

CHRIS CARDELL'S

BREAKTHROUGH

2022

CHRIS CARDELL'S
BREAKTHROUGH
2022

21 Website and Social Media Breakthroughs



Headline



Video



Call To Action

Headline, Video and Call To Action

Above the fold

- **The top section of your website is crucial**
- **A compelling headline – Make it immediately clear what your business does**

Headline, Video and Call To Action

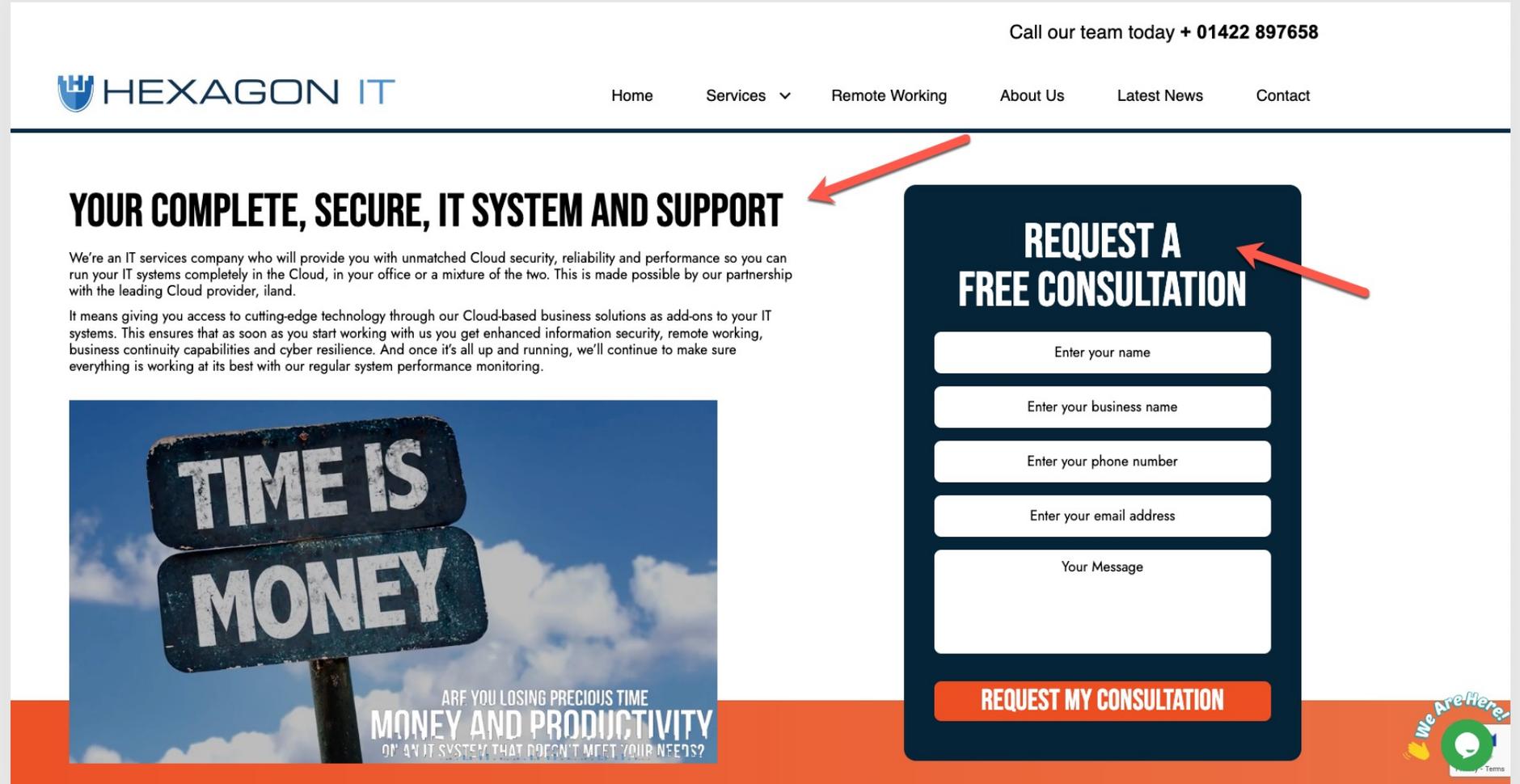
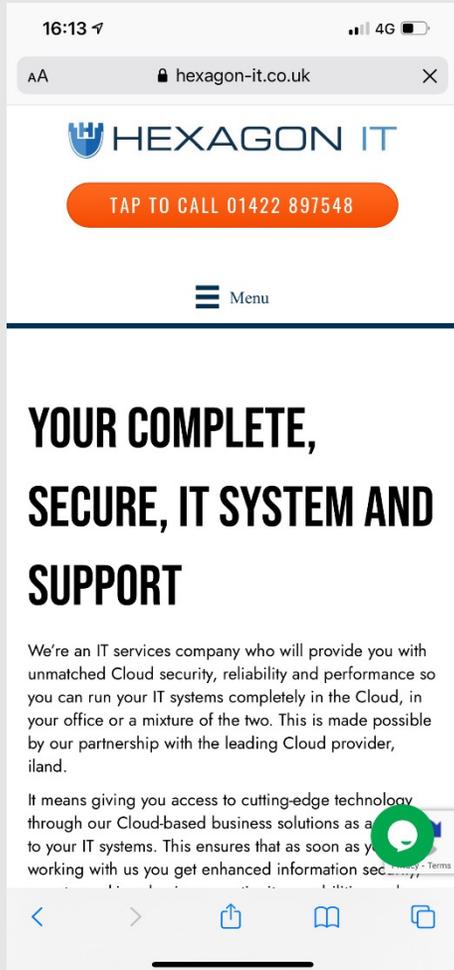
VIDEO IS A MUST, NOT AN OPTION

- **1 to 2 minutes narrated with graphics works best**
- **Must be scripted**
- **Opening and CTA are the most important element**
- **Must be narrated by a Professional Voiceover**

Headline, Video and Call To Action

Clear call to actions in the header and easy navigation.

- **Call to actions should be clear in the header as well as the top fold of the website.**
- **A contact phone number, email address, 'enquire now' and/or 'shop now' button should always be easily visible at the top of the website design.**
- **Simple navigation**



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✓ We run towards the problems, not away from them.

Headline, Video and Call To Action

Authority bar below the video

- **Add 3 to 4 quick unique selling points of the business at a glance this backs up the video and headline. Or use accreditation logos of the clients the business has worked with to build trust especially if they are impressive clients/brands. The purpose is to give the website visitor confidence in the product or service to keep them engaged and wanting to find out more.**



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 DEALING WITH EXPERIENCED & CERTIFIED TECHNICIANS

 SHIPS ANYWHERE IN CANADA

WHO WE ARE

Wright Brothers Piping is a family-owned company that provides a range of commercial and residential improvement services. We can manage your entire project (big or small) by contracting and coordinating with subtrades to eliminate your headaches of dealing with multiple trades.



Headline, Video and Call To Action

Quick links to key services

- **Clear, and concise links or buttons to the key services the business offers, also supports the main easy to follow top navigation. It allows the website visitor to easily find what they are looking for and allows them to click through to the individual service page to find out more.**

From carpet to vinyl and everything in between, we've got you covered

[SEE OUR FLOORING PRODUCTS >](#)

[WATCH OUR VIDEO TO LEARN ABOUT THE STELLAR DIFFERENCE](#)



STELLAR FLOORING OFFERS A FULL RANGE OF FLOORING PRODUCTS FOR ALL TYPES OF RESIDENTIAL AND COMMERCIAL APPLICATIONS:



WE ARE THE EXPERTS

Choosing a flooring option can be confusing – the features you don't see can be more important than the ones you do! Experience the Stellar difference – come in and talk to a flooring expert who will match your individual needs with the best product choice.

