

Aiding growth of individuals, groups and companies with...

sincerity

information architecture & awareness advocacy



silvina.e

647-504-4301

ACTION PLAN SESSIONS TOPICS OF DISCUSSION

BUSINESS GOALS

THE USER EXPERIENCE

CONTENT CLARITY & CREATION

SITE SEO

EXPOSURE OPTIONS

KEYWORDS

EVENTS

CROSS LINKS

PDF PROMOS

VIDEOS

BLOGS

WEBINARS

EMAIL EFFICIENCIES

DIGITAL ADS

NETWORKING

SINCERITY PARTNERS

Reliable and Seasoned sources for:

- Video Production
- Camera Work
- Head Shots/Bio Pic
- Stock Photos
- Graphic Design
- Studio Space
- Digital Exposure

What I do...

Define Roles &
Team Management

Create Time Lines,
Schedules &
Length of actions.

Information Architecture
which means:
Organizing and
co-producing content for
various applications
including but not limited to
websites, marketing plans,
workshops and
promotional materials.

Organize layout, images
for ideal graphic design
uses and templates.

Website Optimizing
Making it Google friendly

Set-Up, Transfer, Hosting &
Site File Management

Launch & Market your Site
Niche Research
Tailored Approaches &
Network Set-Up

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MARKETING DISCUSSION

TAILORING TO YOUR IDEALS, EXPOSURE POTENTIALS AND COMFORTS OF NETWORKING

GROUND MARKETING

Scope of industries connected to yours

EVENTS & LAUNCHES

Execute and teach how to network friends, family, social connections, media sources for event success

LOCALIZED TARGETING

bricks & mortar targets for network and client sourcing

INDUSTRY TRADES & EXHIBITIONS

Research for target market and cross referencing objectives

INDUSTRY ASSOCIATIONS

Research all potentials in various industries and marketable categories that complement your business.

What we help with...

- Target Market Research
- User Details & Stats
- Local networking
- Setting clear marketing objectives
- Determine scope of marketing actions
- PDF Design & Production
- Intellectual Property Production
- Research niche markets
- Writing of scripts and promotional emails
- And more



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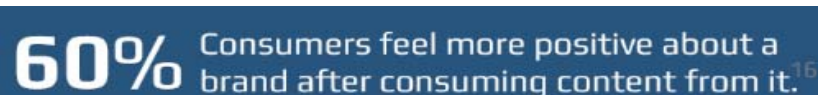
CONTENT & MARKETING DISCUSSION

1. Navigation Bar is of MOST importance.
2. Use short paragraphs – 4 sentences max.
3. Use short sentences – 12 words on avg.
4. Apply Grade 10 Level of Language
5. Avoid jargon and excessive descriptions
6. Avoid the passive tense
7. Avoid needless repetition
8. Use happy language and images.
9. Address your web visitors directly.
10. Use the word “you”.
11. Research keywords.
12. Create keyword-based content titles
13. Place strategic search phrases on pages.
14. Use the language of the user searching for a solution.
15. “Buttons” copy should highlight the value of execution.
16. Keep providing new content. ...

BLOG – allows for specific user text,
facilitates higher Google ranking.



Creating a valuable piece of content, like a short e-book, a video, a checklist, a buying guide, etc.
Creates trust between the user and the service.



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LAYOUT DISCUSSION

HOME PAGE - emotionally connects with user and directs them to either convert or move directly through your site. Begins the user experience.

CONTENT PAGES continues the story. Designed and written for visitors in the **consideration and decision** stages. These pages are often (but not always) the pages that are search engine-optimized for important keywords, keyword phrases and contextual search terms.

LANDING PAGE are built to grow your email list/audience so that you can promote products/events to build a community, and growing your business.

- A compelling offer
- Supportive Imagery
- A good call to action

SPLASH PAGES it's a single page visitors see before they can enter your site. Not required.

SQUEEZE PAGES are designed to "squeeze" a visitor into converting or making a purchase.

