

Increase Your Online Visibility



Janet Gervers, JAGmedia



Table of Contents

3 - About

4-13 -Visibility Tips

14 - Contact



Janet Gervers, JAGmedia

About Janet Gervers

35 Years:
Branding &
Graphic Design

25 Years:
Website Design
& Digital Media

Jagmedia Founder + Creative Director

I love using my Creativity & Visual Super Powers for Empowering Entrepreneurs to achieve their Dream Brand & Website.

My clients value working with me as a trusted professional. I apply my creativity, experience and care into every website and branding project, so my clients can deliver their genius.

When you elevate your design and branding your business flourishes.



Janet Gervers, JAGmedia





JAGmedia Gold Tip

Your Website
is Your
24-7
Global Presence



The Most important TIP is First- you gain the most Visibility from your WEBSITE. There's nothing that can replace your website! You own it - this is your prime real estate that you control, unlike social media platforms that can take your account down for any reason. Update your website on a regular basis, at least monthly for fresh content and improved search engine ranking - that means increased visibility.

Increase Your Online Visibility



JAGmedia Gold Tips

Use a Call to Action
(CTA) at the top of
your web page.

Ex. Free Download,
Subscriber Opt-in



A Call to Action also known as CTA in the top portion of your website is key to increasing your visibility. When you give away a freebie, it works two-fold, for example, clicking a button for a free download, visibility increases with an email subscriber list opt-in. You have a new subscriber on your email list who also spent time on your website.

Increase Your Online Visibility



JAGmedia Gold Tips

Essentials for Brand
Visibility:
Website, Email
Newsletter,
Logo, Social Media



All of your Visuals from web to print equal your Brand. Creating your website is key to communicating your global message, however, it increases your visibility when you create more Brand Essentials, such as an email newsletter, logo and social media pages for your company. Video makes a huge impact on increasing your visibility.

Increase Your Online Visibility



JAGmedia Gold Tips

**Be Consistent
with Your Visuals:
from Web to Print**



When you have Consistent Visuals across the board, your Brand is more recognizable and increases your visibility. An added benefit is that it builds trust in your brand and consumers are more likely to buy from a trusted brand. Think of Apple or Target.

[Increase Your Online Visibility](#)



JAGmedia Gold Tips

**Post Consistently
On Social Media**



It's important to post consistently on Social Media in order to gain traction and visibility. It's not enough just to be on Social Media. If you're only posting once a month, you need to step it up and increase posts. Start with once a week, then move to twice a week or more on one platform. Become proficient on one platform before adding another platform.

Increase Your Online Visibility



JAGmedia Gold Tips

Share Your Website
Link in
a Facebook GROUP



Sharing your link in a Facebook Group (not page) can result in gaining more visibility for your business. Join relevant groups; many of them ask people to comment with your links, a great strategy. You can share in your own group and ask others to share their links, which is more collaborative and can increase engagement. LinkedIn is another platform for sharing links to your website content.

Increase Your Online Visibility



JAGmedia Gold Tip

Search Engine Optimization

KEYWORDS are
needed in your
website text to make
it easier to find your
website.



Search Engine Optimization: Keywords

Keywords are needed in your website text to make it easier to find your website. This is foundational Search Engine Optimization, SEO,= and part of a long term strategy. It's critical to choose relevant keywords. A keyword is one individual word, ex. website.

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JAGmedia Gold Tip

Search Engine Optimization

**KEYWORDS and
KEY PHRASES on
your website need
to be different
on each page**



Search Engine Optimization: Keywords Part 2

Implementing Keywords and Key Phrases will help increase your online visibility. A Key Phrase is a string of separate keywords, that form a phrase ex. Santa Monica website designer. while there may be fewer search results, it willThis is an essential SEO essential and tried and true strategy to increase your online visibility.

Increase Your Online Visibility



JAGmedia Gold Tip

Search Engine Optimization

TITLE TAGS on your website can be seen in the browser title bar (when mouse is placed over page tab)



Search Engine Optimization: Title Tags

Critical for organic page ranking, Title Tags are specified in the website code and are displayed in the browser bar plus search engine results pages (SERP). This is an essential SEO essential and tried and true strategy to increase your online visibility.

Increase Your Online Visibility



JAGmedia Gold Tip

Search Engine Optimization

TITLE TAGS on
your website need
to be different
on each page: they
are put in the code



Search Engine Optimization: Title Tags Part 2

Title tags need to be different on each page: are specified in the website code and are displayed in the browser bar plus search engine results pages (SERP). Using different Title tags on each page increases your website visibility through online searches. Duplicate Title tags reduce your visibility - Google detects it and responds accordingly.

Increase Your Online Visibility

Contact Janet Gervers, JAGmedia

Ready for the Website
of Your Dreams?

Book an
Appointment with
Janet Gervers



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