Request a consultation with one of our flooring experts

CHRIS CARDELL'S
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2022



Testimonials

Headline, Video and Call To Action

Testimonials

- **Testimonials are another crucial section to a home page in creating confidence. Testimonials tend to be further down the page so the visitor can find out what the business offers and then read/watch experiences of others.**
- **Integrate with Google reviews/trust pilot if you have it.**

FREE ACTION PLAN CONSULTATION

Arrange a free 20 minute talk to discuss your or your child's individual learning journey

[FIND OUT MORE >](#)

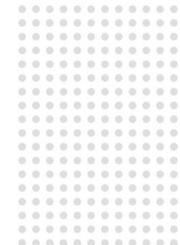
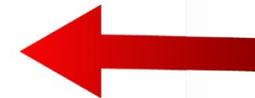


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"I went to Karl's classes when I was 13 or 14, because I desperately needed another step in learning English. I wasn't able to speak English whatsoever because of the language barrier. I believe that it was Karl who made me realise that it's not scary to speak a foreign language because at his classes I felt calm and confident. Karl is a great tutor, his lessons are effective, and I'm really glad that I had an opportunity to learn something from such a wonderful person."

Vika - Moscow



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2022

5

**Video
Testimonials**

WHAT OUR CLIENTS SAY **ABOUT US**

EMPERORS GATE - MANSION FLAT EXPANDS



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6

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conversion goals**

**What are the
conversion
goals?**

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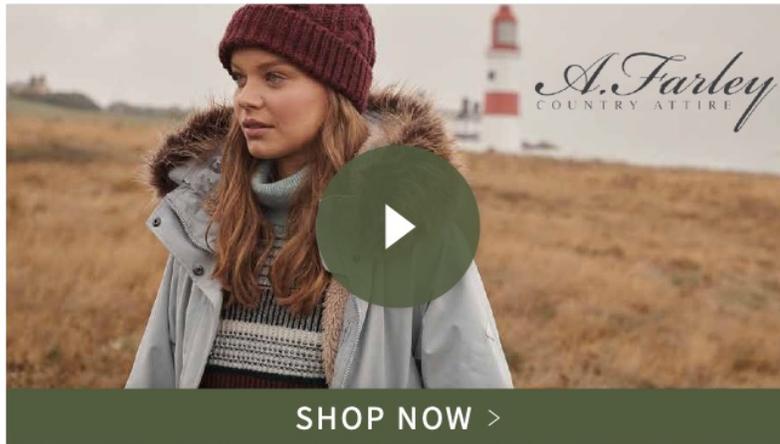
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Sub header to go here



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Returns Policy

90 days returns

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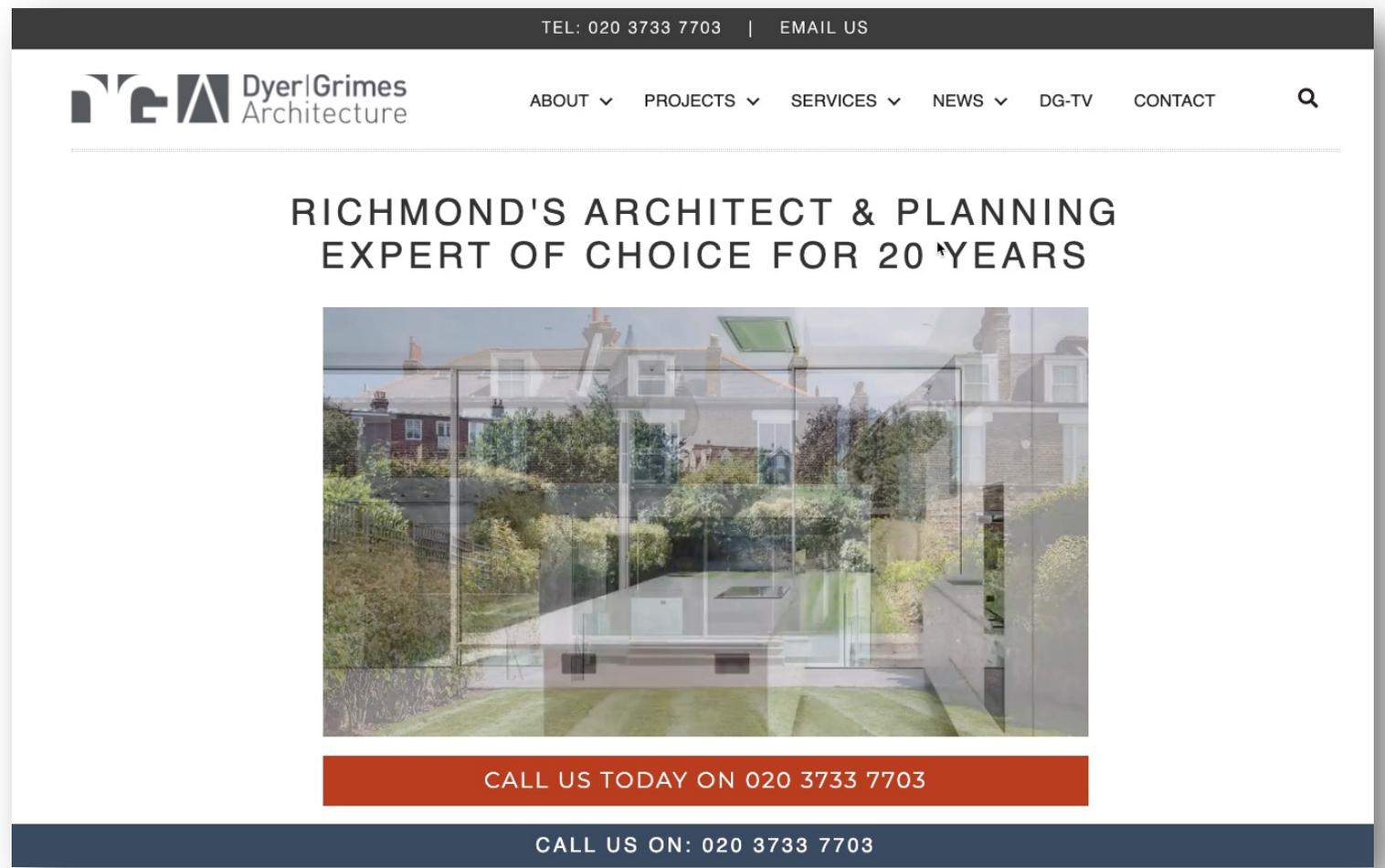
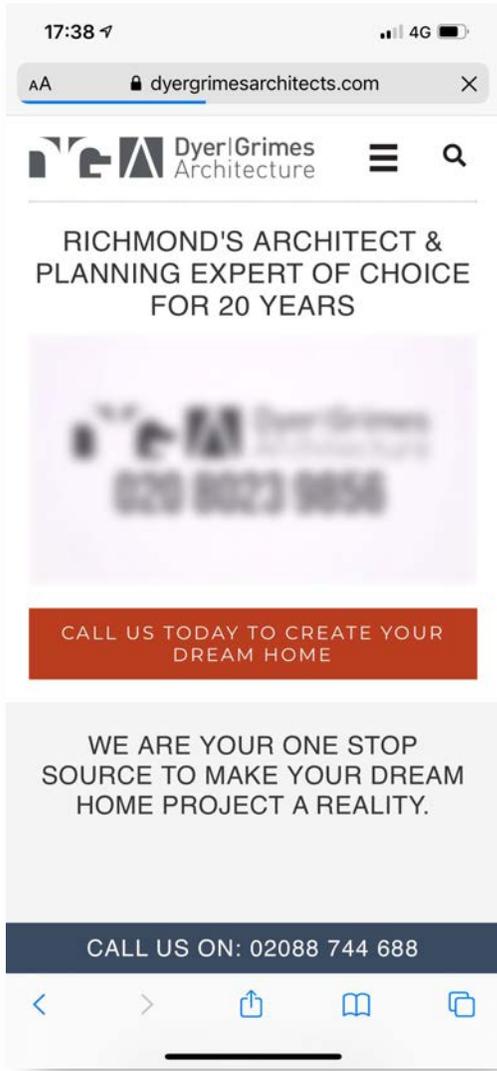
CHAMEAU

