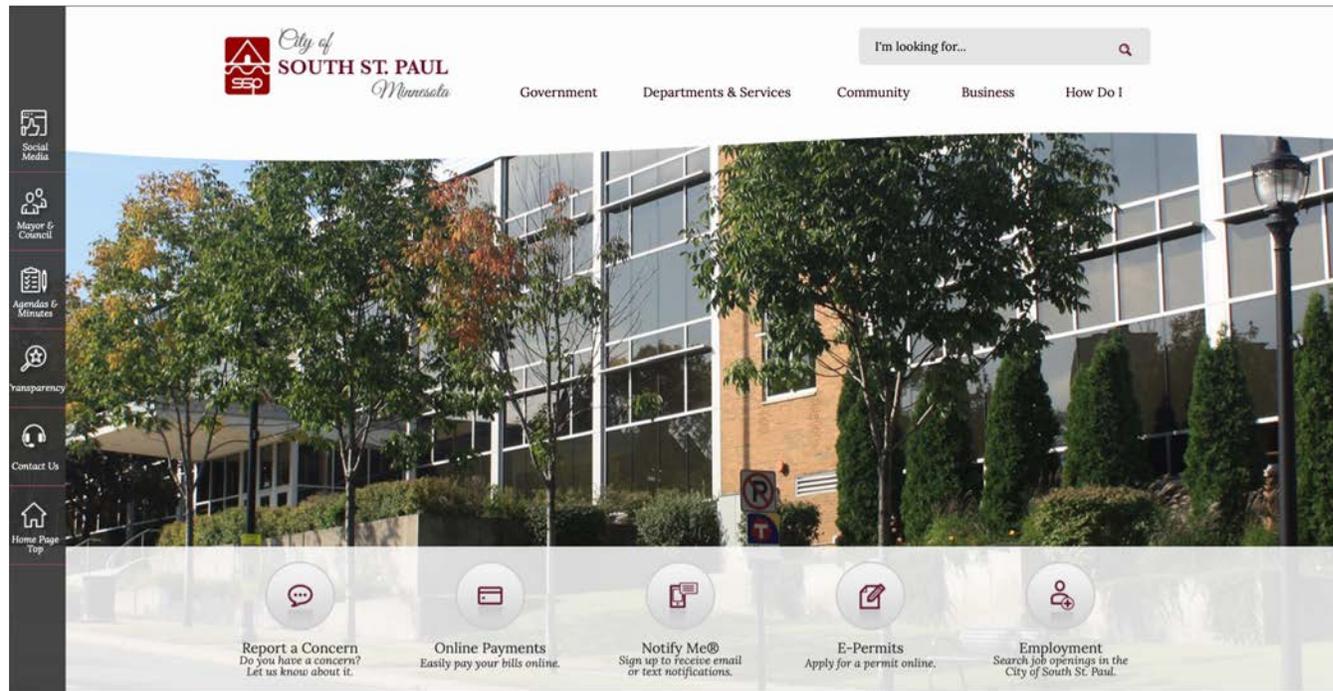


AE2S COMMUNICATIONS
**MAIN STREET COMMUNITY
LEADERS WEBSITE WEBINAR**

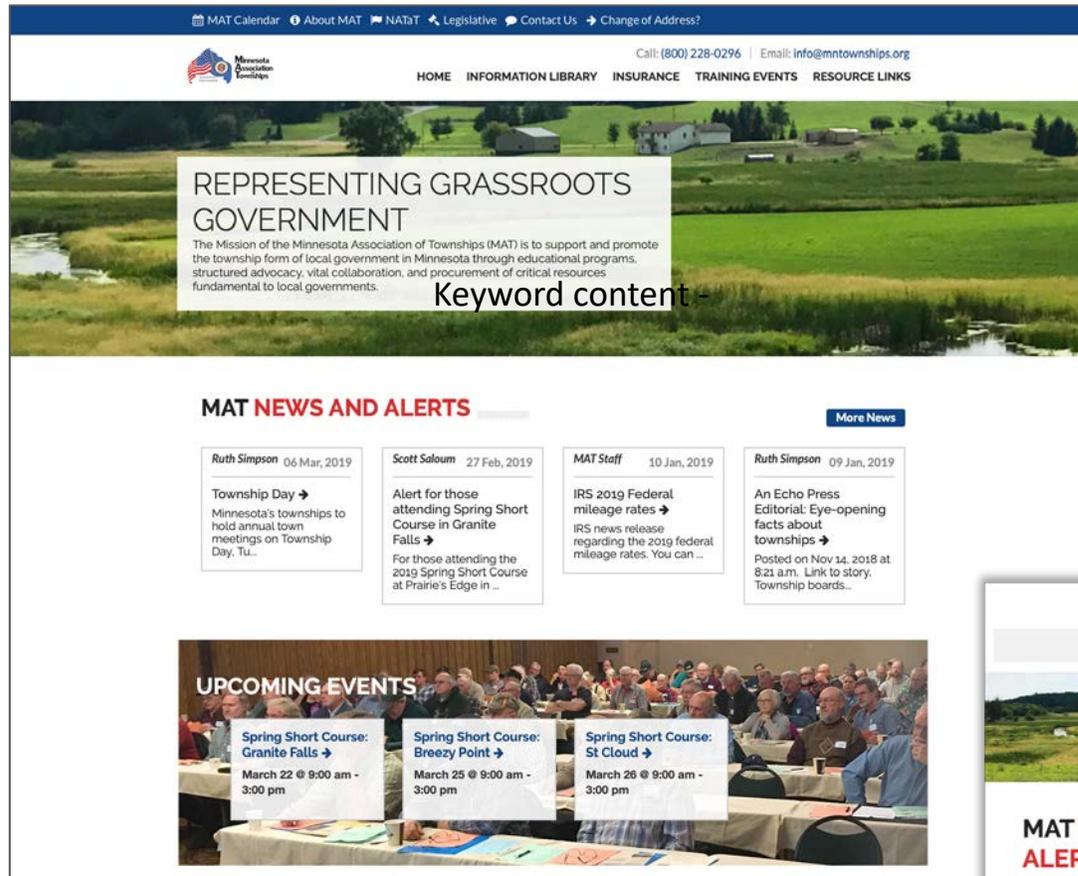
HAVE IMPORTANT CONTENT THAT IS EASY TO FIND

Tracking helps identify what your website visitors are seeking



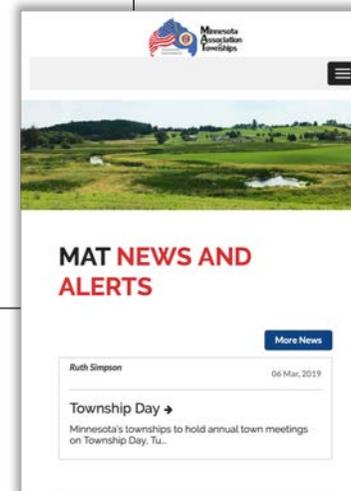
For example, if you see that people drill down to your Parks and Rec page, consider adding a “quick link” or button toward the top of your homepage.

Prioritize content location and keep content on your website fresh!



The Minnesota Association of Townships didn't have tracking analytics, but their staff that knew why their members visited the MAT website.

We helped them layout their homepage accordingly.



Website scales to be mobile friendly. This should be standard on any new website.

Develop a Following



Wyoming (MN) Police  @wyomingpd · Mar 14

Just stay and eat the pies until the fog passes. Win win.



tayyeah. @taysangria

@wyomingpd hey we need advice! how do we navigate this crazy fog as we venture back to the city with the best pies in America from #Villagelnn ?#NationalPiDay #clientlove @haworthmedia



Wyoming (MN) Police  @wyomingpd · Feb 8

Slow down, Ricky Bobby. These roads are not for speeding. They are covered in ice.

