

How To Make Your Site Stand Out From The Apocalyptic Horde: Web Design That Will Attract Visitors Like Flesh To Zombies

In the post-apocalyptic wasteland of the internet, your website is a beacon of hope or a feast for the undead. Don't let your site become just another zombie in the crowd. Learn the secrets of creating a website that will stand out from the horde and attract visitors like flesh to zombies.



Search Engine Optimization:: How to Make your Site Stand Out from the Apocalyptic Horde (Undead Institute) by John Rhea

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1. A Killer Homepage: Your Site's First Impression

Your homepage is your website's first impression. It's like a tasty morsel of bait that can entice visitors to explore further or send them running for the hills. To create a homepage that will make visitors drool, follow these tips:

- **Clear and Concise:** Your homepage should be easy to navigate and understand. Visitors should be able to find what they're looking for

quickly and easily.

- **Visual Appeal:** Use high-quality images and videos to make your homepage more visually appealing. People are drawn to things that look good, so make sure your homepage is visually appealing by using high-quality images and videos.
- **Call-to-Action:** What do you want visitors to do when they visit your homepage? Make it clear by including a call-to-action (CTA). A CTA can be anything from a button that says "Click here to learn more" to a form that asks visitors to sign up for your email list.

2. Killer Content: The Meat And Potatoes Of Your Site

The content on your website is what will keep visitors coming back for more. Make sure your content is well-written, informative, and engaging. Visitors should be able to learn something new, be entertained, or be inspired by your content.

Here are some tips for creating killer content:

- **Know Your Audience:** Write your content for your target audience. What are their interests? What are they looking for? Once you know your audience, you can tailor your content to their needs.
- **Be Original:** Don't just copy and paste content from other websites. Create original content that is unique and interesting. Visitors will appreciate the effort you put into creating unique and interesting content.
- **Be Consistent:** Publish new content on a regular basis. This will keep visitors coming back for more and help you build a loyal following.

3. SEO: The Brains Of Your Site

SEO is what makes your website visible to search engines like Google. When people search for information online, they use search engines to find websites that are relevant to their search query.

To improve your website's SEO, follow these tips:

- **Use Keywords:** Include relevant keywords in your website's content. This will help search engines find your website when people are searching for those keywords.
- **Build Backlinks:** Get other websites to link to your website. This will help improve your website's authority in the eyes of search engines.
- **Optimize Your Website's Speed:** A slow-loading website will hurt your SEO. Make sure your website loads quickly and efficiently.

4. Social Media: Your Site's Cheerleading Squad

Social media is a great way to connect with your target audience and promote your website without spending any money. Create social media accounts for your website and start sharing your content. Be sure to interact with your followers and use social media to build relationships.

Here are some tips for using social media to promote your website:

- **Share Your Content:** Share your latest blog posts, articles, and videos on social media. This will help get your content in front of a wider audience.
- **Run Contests And Giveaways:** Contests and giveaways are a great way to generate excitement and buzz around your website. Offer

prizes that your target audience will be interested in and promote your contest on social media.

- **Use Social Media Advertising:** Social media advertising can be a great way to reach a larger audience. You can target your ads to specific demographics, interests, and behaviors.

Creating a website that stands out from the apocalyptic horde is not easy, but it is possible. By following the tips in this article, you can create a website that will attract visitors like flesh to zombies. So what are you waiting for? Start creating your website today!

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