



Beautiful websites fast

NEW ZEALAND MADE WEBSITE BUILDER



Hi, I'm Carlos!

Head of Customer Success at Rocketspark



Take Control

You need to be nimble

It's your website

- Get it designed - there is a difference!
- Editing your website should be easy - let's see how easy it should be!



SEO & AEO

Get found, not lost

What is SEO

Search Engine Optimisation

- Optimising your website for search engines

What is AEO

Answer Engine Optimisation

- Optimising your website for AI-driven search



Why?

To get people to your website that didn't even know you existed

What do I need to know?

- What are your keywords and keyword phrases?
- What are your page headings?
- Are you using your keywords throughout your pages/site?
- Have you got your title tags completed for each page?
- Have you got your meta description for each page?
- Are you using FAQs?
- Are you blogging?
- What landing pages do you have?



What is Search Console?

Know what Google is indexing for your site

- Errors and issues
- Referring links
- Impressions vs clicks



Analytics

Is this thing working?

Is anyone there?

- Visitor measures
 - Sessions
 - Users
- Engagement measures
 - Clicks
 - Form submissions
- Page visits
- Visitor source



Get going

What now?

Success!

- Set your website goals
- Get your team involved
- Make it a habit, make a plan

Questions?

Thankyou!