

# STRENGTHEN ONLINE PRESENCE.

How to Make a Strong First Impression in the Digital World

Jaclyn Kolodziej - [jkolodziej@imec.org](mailto:jkolodziej@imec.org)

June 21, 2022



# Your Company Goals

**New Business**

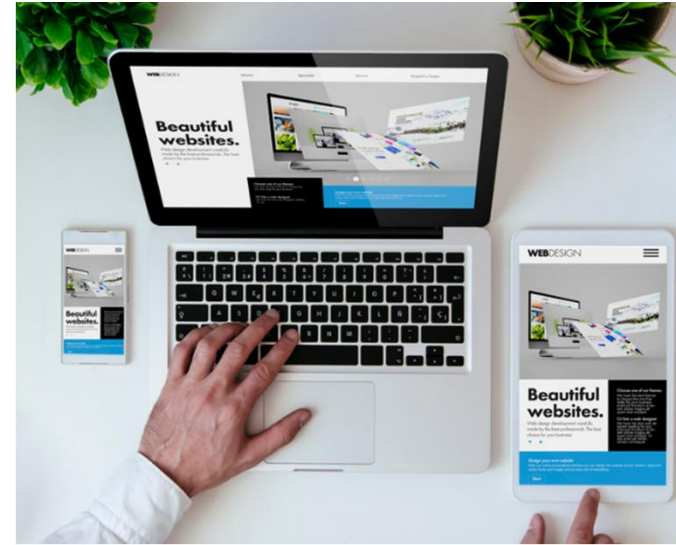
**Current Customer Engagement & Retention**

**Workforce Attraction & Retention**

# At a Glance

---

- SEO
- Website
- Social Media
- Reviews





# Numbers

---

- 97% of consumers use the web
- People make snap judgements
  - 50 milliseconds (0.05 seconds)
- 2.6 seconds for user's eyes to focus on a webpage
  - Menu, logo, images, social media icons
- In 2020, 80% of consumers prefer to shop online

# SEO

---

- What - can your website be found
- Why - people trust search engines
- How - become search engine friendly
- Who - everyone
- When - on-going. It's a process
- Where - major search engines





# Website

---

- # 1 sales team!
- Load speed matters
- SSL Certification
- Search Engine Optimization (SEO)  
Can you be found?
- Design matters
- Mobile Friendly
- Wordpress

# Social

---

- Why
- What channels are best
- Know your audience
- Engagement



# Reviews

---

Google & Other Reviews:

- bonus question & challenge!!!!



- what others are saying about you
- leverage positive reviews to promote your business
- quickly address negative reviews






# Thank You!

IMEC.org

 jkolodziej@IMEC.org

 608.201.5076

**IMEC**   
Plan. Implement. Excel.

© IMEC All rights reserved.