

EXPANDING YOUR POSSIBILITIES.



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**OUR
WORK
SPACE.**

WHAT *Jason Bass* SAYS.

Welcome to the latest edition of our quarterly magazine, Expanding Your Possibilities, where we explore the intersection of digital marketing, innovation, and creative collaboration. To introduce this edition, I'm excited to unveil some groundbreaking developments that represent not just milestones for us at JHD but also the beginning of a thrilling new chapter.

We're elated to announce our office's relocation to Launch and Go Workspace in Peachtree City. This move signifies more than a change of scenery; it's a strategic step towards cultivating an environment ripe for creativity and growth. Launch and Go isn't just our new location; it's where we're planting the seeds for a community of forward-thinkers and innovators.

This quarter also marks the official launch of The Creative Nexus, a venture born from our unwavering belief in the power of collective creativity. In partnership with Omnia Brand House and Cote Media, The Creative Nexus is a living testament to our mission to deliver holistic marketing solutions. We're extending our capabilities beyond website creation to encompass the full spectrum of brand growth, nurturing, and legacy building.

The Creative Nexus serves as a melting pot of creative talents, where our combined expertise meets every aspect of brand development. This initiative is designed to ensure our clients' brands not only survive but thrive in the dynamic digital world.

As we embark on this journey, our pillars of innovation, collaboration, and excellence guide us. The Creative Nexus isn't just about expanding our service offerings; it's about enriching the very fabric of our collaborative ethos. "Beyond websites: we cultivate growth" encapsulates our

commitment to pushing boundaries and elevating brands to new heights.

Thank you for joining us on this remarkable journey. Together, let's embrace a future where creativity is limitless and growth is an endless expedition.

**Warmest regards,
Jason Bass**

creator of possibilities

Jason Bass



IS YOUR WEBSITE ACCESSIBLE TO THOSE WITH DISABILITIES?

SCAN TO DISCOVER
THE IMPORTANCE
OF ACCESSIBLE
WEBSITES.



The World Health Organization estimates that more than 1 billion people worldwide live with some disability.

Considering the WHO statistic, ask yourself this:

Are you excluding a percentage of the population from fully accessing your website?

Are those who are visually impaired or hard of hearing able to navigate your site?

Accessibility doesn't only apply to physical accommodations such as ramps at your place of business, but it also applies to your website. And the Americans with Disabilities Act (ADA) considers public sector websites public accommodations.

Your website is often the first impression a customer may have of your business. And for users with hearing or visual impairments, the internet may be the most efficient way of interacting with your business. This population relies on a screen reading device to browse the content or audio/braille to communicate with the user about what's on their screen.

And an inaccessible website could exclude up to 20% of your potential website visitors.

It's important to remember that website accessibility is the business owner's responsibility. If your website is not accessible, consider taking action to make it accessible and avoid potential legal issues in the future.

Be sure to check with your designer to see if they built your website to be accessible. Fortunately, enhancing your website with this functionality is a reasonably straightforward process. But more importantly, it provides a better experience for all your website visitors.

If you'd like to talk further about making your website accessible, we'd be happy to schedule a free call with you.

YOU CAN'T OUTSMART SEARCH ENGINES.

SCAN TO FIND OUT WHY SEO IS GOOD FOR BUSINESS.



SEO (Search Engine Optimization) has been around for a long time. You probably receive numerous unsolicited weekly emails promising to help your business with SEO work.

In case you aren't aware of what SEO is, it's the process of optimizing a website to generate more traffic from search engines. This strategic process includes creating blog posts, videos, and more to provide more value to your audience.

To create this content:

Leverage your voice as a subject matter expert to develop a list of content topics.

From there, determine if the content will be delivered as a blog, infographic, or video.

Brainstorm the keywords your target market would type into the search engine to find you. The results of this exercise will point you in the right direction for an effective SEO strategy.

Most importantly, remember to write for humans and not for search engines. Back in the day, it was a popular 'hack' for some people to

cram their content full of keywords to convince the search engines that their content should be seen. Search engines are more intelligent than that now.

Search engine algorithms can spot poor-quality content and won't show content they don't believe is valuable to the person searching.

Writing from a human-first perspective ensures you're creating something valuable for your audience. Delivering value is the most significant way to turn a visitor into a customer through your content.



MAKE A CONNECTION WITH A DIFFICULT CUSTOMER.

