

Avallo®

A knight in full plate armor, including a helmet with a visor, stands holding a sword. The knight is positioned to the right of the large 'Avallo' text. The background is a dark, textured surface with some light effects.

MADE WITH MAGIC

SWIM Presentation

Online Marketing Tips

Avallo®

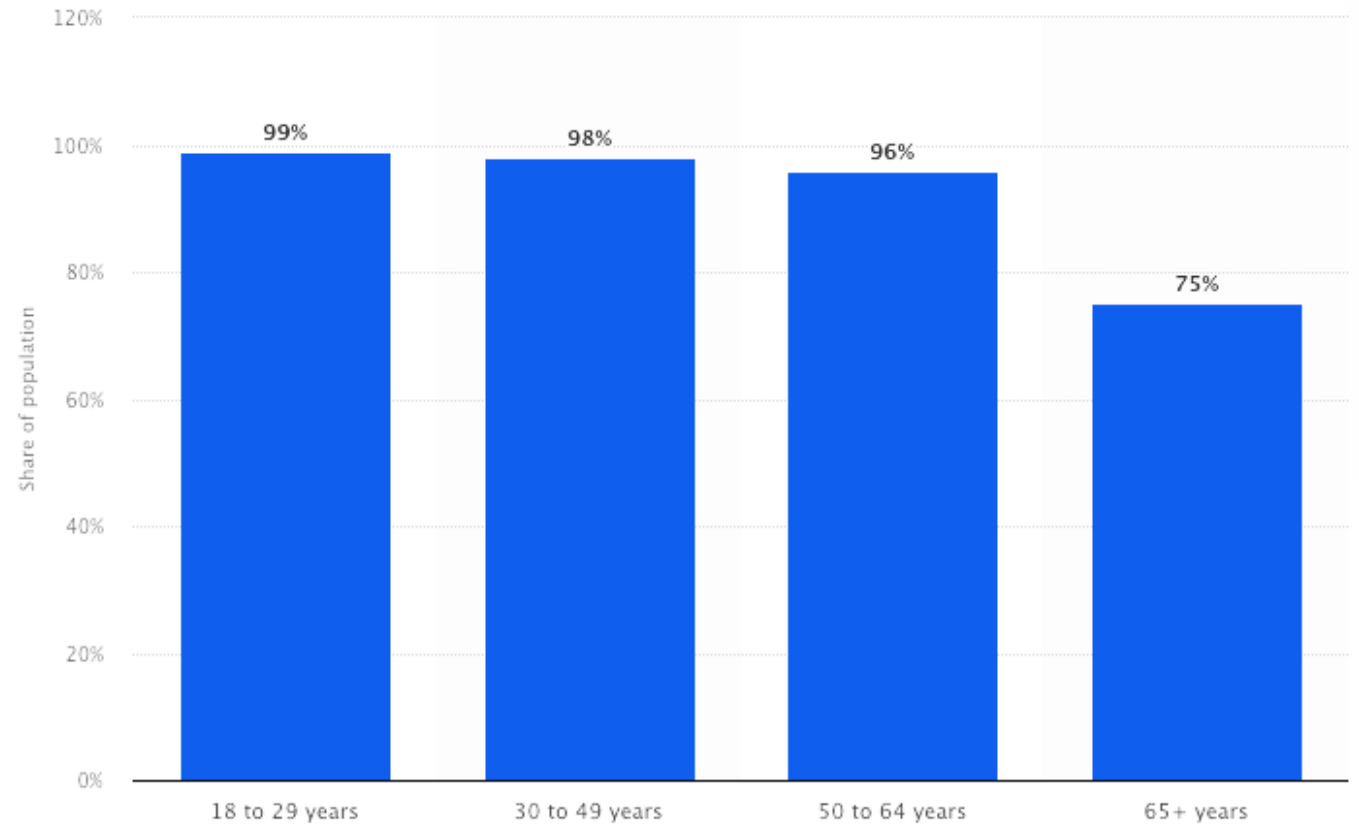
A Quick Look at Avallo

- Incorporated in 1996
- Collaborative Team of Six
 - Creative Director & Account Manager
 - Full Stack Developer & Server Administrator
 - Front End Developer, Full Stack Jr.
 - Front End Developer, Designer/Social Media
 - Office Manager and Database Manager
 - Open, Jr. Graphic Designer / Production
 - Writers, Photographers, Videographers
- State Certified Master Contractors
- Senior Communities Guide Agency
 - National Award winner for best online directory



