

# EarthLinked SEO & Social



# THE DIGITAL LANDSCAPE

# What is Your Customer's Journey?



## What are Your Customers' Demographics?

### **BABY BOOMERS**

ARE OVER THE AGE OF 65. HALF OF THEM ARE ONLINE.

### **GEN X**

WAS BORN BETWEEN 1963 AND 1980 AND IS NOT INTERESTED IN RECEIVING MAIL OR PHONE CALLS.

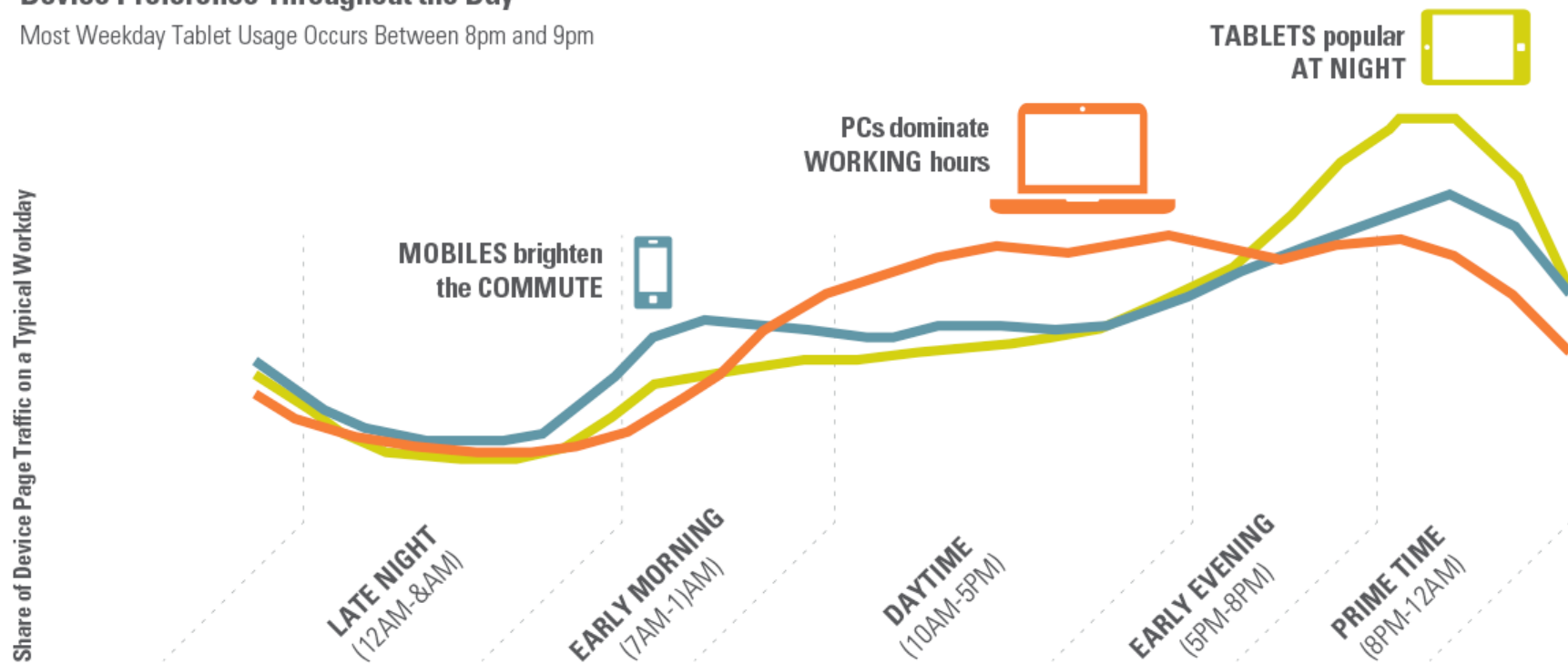
### **MILLENIALS**

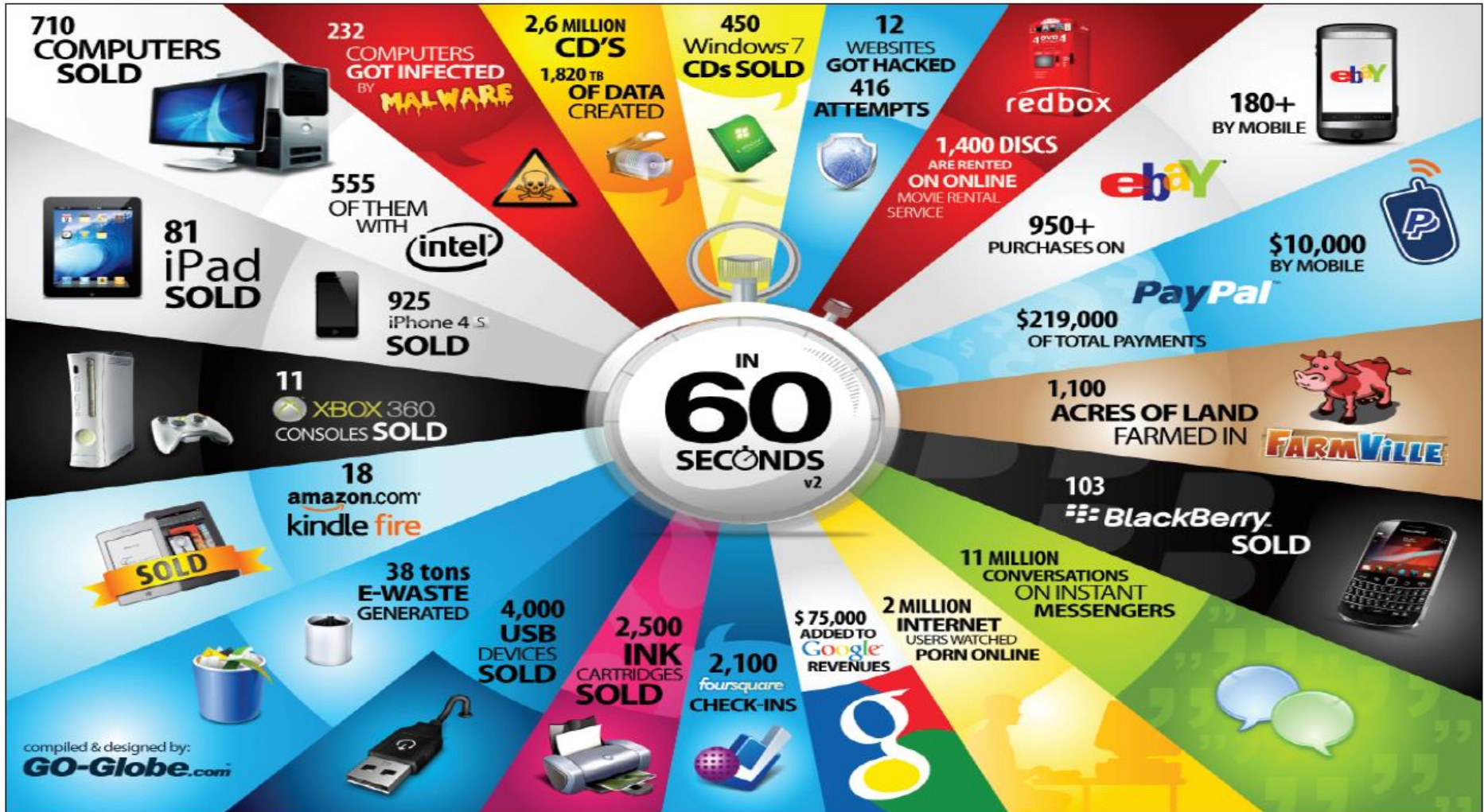
GO BEYOND TRADITIONAL COMPUTER USE AND RESPOND TO ONLINE MARKETING VIA THEIR SMARTPHONES AND TABLETS.

