



<https://seocompanylosangeles.us>

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“SEM (Search Engine Marketing)”

Content Above The Fold

Above the fold (along with "above the scroll") refers to the portion of the webpage that is visible without scrolling.

77% of visitors to a website do not scroll, and therefore only see the portion of the website that is above the fold, and 23% of visitors scroll to the bottom of the webpage.

Most web design advice available today encourages designers to place important information at the top of the website, and prioritize usability and design.

Many web advertising companies require ads be placed above the fold.

Easy Solutions: Purchase a new theme from <http://themeforest.net>

Harder Solution: Redesign your homepage (<https://www.upwork.com>)

Call-To-Action

Ask your prospects to do what you want them to do.

Most landing pages and sales pages don't utilize this simple technique which is also why most websites perform poorly.

When your website visitors find powerful "call-to-actions" your website, they are successful at completing their task 72% of the time. If there's no "call to action" words on your website, your website visitors usually won't do anything at all.

You need to ask your prospects what you want them do, how to do it, and that you want them to do it RIGHT NOW!

Call To Action Examples:

- Click here.
- Download now.
- Try it free.
- Start your free trial now.
- Join now.
- Start now.
- Sign up online at www.YourWebsite.com
- Learn more about us at www.YourWebsite.com
- Order now, while there's still time.
- Place your order now
- To place your order, call us toll-free at 800-your-number
- Mail your order today!
- Send in your application today!
- Send for our free catalog.
- Call now to schedule an appointment.
- Order now and receive a free gift.
- Get it now!
- Request your FREE quote today.
- Limited availability.
- Expires at midnight tonight.
- Act quickly.
- Reserve your spot now.

- Sign up now, while you still can.

Mobile Optimization

Buy a responsive theme. You can find some nice responsive themes at themeforest. Choose a theme that will show your most important content above the fold on both desktop and mobile devices.

Tags & Click Through Rate

You should add action words to persuade users to take a desired action. Here's are a list of some action words that you can use:

- Informational Action Words - learn, discover, find, read, see
- Transaction Action Words - try, get, buy, download

Primary Keyword - Action Word + Secondary Keyword | Company Name

You can use Google Webmaster Tools to track your click-through rate.

Don't stuff keywords in your title tag because that won't work and it will look like spam. Create a few different title tag formulas, test them and find out what works.

Add a call to action to description tag too. Other possible calls to action for your meta descriptions include “Discover how,” “Read more about,” “Click here,” or other related variation.

Use cliffhangers in your meta descriptions to encourage viewers to click through for the full story.

Exit Pop-up

An “exit pop-up” is a form that pops up when someone is getting ready to leave your website.

Offer the website visitor something valuable for free in exchange for their email address. Make sure the pop-up form is mobile friendly because most people search the internet on their phones.

The best solution for this is Optinmonster: <http://optinmonster.com>

Email marketing

People need to see your offer at least 7 times before they buy. Set up your email campaigns to send people back to your website to read blog posts.

Your blog posts should give the potential client useful information about your product and services.

Resources:

- <http://mailchimp.com>
- <http://www.aweber.com>

PPC (Pay Per Click Marketing)

- Google Ads - <https://www.google.com/adwords>
- Bing/Yahoo Ads - <http://advertise.bingads.microsoft.com>

Landing Pages/Sales Pages/Lead Generation Pages

You can create pretty landing pages, sales pages, and lead generation pages using OptimizePress: <https://www.optimizepress.com>

Video Marketing

Create small commercial and promo videos on YouTube, Vimeo, and DailyMotion.

Resources:

- <http://www.videoscribe.co>
- <https://goanimate.com>
- <http://www.powtoon.com>

You can also create training videos like this one on Udemy and other similar websites. This is good for branding and exposing your company to a larger audience.

Screencast Software:

- <https://www.techsmith.com/camtasia.html>
- <https://www.techsmith.com/jing.html>
- <http://www.telestream.net/screenflow/overview.htm>
- <http://camstudio.org>

If you want to learn about SEO (Search Engine Optimization) then watch our other video courses on Udemy here:

<https://www.udemy.com/user/kent-mauresmo>

Please Take 30 Seconds and Leave a Review on Udemy Because I'd Really Appreciate It!

Kent Mauresmo

Web Design & Search Engine Optimization

Websites:

<https://seocompanylosangeles.us> (SEO Help)

<http://bestwebhostinginc.com> (Web Hosting Guides)

<https://elite.seonoble.org> (Private Noble Organization)

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