/c/mechanicsburg-pa-us/restaurants > Yelp

The **Best Restaurants in Mechanicsburg** on Yelp. Read about places like: Pho 7 Spice, Josie's German Delicatessen & Gifts, Hellenic Kouzina, Diener's, Black N ...

Restaurants in Cumberland Valley | Local and Fine Dining

www.visitcumberlandvalley.com/restaurants/

Find restaurant listings & reviews in Carlisle, **Mechanicsburg** & Cumberland County **Pennsylvania**, including waterfront dining & down-home cooking. ... Vote for the **Best in the Valley** ». Start your journey. View area map. Find Your Passion.



Map for best restaurant in mechanicsburg pa



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Profile



Explore



Hangouts



Photos



Circles



Local



Games



More

Word Stream Inc

177 Huntington Ave # 16 Boston, MA 02115



About

Photos

Write a review

177 Huntington Ave # 16 Boston, MA 02115
(617) 963-0555 · wordstream.com

Software Company

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At a glance: search engine optimization · search marketing · keyword research · pay per click



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Directions

+1

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27 Wildwood Road

[Prezza Technologies Inc](#)

44 Pleasant St # 110

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Local SEO's Business Impact

Growing foot traffic

Giving accurate directions

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All

Shopping

Images

Videos

Maps

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Search tools

About 17,200,000 results (0.49 seconds)

Shop for water pallets on Google

Sponsored ⓘ

Double Deck
Plastic Pallet**\$36.95**

Global Industr..

Rackable
Plastic Pallet**\$79.95**

Global Industr..

Rackable Fda
And Usda ...**\$99.95**

Global Industr..

IBC Spill
Containment**\$1,299.00**

ULINE

Nestle Waters
101264 Pure**\$399.98**

uneeedit.com

Crystal Geyser
Alpine Spring**\$280.09**

CleanItSu...

Wholesale Plastic Pallets - OneWay-Solutions.com

Ad www.oneway-solutions.com/ ▾

100% Sustainable, New and Used 10 Pallet Minimum. Order Today!

[Used Pallets](#)[Stackable Pallets](#)[Rackable Pallets](#)[Nestable Pallets](#)

Nestle Pure Life Purified Water (16.9 oz. bottles, 78 case pallet ...

www.samsclub.com ▾ [Sam's Club](#) ▾ [Shops & Promotions](#) ▾ [Sam's Club](#) ▾

★★★★★ Rating: 4.8 - 12 reviews - \$498.00 - In stock

Buy Nestle Pure Life Purified Water (16.9 oz. bottles, 78 case pallet) : Entertaining & Catering at SamsClub.com.

Bottled Water - Sam's Club

www.samsclub.com ▾ [Sam's Club](#) ▾ [Grocery](#) ▾ [Sam's Club](#) ▾

Results 1 - 60 of 132 - Nestle Pure Life Purified Water (16.9 oz. bottles, 78 case pallet) ... Natural Spring Water Pallet (12 oz. bottle, Choose 1, 5, 10, or 22 Pallets).

Custom Labeled Natural Spring Water Pallet (16.9 oz. bottles) Choose ...

www.samsclub.com ▾ [Sam's Club](#) ▾ [Shops & Promotions](#) ▾ [Sam's Club](#) ▾

★★★★★ Rating: 4.7 - 9 reviews - \$826.00 - In stock

Buy Custom Labeled Natural Spring Water Pallet (16.9 oz. bottles) Choose 1, 5, 10 or 20 Pallets : Entertaining & Catering at SamsClub.com.

Images for water pallets

Report images



Paid Search

1. Somebody searches **metal fabrication harrisburg**
2. They click on your ad.
3. You pay **\$2.57** for that click.
4. You crunch the numbers.

Paid Search's Business Impact

Moving product quickly
Maximizing seasonality
Testing new products

The background of the image is a dense, overlapping collage of US one hundred dollar bills. The bills are shown from various angles, creating a sense of depth and abundance. The text "Converting Traffic You Earn" is centered over a dark gray rectangular area in the middle of the image.

