SEO summit takeaways

Summit 1 discussed how to detail their landing page to keep people interested and create a compelling page. Thinks to remember when optimizing you landing page is to make sure it is mobile friendly, fast, and indexable. And do not include competition's strength or what you do not do well.

Summit 2 search lad digital discussed the pre web traffic, the type and amount of info people see when googling your business. Post should always be promotional, do not post same information as what is on social media pages, and no links to blog posts.

Thumbnail image should not tell a story it will post out of order and the optimal size is 1200*700 pixels.

The Q & A section, this section is a community discussion not a message directly to the business and should be payed attention to, because anyone can answer questions related to your business and can lead to negative reviews and bad customer service. A way to utilize the Q & A section is to see what people are asking your competitors and see if you can implement it to your business.