SCAN FOR TIPS ON DEALING WITH A DIFFICULT CUSTOMER.



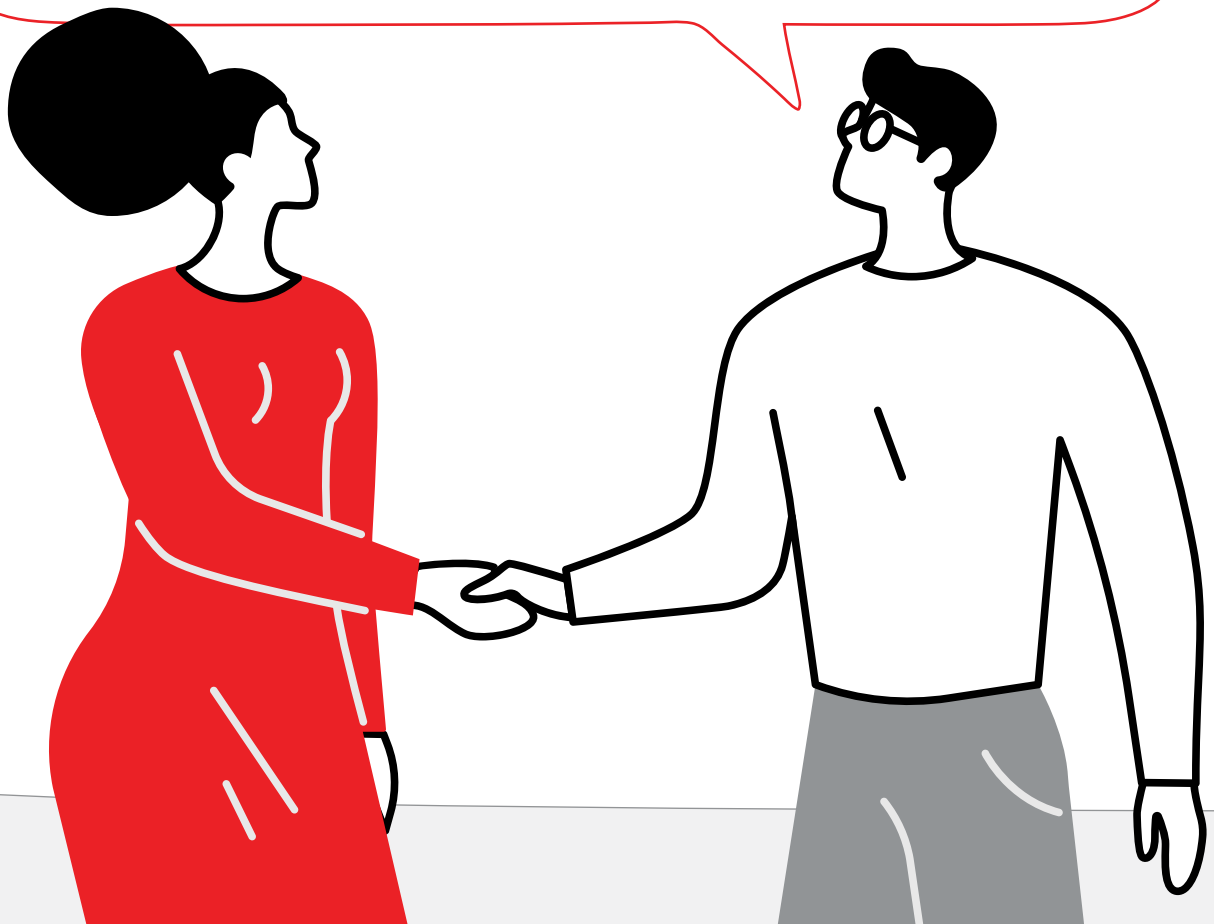
Every business strives to deliver the best customer service. A happy customer is crucial for building trust in your brand, encouraging them to return, or leaving a positive review.

Usually, the process is straightforward regarding helping a customer. They will likely reach out with a problem, the business will help them solve it, and the customer will be happy.

But what if they could be happier?

When you're focusing on helping a customer, the conversation will often stop once you have delivered the solution. This is where there's a missed opportunity to create a more robust customer connection. Taking that extra time to respond to a closing-off message could transform a good experience into something unforgettable.

Are you closing some support tickets too early? How can you engage on a personal level to leave the customer delighted?



ARE YOU TALKING “TO” OR “AT” YOUR CUSTOMERS?

