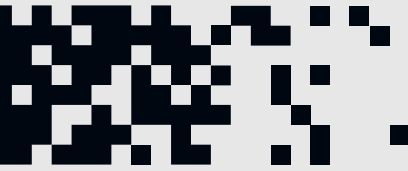# 10 useful tips to (Boost your online presence)

A **Blueprint** for Website **Content**

Introduction

In the fast-paced digital landscape, having a robust online presence is essential for success. This blueprint outlines ten straightforward tips to enhance your digital footprint and make a lasting impact in the online world.
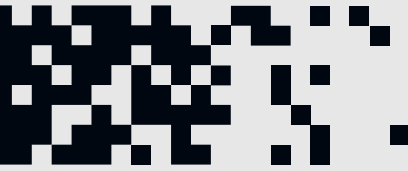
1 Unleashing Your Uniqueness

Avoid as much as you can copying from others.

Your story is much more unique & beautiful if you pay attention to details than a copied story.
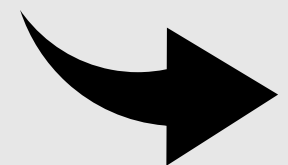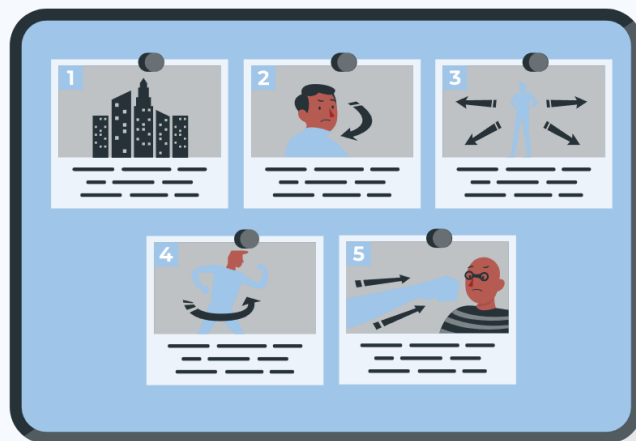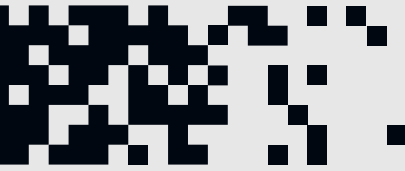
2 Tell your Story

Consider your website as your personal or company story. If you would tell it to a friend you would make it interesting right?!
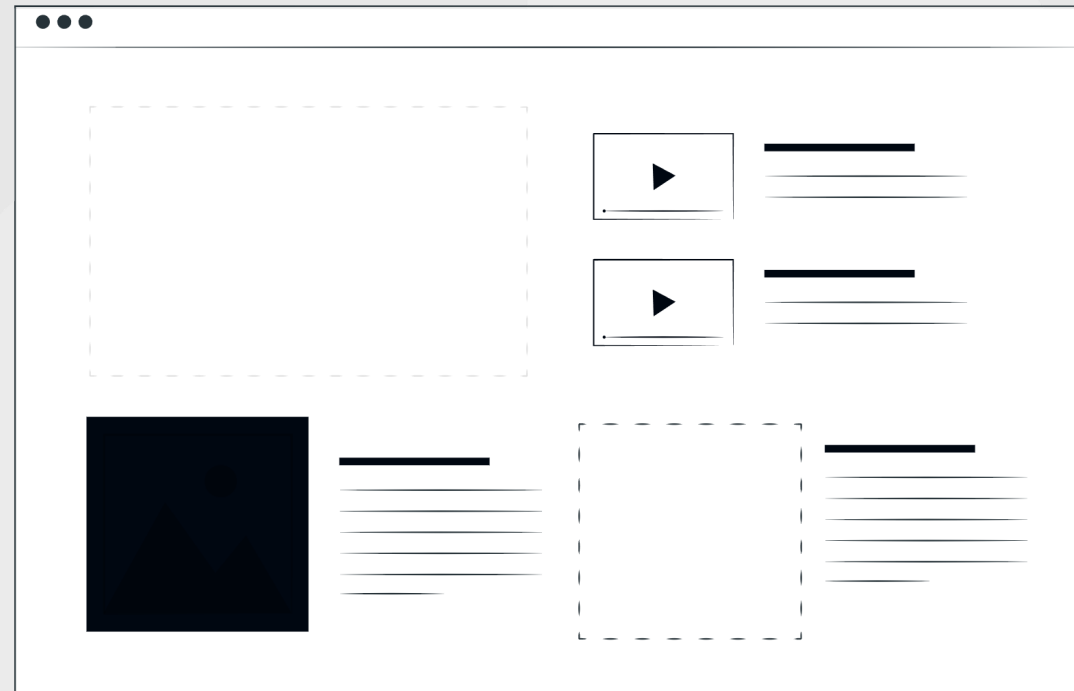
Share your journey, values, and unique aspects to establish a personal connection.