MUSTO

R. McWilliams



**Test just having
one call to action**







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A Mobile First Strategy

A Mobile First Strategy

Website Design on Mobile

- **Mobile responsive websites are a requirement now, not an option.**
- **Originally, you would have two different sites – one for mobile one for desktop.**
- **But with the proliferation of different device sizes this not as possible or easy to achieve.**

A Mobile First Strategy

Website Design on Mobile

- **You need to decide what you need to show on mobile screen of your website.**

A Mobile First Strategy

The key factors to have on mobile design:

- 1. Make sure your buttons are large enough for users to tap without zooming in.**



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A Mobile First Strategy

The key factors to have on mobile design:

- 2. Make sure there are spaces between hyperlinks so if a user clicks, they don't accidentally click another.**



Log in



**Build an online
business—no
matter what
business
you're in**

Enter your email address



Log in



**Set up your store,
pick a plan later**

Try Shopify free for 14
days, no credit
card required

Start your free trial



A Mobile First Strategy

The key factors to have on mobile design:

- 3. Make sure text is large enough to read without zooming in unless you choose too.**
- 4. Use simple menus due to reduce space on mobile. Present a simple key category and then filter by category etc. Use hamburger symbol to indicate the menu that opens when clicked.**

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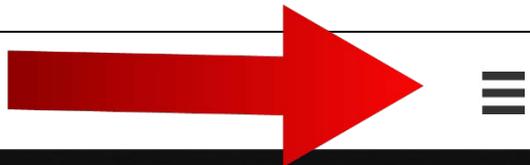
10

Mobile Menus



McQUEEN

HAIR & BEAUTY

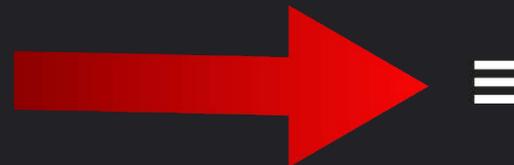


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IN THE HEART OF ROYAL TUNBRIDGE WELLS &
ORPINGTON



McQUEEN

HAIR & BEAUTY



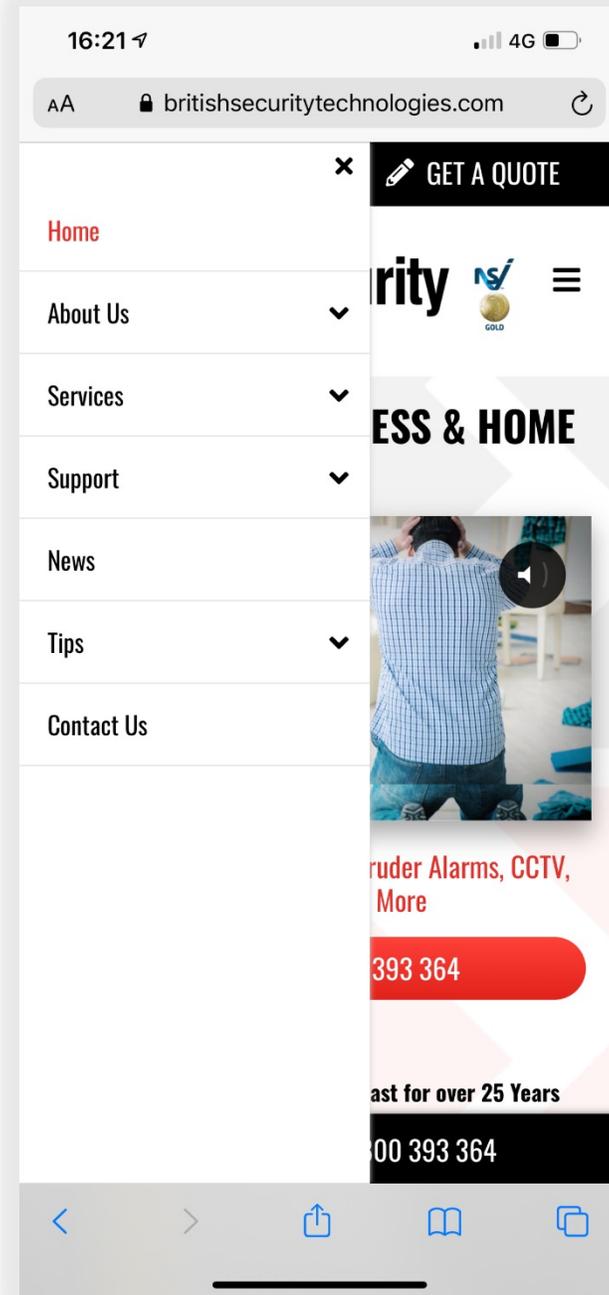
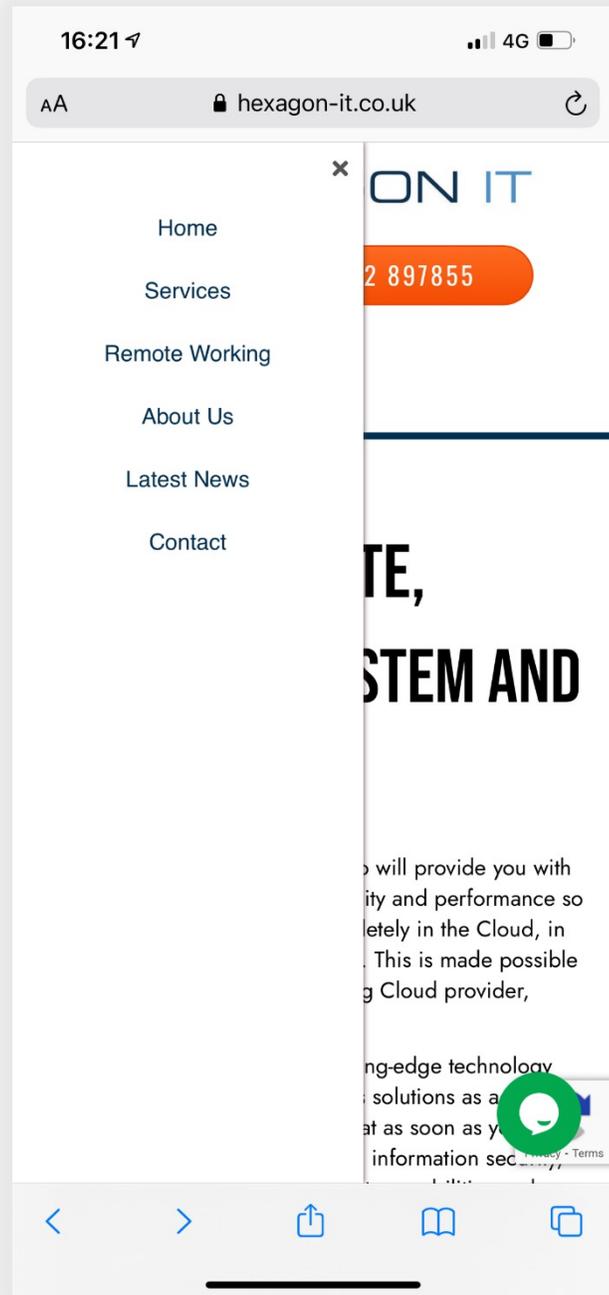
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A Mobile First Strategy

The key factors to have on mobile design:

- 5. Add search feature in the header to make it effortless for people to find what they are looking for.**



