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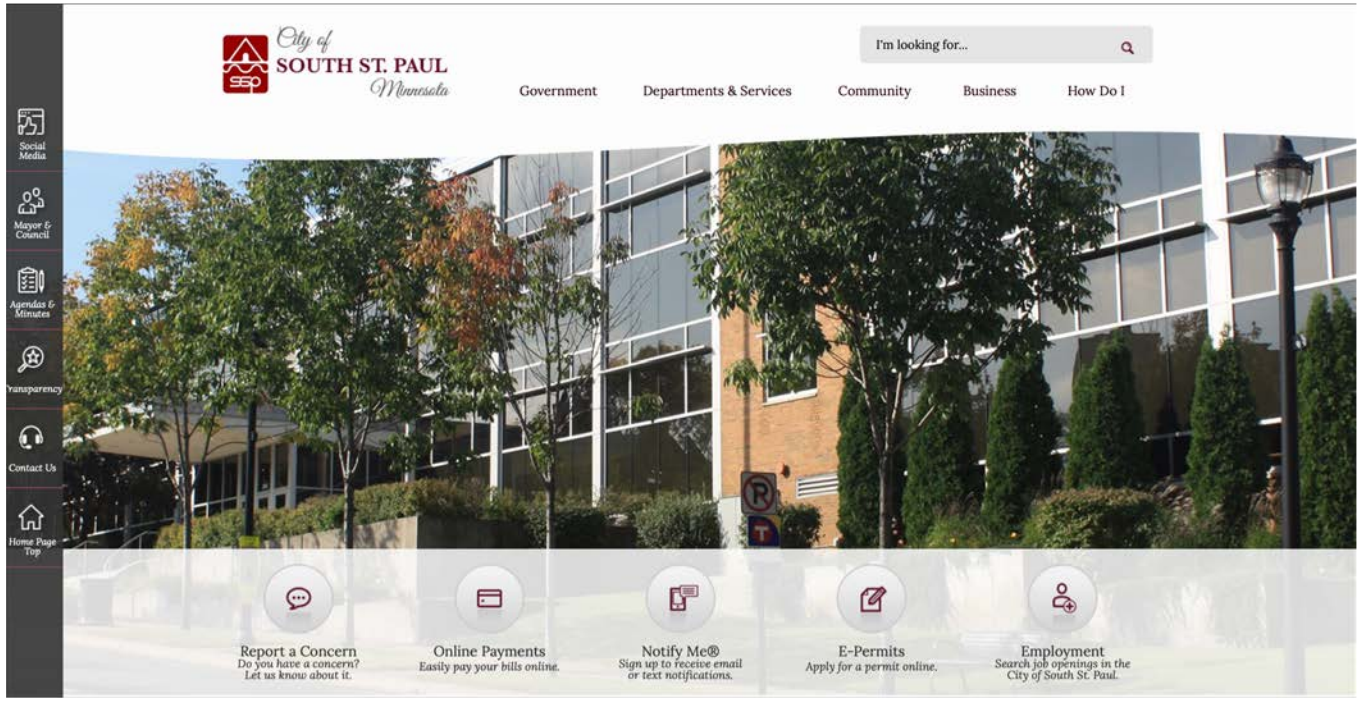
AE2S COMMUNICATIONS

