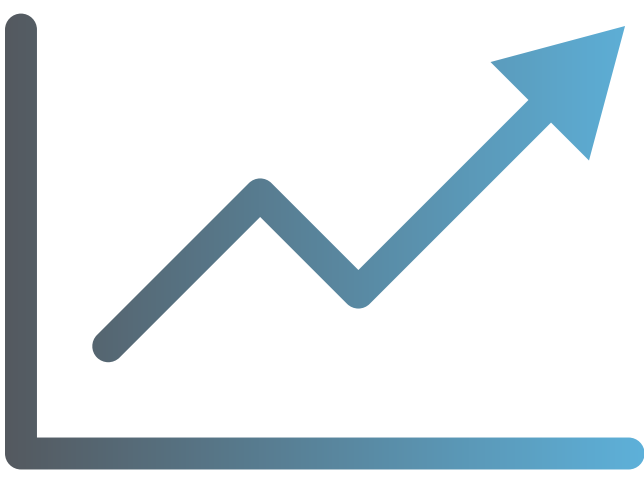


5 Explore these items to improve WEB STRATEGY

1

Define objectives:

Set clear goals for your online presence. Use the SMART methodology to help ensure goals are SPECIFIC, MEASURABLE, ATTAINABLE, RELEVANT, & TIME-BOUND.



2

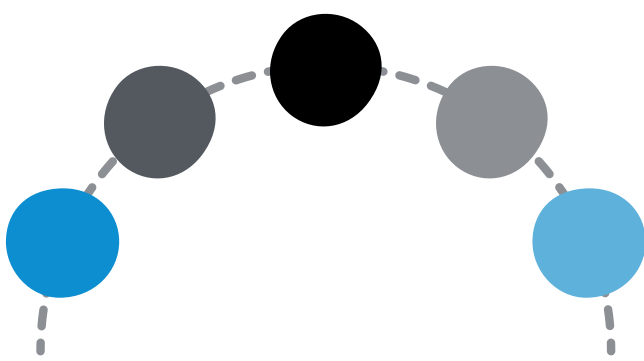
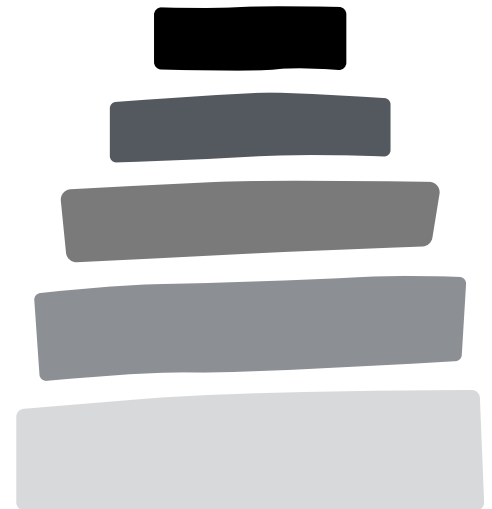
Optimize User-Experience

Create a user-centric (including accessibility!) website for better engagement and foster user-centricity!

3

Master SEO:

Boost visibility with effective Search Engine Optimization (SEO) techniques.



4

Leverage Content and Social Media:

Infographics like this one can be used to explain things more clearly. Once created, use content marketing and social media channels to connect with a target audience.

5

Drive Growth:

Enhance your online presence to help achieve desired business outcomes.