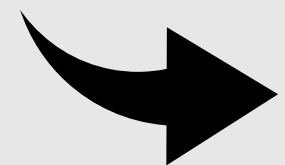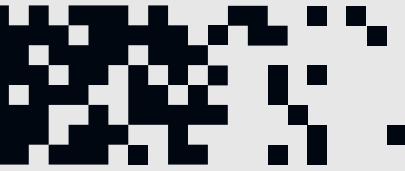Learn new techniques to engage visitors through storytelling!

3
Keep it simple

Make your message Understandable. The content must be always understandable for every audience so avoid being technical at least in the main pages.

4 Keep it real

Share your journey & commitment to establish a real connection.

Real success samples both in text and images/videos can help building trust.

Examples;
How it was and how it is,
an enthusiast client video showing his satisfaction with your services/ products;
positive Rating from Google, App Store, PlayStore, or third party sites whereas your business is listed.
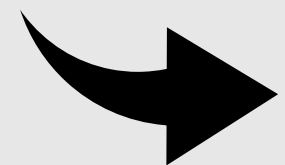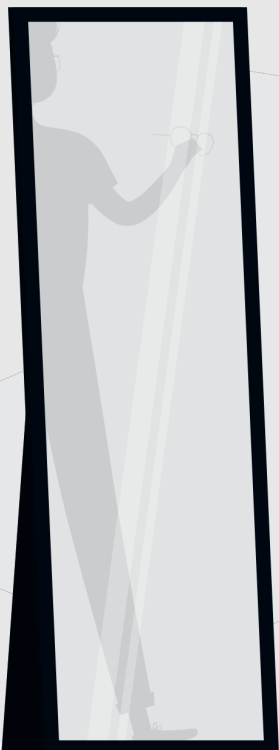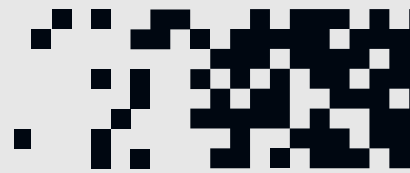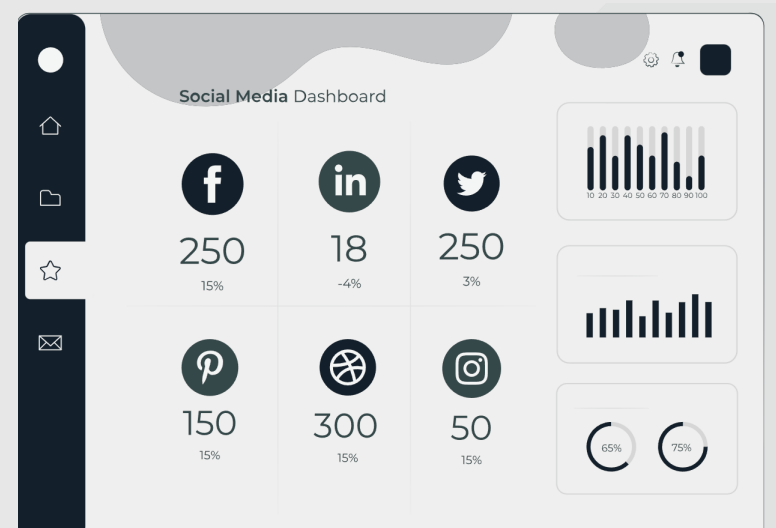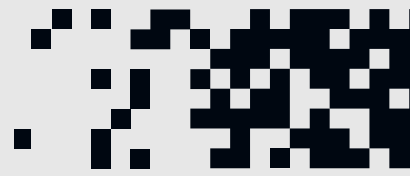
5 Know Your Audience

Identify and understand your target audience's preferences and behaviours.