Converting Traffic You Earn

Most people
forget this step



Retail
funnels conversions

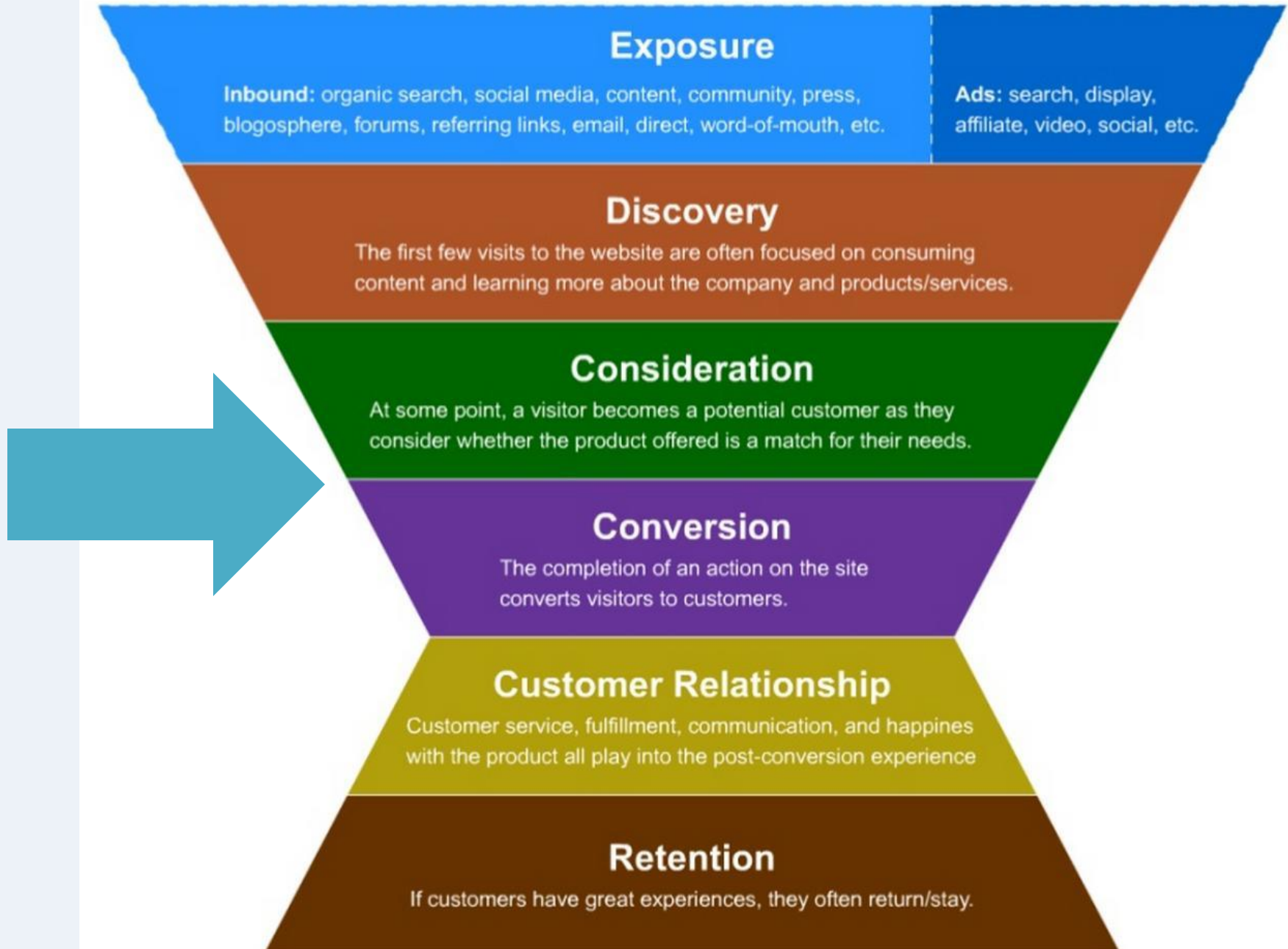
Most websites say

Buy **now** or leave



The Digital Marketing Funnel

(how companies attract and retain customers via the web)



Extract **value** from
as many users as
possible.

