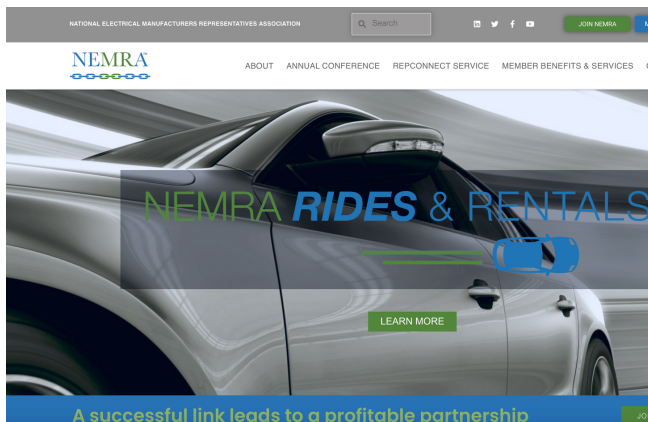


### MAXIMIZING YOUR DIGITAL PRESENCE - REVISITED



### Nemra.org

one of the latest websites to apply the disciplines of maximizing one's digital presence.

For those of you who missed our presentation at the NEMRA21 Conference, Strategic X Marketing worked with NEMRA to update, revise and enhance the website. In addition to the obvious user experience, navigation enhancements, and mobile device optimization, the latest SEO disciplines were applied to ensure that the NEMRA website and its content reaches the appropriate people when they are searching online. More importantly, the headlines, sub-headlines and content all serve to support the following:

- what NEMRA is and what it does
- what NEMRA means to its target audience groups
- what its services, value propositions and resources are
- provide the value that keeps visitors coming back

What may not be so obvious is the behind-the-scenes work that went into preparing the new NEMRA site.

- developing new content for all target audience groups
- improving organic search position
- SEO analysis, interpretation and implementation

The stronger your digital presence is, the more visible your business is to prospects. Regardless how people search, find or are referred to NEMRA.org, they will find the information they are looking for quickly. Afterall, if we take the time to attract the right visitors to our website, shouldn't we provide the information they are looking for quickly and efficiently?

In short:

- know what your audience members are searching on
- make sure your website includes those key words/phrases in all the right places
- maximize your backlinks with referring sites and channel partners
- promote your company through press releases, technical articles and online advertising
- make sure your website provides for a good user experience and maximizes user engagement