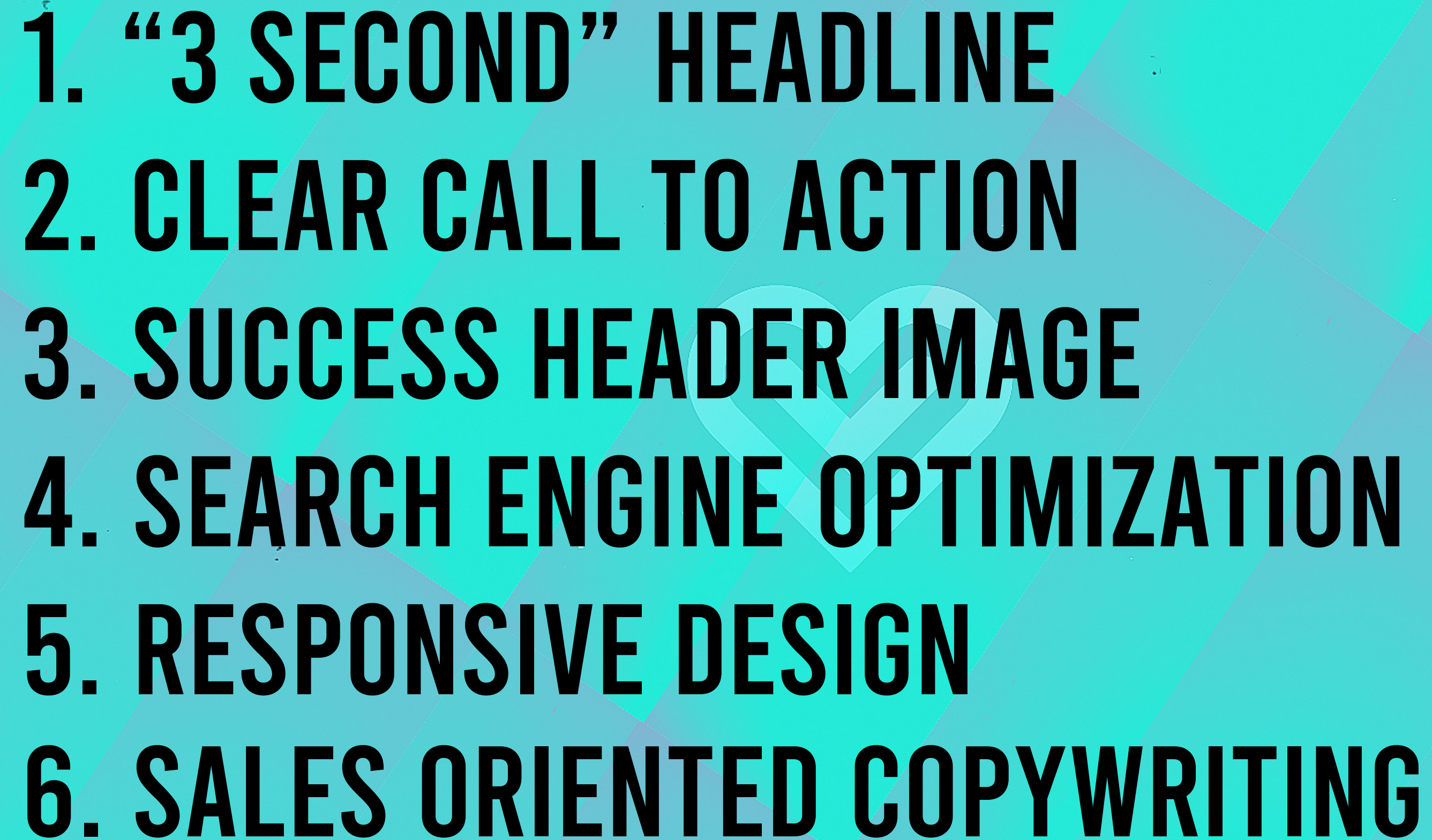
