

# 8 Key Elements to Successful Inbound Execution



## Authority/Trust

Elevating Google page and quality scores through internal / external linking and structured data



## Mobile Responsive

Providing responsive pages to improve page load times, usability and rankings



## Website Errors and Penalties

Frequent auditing of website structure and content against changing Google standards / penalties



## Advanced Tracking/ROI

Implementing customized reports and dashboards to identify customer conversion paths



## Advanced Targeting

Remarketing to previous inbound and outbound visitors in the channels they frequent to drive up conversions



## Social

Remarketing to previous inbound and outbound visitors in the channels they frequent



## Competitor Research / Strategy

Frequent analysis of competitor activities and counteractive strategy



## Fresh Content / Research

Identifying, publishing and distributing the right content for your target digital audience