# Is Your Website Available on Preferred Devices?

## Device Preference Throughout the Day

Most Weekday Tablet Usage Occurs Between 8pm and 9pm





SEO

MORE THAN

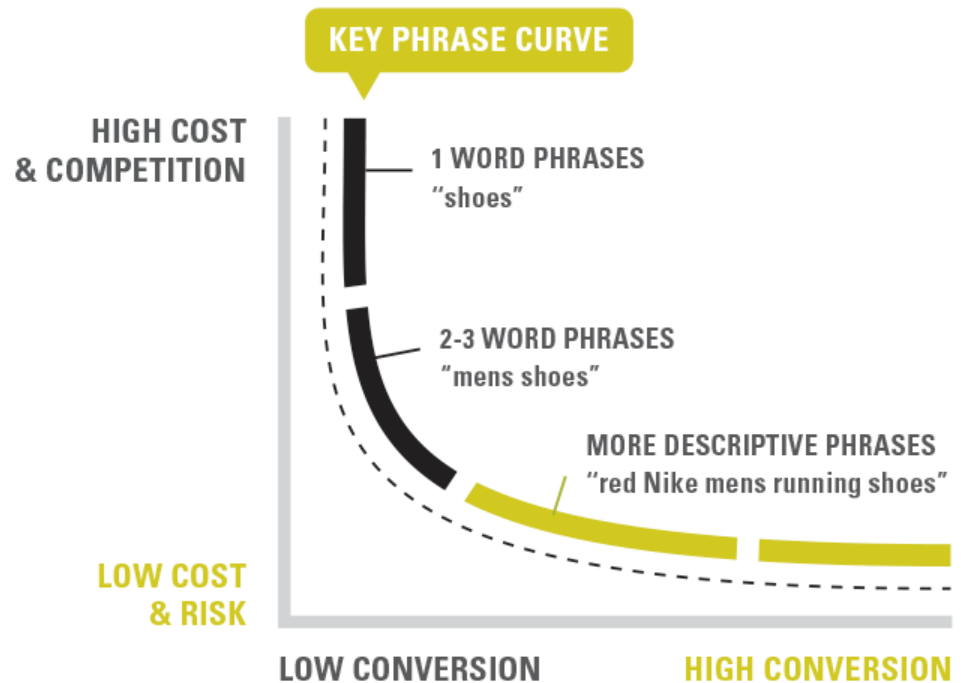
**11,944,000,000**

SEARCHES MONTHLY ON 



# Keywords

**80%**  
**OF SEARCHES**  
**ARE "LONG TAIL"**



## Mobile Consumer Expectations

**70%**

**OF MOBILE SEARCHES RESULT  
IN AN ACTION ON A WEBSITE**

**50%**

**OF MOBILE CONSUMERS  
WON'T RETURN TO A WEBSITE  
IF IT ISN'T MOBILE-FRIENDLY**

# Create Unique Content

f t g+ s in 4 FIND A DEALER SUPPORT SEARCH: [ ]

EARTHLINKED TECHNOLOGIES HOME RENEWABLE ENERGY SYSTEMS - ABOUT US - NEWS - CONTACT

## Top 10 Myths About Geothermal Heating and Cooling

Posted on: January 13th, 2015

f t g+ s in 4



Is something holding you back from using geothermal for your heating, cooling and humidity control needs? Let's set the record straight about some common misconceptions.

**Myth 1: My yard is too small for a geothermal system.**

Earthlinked's renewable energy systems can be installed in any home, regardless of

**FEATURED**

- Case Studies
- Dealer's Diary
- Get In the Know with Joe Newsletter

**CATEGORIES**

- Residential Energy
- Efficiency
- Smart Home
- Solar Energy
- Space Conditioning
- Water Heating

**ARCHIVES**

- 2015
- 2014
- 2013

f t g+ s in 4 FIND A DEALER SUPPORT SEARCH: [ ]

EARTHLINKED TECHNOLOGIES HOME RENEWABLE ENERGY SYSTEMS - ABOUT US - NEWS - CONTACT

## Switching to Geothermal Heating in the Winter

Posted on: January 20th, 2015

f t g+ s in 4



Is your current heater on the fritz? You don't need to wait for spring! Winter is a great time to make the switch.

Swift drops in temperature can cause a number of undiagnosed problems to surface in traditional heating and cooling systems, resulting in costly repairs and days without heat. If you find yourself spending more and more money each year, it may be time and cost effective to replace your current system altogether. But with winter in full swing, is now the right time?

