

Hi!

**14 REAL
WORLD TIPS 4
YOUR WEBSITE**

NO

DESIGNING

WHAT IS THE

GOAL??????

CLEAR VALUE

PROP & CALL

TO ACTION

EVERYTHING

IS CONTENT

CORNERSTONE

CONTENT

EVERGREEN /

SEARCH

CONTENT

WORK FOR

YOUR SITE

YOUR SITE

WORKS

FOR YOU

OWN YOUR

SITE; OWN THE

EXPERIENCE

TURN THE

TABLES ON

SOCIAL

TELL YOUR

STORY



BUILD

ATTENTION

CREATE

OPPORTUNITY

WATCH THE

CLOCK

(examples or Q&A)

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