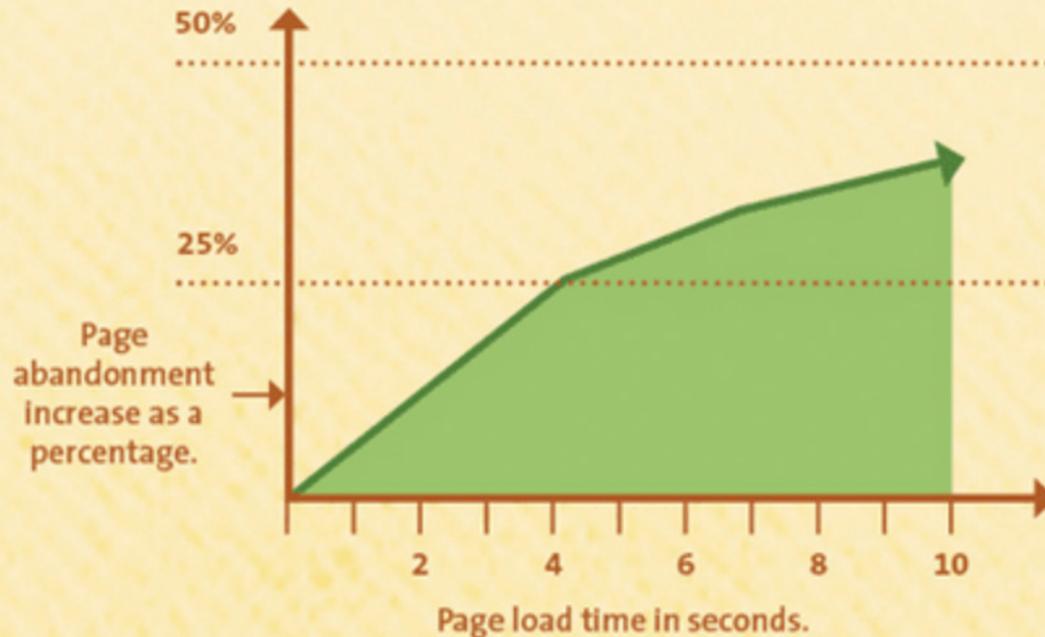




EVERY SECOND COUNTS

Loading time is a major contributing factor to page abandonment. The average user has no patience for a page that takes too long to load, and justifiably so.

Observation: slower page response time results in an increase in page abandonment, as demonstrated in the following chart.



WEBSITE HEALTH: PAGE SPEED

Huge images can slow page loads.

Twitter, Facebook and other Social Media "feeds" on your webpage.

Test your website!