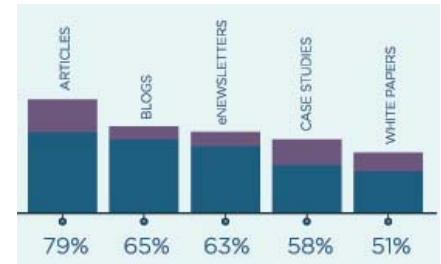
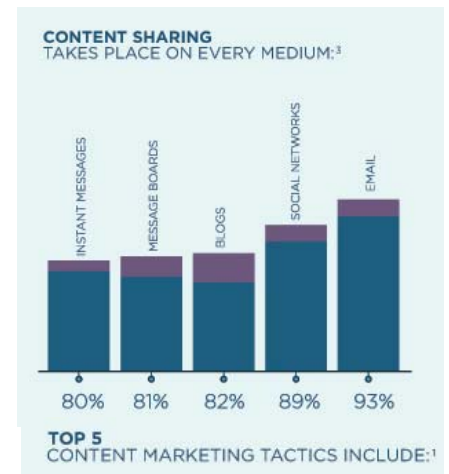
SALES PAGES is a landing page that uses copy, testimonials, videos, or other elements to sell your products or services instead of focusing on lead generation.

WHITE PAGE usually a persuasive, authoritative, in-depth report on a specific topic that presents a problem and provides a solution.

Marketers create whitepapers to educate their audience about a particular issue or explain and promote a particular methodology.

They're advanced problem-solving guides. whitepapers require at least an email address for download making them great for capturing leads.

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According to the [study](#), the top listing in Google's organic search results receives 33 percent of the traffic, compared to 18 percent for the second position, and the traffic only degrades from there

HOW TO GROW EFFECTIVELY WITH MULTIPLE EFFORTS TAILORED TO YOUR IDEALS AND COMFORTS!

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BACK END DISCUSSION

CONTENT OPTIMIZED FOR SEO

Every page on website should have a unique title tag and meta description. While all the content on your website should be optimized for search, the five most important elements are titles, meta descriptions, headings and body content, image titles and alt text, and URLs.

RESPONSIVE-MOBILE FRIENDLY TEMPLATES

Google's algorithm now rewards mobile-friendly websites and penalizes sites that aren't mobile-friendly.

WEBSITE SECURITY/SSL CERTIFICATES

An SSL certificate will ensure your website is encrypted so hackers can't intercept any data on your site. Also boosts SEO as SSL is part of Google's search ranking algorithm. You will need a dedicated server port. Usually an upsell in hosting sites.

GOOGLE BLACK LISTED

When your website is not in the search results –

- spam sites/ improper email sending
- Tagged word list / black out words
- hacker content / robot script

CANONICAL – DUPLICATION OF CONTENT

Background clean up for duplicate content– html tags of sorts that inform search engines which page they should pay attention to in a grouping of near identical content. – ROBOT.TXT FILE

SITEMAP CREATION & INVESTMENT

Your sitemap is a file of code that lives on your server, lists all relevant URLs that are in the structure of your website. For organization, & optimization investment,

WHAT WE CAN DO...

Able to set-up hosting, transfer sites, Create new & update dated websites,

RESEARCH

Depending on the scope of your needs and ideals, we will do the research to find out what is “out” there for you to integrate into your site.

We then provide a comparable and well thought-out options in a clear way.

WEBSITE ACCESSORIES

- Graphics Services
- Video Services
- Design Services
- Editing Services

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EMAIL INSIGHTS –CASL LAW DISCUSSION

GOOGLE EMAIL ALLOWANCE -

- 100 names per email
- 500 names max per day

EMAIL CAMPAIGN CONSIDERATION

- Must have express or implied consent from all your contacts to receive CEMs
- Must clearly identify your organization.
- Must provide an unsubscribe.