My Courses



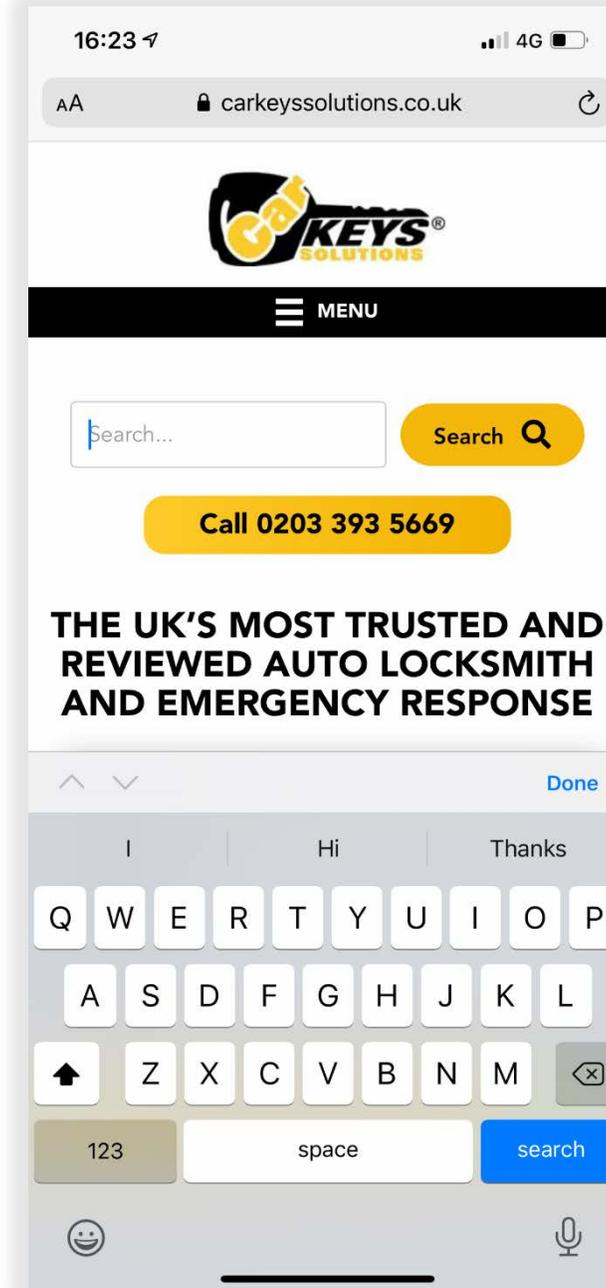
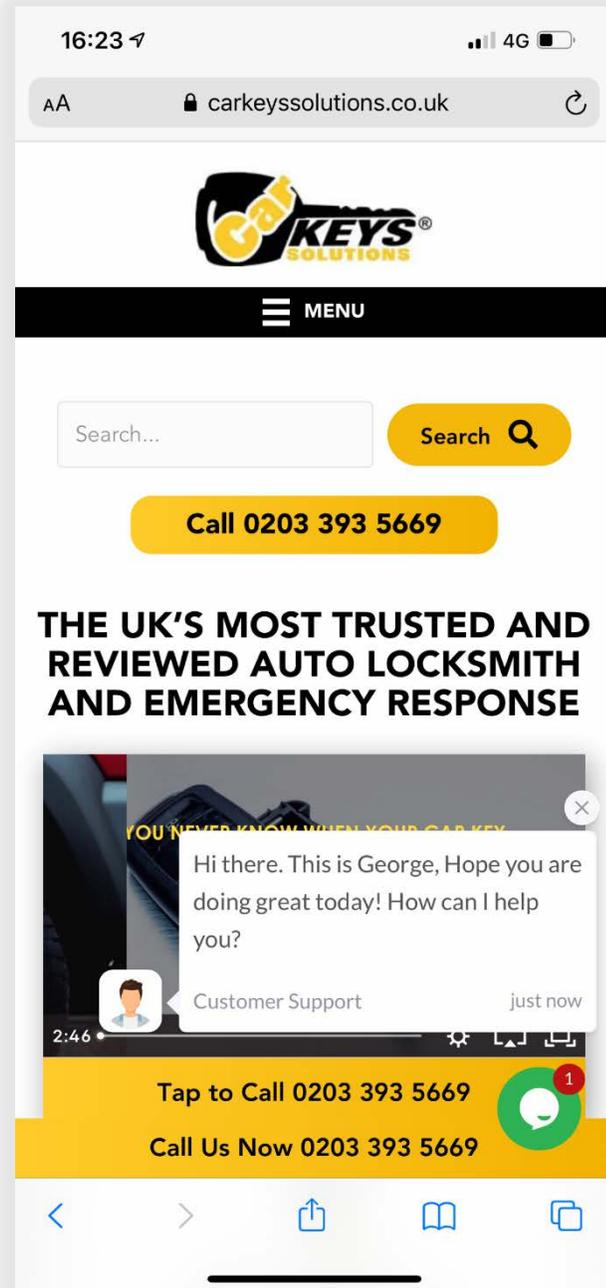
Tri-Colour Lab

PHOTOGRAPHY



≡ MENU

HAVE FUN
LEARNING HOW TO



A Mobile First Strategy

The key factors to have on mobile design:

- 6. Have your video directly on mobile screen without scrolling.**

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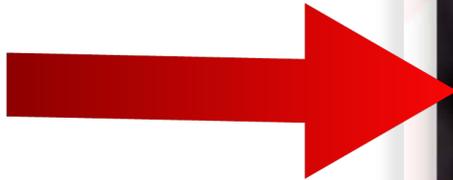


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A Mobile First Strategy

These key factors to have on mobile design:

- 7. Clear call to actions without having to scroll, click to call, click to email, get a quote, contact etc.**



