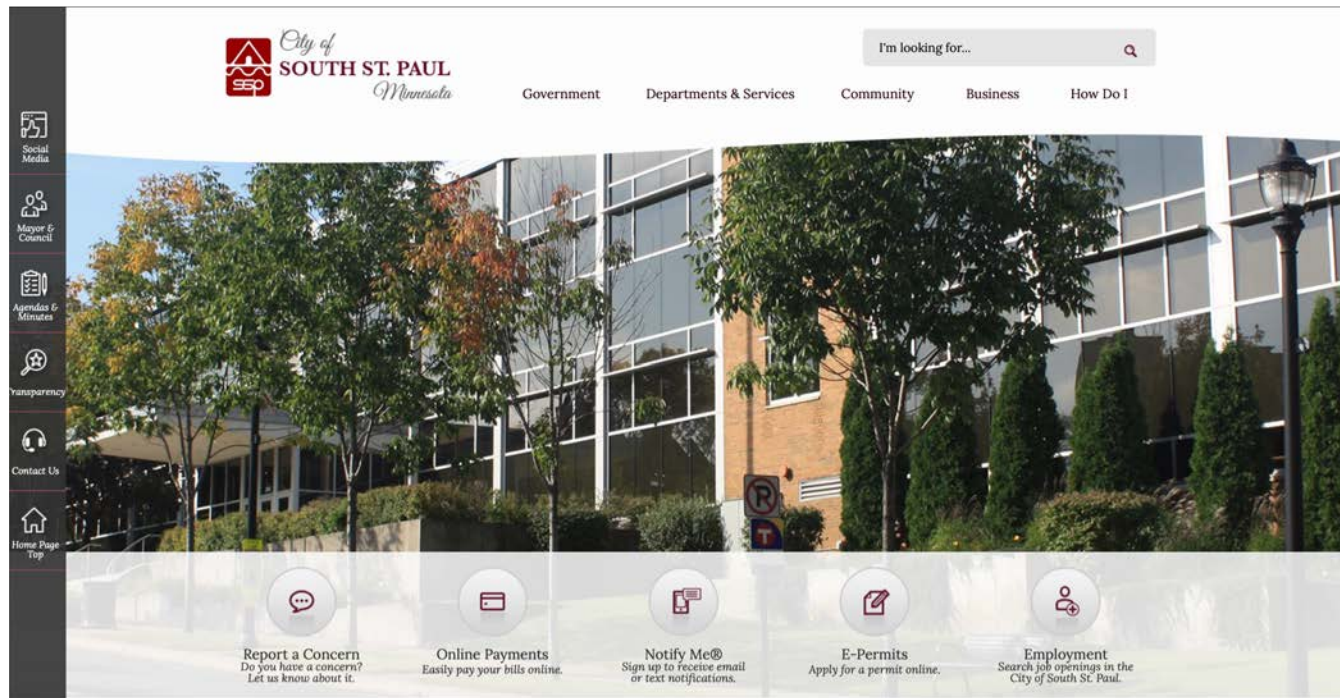


AE2S COMMUNICATIONS **MAIN STREET COMMUNITY LEADERS WEBSITE WEBINAR**

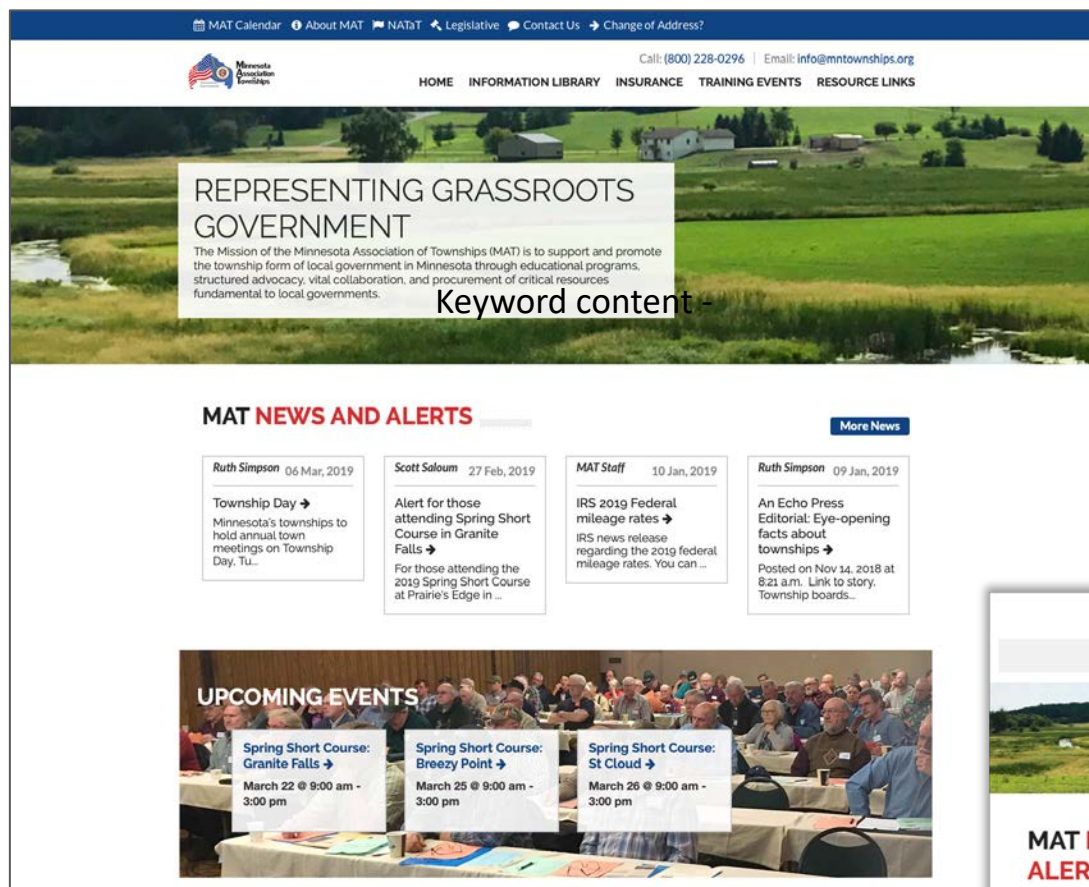
HAVE IMPORTANT CONTENT THAT IS EASY TO FIND

Tracking helps identify what your website visitors are seeking



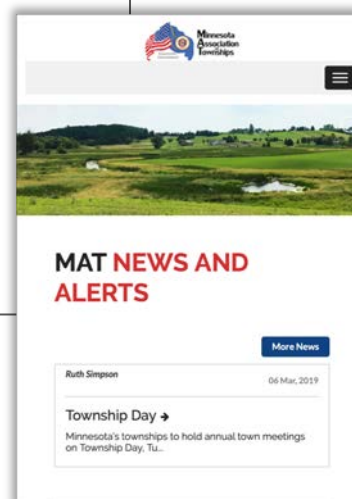
For example, if you see that people drill down to your Parks and Rec page, consider