Tailor your content to speak directly to the needs and interests of your audience.

Understanding the exact buyer personas can help you analyse how to effectively talk to them.

Social Media Dashboard

f	in	🐦
250	18	250
15%	-4%	3%
P	🏀	📷
150	300	50
15%	15%	15%

10 20 30 40 50 60 70 80 90 100

65% 75%

6

Appropriate Keywords

There is a high competition in the online world so it's important understanding what differentiates you and your services/ products to avoid falling just under the industry typical keyword.

Use keywords that best describe you, the ones that your customers love about you and that might be unique.

Pay attention to the headline, tagline, text, and meta description of your site if you want to grow your online presence.
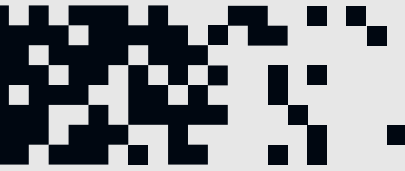
7
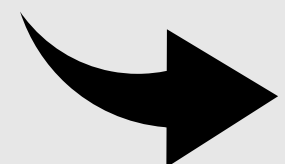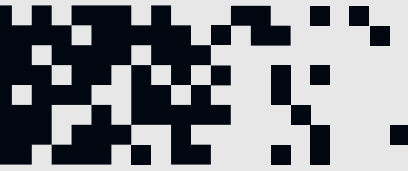
Maximising Alt Tags and Descriptions

Alt tags provide crucial descriptions for images, enabling accessibility for users with visual impairments and enhancing the overall user experience. Well-optimized alt tags contribute to improved search engine rankings, ensuring better visibility in search results.
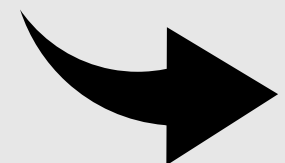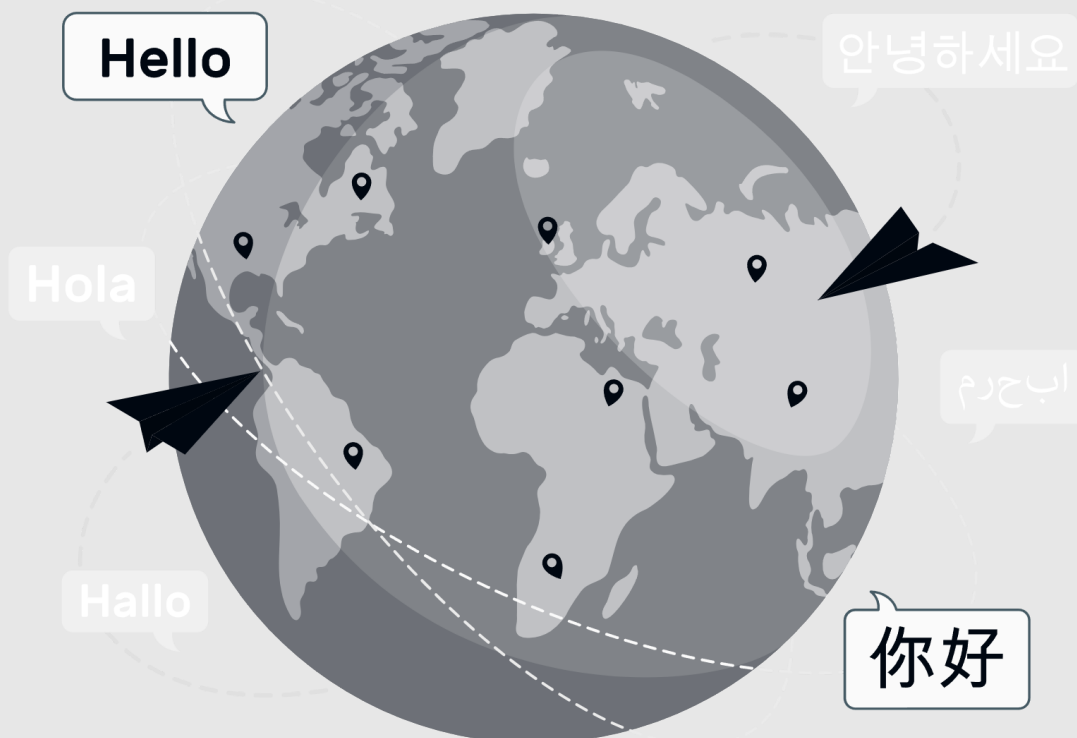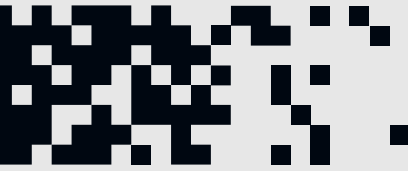
8 Localisation