Supplies



2:52

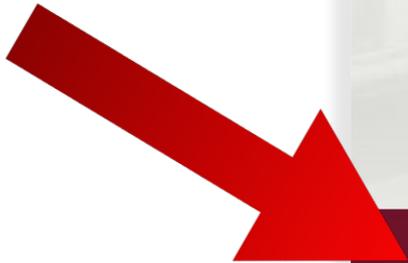


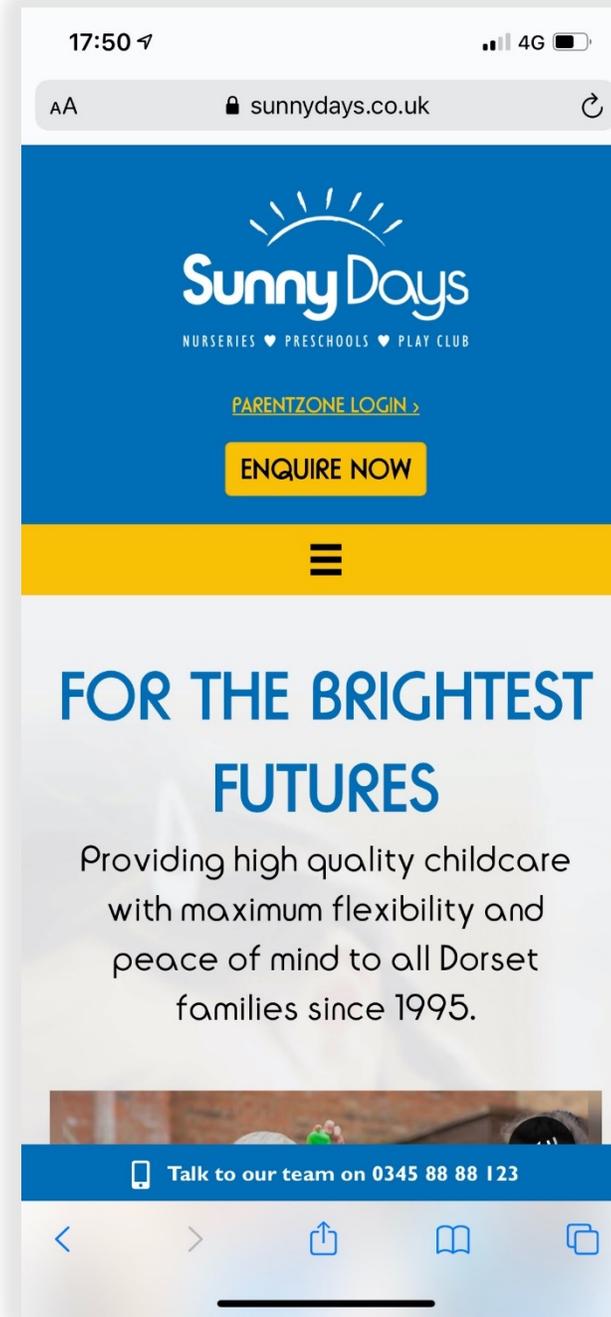
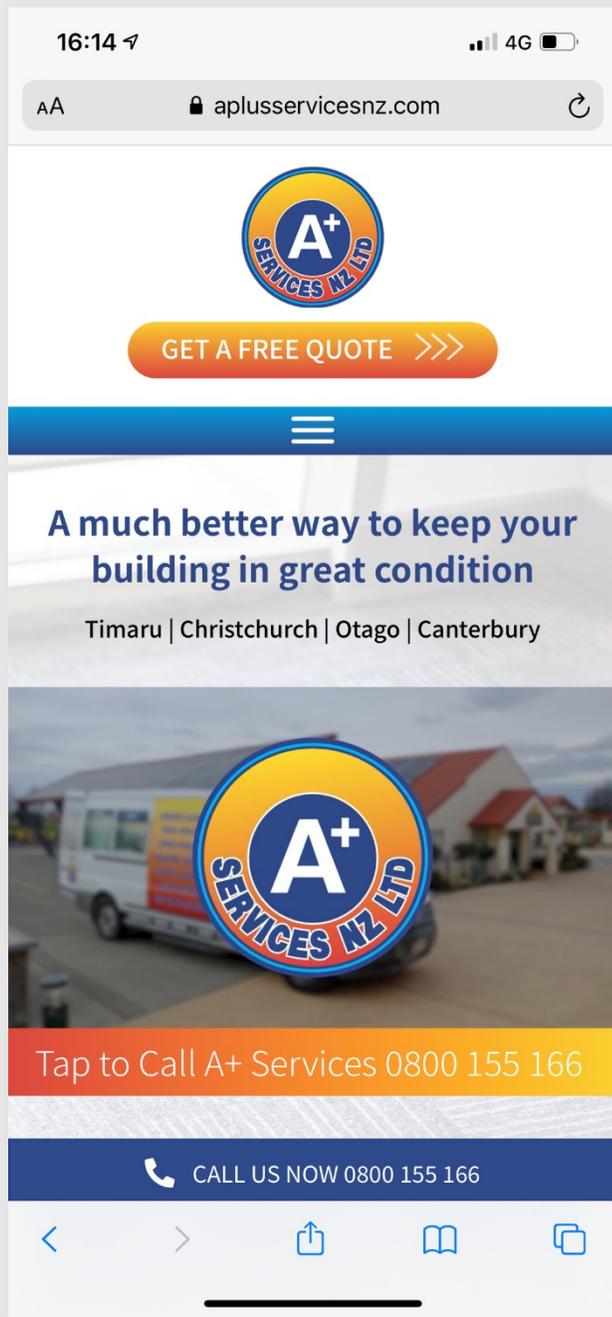
Tap to Call for Advice 01342 457 337

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A Mobile First Strategy

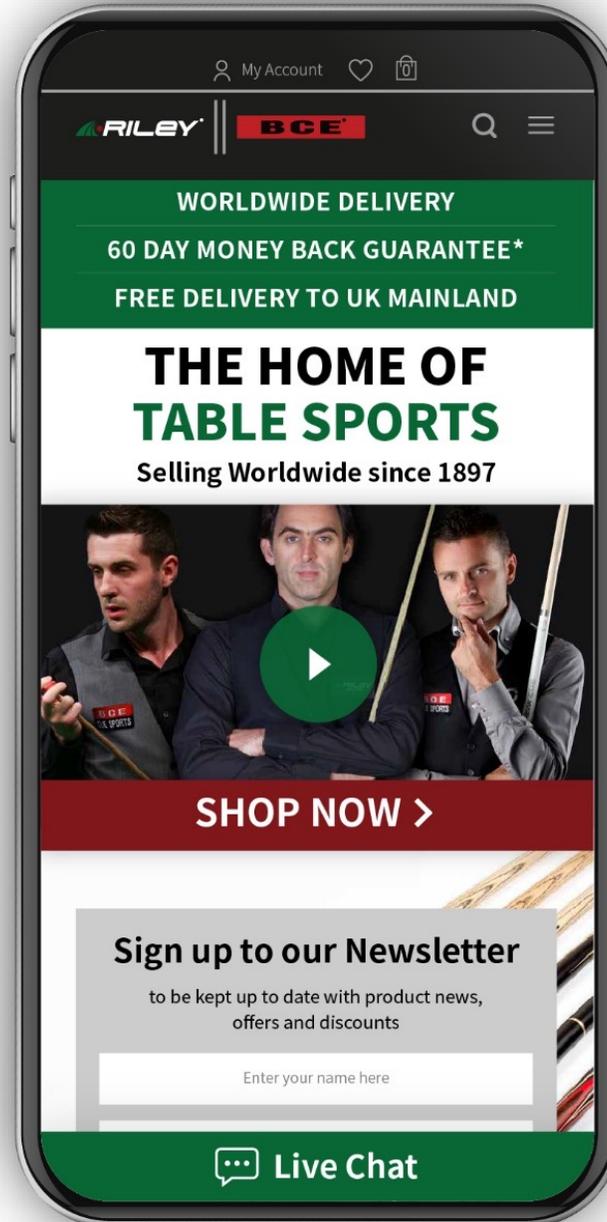
These key factors to have on mobile design:

- 8. Don't use pops on mobile they can be difficult to close and frustrate the user.**
- 9. Make the background white so it's easy to read.**

Example Desktop



Example Mobile



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12

**Mobile Site
Speed**

https://www.google.com/

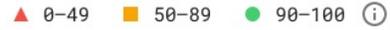
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MOBILE

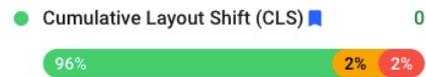
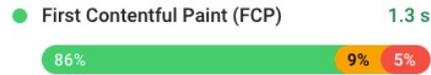
DESKTOP



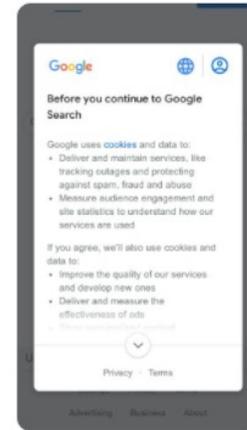
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Field Data — Over the previous 28-day collection period, **field data** shows that this page **passes** the **Core Web Vitals** assessment.



Show Origin Summary



Lab Data — Metrics are based on **lab data** collected and analyzed by **Lighthouse**.



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13

Ecommerce

The Most Important Elements on a Home Page and Product Page

Ecommerce

1. Clear call to actions in the header

- **Put contact phone number in as many places as possible, email address, 'enquire now' and/or 'shop now' button should always be easily visible at the top of the website design.**
- **The 'favourite/Wishlist' heart, 'Account' and 'basket/bag' icons should also be easy to see in the header along with a clear and easy to use search bar.**

Customer Services
01342 457 337



Q My Account 

PRODUCTS ▾

ECO FRIENDLY ▾

ABOUT US

BLOG

TESTIMONIALS

CONTACT



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A video player showing the QAR Supplies logo. The video is paused at 2:52. Below the video player is a dark bar with the text 'Tap to Call for Advice 01342 457 337'.