MAIN STREET COMMUNITY LEADERS WEBSITE WEBINAR

Community Website Tips

HAVE IMPORTANT CONTENT THAT IS EASY TO FIND

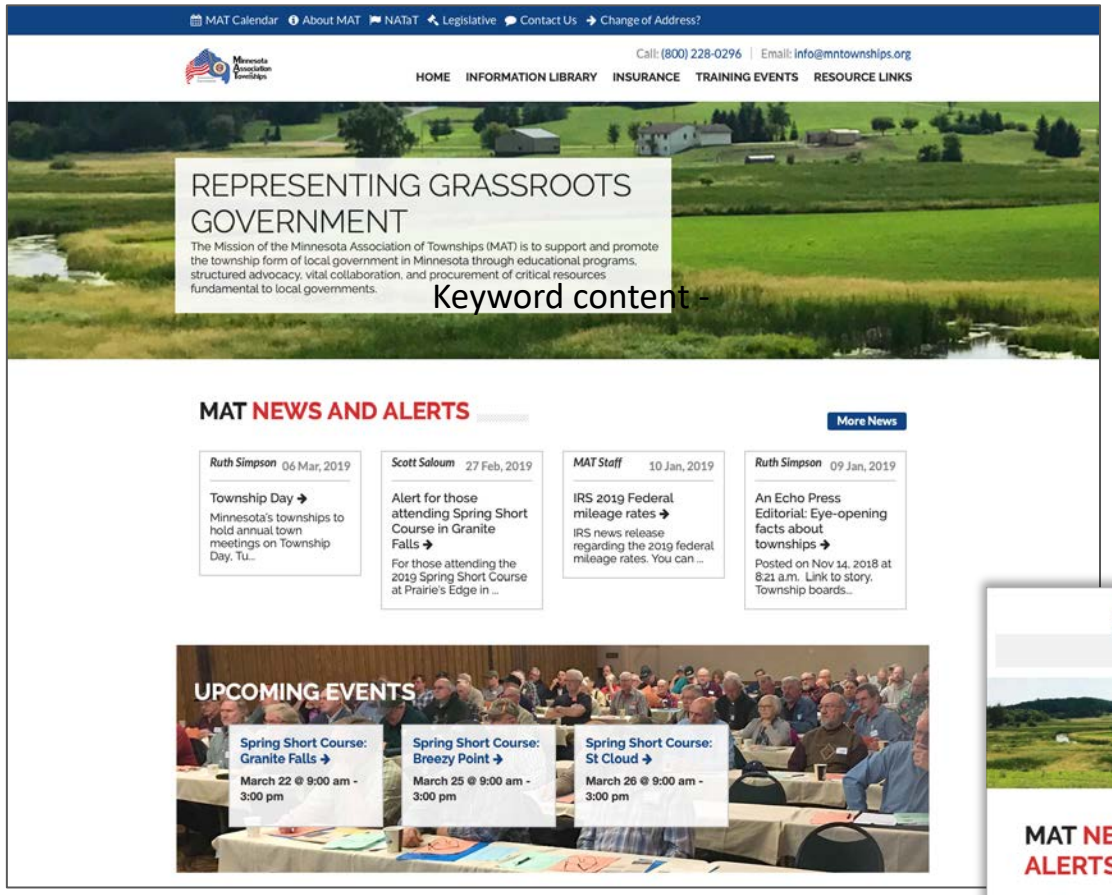
Tracking helps identify what your website visitors are seeking

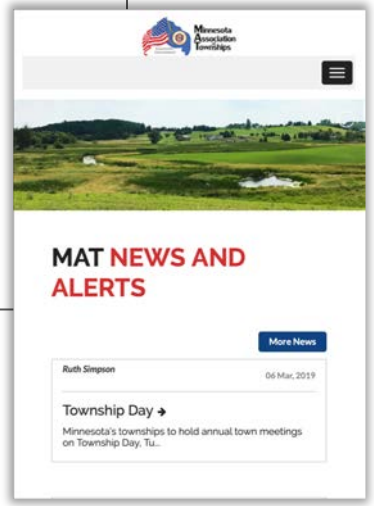


For example, if you see that people drill down to your Parks and Rec page, consider adding a "quick link" or button toward the top of your homepage.