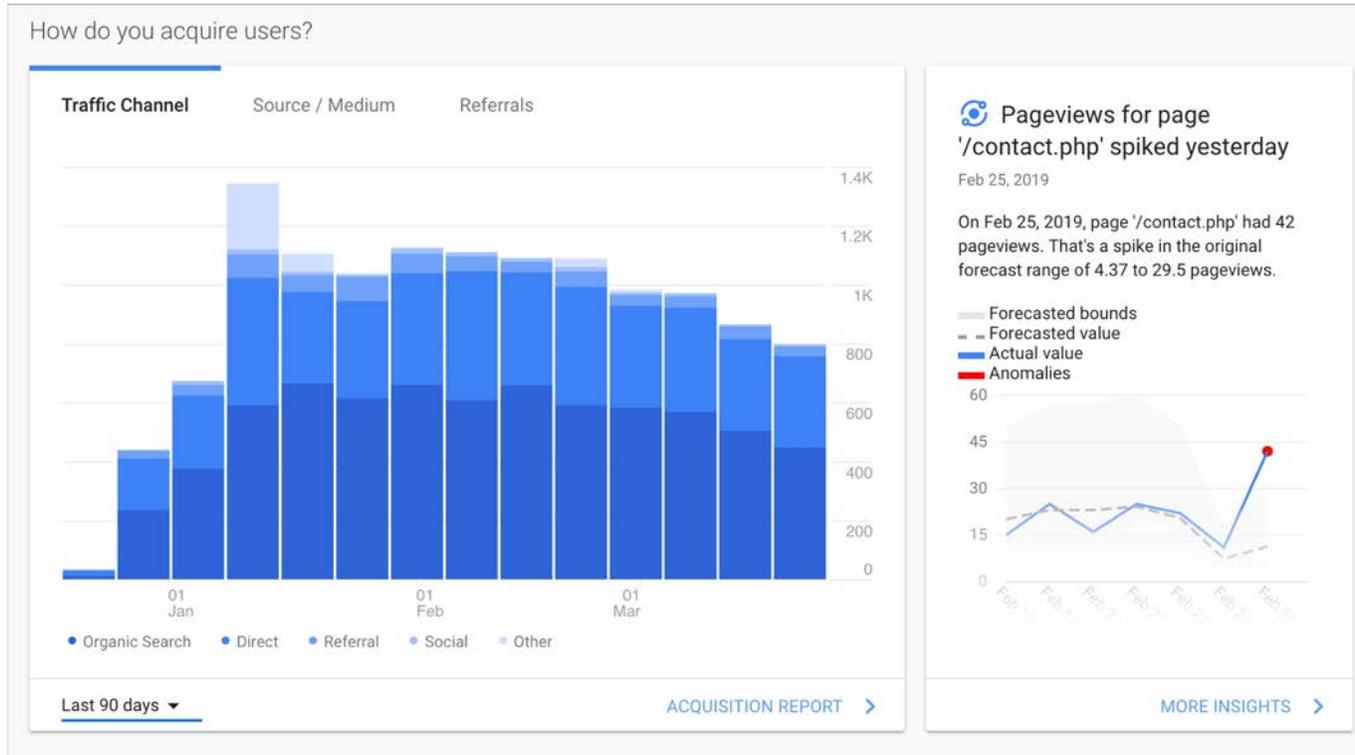
Social Media Helps SEO

- Refer traffic to your website
- Use hashtags, keywords and phrases inline with your SEO goals
- Monitor and react to data/traffic – what's successful?





Organic SEO – Doing the work yourself.

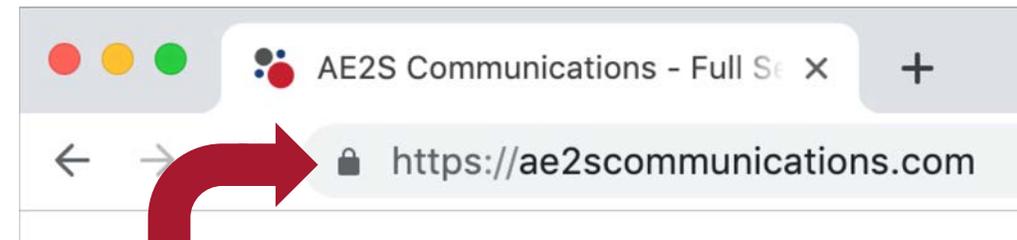


Spend some time to think about what your key search terms are. Focus groups can be insightful for this kind of research.

Where do you want to drive traffic to? This allows you to have an SEO target to aim for.

Services are available to see where traffic come from and how you rank for you keywords/terms.

Don't forget an SSL certificate – Your ranking may suffer if you don't, but it's also reassuring to the user.