Start
collecting
emails

BEAUTIFUL FURNITURE WITHOUT
THE HIGH STREET MARK UP

Subscribe to our newsletter to get the
latest deals and get a free £10 voucher
off your first order

Go »

You can unsubscribe at any time



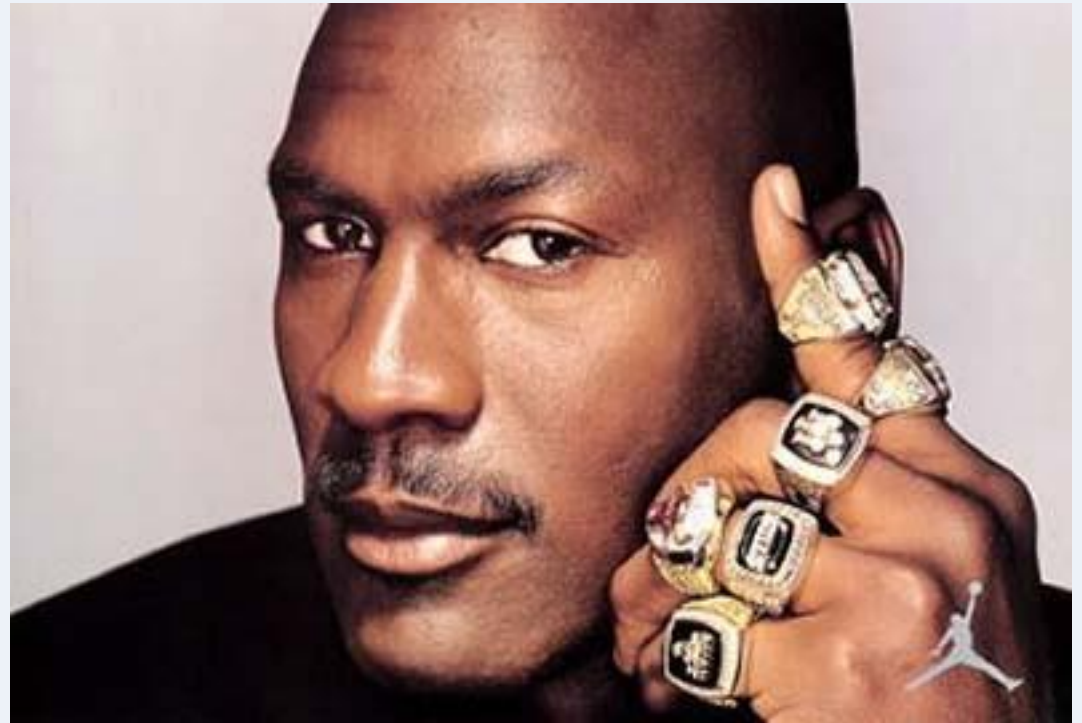
£10 WELCOME GIFT
available for a limited time only

BEAUTIFUL DESIGNS WITHOUT THE HIGH STREET MARK UP

Write
informational
content about your
industry

You are an
expert.

“I am good at basketball.”



Content = proof

Customer Testimonials

Do people like me use this?

Clover®

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Websites

Features

Testimonials

Communicate

Questions

Contact

Hear what people are saying about Clover.

Videos don't lie. Check out what our new friends think about their Clover websites.
Want to see some real world Clover websites? Check out our [Green Thumbs](#).



Jonny Rupp

Evident Church

"In the church environment, our time is precious. We don't have a lot of time to spend making and updating a website. We need our updates to be simple, quick, professional, and I need to know I have a customer service team ready in case I need help. Clover makes all of this possible."

evidentchurch.com



John Isley

Bethlehem United Methodist Church

"Our experience with Clover has just been phenomenal. They're not only good people, but fun people. You can tell that they care about you and the growth and ministry of the church. It's been the perfect fit for our congregation and our growing needs as a church."

bethlehemchurchonline.org

"*Okay, I am DROOLING! I am praying you guys have lots of success with this launched before we start our VBS week in August. Keep it up Clover! You're doing awesome!*"

Cynthia Randolph
Cambridge Church of the Nazarene

Also talked about in:

THE WALL STREET JOURNAL

Forbes

Bloomberg

Keep it simple



What is the **one thing**
visitors are supposed
to do on this page?