2:52

Tap to Call for Advice 01342 457 337

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Ecommerce

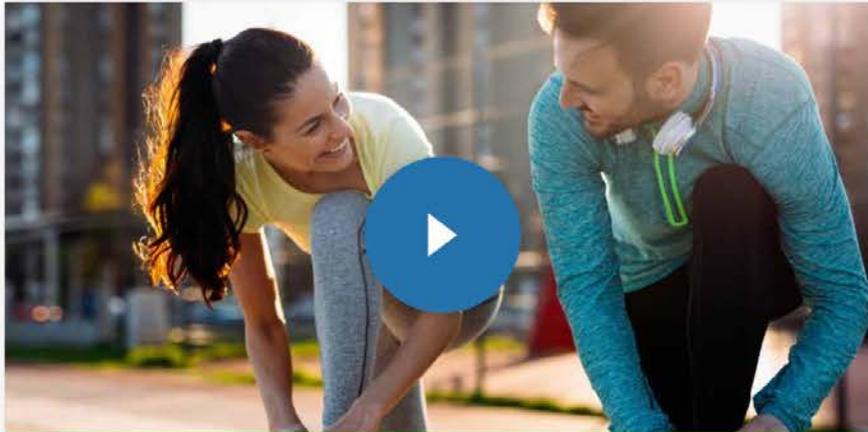
2. Authority bar below the video

- **Add 3 to 4 quick unique selling points of the business highlight free delivery, express delivery, price guarantees, easy no quibble returns, payment options and logos of the brands you sell.**

FREE Shipping in New Zealand

Great Health Starts Here

Supplements to help you stay active!



Tap to Call **64.21 0297 1932**



SHOP NOW 



FREE Shipping in
New Zealand



78,000 Customers Love
Our Products



30 Day
No Hassle Returns



100% Secure
Payment System

Ecommerce

3. Featured Products

- **Add a 'featured products' or 'new/recent arrivals', 'Main Collections and Bestsellers thumbnails to take visitors straight to those collections.**
- **This gives the visitor a quick taste of what the business is offering. These products should be updated frequently and relevant if seasonal or time sensitive.**

FEATURED PRODUCTS



All Purpose Cloths 38 x 40cm

from £63.44

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Fish and Chips Tray

£39.95

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White Muslin Lemon Wraps with
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Trays

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5 Points for every £1 spent



SHOP COLLECTIONS



CARDIGANS



DRESSES



GLOVES



HATS



SWEATERS



SCARVES

Ecommerce

4. Testimonials

- **Add all reviews to your site with names to make them real, if you have Trust Pilot or Google Reviews integrate them directly on the site to stop people clicking off to the review site, there are plugins to do this.**

WHY OUR CUSTOMERS LOVE US



"I received my order this morning. Thank you so much, so lovely! Love the scarf it is so soft. I have put a review on your Facebook page. Have a great day and thanks again xx"

SABRE KING

Ecommerce

5. Clear information about the product on the product page

- **The product image should be nice and big with a zoom function so visitors can see product detail. Add as many images as possible. Underneath the main product information regarding options and price should be full description and any other relevant information about the product and service.**

Ecommerce

5. Clear information about the product on the product page

- **Re enforce delivery/returns/guarantees details here.**
- **Keep the page clean and contemporary, not cluttered.**

Customer Services
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SIZE GUIDE

DELIVERY INFORMATION

Dainty, short cardigan with tweed pattern detail only on the shoulders, ideal for our petite customers. Hip length with extra long cuffs and mother of pearl buttons. Choose from our carefully handpicked range of colours, designed to compliment all skin tones, and pair with waisted trousers, skirts or dresses. Made from 100% Merino Lambswool.

Talk to our team on **0116 4105440**

A. Farley
COUNTRY ATTIRE



NEW IN

BRANDS ▾

ACTIVITY ▾

MENS ▾

LADIES ▾

FOOTWEAR ▾

GIFTS ▾

OUR STORY ▾

SALE ▾



Earn 5 Loyalty points for every £1 spent



NEW



ARIAT Medal Polo Shirt - Men's - Reykjavik Blue

£39.95

Colour

Reykjavik Blue



Rm Williams Men'S Size:

Select a size

- S - Chest 38" - 40"
- M - Chest 40" - 42"
- L - Chest 42" - 44"
- XL - Chest 44" - 46"
- 2XL - Chest 46" - 48"

ADD TO BASKET

Receive 200 loyalty points when you buy this product

Ecommerce

6. Video

- **Include Video in your product image gallery to demonstrate the product in action. The more a prospect can see, the more confident they are to buy.**



“Just enough zing for my cheeks and eyes. Love it!”

-Taffer C., Boomstick Glimmer customer

A TOUCH OF RADIANCE IN AN EASY-TO-CARRY STICK

Boomstick Glimmer adds glamour to your skin. You can dab this pearlescent stick on your eyelids, cheeks, brow bone, or anywhere else for a little extra radiance! At only 8 grams, it's easy to carry anywhere to add a natural-looking sparkle to your skin.

\$28

1 ▼

ADD TO CART

(OR TRY ALL 3 BOOMSTICKS AND SAVE 6%)

100% NO-RISK MONEY BACK GUARANTEE

4.8 ★★★★★



Ecommerce

7. 'You may also be interested in...' section underneath main product details on the page.

- Encourage buyers to purchase more by adding adding related products to what they are viewing/purchasing at that time.**
- You May Also Need.. for example buying the cups, do you need the lids?**
- Add to cart in one click...**



YOU MAY ALSO LIKE



Taransay scarf

£79.00

SOLD OUT

[Product details](#)



Alloa Beret

£37.00

[Product details](#)



Alloa Scarf

£65.00

[Product details](#)

YOU MAY ALSO LIKE



20% OFF - ARIAT Boots - Womens Grasmere H2O Insulated - Chocolate

£232.00 ~~£290.00~~

SALE

TOP SELLER!



ARIAT Boots - Womens Wythburn H2O Waterproof - Weathered Brown

£159.00

TOP SELLER!



20% OFF - SEALSKINZ Gloves - Waterproof All Weather - Black

£35.95 ~~£45.00~~

SALE



HICKS & BROWN Hat - Ladies Suffolk Guinea and Pheasant Feather Fedora - Dark Brown

£89.00

Ecommerce

8. Add To Cart

- **When you add a product to the cart, don't take them to the checkout page**
- **Use a simple cart pop up message that shows you have just added to your cart, you can go to cart or just continue shopping.**

Customer Services
01896 755540
[Become a Stockist >](#)



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From Scotland

28 Day Money Back Guarantee

Free UK delivery on orders over £150

International Delivery

JUST ADDED TO YOUR CART



Stoneybrek Sweater

Qty: 1

Color: Arctic

Size: L

[VIEW CART \(1\)](#)

[Continue shopping](#)



Stoneybrek Sweater

£199.00

Tax included. [Shipping](#) calculated at checkout.

Arctic

L

[Add To Wishlist](#)

1

[ADD TO CART](#)

14

Improve Conversion Rates

Ecommerce

1. The Check Out Process

- **Make this as fewer steps as possible, no more than 3 (which is Shopify's default check out option)**
- **The ultimate goal is a One page Checkout.**

<http://www.eribe.com/>

[Cart](#) > [Information](#) > [Shipping](#) > [Payment](#)

Contact information

Already have an account? [Log in](#)

Email me with news and offers

Shipping address

Country/region
United Kingdom

[Continue to shipping](#)

[Return to cart](#)



Stoneybrek Sweater
Arctic / L

£199.00

[Apply](#)

Subtotal

£199.00

Shipping ?

Calculated at next step

Total

Including £33.17 in taxes

GBP **£199.00**

Ecommerce

2. BUY NOW

- **Add BUY NOW in addition to add to cart buttons to your product pages that take you straight to pay.**
- **Amazon & eBay are the biggest sites that do this.**



Mouse over image to zoom



Have one to sell? Sell it yourself

Shark Corded Vacuum with Lift-Away Technology and Anti Allergen NV602UKT

Official Shark Store - Free Delivery & 30 Day Returns

194 viewed per day ★★★★★ 31 product ratings

Condition: **New**

Quantity:

More than 10 available
484 sold / See Feedback

Price: **£269.99**
From £13 per month for 24 months

Buy it now

Add to basket

Watch this item

100% buyer satisfaction

Click & Collect

More than 90% sold



Collect 270 Nectar points Redeem your points | Conditions

Collection: Click & Collect - Select store at checkout.

