

# The Care and Feeding of Your Website



john scott  
MEDIA

**Imagine What You Can Do.**

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[johnscottmedia.com](http://johnscottmedia.com)

1.

Mobile First,  
Mobile Always

2.

Know Your Goal

3.

Pick A Theme

4.

Have a Call To  
Action

**Start Your Free Trial!**

5.

Add Social Proof

6.

Use The Hub and  
Spoke Strategy

7.

Keep It Fresh



8.

<h1> Tells The  
Story

[Home](#)[Support](#)[Presentations](#)[Portfolio](#)[Book Online](#)

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# Book Online



What do you need help with?



9.

Images Can  
Increase Sales

10.

SEO + AEO