

Tips For An Effective Web Site

- Make sure your web site represents you well.
- Create a clean, uncluttered site that is easy to use.
- Establish your authority as a geothermal expert.
- Personalize your web site in the "About Us" section.
- Have a clear "call to action".
- Use lifestyle images that relate to the consumer.
- Optimize your content around the terms consumers are searching for.
- Create a "blog" or "news" page for ongoing new content with social media sharing.
- Get on social media, especially Twitter.