IMPLIED CONSENT

- Grace Period of 3 Years
- Made inquiry within the last 6 months of inquiry.
- Does not apply to unsubscribed
- Previous express consent
- Express consent never expires

EXPRESS CONSENT

- Contact has given you explicit oral or written permission to send CEM

MAINTAIN HOW CONSENT WAS OBTAINED

- Sign up forms
- Landing pages
- Business cards

CANADA'S LAW ON SPAM

<http://fightspam.gc.ca/ei/c/site/O30.nsf/eng/home>

CANADIAN MARKETING ASSOCIATION (CMA)

http://www.the-cma.org/regulatory/code-and-guidelines/cma-guide-to-canada-anti-spam-law?gclid=Cj0KEQjwqtjGBRD8yfi9h42H9YUBEjQAmki5OsZtELSvqrrOCSpQ16J9pHuxkdlc64L_uL_AaCdMkBAaApgg8P8HAQ

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USEFUL TOOLS TO DISCUSS

SIZE FORMATING FOR DEVICES

<http://mattkersley.com/responsive/>

PAGE SPEED TOOLS

<https://developers.google.com/speed/pagespeed/insights/>

KEY WORD SEARCH TOOL

<https://serps.com/tools/keyword-research/>

WEBSITE READABILITY

<https://www.webpagefx.com/tools/read-able/>

SEARCH TOPICS HELP

<https://app.buzzsumo.com/research/most-shared>

USABILITY – USER EXPERIENCE

<https://www.usability.gov/what-and-why/index.html>

KEYWORD HUNT

<http://www.keywordhut.com/dGhIcmFwaXNO/>

CANADIAN EMAIL LAWS - CASL

<http://fightspam.gc.ca/eic/site/O3O.nsf/eng/home>

SIZING HELP

Image Size Calculator

<http://auctionrepair.com/pixels.html>

FREE IMAGES

<https://www.dreamstime.com/free-photos>

<https://videos.pexels.com/>

<http://freeforcommercialuse.net/>

<https://unsplash.com/>

<https://stocksnap.io/>

<https://www.pexels.com/>

RECOMMENDATIONS

Review the site content with a lawyer.

Your Privacy Policy for your site detailing what information you collect and how you use this data is important. sincerity.ca offer assistance with...

- Disclaimer
- Email Laws (CASL)
- Content Rights
- Audio & Video Usage
- Copy & Image Usage
- And other considerations.

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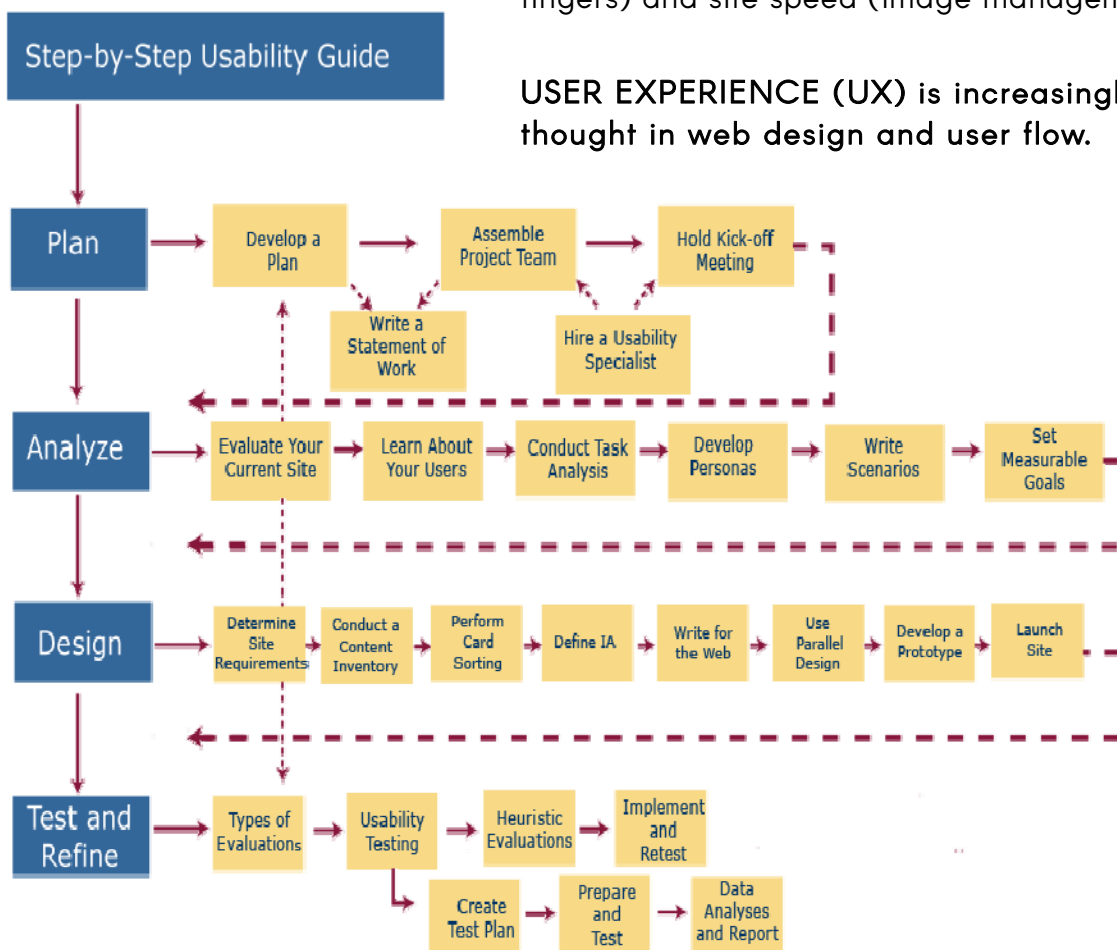
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USER EXPERIENCE DISCUSSION

