Websites 101:
Rise to the top of the search page

Heath Slapikas & Thomas Schaefer

- **Design**
  - Things to Consider
    - Custom vs Template
    - Animation & Video
    - Photos
      - Local over stock
    - Responsive & Mobile
    - Navigation
      - Repeated content is ok
      - 3-click rule

- **Content**
  - Research your target audience
    - Start with keywords and phrases
    - Easy to read and digest
      - Infographics
      - Bullet points
      - Charts & Graphs
    - Source and date statistics and data
    - Fresh content added monthly

- **Optimization**
  - On-Site optimization
    - Page loading time
    - Image alt text
    - Title tag and meta description
    - Test multiple browsers
    - Backlinks

Heath Slapikas
Director of Web Development

Heath Slapikas has more than 25 years of experience as a leader in marketing. He has led the process of integrating digital media into the print world within multiple organizations. Heath has a strong knowledge of interactive technology and excels in leading the process of website development from concept to completion.

Linda Mosely
Founder and CEO

As the founder and owner of 365 Degree Total Marketing, Linda is the Energizer Bunny of the office. With a background in teaching psychology at Clayton State University, she incorporates her knowledge throughout the branding process. What do colors mean? Which shapes best visualize the strengths that need to be accented? What key words represent the strengths? All of this is part of the branding brainstorms to make each project pop and sizzle and capture the relevant uniqueness required in a brand. With over 30 years of marketing experience, Linda and her team have created over 50 successful community brands.