People’s inboxes are overflowing these days. Let’s face it, with the proliferation of newsletters, promotional emails, and attention-grabbing content, you not only need to stand out, but you also need to be remembered.

How do you differentiate your message from everyone else’s?

Emails that are conversational can help your message rise to the top. These messages are written like an everyday conversation you would have with your customers. Most importantly, you’re talking to the customer, not at them, and naturally removing yourself from the spotlight by putting the reader at the center.

Conversational emails aren’t selling anything or pushing your reader to take action. They’re not using the same old tired sales language that is taking up room in their inbox. Instead, conversational emails are simply communicating and delivering value in a tone that a person can identify with.



SCAN TO LEARN
TO HOW TO WRITE
CONVERSATIONAL
EMAILS.



DO YOUR WEBSITE FORMS ACTUALLY WORK?

SCAN TO FIND OUT THE MUST-HAVE FORMS FOR YOUR WEBSITE.



* **How many forms do you have on your website?**

You likely have at least one, which is your contact form.

* **What else do you have?**

You may have a way of someone showing interest in a product or service that you offer. You could have an opt-in form for your email newsletter. Or, you could even have a form that allows customers to request a quote on a product or service.

Website forms are an easy way of collecting information from your visitors. But how often do you take the time to review the forms on your website? Do you ever update the information or change any questions that you ask?

It's a good idea to periodically review your forms and ask the right questions, especially if you launch a new product or increase your business services.

Remember to test your forms as it will provide you peace of mind that they are working smoothly, and you won't miss communication from a potential or current customer. Set aside a few minutes each week to test each form with dummy data to verify that the information is being sent to the correct person on your team.

If your web agency maintains your website for you, this may even be something they carry out regularly, depending on your contract.

Website forms are an essential part of every website. Make sure you're asking the right questions, regularly testing, and offering the best experience to your visitors.

SUBMIT



OR

CONTACT JHD TO REDEFINE YOUR WEB FORMS



CHOOSE YOUR WORDS CAREFULLY.



The right words can inspire your website visitors.

Use persuasive language to motivate current and potential clients to act, whether an inquiry, purchase, or sign up for your email newsletter.

Build trust and confidence in the product or service you offer by using an appropriate writing tone to reflect the brand promise accurately.

Sounds good, right?

But I bet you don't have enough time to worry about these subtle writing details and let's face it, it's not easy!

chosen career, a copywriter is skilled in theirs. They will use their experience to learn about your business and what you offer. They'll also learn about your ideal customers and how your business helps them solve problems. Using this information, they will create content that attracts and engages your current and potential customers. Whether this content exists and needs to be enhanced, creative product descriptions for e-commerce websites, or a series of emails that can delight your readers, copywriters are an essential part of your digital marketing strategy.

Have you considered hiring a professional copywriter to help with your website content, email campaigns, or social media posts?

Like you are skilled in your



SEO BENEFITS OF FIXING BROKEN WEBLINKS.



Have you ever clicked on a web link only to reach a page that indicates the link is broken with a 404-error message (An HTTP status code that the “page is not found”)?

It’s frustrating and disappointing. It’s like going to McDonald’s for a milkshake only to be told the machine is broken (again).

As a business owner, do you know if all the links on your website are working and not broken?

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your website as any visitor would. Click on every link on your site and ensure you are directed to the expected content.

Once you’ve found a broken link, fix it on your website by simply editing the content and correcting the link so that a visitor is directed to the correct place.

Fixing broken links will provide your website with SEO benefits. Search engine robots need to be able to follow the links on your website so that they can correctly index your content in their search results. Fixing your links means you’ll be able to maximize any benefits you can generate through search engines such as Google.

In addition, fixing broken links will also provide a great user



It’s possible to see these in your website analytics. Look for the section that shows 404 errors. This will show you any pages that a visitor attempted to load, but they were unable to do so.

A second option is to use a software tool. One of the features of this tool is the ability to find broken links on the pages of your website. One example is Screaming Frog’s SEO Spider. There is a free version available and a paid option for larger websites.

Finally, you can do a manual check which is an easy option if you have a smaller website, as you’ll browse

experience for a website visitor. Your visitor will be able to navigate your website successfully, finding the information that is most important to them. Giving someone a great experience brings them closer to becoming a customer.

HERE'S WHY YOU SHOULD BE ASKING FOR YOUR CUSTOMER'S VIDEO TESTIMONIALS.