Google is increasingly paying attention to user **experience**, including mobile optimisation (design for fingers) and site speed (image management).

USER EXPERIENCE (UX) is increasingly a dominating thought in web design and user flow.



WEBSITE USER EXPERIENCE CONSIDERATIONS

- **Learnability:** how user navigates the interface?
- **Understandability:** how well can a user understand what they are seeing?
- **Operability:** how much control does the user have within the interface?
- **Attractiveness:** how visually appealing is the interface?
- **Usability compliance:** does the interface adhere to standards?

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USER EXPERIENCE (UX) STATS THAT INFLUENCE

Infinite scrolling can lower your bounce rate. Time.com's bounce rate dropped 15 percentage points after they adopted continuous scroll.

Slow-loading websites cost retailers £1.73 billion (\$2.6 billion) in lost sales each year.

85% of adults think that a company's [mobile website](#) should be as good or better than their desktop website.

An evaluation of 200 small business websites, 70% of them didn't display clear [calls-to-action](#) for anything on their home pages, such as specials, email newsletters, how-to guides, demos, and interactive tools.

[90% of people use multiple screens sequentially.](#)

51% of people think "thorough contact information" is the most important element missing from many company websites. (Source: [KoMarketing](#)).

Between December 2013 and December 2015, **smartphone** internet consumption grew by 78%. (Source: [comScore](#)).

Between December 2013 and December 2015, **desktop** internet consumption dropped by 1%. (Source: [comScore](#)).

47% of website visitors check out a company's products/services page before looking at any other sections of the site. (Source: [KoMarketing](#)).

Once on a company's homepage, 86% of visitors want to see information about that company's products/services. (Source: [KoMarketing](#)).

Once on a company's homepage, 64% of visitors want to see the company's contact information. (Source: [KoMarketing](#)).

Once on a company's homepage, 52% of visitors want to see "about us" information. (Source: [KoMarketing](#)).

After reaching a company's website via a referral site, 50% of visitors will use the navigation menu to orient themselves. (Source: [KoMarketing](#)).

After reaching a company's website via a referral site, 36% of visitors will click on the company's logo to reach the homepage. (Source: [KoMarketing](#)).