Content Strategy

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

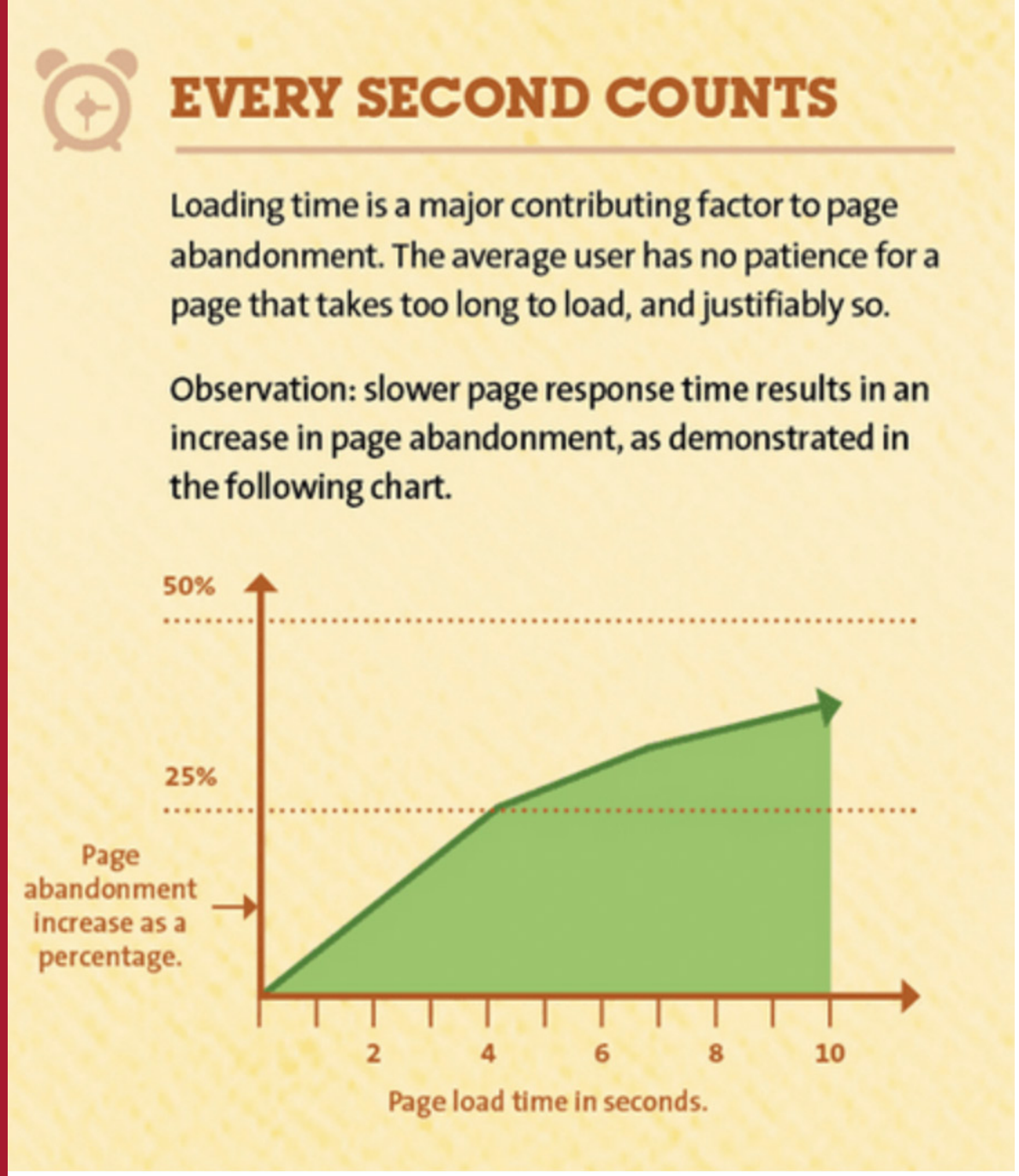
@wyomingpd hey we need advice! how do we navigate this crazy fog as we venture back to the city with the best pies in America from #VillageInn ?#NationalPiDay #clientlove @haworthmedia

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



https://www.hobo-web.co.uk/your-website-design-should-load-in-4-seconds/

WEBSITE HEALTH: PAGE SPEED

Huge images can slow page loads.

