



Langley Business Events: Better Websites

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Website Strategy

- Google
 - Search Engine Optimization (SEO)
- Sales tool
 - Enables customer to easily make a purchase.

Google

- Can Google easily find the information about your business?
 - What are your customers searching for?

Key to Google: What you sell and where you located

Google Ranking: Basics

- Keywords in your domain name.
- Keywords in title tags.
- Keywords in file names.
- Keywords in text.

Domain Name



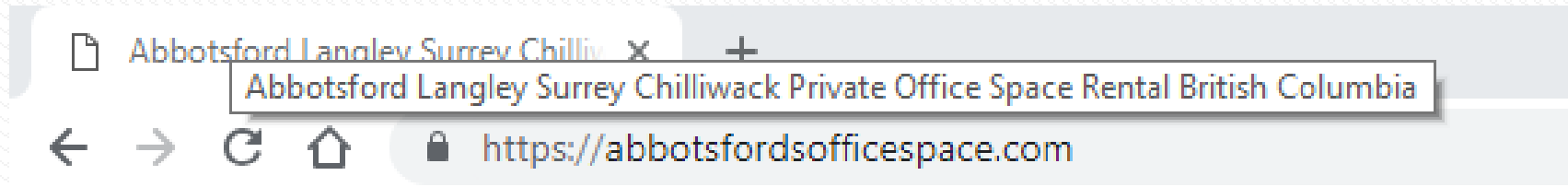
https://abbotsfordsofficespace.com

ABBOTSFORD OFFICE SPACE FOR RENT

120sqft - 300 sqft Private Office Space
includes utilities & internet

[Home](#)[Photo Gallery](#)[The Offices](#)[Map](#)[High Street Neighbourhood](#)[Contact](#)[Other Locations▼](#)

Title Tags



office space in abbotsford, bc

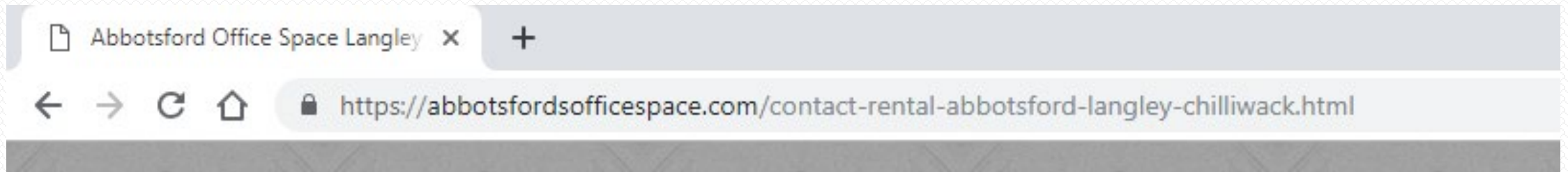


Abbotsford Langley Surrey Chilliwack Private Office Space Rental ...

<https://abbotsfordsofficespace.com/> ▼

This Location is FULLY LEASED out, BUT we have office space 26 minutes away in our other location in Surrey near Guildford Mall. Office B (155sqft): ...

Filenames



Keys to making your website sell:

- Who is your website servicing (existing or new customers)?
- Does your look match your customers?
- Is it up-to-date?
- Does it have a Call to Action?
- Is it mobile friendly?
- Can customers contact you?

Mobile Check

<https://ready.mobi/>

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

Contact Forms...

- Did you receive it? Does the form work?
 - Immediate Confirmation Email
- Always have email address next to the form.
- What about feeding your CRM directly?
 - Have separate email address for inquiries

CONTACT US

We'd love to hear from you, please drop us a line if you've any query.

First Name

Last Name

Email Address

Message