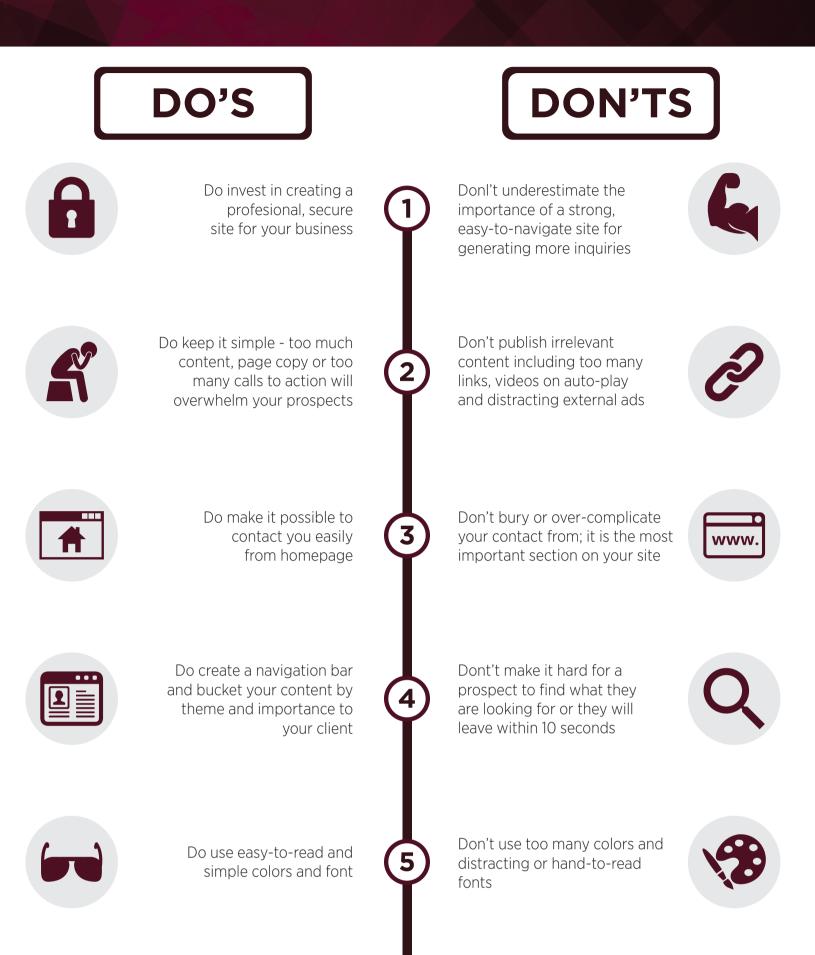
## Website

## DO'S AND DONT'S



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Do aim for at least 250 words of text per page, with keywords included and 1-3 apirational image



Do use Google AdWords tool to determine the strategic keyword for your site SEO and copy



Do create a mobile and tablet friendly site, and test to make sure they are easy to negate and visitors can contact your from the devices



Do add your social buttons and link to your business blog to grow your brand awarness and generate fresh content on your site



Do add your business reviews to your website homepageprospects like to know what previous clients had to say about your services and they serve as online testimonials Don't include too much copy or images on each page, this will overwhelm your prospect and they will leave



Don't underestimate the power of strong SEO-follow the key on-page factors for SEO and think 'client first' when determining your keywords



Don't forget to test what your website looks like from mobile devices,tablet, and across several internet browsers



Don't miss out on fresh content; social media sites and blogs are updated freqently and adding these links will help your site get crwaled by search engines more often

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Don't exclude past client testimonials from your site-72% of consumers trust online recomendations as much as personal ones



## SANKERMEDIA

**v b f b in** | info@sankermedia.com | 905.213.1884