SCAN TO LEARN HOW TO GET VIDEO TESTIMONIALS.



Do you have an option for customers to leave a video review?

You might think asking your customers for a video review is over the top, especially if you don't run an e-commerce business. But video reviews can boost every kind of business, and here's why you should be asking for them.

Video reviews are incredible social proof.

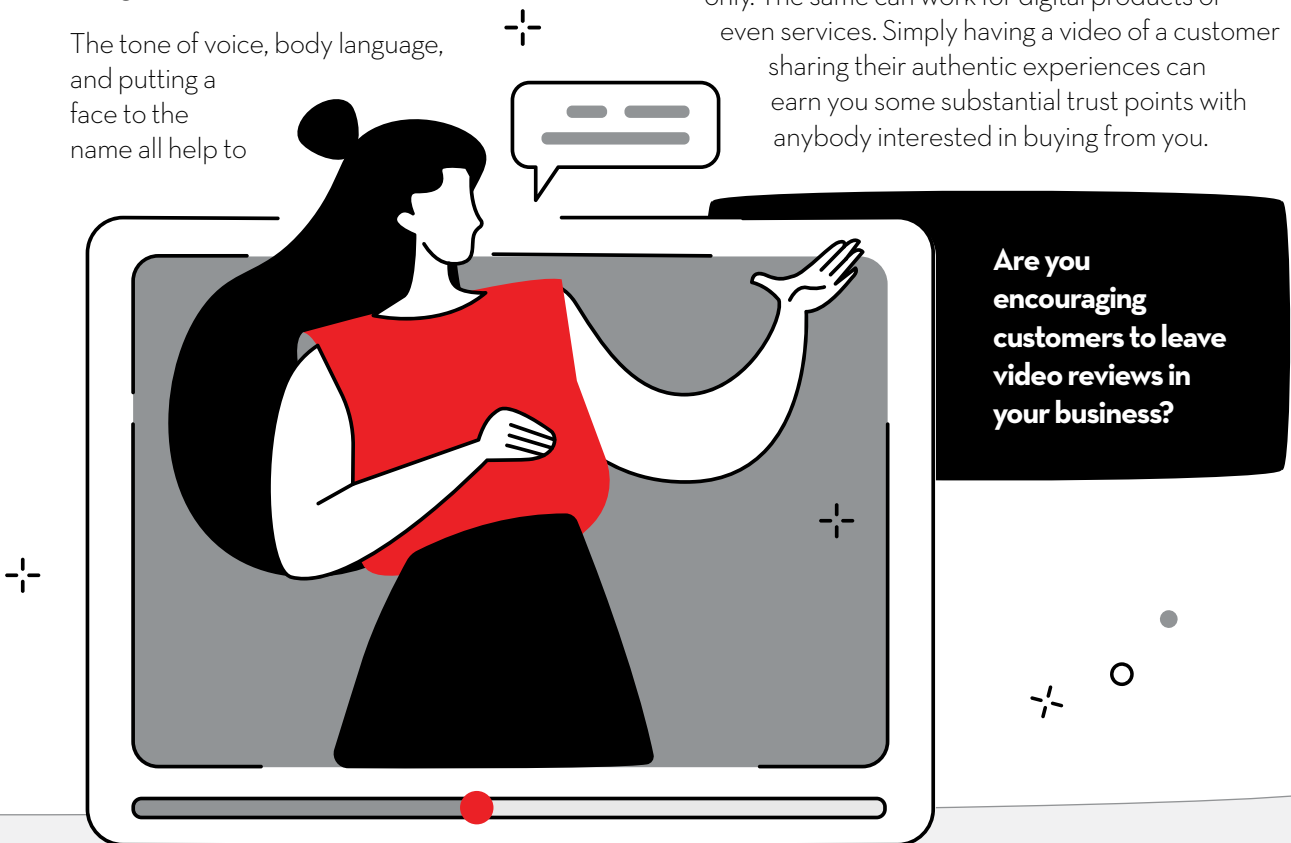
Nothing is more genuine than a customer sharing their honest experience of your product or service. That's made even more authentic by that review being shared as a video.

The tone of voice, body language, and putting a face to the name all help to

engage potential customers who are watching the video. It's not some hastily written paragraph about quick delivery or excellent customer service and a rating out of 5 stars; it's a real person sharing their real experience with genuine emotions.