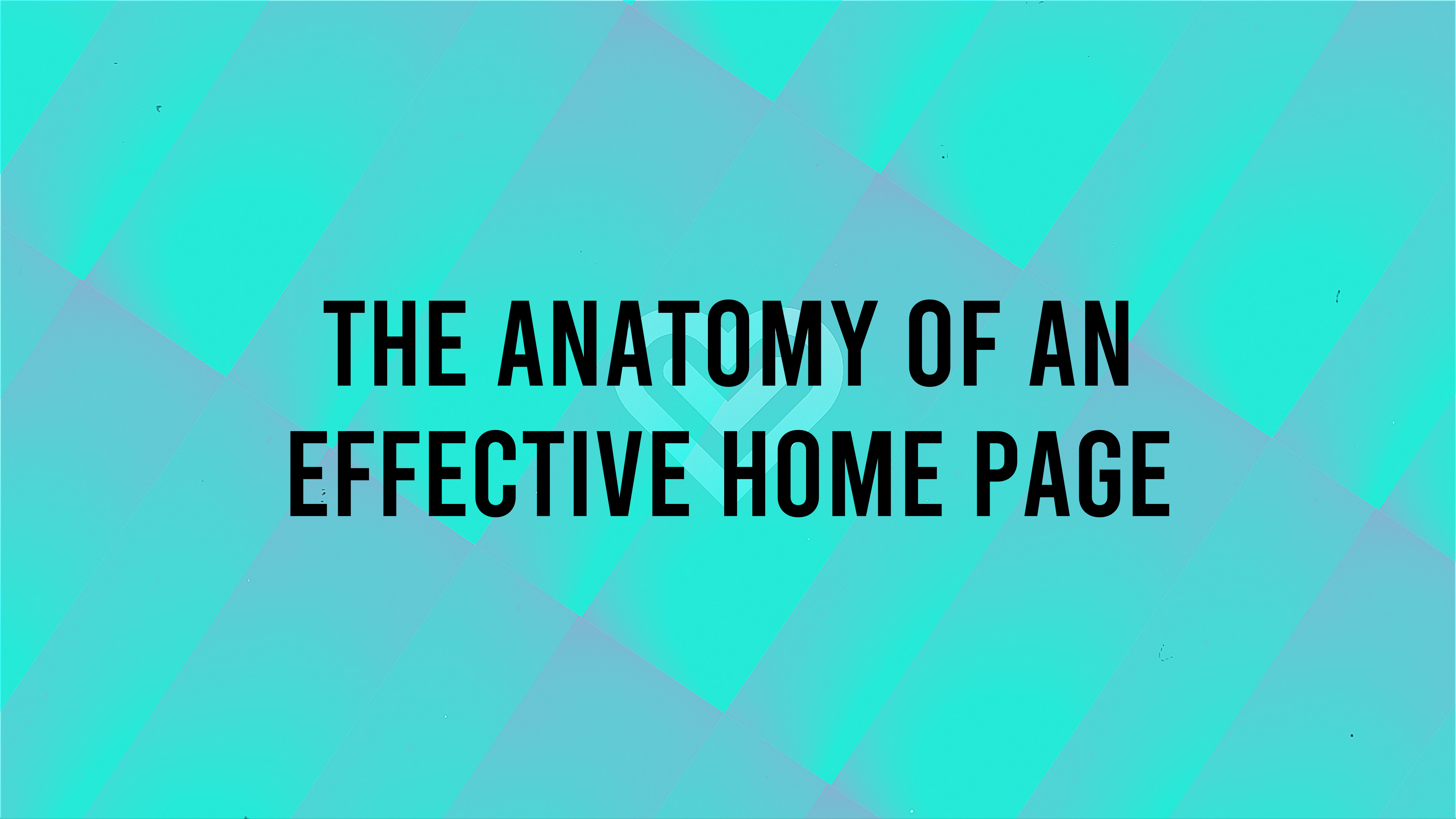




