



Family Day is February 19th



Winning Online

As we enter into the countdown to our 30th Anniversary on April 01st, one cannot help but reflect on how business, and more specifically, the strategies used to win in business, have changed since then. When we started **MOBO** our mandate was to always focus on quality and customer satisfaction. Those core tenets have served us well as your loyalty has proven over

the

years.

Now, we have all had to learn a new language filled with marketing terms driven by search engine companies; SEM, SEO, Keywords, Meta Descriptions, Crawling, Cloaking, Indexing, Rankings, PPC and the dreaded "Algorithm!" Are you struggling to adapt?

Often, when trying to learn what to do, it is easier to focus on what not to do. Here are some of the biggest taboos to avoid on your website if you want to win online and maintain your favorable rankings:

- Never use auto-generated content. Always use content that you have written or created yourself.
- Never scrape content from another site. Again, original content is critical.
- Never build links by "Link to me and I will link to you" offers.
- Avoid "flash" images as they are hard for search engines to decipher when they crawl your site.
- Never include images or video without descriptive text, again this allows for easy crawling of your site.
- Never collapse text as this can be interpreted as "hiding" information from the crawlers.
- Never "stuff" your site with your keywords. Make sure they are used in a relevant way.
- Avoid links to affiliate sites. Ask yourself why the search engine should direct traffic to you vs. the affiliate who has the original content?

It may come as a surprise that these seemingly innocuous practices can harm your business, but they can. There are many more that are far more severe of course but they are practices that are used with the intent to harm, so not relevant to share here.

One of the best ways to help you maintain a top spot online is with reviews. So, with that in mind, we are inviting you to let us know what you think of **MOBO**. We are including handy links below that will take you directly to the review pages for us on Google, Better Business Bureau and Facebook.

For everyone who takes the time to leave a review on Facebook or the Better Business Bureau, we will enter your name into the draw for an OGIO Backpack. Google bonus! If you leave a review on Google, we will enter your name in the draw twice! We cannot thank you enough for your assistance! Good luck!

- Team **MOBO**