

## Tips and tricks to optimize your website - speak to your ideal clients and make them find you

Having a website is one of the best ways to maximize your online marketing and presence. Make sure your potential clients can easily find information about your professional translation or interpreting services by having an optimized website and a strong online presence. This session will show you easy design tips, what content to include for linguists and how to make your website more visible online by using simple SEO tactics. The presentation includes expert guidance to help you create an optimized website.

It also includes recommendations and easy tools and plugins which can help you achieve that.

### What you'll learn:

1. Basics about design, templates, and hosting
2. What content to include and what NOT to include
3. How to optimize the content for your target audience
4. Easy tips for Search Engine Optimization (SEO) and how you can use it to accelerate engagement and get more clients

### Feedback from previous attendees:

*"Good hands-on tips for creating websites with information from her own experience"*

*"The information was useful and simple to comprehend, materials can be applied immediately."*

*"Tess was very well-structured and followed through step by step. She was able to answer most questions and did not even try to pretend she could answer those that she couldn't. Not one minute of the webinar was wasted on guesswork. Excellent work, thank you!"*

Length: 1-6 hours, depending on your organization's preferences. This can be a short intro, or a full day course where the attendees can work on their websites and test services.

Please send an email to [tess@marketingtipsfortranslators.com](mailto:tess@marketingtipsfortranslators.com) for honorarium, scheduling and more information.