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

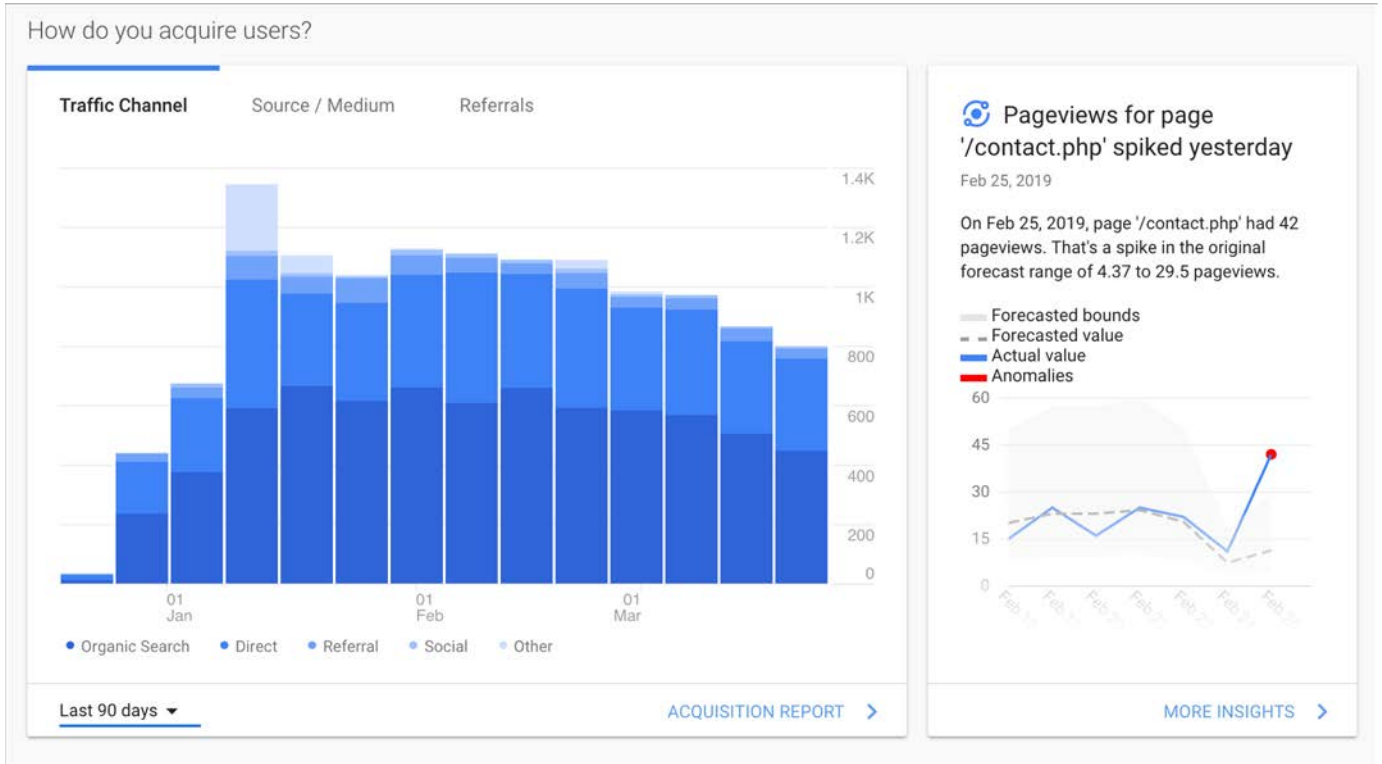
Test your website!

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?

Using Tracking Tools for SEO

Organic SEO – Doing the work yourself.

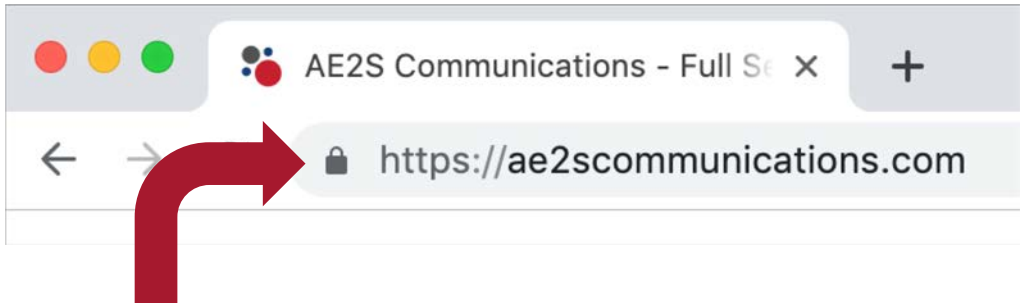


Spend some time to think about what your key search terms are. Focus groups can be insightful for this kind of research.