If you are working globally, try to localise your content and use professional services.

Being global makes it a must speaking specifically and often differently to different locations.
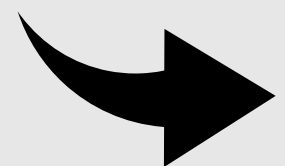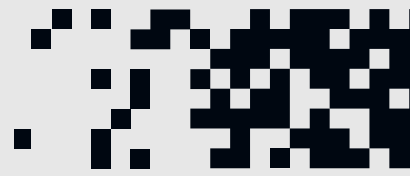
Hello

안녕하세요

Hola

مرحبا

Hallo

你好

9 Extra work on Blogs & Forums

Work with your blog post or forums as they will work for you by generating the required traffic on your website.

Your posts should have helpful industry content, insights, free eBooks/ guides for your visitors
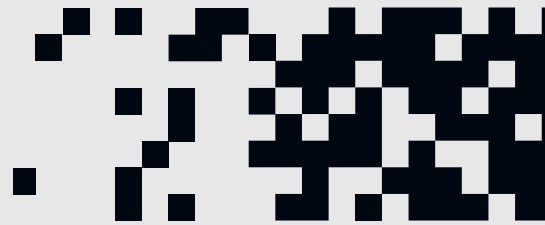
BLOG POST

10 Be reachable

Make it very obvious where people can contact you.

Today it is difficult to read since the beginning plenty of materials including "How to's", "Faq's" & documentations so most of the questions will come from your direct contact forms like chat, phone, etc.

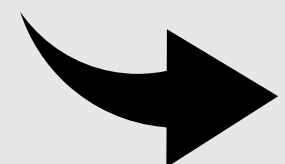It is up to you what you want from your potential customers to do.
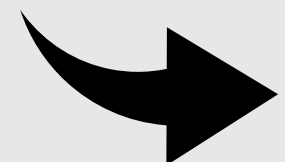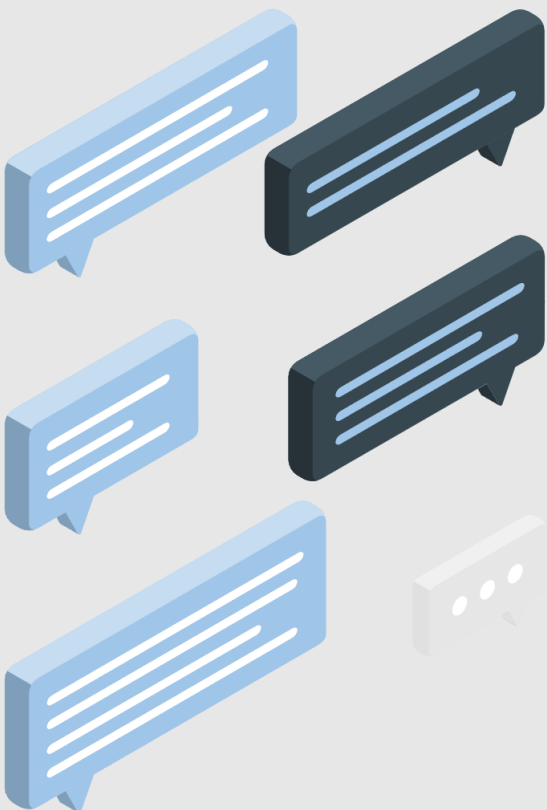
Create a solid blueprint for improving your online presence.

Stay authentic, engage with your audience, and adapt to the evolving digital landscape for sustained success.

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