adding a "quick link" or button toward the top of your homepage.

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



2



5



100



Wyoming (MN) Police  @wyomingpd · Feb 8

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



10



73



627

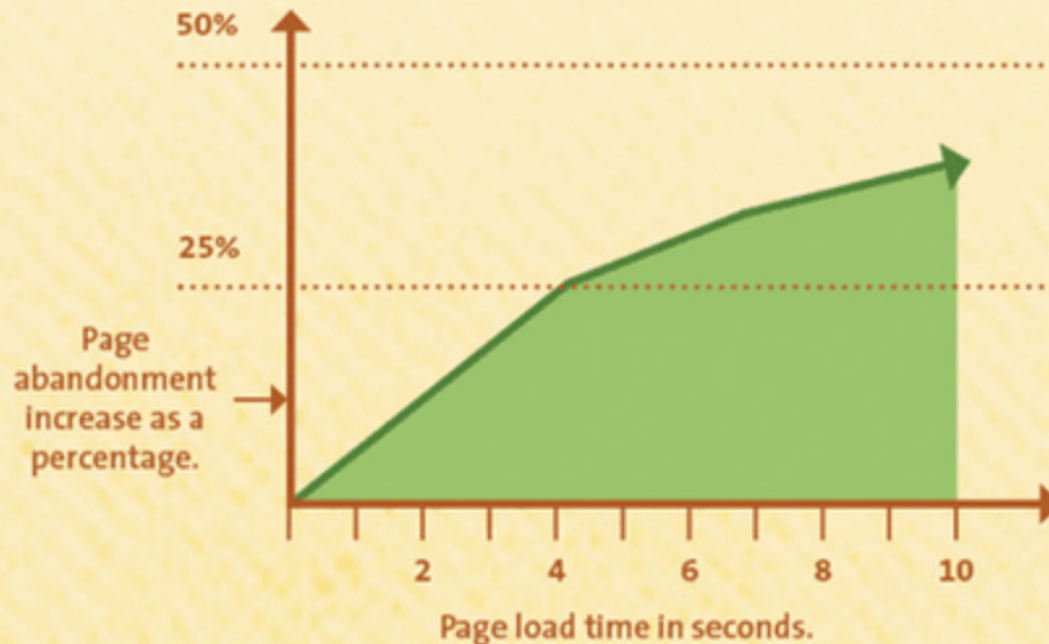




EVERY SECOND COUNTS

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!