Postage: FAST & FREE

Shop with confidence

Direct from SHARK
Item sold directly by the brand.

eBay Money Back Guarantee
Get the item you ordered or your money back. Learn more

Shark

Shop SHARK on eBay

Save this seller

Contact seller

Visit Shop

See other items

Registered as a business seller

Ecommerce

3. Increase Sales at Checkout

- **One click upsells**
- **Cross selling of related products**
- **You may also like**
- **Add a limited time offer to your order now...**

Limited time offer

Add a BOOM! Nectar 2oz to your order

This limited time offer ends in **09 : 20**



BOOM! Nectar 2oz

~~\$83.00~~ **\$73.10** (\$20.00 Savings)

Include a short, benefit-driven description of what your product does and how it can improve your customer's life.

Unit
1oz

Quantity
12

Subtotal	\$73.10
Shipping	Free
Taxes	\$5.70

Total USD **\$78.80**

Pay now - \$78.80

Decline this offer

15

**Make It Easy for
People To Give You
Money**

Ecommerce

4. Make it as easy as possible for people give you money!

- **Give as many payment options as possible**
- **'PayPal, Google pay, Amazon pay 'where your customers payment details are already stored in there devices and do not have to re enter them or go and find a card.**

[Cart](#) > [Information](#) > [Shipping](#) > [Payment](#)

Express checkout

shop **Pay**

 **Pay**

 **PayPal**

OR

16

Ecommerce – Use Shopify



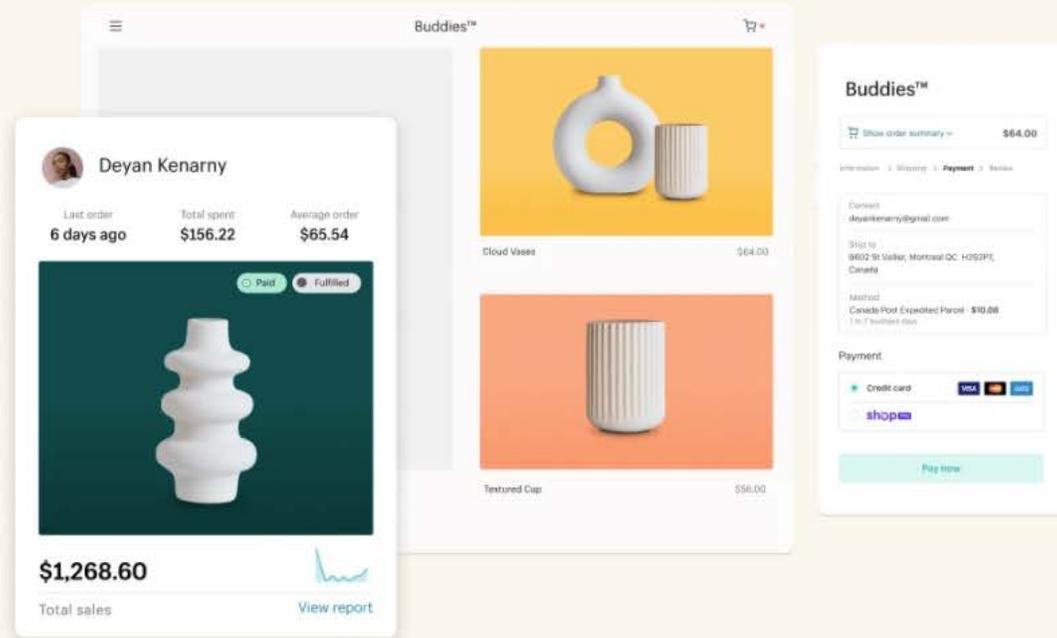
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The platform commerce is built on

More than a million of the world's most successful brands trust Shopify to sell, ship and process payments anywhere.

Start free trial

Try Shopify free for 14 days, no credit card required. By entering your email, you agree to receive marketing emails from Shopify.



Bring your business online

Create an ecommerce website backed by powerful tools that help you find customers, drive sales, and manage your day-to-day.

Explore more examples →

17

**You must have a Powerful
Social Media Presence
across Facebook,
Instagram and LinkedIn**

YOUR 5 MAIN MEDIA CHANNELS



Website



Facebook



Instagram



LinkedIn



Email

You must have a Powerful Social Media Presence across Facebook, Instagram and LinkedIn

The 3 Golden Rules of a Powerful Social Media Presence

- **The look and feel of your Facebook, Instagram and LinkedIn pages should reflect the look, feel and branding of your Website**
- **You need to post weekly on all three Platforms**
- **Instagram requires a unique approach**

Search Facebook

Home, Search, Watch, Marketplace, Profile, Menu

The Cridford Inn

Paul & Ness creating a friendly, welcoming atmosphere in a stunning 1,000 year old Devon longhouse t

Posts About Mentions Reviews Services More

Follow Message

Post something for The Cridford Inn

Tap Mentions to write something or see what their followers are saying about them.

Intro

- 1.8K followers
- Page - Inn
- Trusham, Newton Abbot, United Kingdom
- 01626 853694
- info@thecridfordinn.co.uk

Posts Filters

Pinned post

The Cridford Inn updated their status. 9 April · 🌐

This content isn't available at the moment
When this happens, it's usually because the owner only shared it with a small group of people or changed who can see it, or it's been deleted.

1 · 8 shares

Like Comment Share

Write a comment...

The Cridford Inn Follow Message

Photos See All Photos

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Posts Filters

Pinned post

The Cridford Inn updated their status. 9 April · 🌐

This content isn't available at the moment
When this happens, it's usually because the owner only shared it with a small group of people or changed who can see it, or it's been deleted.

1 · 8 shares

The Cridford Inn Follow

The Cridford Inn 28 May at 11:16 · 🌐

Hands Up! Whose a Haddon Forest Member? 🙋

3,500 acres of woodland just 12 minutes from The Cridford Inn! Whether you want a quiet gentle stroll or an exhilarating mountain biking experience, there's something for you at Haddon Forest Park. 🌲... See more

11 · 2 comments · 7 shares

Like Comment Share

Most relevant

Write a comment...

Paul Mair Sounds very civilised 🍷 · Like · Reply · 2 · View 1 more comment

The Cridford Inn 27 May at 11:55 · 🌐

The Big Vegan Dive In 🌱

To Celebrate Devon Restaurant Month We, at The Cridford Inn Have Decided To Celebrate Vegan Ingredients With The Big Vegan Dive In Every Thursday Throughout The Month of June. Many Fresh Local Ingredients To Create Fantastic Plant Based

Facebook

Universal Language Solutions
@universallanguagesolutions · Consulting agency

Home Services Reviews Photos More

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"Where are you located?" Ask

"What are your hours?" Ask

"Can you tell me more about your business?" Ask

"What services do you offer?" Ask

Type a question Ask

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We Are Hiring!
Translation Business Development Manager (home based)
If you have sales experience in Language Services, this may be of interest.
The role is new business, home based, commission only and has unlimited

Universal L... Call Now Like Message

Write a comment...

OTHER POSTS

Universal Language Solutions Ltd 2h

Universal Language Solutions is the company of choice for some of the world's best-known brands who trust us to meet their translation and interpreting needs. Our teams of professional in-house and freelance linguists all have expert accreditation and are well trained and highly skilled at what they do.

Universal Language Solutions - Translation Services You Can Trust
Our team comprises both professional in-...

Like Comment Share

Universal Language Solutions Ltd 29 May at 14:35

Need assistance in translating your legal document? With our qualified team of translators, you can now get all your legal documents translated completely hassle-free. #legaltranslation

CERTIFIEDTRANSLATIONSERVICES.CO.UK
High quality Legal Translation Services

Universal L... Call Now Like Message

Universal Language Solutions Ltd

Online dating giant Match - that's the one with services such as Tinder, OKCupid and Hinge, together with Meetic in Europe and Parlo in Asia - is now the owner of Hyperconnect, a Seoul-based tech startup.

