




Text! Titles! Action!

3 tips to help your website
visibility on search engines

About Us

- ▶ Founded in 2005 in Oconomowoc
 - ▶ Certified Women-Owned Enterprise (WBE)
 - ▶ Marketing & PR services for business and non-profits
 - ▶ Specialize in school district public relations
 - ▶ We do design, SEO, websites, copywriting, social media and marketing plans
- 

Text!

- ▶ Without TEXT on your website, you are INVISIBLE to the search engines
- ▶ Text should contain keywords relevant to your business



INSTALL - SAND - STAIN - FINISH



◆ Services ◆ Products ◆ Floor Maintenance ◆ Order ◆ Contact Us ◆ FAQ ◆ Media ◆ Photo Gallery

Tuesday October

Quality You Can Stand On

Custom hardwood flooring and hardwood floor refinishing

Wicks Wood Floors realizes that choosing a **hardwood flooring** company for your new home or remodeling project can be stressful. The hardwood flooring industry is a highly competitive one, and you may feel like you are forced to choose between quality and cost. At Wicks Wood Floors, we offer quality hardwood flooring at the at the lowest cost available. We utilize the most recent technological advancements and finest materials, and are always considerate of your budget.

Locally owned and operated in Waukesha, Wisconsin, we have experience of over 30 years serving homeowners in Southeastern Wisconsin, including Milwaukee, Pewaukee, Wauwatosa, Elm Grove, New Berlin, and all other surrounding communities. Whether new construction or a historic home, Wicks Wood Floors will make your dreams of custom wood floors a reality.


We also provide **hardwood floor refinishing**, Dust Containment Systems (dustless sanding), and "buff and recoat" services to restore your wood floors to their former glory. Let us show you how Wicks Wood Floors, Inc. can add more quality and service to your hardwood flooring project.

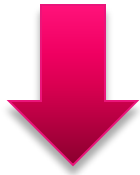


HTML
Text with
Keywords

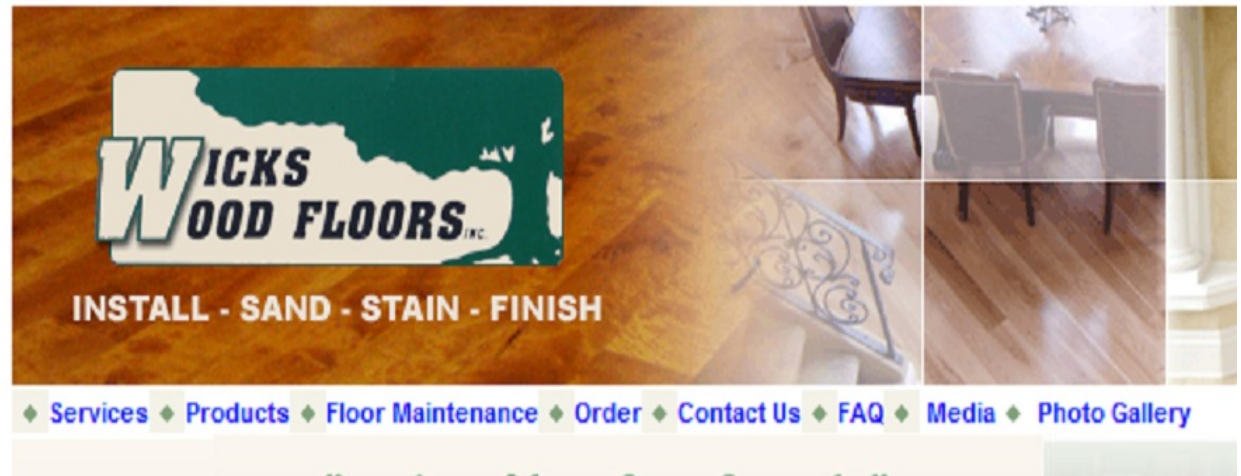
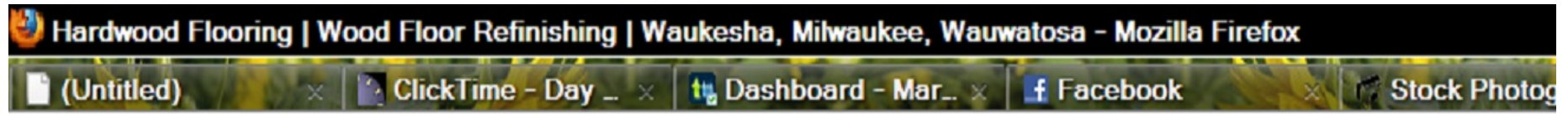


Titles!

- ▶ Make sure you have KEYWORDS in your page titles
 - ▶ May NOT need your business name if you have it elsewhere on site
 - ▶ Local businesses should use geographical terms
- 



This is the title tag



Action!

- ▶ Make it EASY for website visitors to engage with you (and leave an email address, if possible)
 - Free quote
 - Click here for coupons
 - Order now
 - Phone number

Calls to action should be “above the fold”



Calls to action should be above the fold (top of pg)



HealthBridge
In-Home Care

f | e | Contact Us
(866) 569-6315

Why HealthBridge? Caregiving Resources Our Services Blog About Us Request Care

HealthBridge's In-Home Care Blog

[Current Articles](#) | [RSS Feed](#)

5 Tips for Choosing the Best Senior Caregiver

Posted by Matt Johnson on Thu, Jan 27, 2011 @ 09:41 AM

[Email Article](#) | [Twitter](#) | [Facebook](#) | [LinkedIn](#) | [diigo it](#) | [Like](#)



Our parents don't need a [sitter](#).

They need a loving, smart person who helps them live safely and independently at home. They need someone who will empower them. They need a person who makes them feel important and appreciated.

They need a caregiver. But, not just any caregiver. Since they're our parents, they need the absolute best caregiver.

The problem is, finding the perfect [senior caregiver](#) is incredibly difficult.

Since we interview hundreds of senior caregivers every month, we've developed a few tips that make the identifying the very best ones easier.

Here are six articles that we consider a primer on

Subscribe by Email

Your email:

Subscribe

About

The senior care blog shares practical tips and advice for senior care success.

It is hosted by [Matt Johnson](#), a senior care advocate and our CEO here at HealthBridge.

Follow Me

[t](#) [in](#) [f](#)

Bonus Tip!

- ▶ www.getlisted.org

Tells you if your site is listed locally on Google
Yahoo, Yelp, etc.

Follow the steps to list your site with the
search engines.

- ▶ Improve local search results.
- ▶ Free.



More Good Stuff

www.modinternetmarketing.com

- ▶ Download the Powerpoint
- ▶ Subscribe to our email newsletter
- ▶ Lots of delicious and nutritious blog entries