Google Search Console – Query Dashboard

Performance



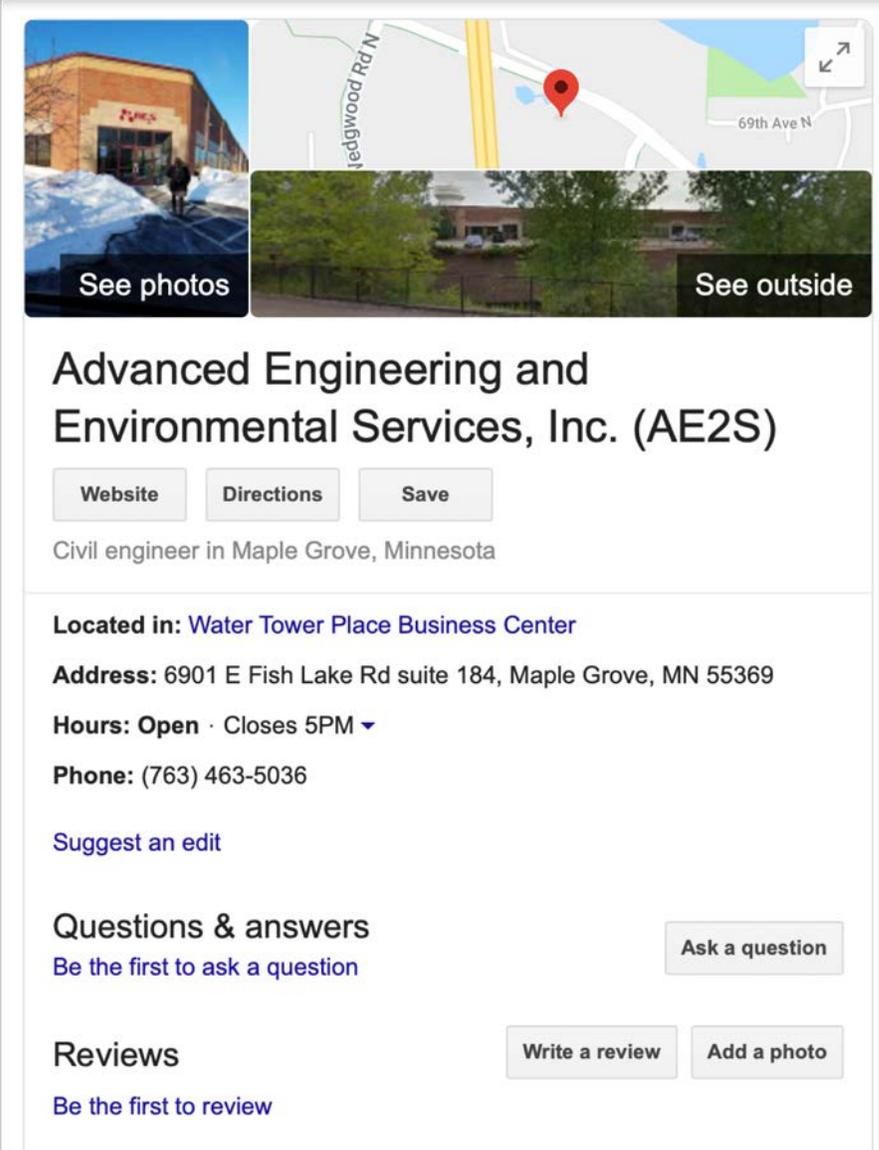
Search type: Web

Date: Last 3 months

+ NEW

Last updated: 3/19/19

Query	↓ Clicks	Impressions
ae2s	1	310
anatomy font	1	37
olson effertz	1	23
andrea boe	0	144
font anatomy	0	107
full service communications	0	71
communication medium	0	66
workforce ideas	0	57
add value to your clients	0	50
catastrophe communications	0	40



The screenshot shows a Google My Business listing for "Advanced Engineering and Environmental Services, Inc. (AE2S)". At the top, there is a map showing the location on "Jedgwood Rd N" near "69th Ave N". Below the map are two photo thumbnails: one with the text "See photos" and another with "See outside". The business name is prominently displayed, followed by buttons for "Website", "Directions", and "Save". Below these buttons, it states "Civil engineer in Maple Grove, Minnesota". The listing provides the following details:

- Located in:** [Water Tower Place Business Center](#)
- Address:** 6901 E Fish Lake Rd suite 184, Maple Grove, MN 55369
- Hours:** Open · Closes 5PM ▾
- Phone:** (763) 463-5036

There are also links for "Suggest an edit", "Questions & answers" (with a sub-link "Be the first to ask a question" and an "Ask a question" button), and "Reviews" (with a sub-link "Be the first to review" and buttons for "Write a review" and "Add a photo").

What information do web users see on search results pages for your business or organization?

Analytics Reports Tools Projects

Tools

Cross, combine and visualize SEMrush data to compare competitive domains and estimate keyword difficulty with a few clicks.

Keyword Difficulty

- Find keywords with less competition
- Estimate keyword difficulty instantly

[Read more](#)

Type keyword

Domain vs. Domain

- Set side-by-side domains' comparisons
- See domains' common and unique keywords
- Visualize data

[Read more](#)

zendesk chat

Need assistance?

Type your message here

SEM RUSH is a good tool for Do-It-Yourself-ers to monitor and user data to create more effective SEO strategies.

Remember...



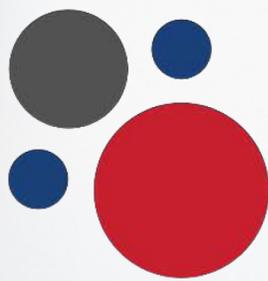
Keep content fresh.



Social Media can help build your following.



Use data and discussion to set goals for your website.



AE2S

COMMUNICATIONS

Mike.Witt@ae2s.com

www.ae2scommunications.com/webinars/

Marketing Overview

A marketing strategy helps convey effective messages with the right twist of marketing approaches that will maximize your sales outcome and marketing activities.

Product Categories	Profit per Year				
	2013	2014	2015	2016	2017
General tools	+920.82	-13.9	+920.82	+7207.75	+80.82
Health & Medical	-13.9	+82.94	+239.74	-229.00	-13.9
Art Supply	+82.94	+920.82	+82.94	+239.74	+82.94
Kids & Baby	+659.02	+7207.75	+659.02	-13.9	+659.02
Kitchen wear	-229.00	-229.00	+7207.75		
Fashion					