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

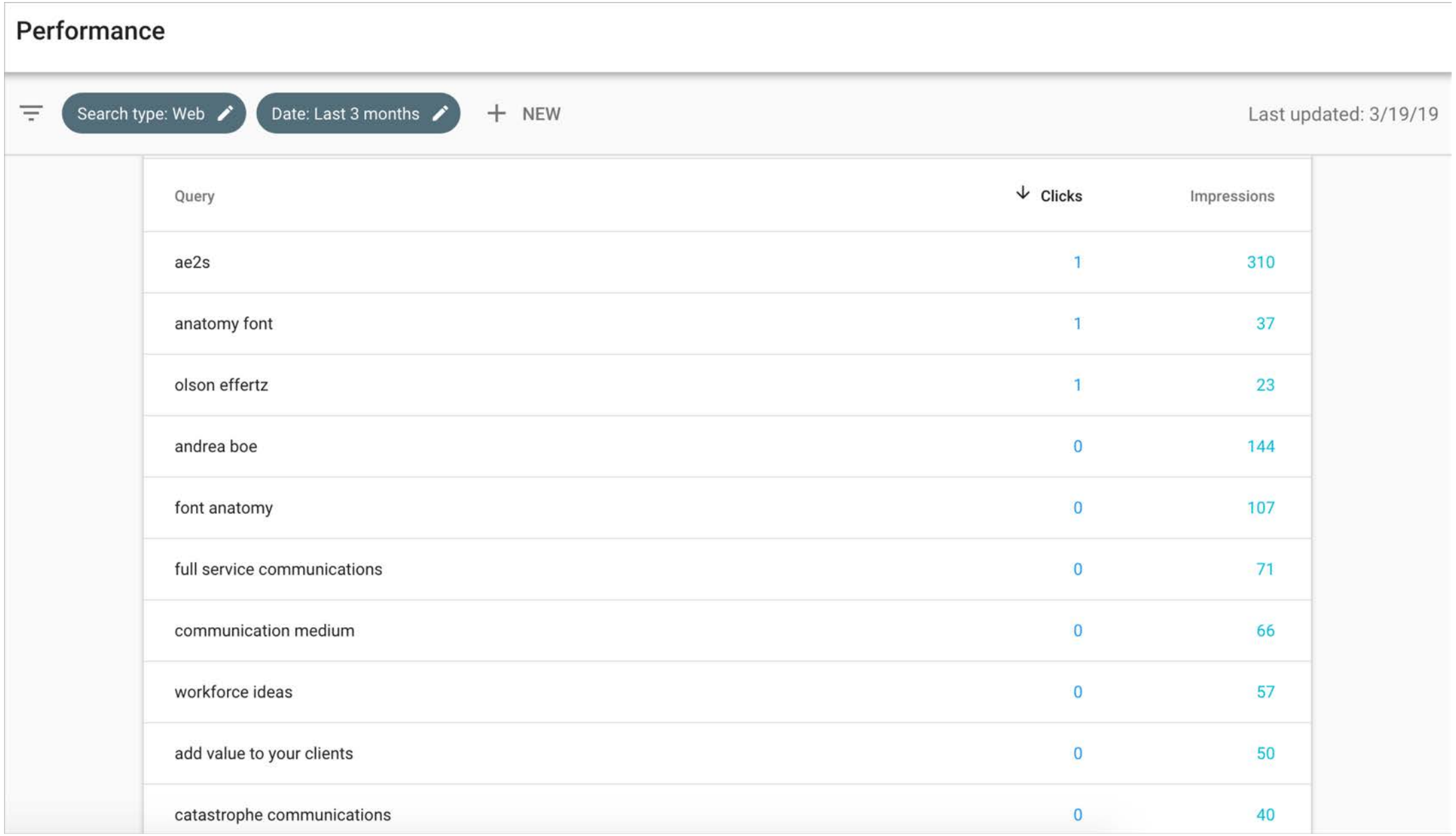
Services are available to see where traffic come from and how you rank for you keywords/terms.