6 THINGS YOUR BUSINESS WEBSITE SHOULD INCLUDE

- 
- 1. “3 SECOND” HEADLINE**
 - 2. CLEAR CALL TO ACTION**
 - 3. SUCCESS HEADER IMAGE**
 - 4. SEARCH ENGINE OPTIMIZATION**
 - 5. RESPONSIVE DESIGN**
 - 6. SALES ORIENTED COPYWRITING**



THE ANATOMY OF AN EFFECTIVE HOME PAGE

Digital Marketing Services to Grow Your Business

Eliminate Useless Marketing. Build Your Online Presence. Grow Your Company.

Call Us For Your Free 5

[CALL NOW](#)



This group knows marketing and will bring you results. Social media, SEO marketing is where they specialize.

Rick Nickel



Get a clear, easy-to-understand strategy.

1



Know you have a plan that works.

2



Ensure results.

3

Are You Struggling to Grow Your Business Online?

Do you have a website that you're proud of?

Is your website actually growing your business?

Do you wish it could do more?

Are you worried you'll be passed up by more online-savvy competitors?

Does online marketing confuse you?

Are you spending money on marketing, but not getting results?



CONTENT MARKETING 101: COPYWRITING

WHY WRITING MATTERS

**“CONTENT IS THE REASON SEARCH
BEGAN IN THE FIRST PLACE.”**

LEE ODDEN

WRITING FOR SEO



- **SEO LANDING PAGES**
- **BLOG WRITING**

SEO LANDING PAGES



HOW TO WRITE A LANDING PAGE THAT RANKS ON GOOGLE

- **SEO LANDING PAGE FORMULA**
- **OPTIMIZATION STANDARDS**

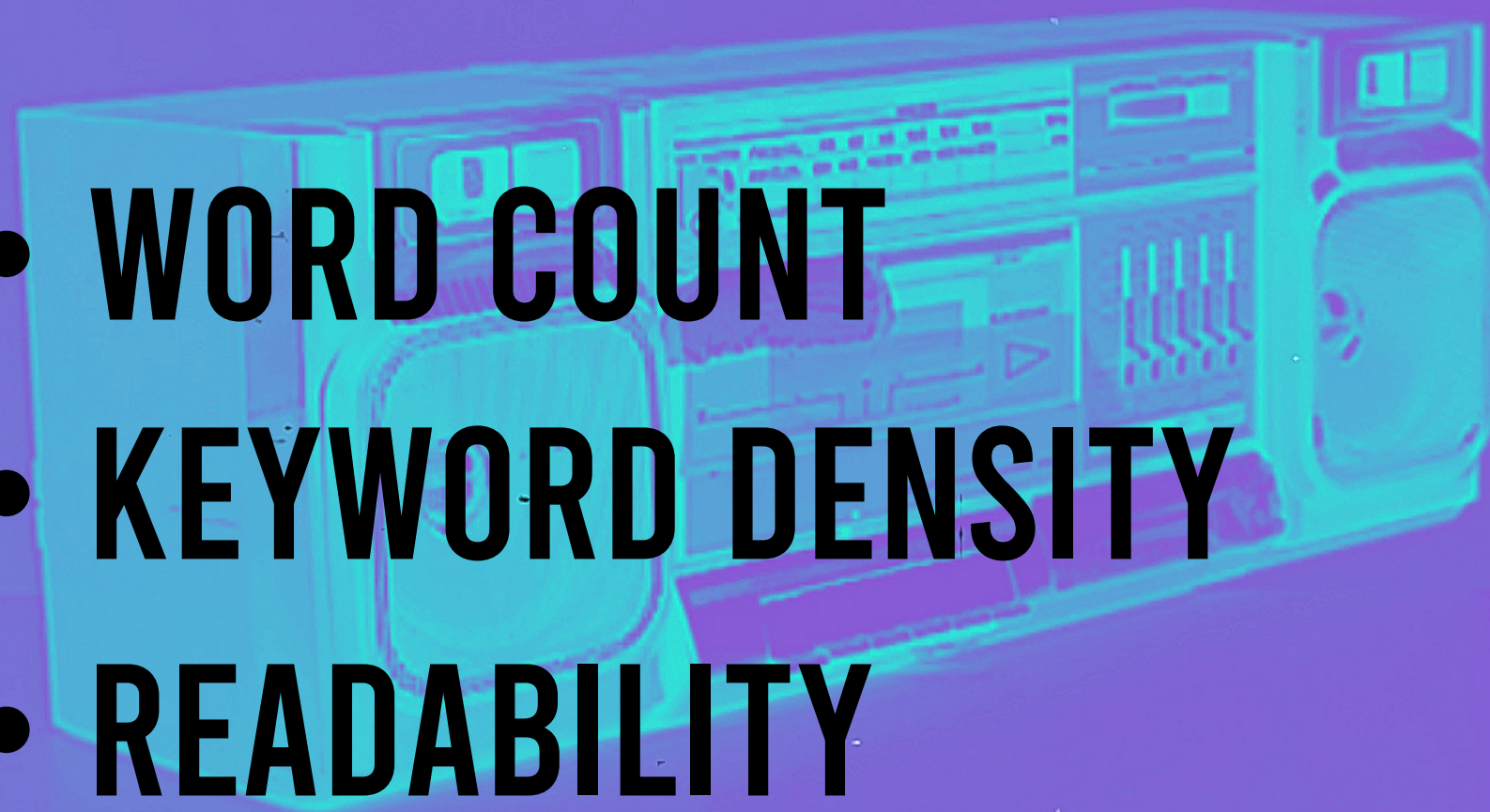
LANDING PAGE FORMULA

- **TITLE: CITY NAME + CORE SERVICE**
- **SUB HEADINGS: CITY NAME + SPECIFIC SERVICE**
 - **CALL TO ACTION**



OPTIMIZATION STANDARDS

- **WORD COUNT**
- **KEYWORD DENSITY**
- **READABILITY**




LET'S SEE HOW IT WORKS

A vintage boombox with a cassette tape inserted, set against a purple background. The boombox is silver and black, with a cassette tape visible in the center. The background is a solid purple color.