Older Adults and Communication

- 75% of those 65 and older are now on the internet (2021)
- Myth that we should mostly market to the older adult children online for housing and care

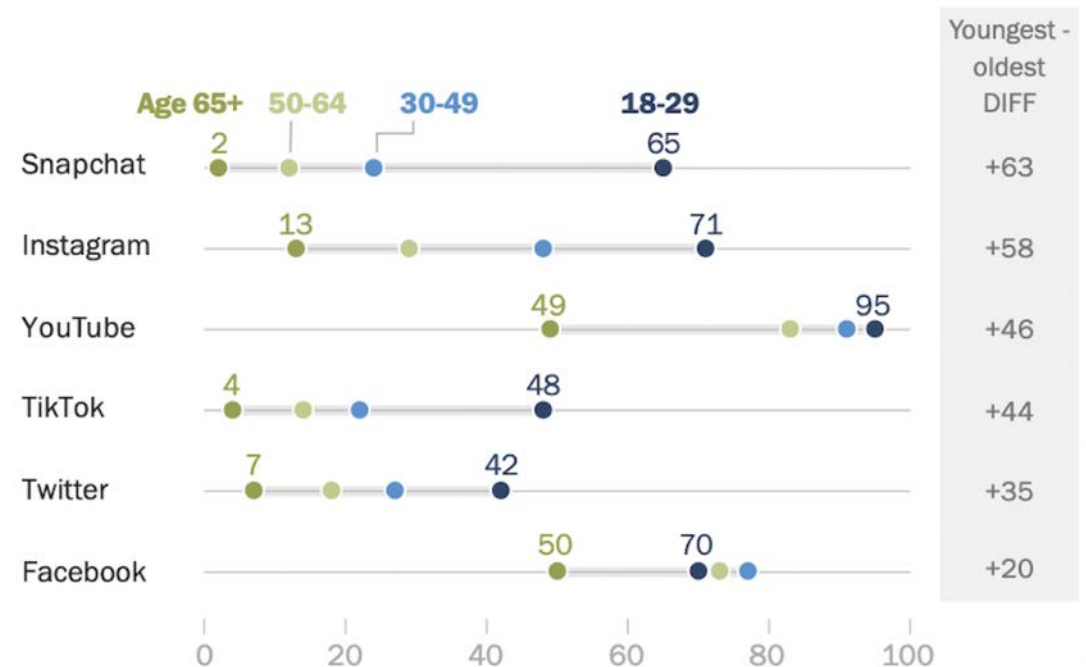


Older Adults and Communication

- Facebook and YouTube are still the best place to find older adults on social media
- The others are probably not a good use of advertising dollars right now. Snapchat and Instagram look to be next.

Age gaps in Snapchat, Instagram use are particularly wide, less so for Facebook

% of U.S. adults in each age group who say they ever use ...



Older Adults and Communication

- Interesting 2022 data
- Texting and email to lists need to have the receivers permission to send but this may be a great way to send information
- SCG is going to add text as an option to receive our housing data when requested



How to Improve your SEO Rankings

- Fast load times for home page (one second or less)
- Relevant titles on pages (such as what you do and your location for home page) Not **Home Page**
- Meta Descriptions for pages that are concise and keyword loaded but are sentences
- Photos tagged with what they are and not 25246346.jpg
- Fancy Creative Headlines that don't say anything are for TV, Radio and Magazine
- Think of Google as a blind person that can only hear the words and picture/file descriptions



Content, Content, Content

- Content is king because it is extremely important and the biggest piece of the SEO puzzle
- Headlines should be relevant to page
 - Creative, clever headlines are for radio, tv, print ads and social media
- Add new blog or new content monthly
- Google will scan all content so:
 - Add section for external links (relevant backlinks)
 - Add resource section or learning section
 - If you are emailing a pdf that you send over and over, why not load content up to the website and send a link.
This helps your website SEO and the receiver isn't filling up with attachments