An authentic customer review can help to build their trust in your brand. Videos of customers talking about your product or service within the context of their own life is inherently relatable to others. If a customer is visibly happy, a future customer will start associating those emotions with your brand.

Video reviews aren't reserved for physical products only. The same can work for digital products or even services. Simply having a video of a customer sharing their authentic experiences can earn you some substantial trust points with anybody interested in buying from you.



CUSTOMERS LOVE CONSISTENCY.

SCAN FOR TIPS ON STAYING CONSISTENT WITH EMAIL MARKETING.

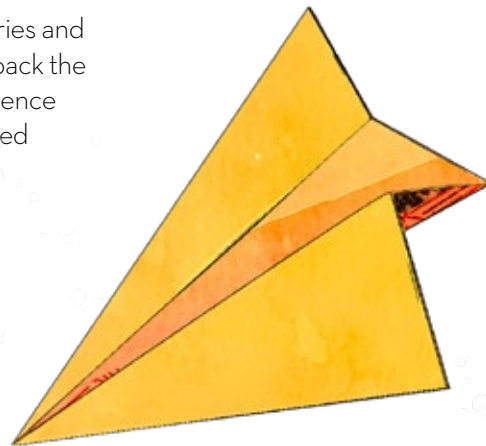


Email marketing allows you to be regularly top of mind with your audience. More importantly, consistently delivering a memorable and impactful message will get you noticed.

Rise above the average email that the average person receives daily by being relatable to your audience. This can be done by simply being human and ignoring some of the robotic corporate speak that litters the average company email newsletter.

How? Don't be afraid to tell stories and share your experiences. Draw back the curtain a little and tell your audience about your team, how you started the business, and your daily activities.

Consistency is one of the biggest keys to being memorable. Find an option that suits your business the best. For example, we send an email every Friday regardless of holidays or workload. The process is baked into our business routine.



Leverage the tools that your email service provider offers. Batch schedule emails in advance to ensure you have something in the queue. It's insurance that an email is sent even if you have a busy week or even have the luxury of taking a day off.

The more memorable you are with your emails, the easier it is for you to stay top of mind with your audience. When you're front of mind, you're ready and available to help someone as soon as they need you.

HOW TO SIMPLIFY YOUR INFORMATION INTO ONE IMAGE.

SCAN FOR WAYS TO USE INFOGRAPHICS FOR YOUR BUSINESS.



I was hoping to find a different way of saying **“a picture paints a thousand words,”** but in the end, I decided to think of it as a classic, not a cliché.

Images have been used since the dawn of time to communicate a message. From cave paintings to computer screens, images are everywhere. They can evoke powerful emotions or speak directly to your audience in a way that words simply can't.

There is one type of image that doesn't immediately spring to mind when you think of graphics but is just as important.

The infographic.

These bright and colorful images can boost your marketing instantly, and I'm going to tell you why.

They're pretty to look at.

Quite simply, infographics (the good ones) are attractive. They are people magnets. Bold, bright colors, appealing shapes, and a cohesive design can grab your customer's attention. Like a scroll-stopping advert or a big brilliant “buy now” button, infographics have that same shiny object appeal. Here is an example if you need to become more familiar with the concept.

They can help YOU.

Because infographics take a ton of information and make it easy to digest, they can help you to fine-tune what you want to say. Because you need to pare down the information to include on the graphic, it will assist in you learning to simplify your content so that it is laser-focused on your audience.

That all sounds great, right?

BOOST THE TIME OF VISITORS ON YOUR WEBSITE: INSIDER TIPS.

SCAN FOR TIPS TO GET VISITORS TO STAY ON YOUR WEBSITE.



How much time visitors or potential leads are spending on your website?

According to Content Square's benchmark report, the average dwell time (the amount of time a visitor spends on a website) is 4 minutes and 17 seconds.

Do you know there are more chances of converting potential leads into quality sales if visitors spend more time on your website? Yes, it is true and you can check your analytics report under the tab **'Average Session Duration'** in Google Analytics to see how much time visitors are spending on your website.

Here are some more reasons why you need to work on the dwell time of your website if you want your business to prosper:

When visitors spend more time on your website, it's a good sign that they are finding your content valuable and engaging. This can lead to increased loyalty and a higher likelihood of returning to your site in the future.

A longer dwell time can indicate that visitors are finding your content valuable and engaging. It can also help to improve your search engine rankings, as search engines often consider dwell time as a ranking factor.