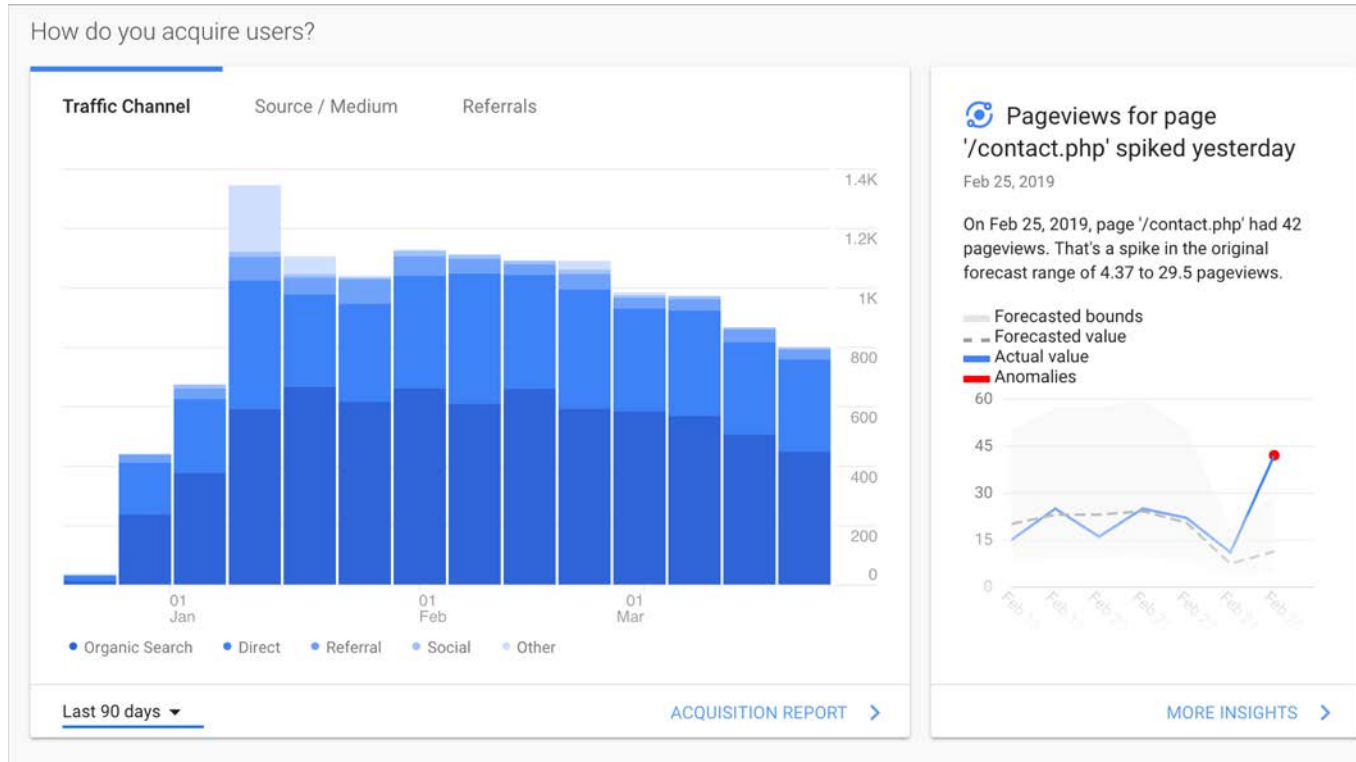
Social Media Helps SEO

- 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.

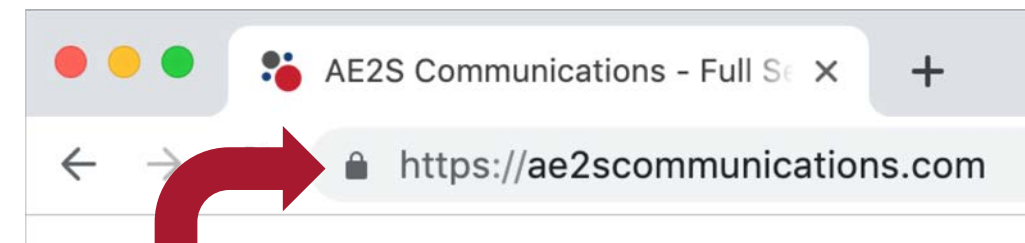


Spend some time to think about what your key search terms are. Focus groups can be insightful for this kind of research.

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.

