

MISSION STATEMENT - CORPORATE VISION - BRAND VALUES

Website Messaging

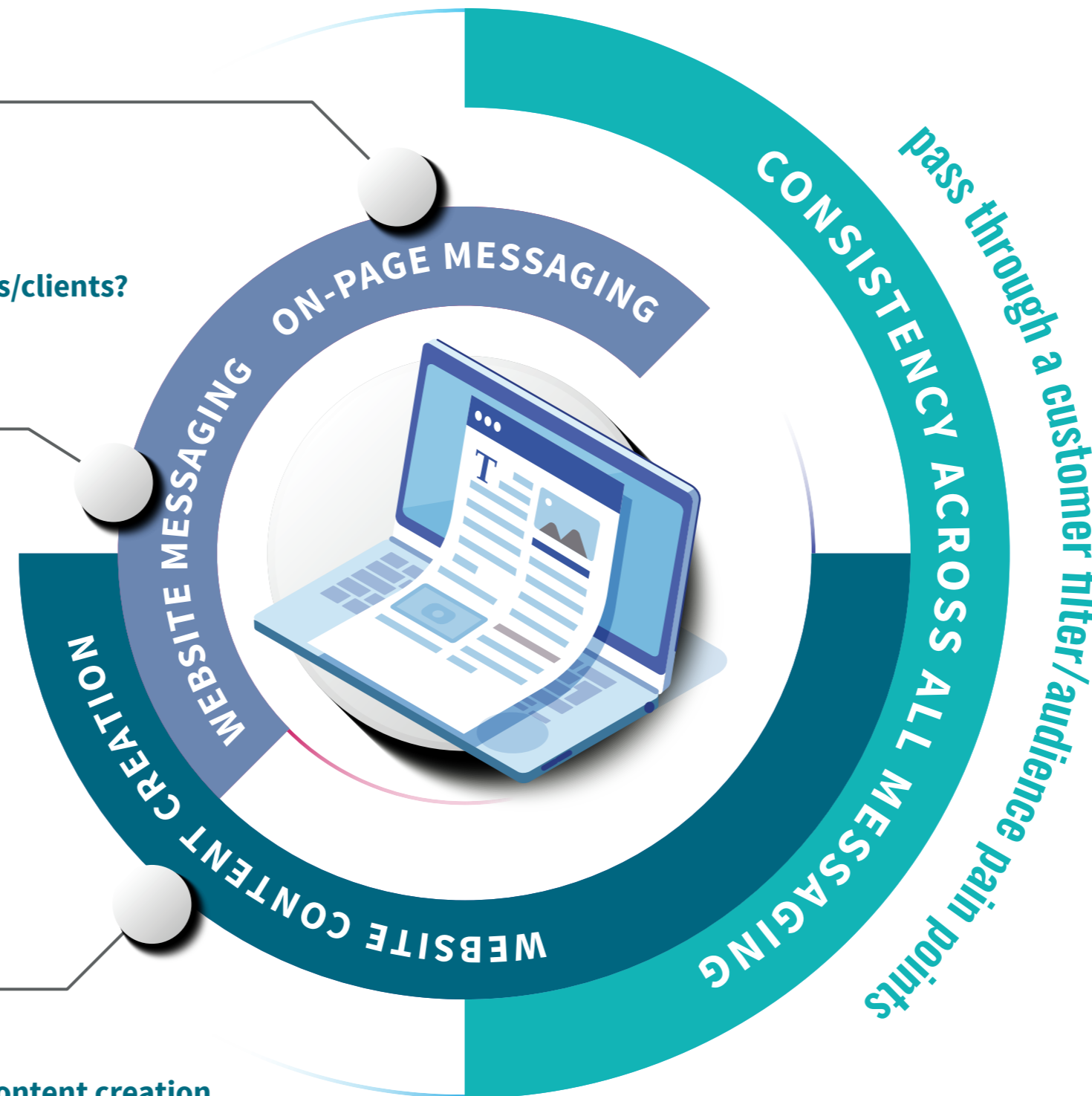
- What's your overall message?
- Why do you want people to visit your website?
- What do you want to say to your current and potential customers/clients?

On-page Messaging

- What's the primary message and goal of the page?
- Why do you want visitors to see this page?
- What information will they expect to see/read?
- Where does the visitor need to go from here to continue a conversion path journey?

Content Creation

- We use the messaging to inform keyword research.
- This helps us to understand which key topics to address during content creation.



Consistency

Once the topically relevant, keyword-rich, targeted content is in place and we've integrated design elements to provide an impactful user experience, we make sure the messaging is still there. Is there still a strong, clear message?