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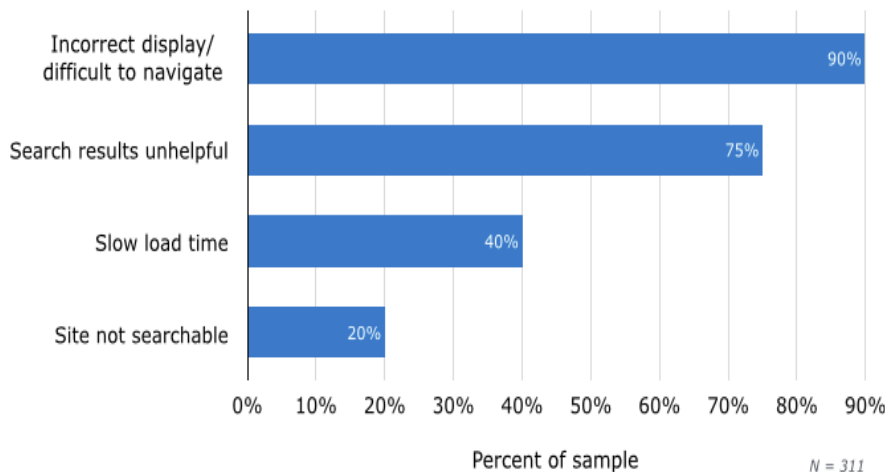
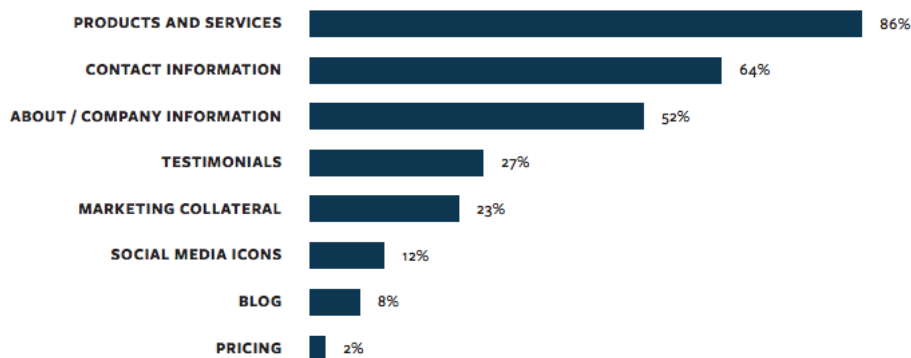
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USER EXPERIENCE (UX) STATS THAT INFLUENCE Cont'd

Information people want to see available on a vendor website home page



In 2016 companies should ensure that customers are able to find answers to their questions using an assortment of self-service options, as [50% of customers think it's important to solve product or service issues themselves](#) and [70% expect a company's website to include a self-service application.](#)

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HOSTING DISCUSSION



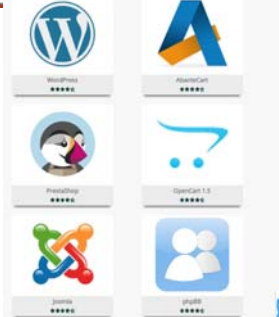
Use to see Host company rankings.

<http://www.whtop.com/review/hostpapa.ca>

Powerful web hosting to get your business online!

With 24/7/365 support, a 30-day money-back guarantee, and free setup and transfers, HostPapa is the best choice for small business web hosting.

	Starter	Business	Business Pro
	Perfect for a basic blog or website original price: \$9.99/month discounted price: \$3.95/month *	FLASH SALE Ideal for small business owners original price: \$14.99/month discounted price: \$3.95/month *	Enhanced performance, security and speed original price: \$24.99/month discounted price: \$12.95/month *
	GET STARTED	GET STARTED	GET STARTED
Free domain name	✓	✓	✓
Maximum websites	2	Unlimited	Unlimited
Email addresses	100	Unlimited	Unlimited
Disk space for your website	100GB	Unlimited	Unlimited
HostPapa Website Builder	Starter Edition	Starter Edition	Unlimited Edition
Bandwidth for your site visitors - no cap on visitors	Unlimited	Unlimited	Unlimited
Automated website backup just in case you need it (1GB)	✗	✗	✓
Faster website load times with accelerated performance	🚀	🚀🚀	🚀🚀🚀 300% Performance Boost
Enhanced security features keeping your website safe	🔒	🔒🔒	🔒🔒🔒 Premium Protection
SSL certificate to protect your confidential information	✗	✗	✓



RECOMMEND – HostPapa Web Builder

53% of the websites use none of the content management systems monitored.

WordPress is used by 27.7% of all the websites – And has 58.9% share of CMS sites.

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