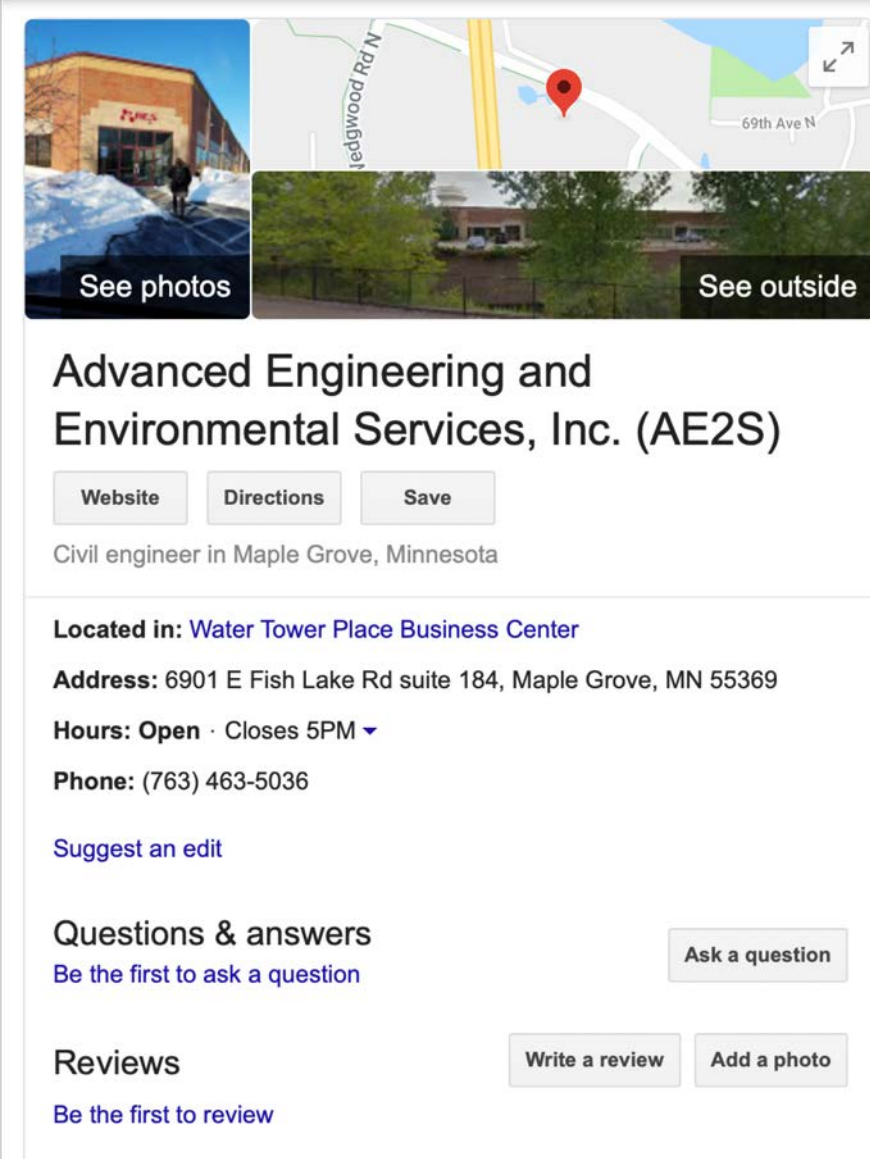


Connect Your Google Accounts

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

Google My Business



The image shows a Google My Business listing for 'Advanced Engineering and Environmental Services, Inc. (AE2S)'. At the top, there are three images: a building in winter, a map with a red location pin, and a building in summer. Below these are buttons for 'See photos' and 'See outside'. The business name is prominently displayed, followed by buttons for 'Website', 'Directions', and 'Save'. A line of text identifies the business as a 'Civil engineer in Maple Grove, Minnesota'. The 'Located in' section specifies the 'Water Tower Place Business Center'. The 'Address' is listed as '6901 E Fish Lake Rd suite 184, Maple Grove, MN 55369'. The 'Hours' section shows 'Open' with a dropdown arrow and 'Closes 5PM'. The 'Phone' number is '(763) 463-5036'. There is a link to 'Suggest an edit'. The 'Questions & answers' section includes a link to 'Be the first to ask a question' and an 'Ask a question' button. The 'Reviews' section includes a link to 'Be the first to review' and buttons for 'Write a review' and 'Add a photo'.

Advanced Engineering and Environmental Services, Inc. (AE2S)

[Website](#) [Directions](#) [Save](#)

Civil engineer in Maple Grove, Minnesota

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

[Suggest an edit](#)

Questions & answers
[Be the first to ask a question](#) [Ask a question](#)

Reviews
[Be the first to review](#) [Write a review](#) [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

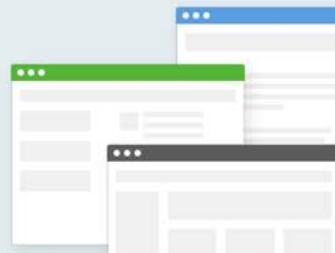
[Read more](#)

Try it

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.



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					