



Hill Web Creations

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PERFORMANCE-DRIVEN DIGITAL MARKETING

There are a few ways to become faster on the web, with relevant content, and for the right buyers. As digital marketing changes, the ability to connect with your ideal customer becomes more relevant. You need someone who sees the big picture, who knows the tried and true routes, and who uses the latest technology. We keep the goal of your revenue in full focus, whatever direction it takes.

Ways we Help Business Grow Online

[Advantages of Knowledge Graph Optimization](#)

1. Highly visible basic business information
2. Builds trust with potential site visitors
3. Assures users of a relevant experience
4. Builds your network of social media followers
5. Displays quality of service and products
6. Makes it easy to contact you
7. Makes it easy to add new reviews

[Benefits of Schema Markup Structured Data](#)



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On sites where structured data is already implemented, we are seeing important web pages have already gained increased organic reach. The immediate benefits to the client are:

- Increased visibility in SERPs
 - Increased rich snippets
- Increased click-through rates
- Increased organic revenue

16 Primary Things our Technical SEO Audit Reveals

1. Site indexation
2. Server and Hosting Issues
3. Test site's robots.txt & .htaccess files
4. 404 error test
5. HTTP and HPPTS status test
6. HTML & XML sitemap checks
7. Video, news & image sitemaps
8. Website load speed
9. Check for Problematic URLs
10. Quality of mobile experience
11. Canonical Sites & Canonical Tags
12. Subdomain checks
13. Images optimization test
14. Use of Flash content
15. Link building practices
16. Too many Ads

10 Benefits of a Pay-Per-Click Campaign

1. The ability to create unique new opportunities discovered in your marketing data to know exactly where and how to deploy ads so that they reach your target audience.



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2. Help to garner website traffic to increase revenue and boost your overall business success.
3. More likely to increase efficiency in AdWords Management.
4. The ability to track your lead generation programs that may save you in-house dollars by trimming hours invested per day by internal staff.
5. Gain the advantages of having a consultant on hand to interpret your AdWords and Analytics reports. Make better use of your predictive data and numbers.
6. Gain the benefits of a consultant's experience and insights to employ revealed strategies.
7. An AdWords management services consultant stays current of new AdWords advertising features that may give you a lead over your competition.
8. Can ensure that you have lead magnate pages with double opt-ins to glean valuable and relevant leads.
9. Expertly constructed ads targeting keywords and phrases with the right matches selected for optimum effectiveness.
10. Ensuring your business ad copy is as effective as possible with integrated website enhancements that boost conversions from your PPC leads.



Key Benefits that Accelerated Mobile Pages Offer Users

1. Users Have Speedy Access

People expect to have web content served up fast. This is even truer when someone is conducting a search query from a mobile device. The average Accelerated Mobile Page loads 15%-85% faster than a standard web page.

2. Accessible Anywhere

This benefit adds another aspect to speed. The typical span of attention that a current internet user has is only 5 seconds. That means your site needs to not only pull up fast, but it can convey relevant and worthy content that is accessible from anywhere.

3. Cutting-edge Innovation

The innovative side of using an Accelerated Mobile Page is appealing to more and more internet users. When your business relates to innovation and shows its cutting-edge side, it immediately offers an added value proposition as a leading go-to source.



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4. Content Distribution

Ease of core content distribution from both the speed and accessibility of AMP is how a brand can out-perform their competition on a distribution level. The largest segment of potential buyers who are seeking solutions, are the individuals who turn to mobile devices more often than any other means.

5. Eloquent User Experience

Accelerated Mobile Pages rank tops for providing an all-around superior user experience. On mobile devices, a quality user experience is the top factor in engagement. The format of Accelerated Mobile Pages is super clean and easy to use.



To succeed in today's digital world, you're going to need a navigator. We'd like to be your trusted source!



Thank you for your interest.
Please do not hesitate to contact us with questions we would love an opportunity to earn your business.

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