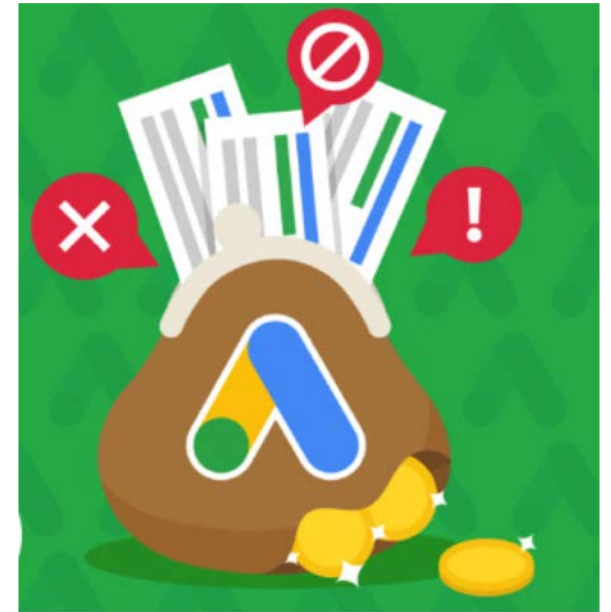


Biggest Google Ad Mistakes

Many Google SEO ad companies concentrate on the number of clicks. It is the quality of clicks that matter most and where the ad links to

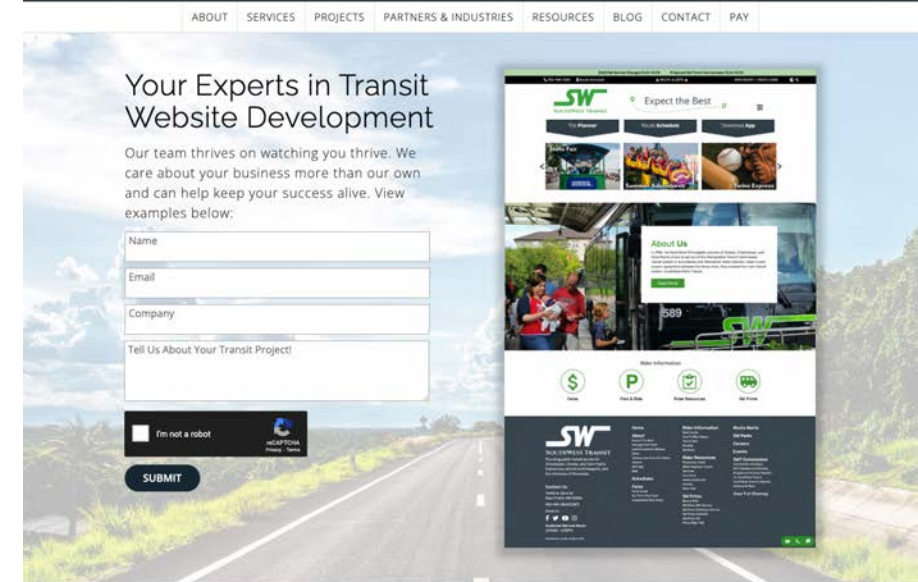
Quality Score Importance

- Determines where your ads get placed (1st, 2nd page etc...)
- Takes into account things like grammar, landing page experience, CTR, and keyword relevance.
- If your ad score is too low Google stops running the whole campaign.
- A higher score means you can save money on your bidding strategy (Pay less per click)
- As you review your performance, you can use Quality Score as a filter to tell you where to focus your efforts



Landing Pages for Ads

- Ads should be specific and go to a landing page providing further info & contact form (not just the home page)
- Landing pages work best when nestled into a website so user can look around for more information if wanted plus it adds credibility
- Works great for targeting a specific user, product or service
- Landing pages work great for Google ads, social media ads and print ads
- Also need to be optimized for search engines



Your Experts in Transit Web Design & Development

Avallo builds relationships with clients and partners by being experts in the field of web development and working together to achieve the project goals. We have most experience working with transit companies where we are skilled in:

- UI & UX testing
- Unique designs
- Bus routes & schedules
- Mobile Apps

The transit website we are highlighting here is SouthWest Transit. They are an award-winning transit agency for Carver, Chaska, Chanhassen and Eden Prairie. The SouthWest Transit website was originally created in 2015 by Avallo. In 2022, we redesigned the site with the guidance of the SouthWest Team. We wanted to make the site cleaner and brighter while also keeping all of the existing content.