A website with a high dwell time can be seen as a more reputable and trustworthy source of information. Improving the overall perception of your brand can be achieved through this action.

Spending more time on a website allows a person to become more familiar with the business and its offerings. This can include learning about the company's products or services, reading about its history, and ultimately making a purchasing decision.

By spending time on the website, a person can gain a deeper understanding of the business and make a more informed decision about whether or not to engage with it.

It is important to analyze the analytics data for the most important pages on your websites, such as product pages, service pages, and valuable blog content. If the average time spent on these pages is less than 55 seconds, there may

be opportunities for improvement, such as revising the headline, adding more relevant images or videos, or optimizing the website's speed.

By making these changes and ensuring that the content aligns with the users' search queries, you can increase the amount of time users spend on the website and increase the chances of converting visitors into leads or customers.



DON'T LEAVE YOUR WEBSITE VISITORS ABANDONED WITH A 404.

SCAN FOR CLEVER
404 PAGE DESIGNS.



This is the page that appears when you try to access a webpage that doesn't exist. While these error pages are a necessary part of the internet, they don't have to be boring or empty.

Did you know that many companies make the mistake of neglecting their 404 error page? They often see it as a forgotten corner of their website, something that doesn't get visited often enough to warrant any attention.

As a result, they use a generic template and don't put much thought into it. However, what they don't realize is that they're missing out on a huge opportunity to improve their customers' experience.

Just think about it: when you encounter a 404 error, you're typically faced with a bland, uninviting white screen that doesn't do anything to keep you on the website or explain what went wrong. Now imagine if that page was transformed into something engaging and helpful.

Instead of feeling disappointed, you'd be intrigued and feel like the website was designed to assist you, rather than just being a dead end. ✕

A 404 error page represents a missed opportunity for your website.

Instead of just showing a generic error message, you can use this space to offer something of value to your visitors.

This could be links to popular pages on your website, a search bar, or even a funny image or message to lighten the mood.

By customizing your 404 error page, you can help keep visitors on your website and encourage them to explore other pages.

This is especially important because, when a visitor encounters a 404 error, they may be tempted to just click the close button.

By offering alternative content on your 404 error page, you can keep them on your website and potentially keep them as a reader or customer.

So, if you're not already doing so, consider customizing your 404 error page to offer something of value to your visitors.

Not only will it improve their experience on your website, but it can also help keep them coming back.



ARE YOU CONSIDERING RUNNING A PROMOTION? MAKE SURE YOU DON'T MISS THIS!

Did you know promotional strategies can bring a 7% hike in your business revenue and a 25% hike in unit sales?

Promotional strategies, discounts, or offers can be a powerful tool to drive sales and build long-term customer relationships. These marketing tactics can be the determining factor between checking out and abandoning their carts.

But is offering promotions and discounts the right choice for your business?

Offering sales and promotions continually throughout the year can make their expectations higher. You are unintentionally training them to buy when there is a promotion going on.

This can lead to a catastrophe because if there is a time when you are not offering a discount, your customers will be disappointed and turn to your competitors.

Besides a temporary reduction in revenue, there are other tricky things that come with offering discounts like:

Devaluing your brand or products

Consistently offering sales can lead to a loss of brand image and reputation. If a business is constantly offering sales, it can be perceived as struggling financially or that the products are low quality.

Blowing up your financial goals

When a business offers a sale, it is essentially selling a product or service for less than it is worth, which can eat into the business's profits.

Attracting price-sensitive customers

Offering sales can lead to an increase in price-sensitive customers, who are more likely to be looking for deals and may be less willing to pay full price in the future.

We are not discouraging you to give up your promotional strategy; just to remember to use discounts cautiously. You want your customers to know that you stand by the quality and value of the products and services that you sell.

Discounts and sales can be powerful tools in your marketing arsenal, but you must use them with caution and a clear understanding of their potential impact on your business.

Instead, consider being more creative with your promotions, such as bundle offers, added value, limited-time offers, and many other alternatives. Not only will this keep things exciting for your customers, but it will also help protect the perceived value and reputation of your business.

SCAN TO FIND
OUT HOW TO RUN
DISCOUNTS FOR
YOUR BUSINESS.



THE ART OF GROWING
YOUR BRANDS TAKES A
COLLECTIVE



OMNIA

COTE
MEDIA

19

CREATIVE
— NEXUS —

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**MARKETING
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We Cultivate Growth



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