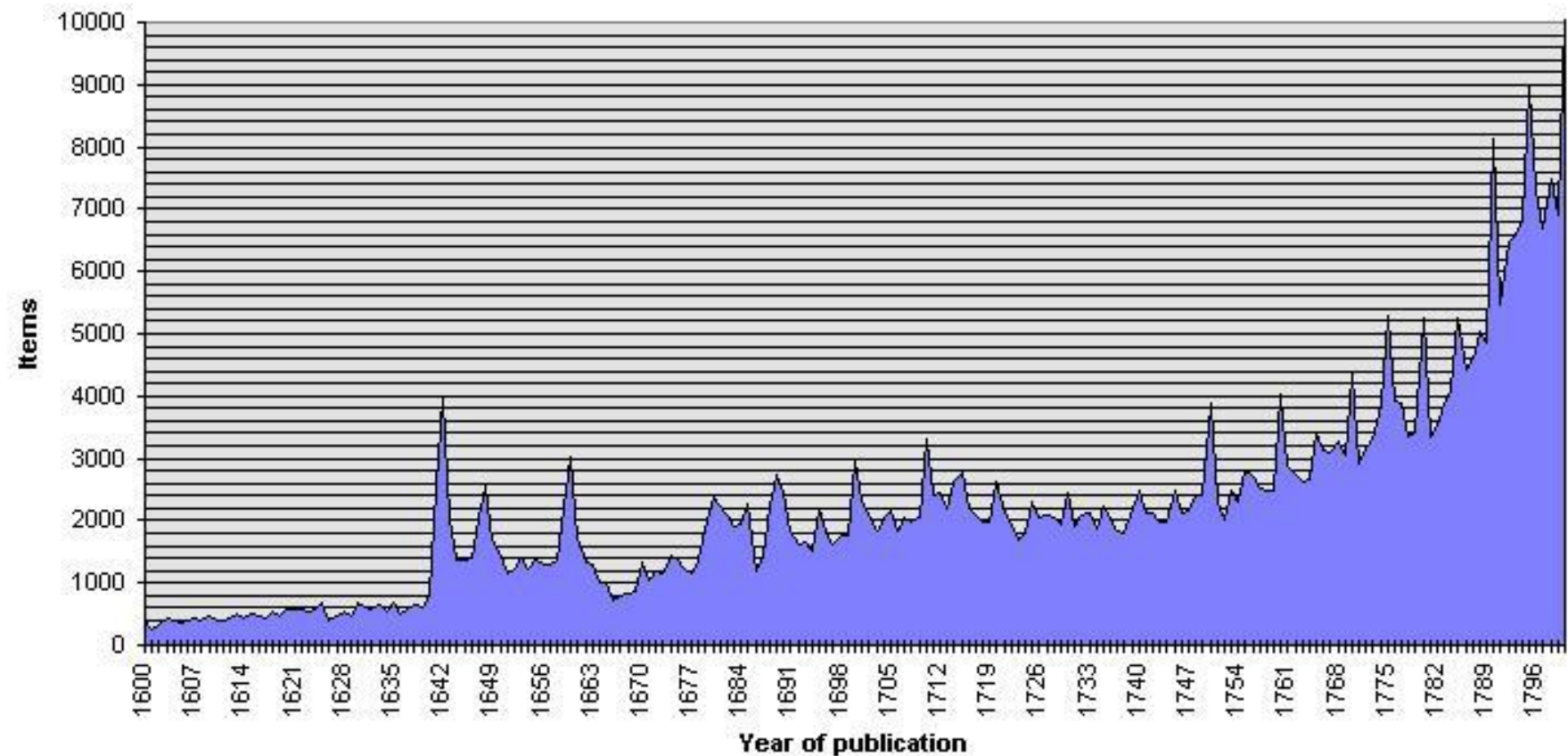
CONVERT

1. Collect value
2. Be the expert
3. Testimonials rule
4. Optimize for Homer Simpson

What is
Search Engine Optimization
all about?