In the weeds for more SEO tips

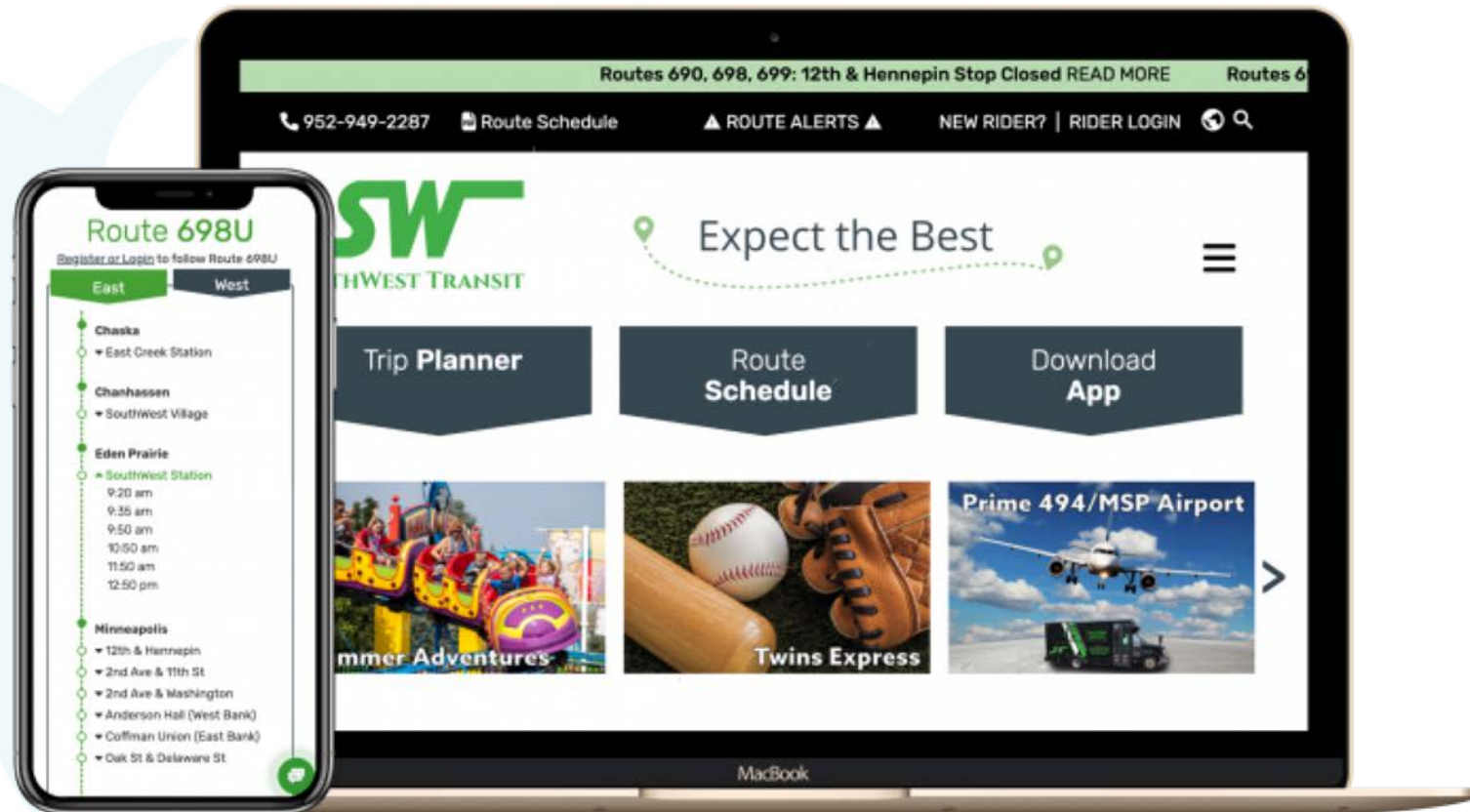
- Keep the code clean
 - Many self made websites or websites made by non professionals are code disasters
- Use the correct redirects so crawlers can find the pages that have moved
- Add a site map for search engines
- Make sure that the mobile website has an amazing user experience
 - 58% of users are on a mobile device
- Well Organized Data Structure