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# Responsive Websites

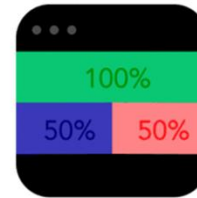
With Breakpoints



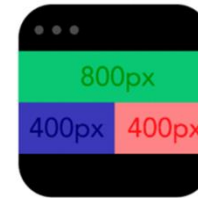
Without Breakpoints



Relative Units

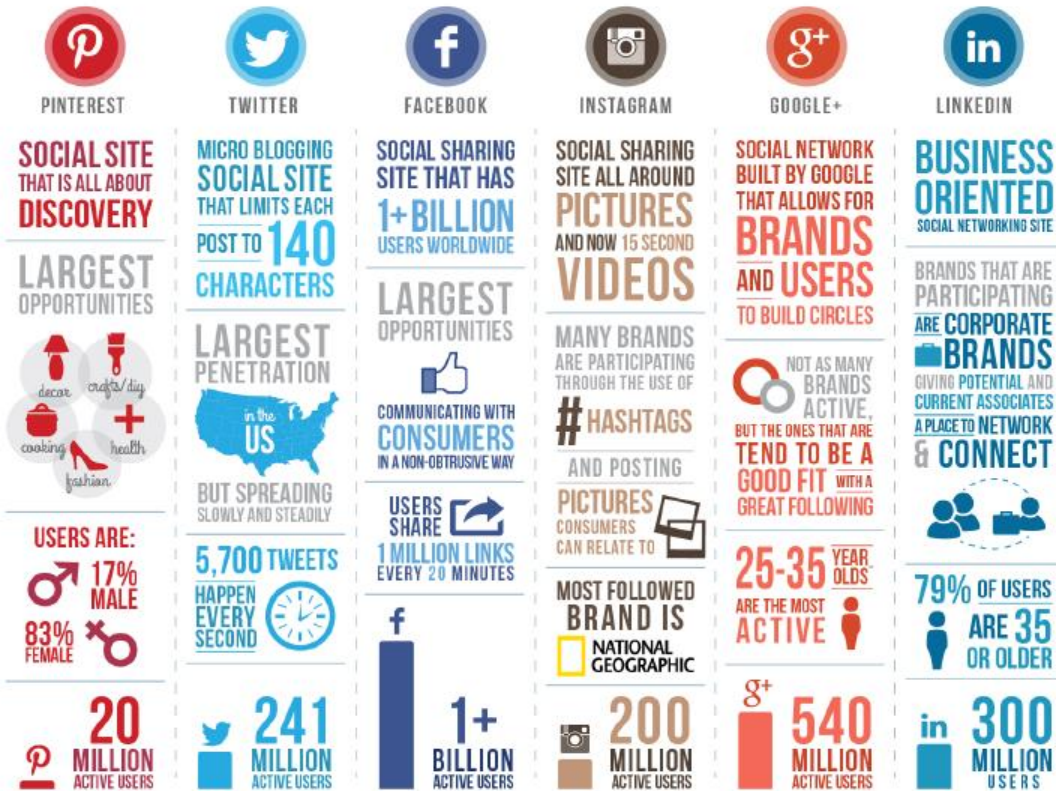


Static Units



SOCIAL

# Connecting Social to Web



## What Exactly Should You Be Looking For?

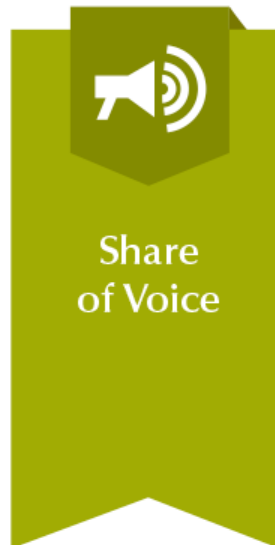
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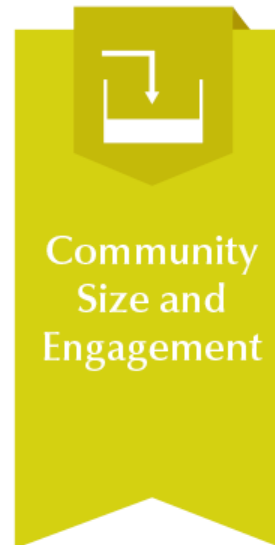
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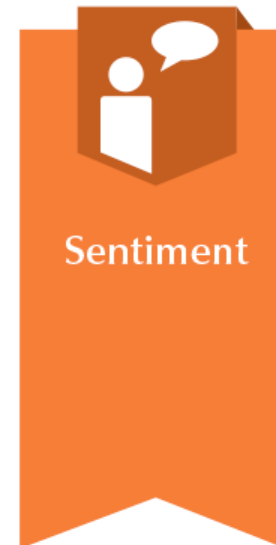
3



4



5



# Top Content Types

1



Reviews

2



How To's

3



Testimonials

4



Facts,  
Figures  
and Statistics

5



Infographics



## How to Influence Social Sharing

- 1 APPEAL TO CUSTOMERS' MOTIVATION TO CONNECT WITH EACH OTHER – NOT JUST YOUR BRAND**
- 2 TRUST THE COST OF ENTRY OF GETTING SHARED**
- 3 KEEP IT SIMPLE AND IT WILL GET SHARED**
- 4 EMBRACE A SENSE OF URGENCY**

# Reputation Management

**IT'S EASY FOR A MISTAKE OR MISUNDERSTANDING TO BECOME A DISASTER**

## **TO HEAD OFF A CRISIS BEFORE IT STARTS:**

- 1 UTILIZE TOOLS TO MONITOR FOR NEGATIVE MENTIONS**
- 2 IMPLEMENT A PRACTICED SOCIAL MEDIA CRISIS RESPONSE**
- 3 EVALUATE THE SITUATION AND COMMUNICATE APPROPRIATELY**
- 4 CORRECT MISINFORMATION**
- 5 TRY TO RESOLVE THE SITUATION BEFORE IT DEVELOPS INTO A CRISIS**

## **IF THE CRISIS ESCALATES:**

- 1 RESPOND QUICKLY AND DECISIVELY**
- 2 TAKE RESPONSIBILITY FOR THE SITUATION**
- 3 BE HONEST AND TRANSPARENT**
- 4 CORRECT MISINFORMATION**
- 5 DON'T OVER-INFORM**
- 6 REMEDY THE SITUATION CREATIVELY**
- 7 BEGIN THE PLAN TO REBUILD YOUR REPUTATION**

# Authenticity in Social Interactive



## We Can Help



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C R E A T I V E

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