The Internet is still brand new.

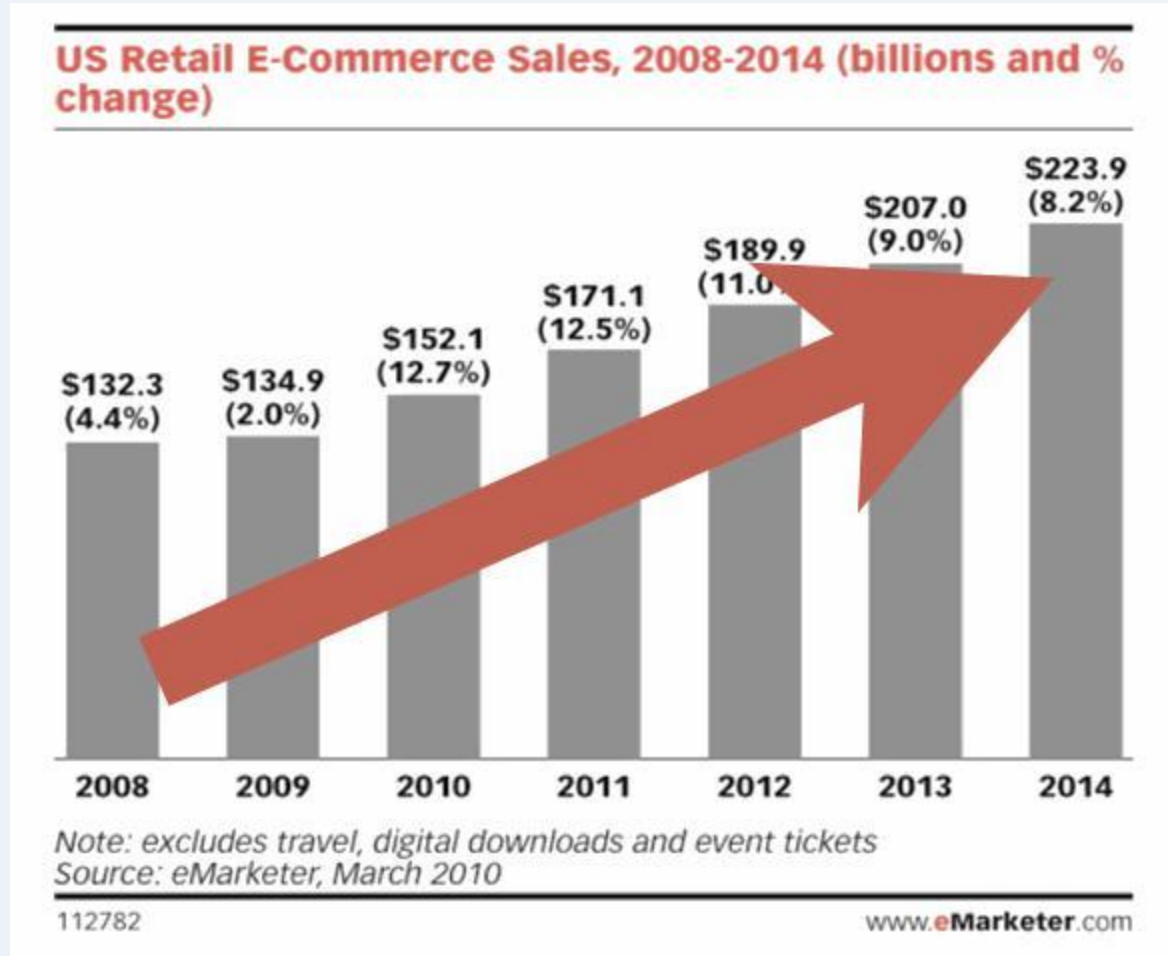
Total Number of Printed Titles 1600-1800



We are still figuring out how to use it



But it has already revolutionized communication & commerce



Marketing's job is to create
leads & money

The Internet + Smart Marketing
leads & money

Questions?

trevin@webpagefx.com