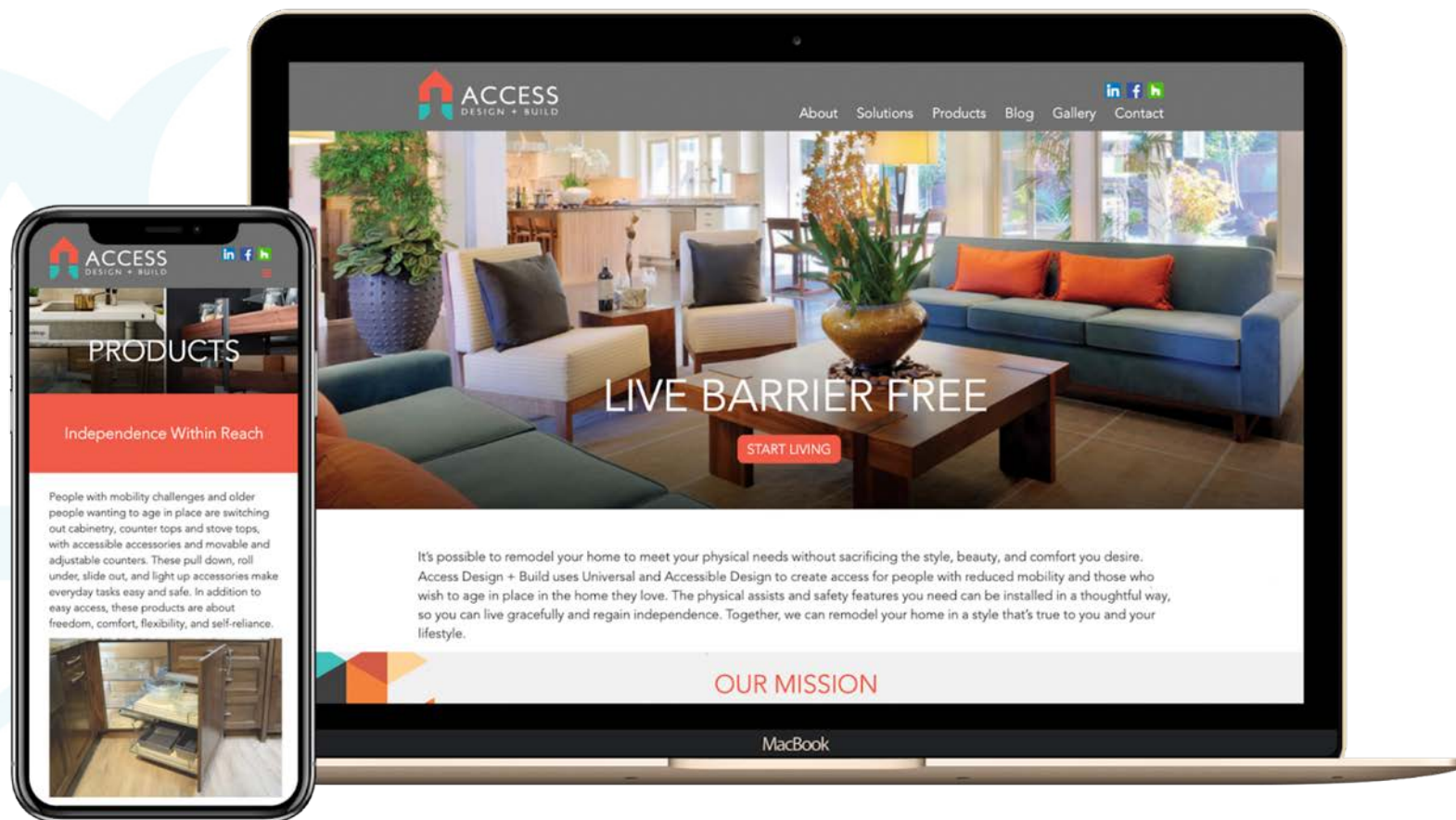


Additional Links

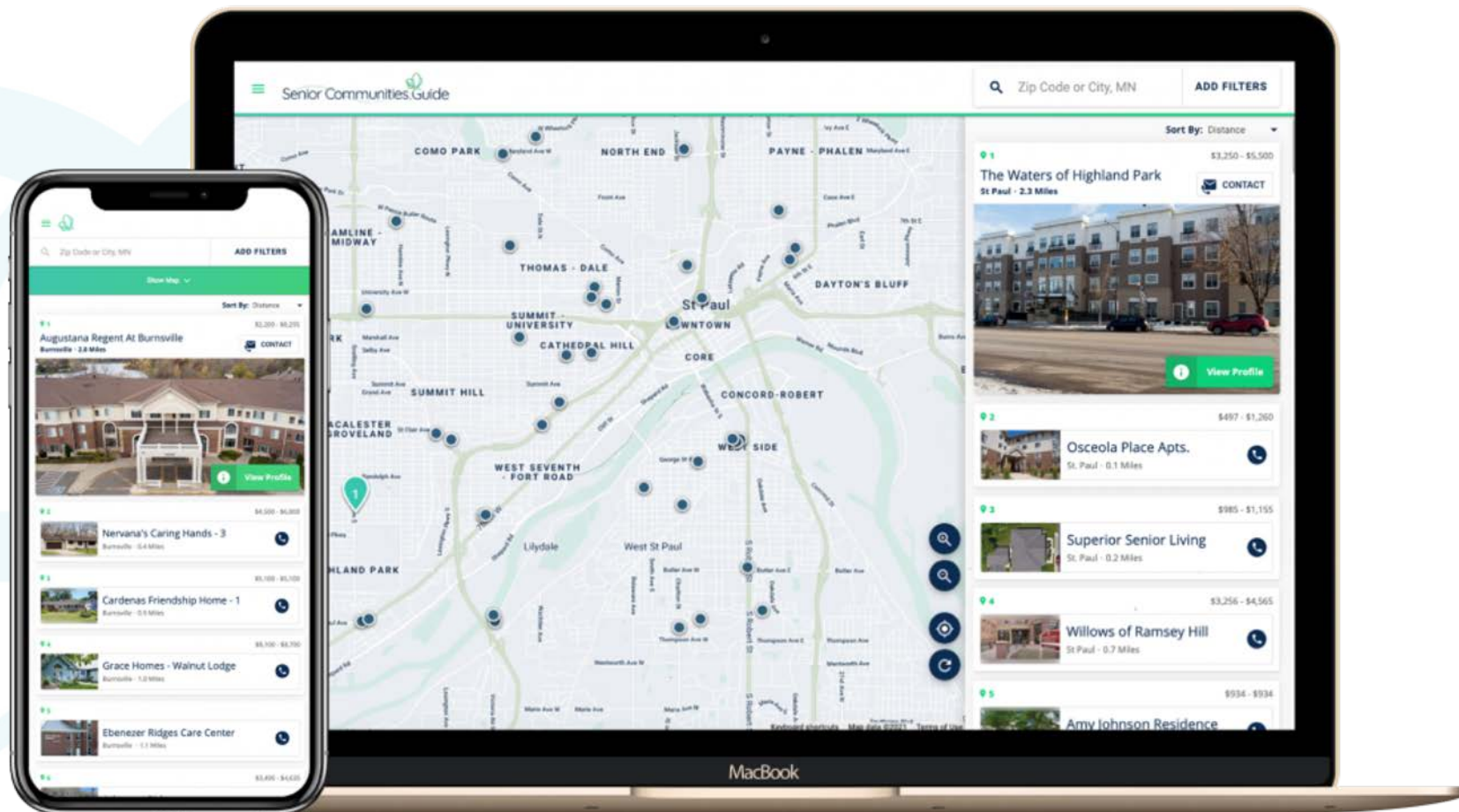
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Portfolio

