trg
marketing
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Keep Them Clicking
Clicks matter; make sure you offer various avenues to get visitors to, and then through, your site.

Image Is Everything
Incorporate high-quality, interesting visuals that include both image titles and alt descriptions.

Be BOLD
Use big text for headlines, bullets for lists, and bold fonts to emphasize key points.

Content Is King
Have content that is engaging and relevant to the people most interested in your goods & services.

Know When To Fold 'Em
Poorly performing pages have a negative impact on SEO. Don't hesitate to get rid of them.

Dictionary vs. Encyclopedia
Page content doesn't need to overstay its welcome. Make good, concise points – then move your visitors on.

Skip The Stuffing
Keyword stuffing not only makes for awful flow and sentence structure, it's just plain bad for SEO.

Are We There Yet?
Use an intuitive navigation structure to keep everyone happy.

Your Reputation Procedes You
The more your site is linked to by other reputable websites and social media platforms, the better.

Too Much Recycling Is ... Bad?
Don't just tweak old material. Add new content regularly and keep those fresh, relevant links coming.