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SEO

Written by Jessi Johnson

Saturday, 04 December 2010 00:00

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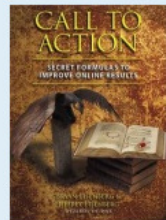
(Part 1 in a series)



In the current economy companies are forced to maximize their marketing resources, becoming more targeted and timely. Your customers are better informed; they do their homework. They are becoming very discerning about where and how they will spend their dollars. It's important to try different approaches in your display, keeping your website fresh and engaging.

Don't be afraid to redesign the home page and the flow of pages every few months. Department and grocery stores frequently move their merchandise around so that you'll discover something new while locating the product you're after. Sales increase after every reshuffle. Give your visitors a reason to explore your site again as if for the first time. Keep your site easy to navigate, but getting them to open an extra drop-down menu, or placing a teaser for a new page next to the button they require can engage hit and run visitors, increasing conversion.

Book Suggestion



[Call to Action: Secret Formulas to Improve Online Results](#)

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JESSI JOHNSON -



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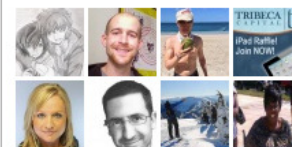
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