- “FUEL SERVICES IN HOUSTON”
- “PARTY POPCORN IN CONROE”



BLOG WRITING

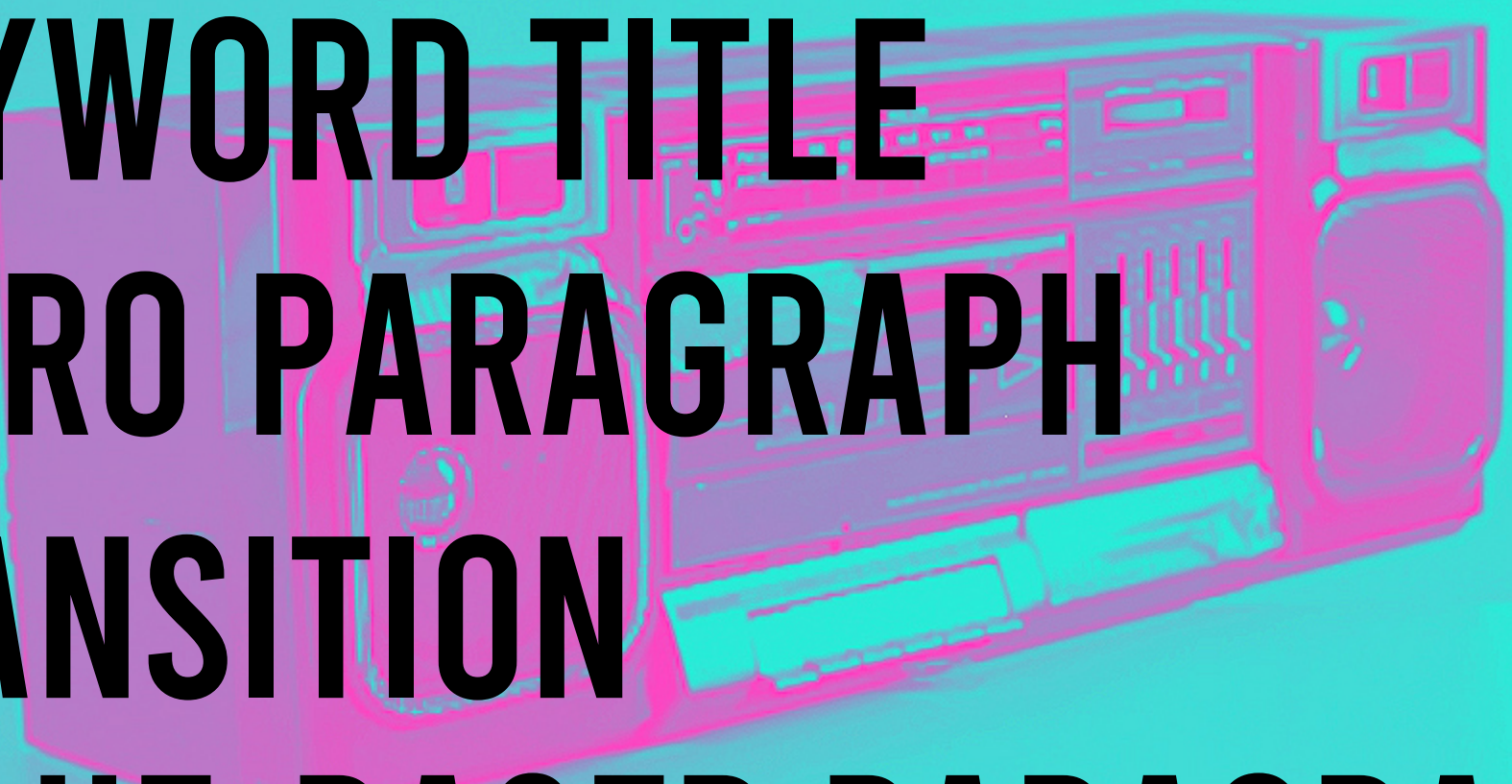


***“COMPANIES THAT PRODUCE A
BLOG HAVE 434% MORE SEARCH
ENGINE-INDEXED PAGES THAN
THOSE THAT DON’T.”***

HOW TO WRITE BLOG ARTICLES FOR SEO

- **EASY BLOG WRITING FORMULA**
- **OPTIMIZATION STANDARDS**

“EASY” BLOG WRITING FORMULA

- **KEYWORD TITLE**
 - **INTRO PARAGRAPH**
 - **TRANSITION**
 - **VALUE-BASED PARAGRAPHS (3+)**
 - **CONCLUSION/CALL TO ACTION**
- 

OPTIMIZATION STANDARDS

- 500-2,500 WORDS
- KEYWORD DENSITY=1-2%
- 8TH GRADE READING LEVEL
- USE SUBHEADINGS
- INCLUDE LINKS: 3 OUT, 3 IN
- IMAGE W/SEO TITLE
- CALL TO ACTION

EXAMPLE:

- “DO I NEED BULK FUEL?”



PRO TIPS:

- **LIST-BASED ARTICLES**
- **CATCHY, SPECIFIC TITLE**
- **EVERGREEN CONTENT**
- **COLLECT LEADS W/PDF**



QUESTIONS

