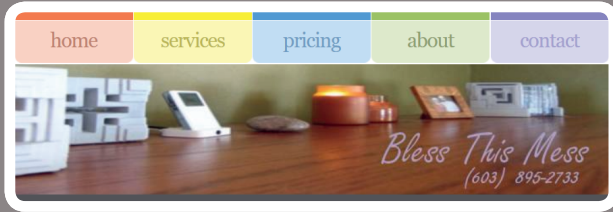


Website Portfolio

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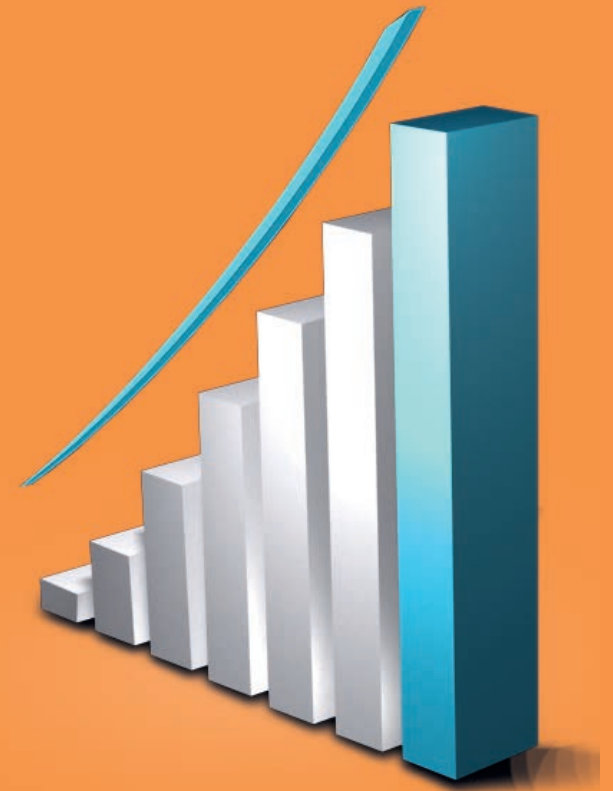


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Creating Visits



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📍 Build a website

Building a website is a collaborative process that starts with a meeting about your goals personally and professionally. This is the first step to showing up online with a website that you can show your current customers, friends and family. There are a few standard pages such as Home, Services, Products, About, Contact and Blog, along with a logo, some pictures and a few paragraphs about your company's history.

- 5-6 total pages
- Free Domain name
- Free email address (up to 3)
- No monthly fees
- Usually takes 15 hours to build

📍 Optimize it

Optimization sounds complicated but it's just a way of labeling website pages, URLs, videos and images while also writing paragraphs that mention the company's products and services. Building a website about Aruba vacations would lack optimization if the pictures are all labeled "image1.jpg and image2.jpg". This is asking Google to show up for "image1" instead of "aruba vacations". This stage can happen with existing websites too.

- Change URL file paths
- Add Titles and Descriptions
- Add or edit H1 and H2 Headers
- Edit hyperlinks for keywords
- Edit paragraphs to include keywords

📍 Promote it

Promotion comes with everything that surrounds your website such as social media and websites that list local companies with phone numbers. Social media adds credibility to your website and works as a marketing tool, so you'll be listed on several external platforms such as, Facebook, Twitter, Google Local, YellowPages, etc. When Google sees your company name on multiple websites your company will be more credible, so it will show up in the results.

- Add to local business directories
- Create social media accounts
- Write long blog posts
- Continuously add new content
- Analytics. Repeat what works.



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