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



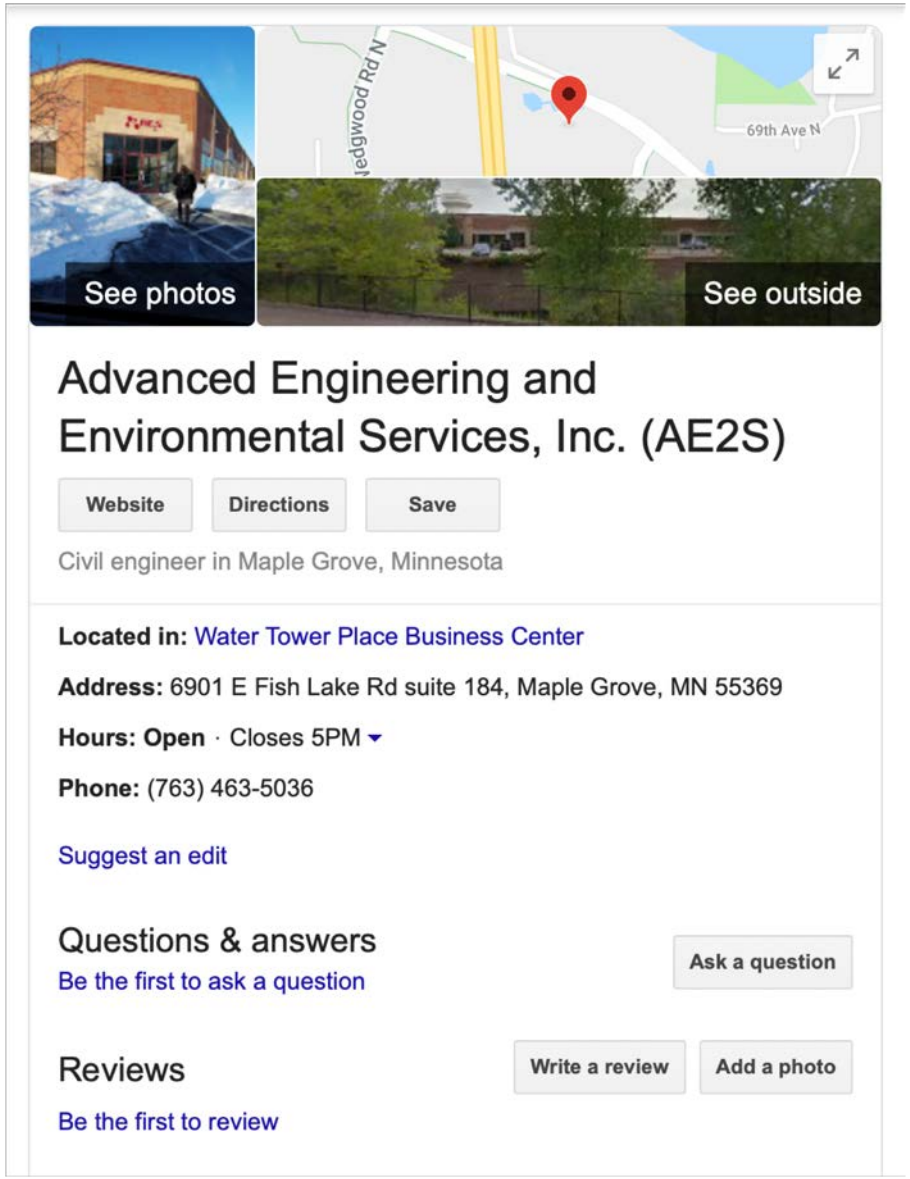
Connect Your Google Accounts

Google Search Console – Query Dashboard



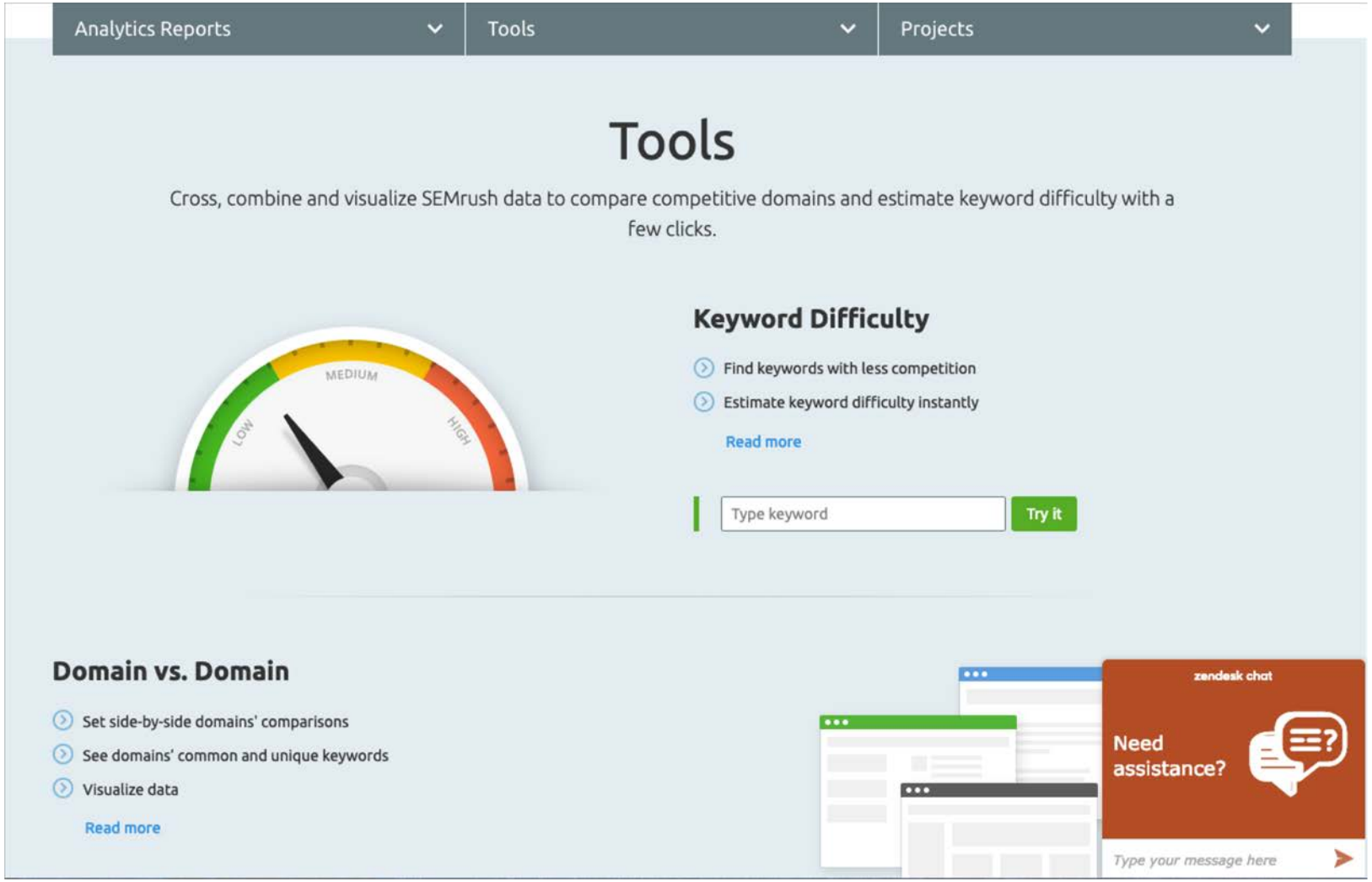
Query	Clicks	Impressions
ae2s	1	310
anatomy font	1	37
olson effertz	1	23
andrea boe	0	144
font anatomy	0	107
full service communications	0	71
communication medium	0	66
workforce ideas	0	57
add value to your clients	0	50
catastrophe communications	0	40

Google My Business



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

Other SEO Tools



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

Remember...

- [x] Keep content fresh.
- [x] Social Media can help build your following.
- [x] Use data and discussion to set goals for your website.

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