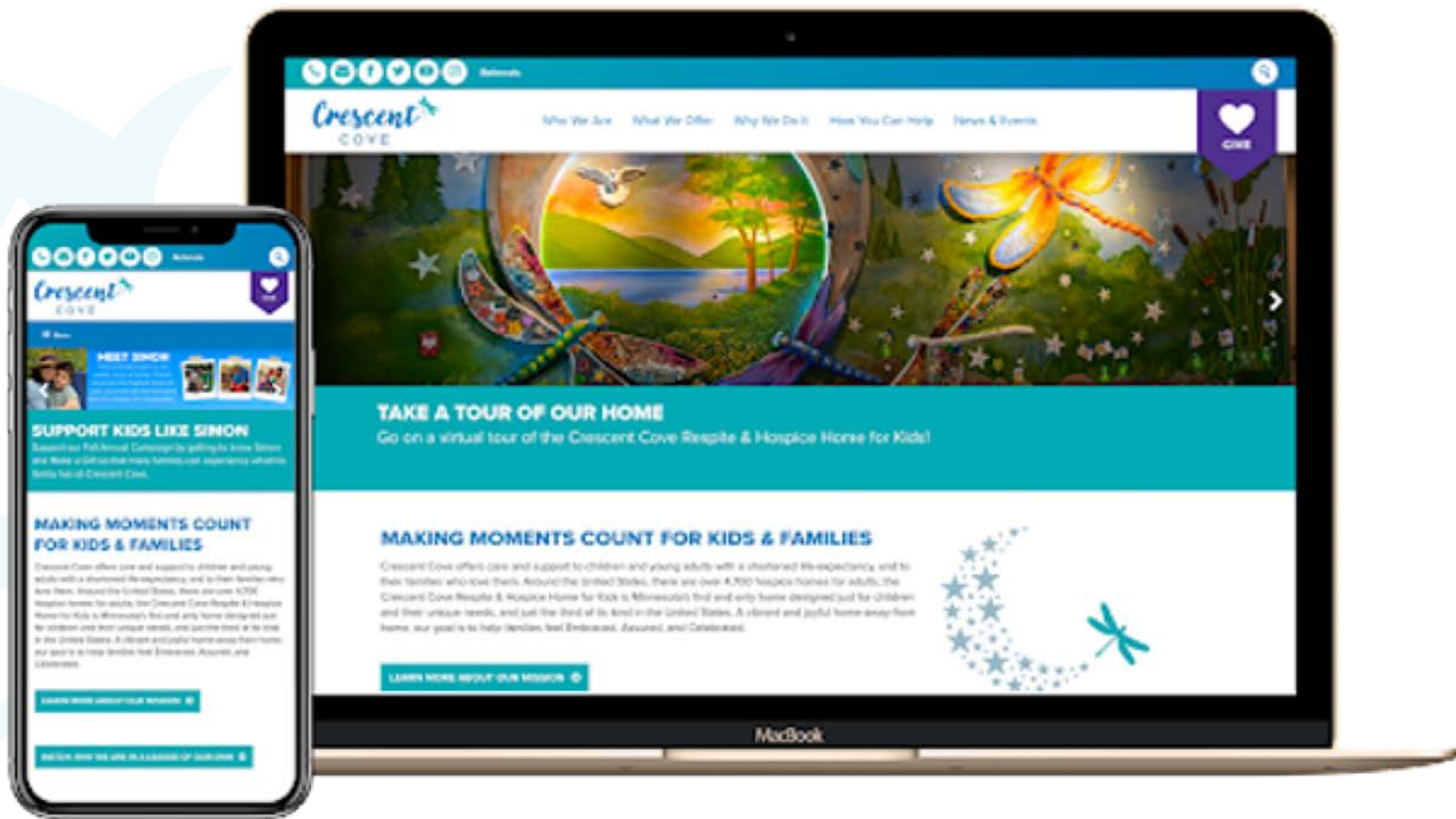




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