



December 2021 Newsletter



Welcome to our final newsletter of 2021!

The year is wrapping up, and our team is still full-steam ahead, with preparations for 2022.

In the past year, our team of experienced professionals has shared insight through their articles on a range of topics, from post-COVID media relations, to fractional CMO, to Diversity and Inclusion, to Zoom Fatigue, and many others!

In our article this month, Mary Obregon, who recently earned certifications from HubSpot, Yoast, and Google Analytics, shares her top five tips on search engine optimization (SEO).

If you'd like to chat about how Edge can help improve your website and its SEO, please contact me via [email](#), via phone (651.247.7872), or set up a time in my [Calendar](#).

Warmest holiday wishes,

A handwritten signature in black ink that reads 'Amy'.

Amy L. Juers, MBA
Founder and CEO, Edge Marketing, Inc.



5 Best SEO Practices and Tips for Your Website

What is the best way to make sure a website stands out from the rest? Are there specific measures that can be taken to put your site on top?

SEO is the process of improving a website's content for the purposes of increasing its ranking and visibility for users surfing the web. When you rank higher in search engines, it is more likely that a user will choose to

visit your site over lower-ranking options.

Check out this article for five SEO best practices to keep in mind when creating or upgrading your website.

[FULL ARTICLE ON EDGE WEB SITE](#)

About the Author:

Mary Obregon joined the Edge team in September 2020, amid the pandemic, in order to gain experience in the field by any means. Mary recently earned certifications from HubSpot, Yoast, and Google Analytics!

When not working, Mary is most likely spending time with friends, family or her boyfriend.



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May 2-4, 2022
San Diego, CA



Click for the December survey!

Check out our questions on search engine optimization,
and watch next month's email for the results!

Top responses to November's survey

Do you know your firm's ROI on email marketing? No.

Do your email opt-in forms include "don't sell my data!" phrasing? No.

What is your biggest pet peeve as a recipient of email marketing
messages? Emails I did not opt in to receive.

Feel free to forward this newsletter to a colleague,
and contact us with any questions or comments.



Edge Marketing, Inc.

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