



Monthly

March 2018

Marketing

Morsels

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JACK CANTWELL

Bring it in like a Lion.

We know the old saying, *“March comes in like a Lion, and goes out like a Lamb”*.

For our March Morsel we focus on the beginning of the message with three important tips for you to take a hard look at the state of your most important marketing tool, your website. Challenge yourself to make it more of a useful action tool than ever before.

Tip #1.

Use an Inbound Marketing strategy – Inbound is “pull” marketing. Start with the keywords you use. Do you use your business as the keyword resource? Maybe that’s ok to a point, but attack it from another angle. Find out from your visitors what words they input the search engine to find you in the first place. These visitor-generated words are your best keywords.

Tip #2.

Pay attention to your CONTENT. The language on your site must deliver the information the busy visitor is looking for. Find out what that is – from the source, then write it in a succinct easy to read and actionable way.

Tip #3.

Evaluate your site painlessly and easily. Use card coding. Take index cards – put a bullet-point content outline on each page. Then “shuffle the deck” until you have the cards arranged in the order that is most appealing and useful to the visitor. Voila! The cards are now your guide to finishing the copy and populating the site with visuals that are both appealing and logical to your story. This is great spring cleaning advice.

And hey....don’t forget to ask for the order at the end!



Call Jack Cantwell at Skylimit Marketing
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for a free consultation.

You can also email

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