Hyperconnect is all about real-time translation based on Google's speech-to-text and translation facilities. So during a dating video chat he speaks in his native language, Google converts that speech into text which is then translated and sends to her phone, where it appears. See more

Like Comment Share

Universal Language Solutions Ltd

Happy New Year!
Oh, all right, then - Happy New Financial Year. Well, it may well be happy for most of us, since we've got some time before submitting our tax returns to HMRC. That's as long as we're dealing with financial information in our own language, of course. But if we need to deal with financial information presented to us in another language, then this New Financial Year might not be so happy yet - at least until we're absolutely certain that information has been... See more

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PINNED POST

Cross-Guard
17 May at 10:23

Our #louvres #security #cages are what your #datacentre needs. Here's a video to highlight the extensive benefits of these #securitycages

#datacenter #IT #server #serversecurity #securecages #secure #cage

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Cross-G... Contact Us Like Message

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Cross-Guard
24 May at 14:15

We've recently added a #video hub to our website, where you can access all our #datacentre, #security and #IT resources. Check it out!
<https://cross-guard.com/videos/>

Like Comment Share

Cross-Guard
21 May at 09:21

What's going on with your #datacenter #security? Need a #securecage that's up to the task, facilitating exceptional airflow for #servers while hiding cage contents? Watch our video to find out more: https://www.youtube.com/watch?v=_hfe0x6n23I

#louvrecage #louvres #datasecurity #systemsecurity #securitycage

Like Comment Share

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Cross-Guard
17 May at 10:23

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#datacenter #IT #server #serversecurity #securecages #secure #cage

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Cross-Guard
23 May at 10:30

It's soon for the #weekend! What are your plans?
#weekend #weekend #weekend #weekend

Like Comment Share

It's an IT security cage that consists of louvre panels which allow further ventilation for servers.

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17 May at 10:23

Our #louvres #security #cages are what your #datacentre needs. Here's a video to highlight the extensive benefits of these #securitycages

#datacenter #IT #server #serversecurity #securecages #secure #cage

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Cross-Guard
23 May at 10:30

It's soon for the #weekend! What are your plans?
#weekend #weekend #weekend #weekend

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It's an IT security cage that consists of louvre panels which allow further ventilation for servers.

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CCTV, Smart Wired and Wireless Intruder Alarms,
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Call Today 0800 393 364

British Security Technologies
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British Security Technologies
26 May at 10:00

It's often a good idea to enhance any modern security system with extra layers of protection like; Deadlocks, chains, mortice locks, door viewers, strong sturdy hinges and making sure you keep valuables (i.e. car keys) well away from letterbox openings. For more helpful hints, see our Home Security Tips here: <https://bit.ly/S2nr1gD>

British Security Tech... Send Message Like

Like Comment Share

British Security Technologies
28 April

Need a quote fast from British Security Technologies? Then just fill out our online 'Get a Quote' form (linked below) with all the necessary details and service(s) needed, and we'll come back to you as soon as possible with a free, no obligation quote. You can also call us on 0800 393364 for helpful advice over the phone. <https://bit.ly/3eZk2Z0>

Like Comment Share

British Security Technologies
21 April

British Security Technologies also provides businesses and homes with potentially life-saving fire alarm systems. For selecting the ideal system for your needs, just give us a call 0800 393364 and we'll be happy to help, or visit our website for more info: <https://bit.ly/3eY2rkJ>

British Security Technologies
19 May at 10:00

It's often a good idea to enhance any modern security system with extra layers of protection like; Deadlocks, chains, mortice locks, door viewers, strong sturdy hinges and making sure you keep valuables (i.e. car keys) well away from letterbox openings. For more helpful hints, see our Home Security Tips here: <https://bit.ly/S2nr1gD>

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British Security Technologies
19 May at 10:00

British Security Technologies offers completely comprehensive Integrated Security Solutions for businesses. We focus on the design and installation of systems that incorporate intruder alarms, fire alarms, CCTV cameras and access control. Such systems can be card or tag-based or use biometric recognition, for maximum security technology. <https://bit.ly/3eY1V0C>

Like Comment Share

British Security Tech... Send Message Like

Like Comment Share

British Security Technologies
28 May at 10:00

It's often a good idea to enhance any modern security system with extra layers of protection like; Deadlocks, chains, mortice locks, door viewers, strong sturdy hinges and making sure you keep valuables (i.e. car keys) well away from letterbox openings. For more helpful hints, see our Home Security Tips here: <https://bit.ly/S2nr1gD>

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Website and Social Media Integration

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Ask Peak Performance Gutter Protection

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What are your hours? Ask

Can you tell me more about your business? Ask

What services do you offer? Ask

Type a question Ask

About See all

Create Post

Photo/Video Check In Tag friends

Peak Performance Gutter Protection
26 May at 10:00

Another satisfied customer! Have you heard about Peak Performance Gutter Protection? This revolutionary system eliminates the build-up of damaging debris and the need for annual gutter clearing. Complete this brief enquiry form and receive a free quote for your gutter freedom!
<https://bit.ly/2R8uHhN> ... See more

Peak Perfo... Call Now Like Message

Peak Performance Gutter Protection
26 May at 10:00

Another satisfied customer! Have you heard about Peak Performance Gutter Protection? This revolutionary system eliminates the build-up of damaging debris and the need for annual gutter clearing. Complete this brief enquiry form and receive a free quote for your gutter freedom!
<https://bit.ly/2R8uHhN> ... See more

1

Like Comment Share

Write a comment...

Peak Performance Gutter Protection
19 May at 10:00

For friendly, personal gutter guard fitting call Al and Carl! We're easy-going but hard-working and have earned a great reputation.

Perfo... Call Now Like Message

Peak Performance Gutter Protection
5 May at 10:00

Here's what Peak Performance customers say:

★★★★★

"I have had their gutter guards for about a month now, I have to say they really work well, even on all the pine needles. Rainwater flows smoothly down the gutter and the debris just slides right off..." See more

**You must have a Powerful Social Media Presence
across Facebook, Instagram and LinkedIn**

Content is KING. You are now a MEDIA BUSINESS

- **The Key is weekly Content**

How to know if you have a Successful Integrated Website and Social Media Presence

What does a potential customer experience when they:

- **Visit your website**
- **Land on your Home Page**
- **Watch your main Video**

Facebook

Fairways ELECTRICAL
COMMERCIAL & DOMESTIC ELECTRICIANS IN WORCESTER

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32 The Tything WR1 1JL

Fairways ... WhatsApp Like Message

Fairways Electrical Ltd
31 March 2020

During these stressful times your electrics at your home or business need looking after too. We are providing an Electrical Telephone Advice line and careful with social distancing visits to your home or business as normal as we regard your electrical safety as an essential service.

Call us on 01905 - 611876 or visit www.fairwayselectrical.co.uk

Fairways Electrical - Helpful advice for electrical problems ...

48 8 comments 27 shares

Like Comment Share

Write a comment...

Fairways Electrical Ltd
13 May at 20:51

Established in 1991, we're a Worcester based team of electricians who have received great feedback. Our member rating with Which? Trusted Trader is 4.9. Explore our range of domestic and commercial services to see how we could help you. <https://bit.ly/3n9j3vs>

Fairways Electrical Ltd
Today at 10:20

Ventilation forms part of an employer's strategy against Covid-19. Does your air conditioning complement other measures needed to reduce risk transmission? The Health & Safety Executive issue this advice for employers. <https://bit.ly/3DQUL5E>

View 3 more comments

WhatsApp Like Message

Fairways Electrical Ltd
13 May at 20:51

Established in 1991, we're a Worcester based team of electricians who have received great feedback. Our member rating with Which? Trusted Trader is 4.9. Explore our range of domestic and commercial services to see how we could help you. <https://bit.ly/3n9j3vs>

Fairways Electrical Ltd
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- "What services do you offer?" Ask

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165 Stafford Street Timaru,

A+ Services 15h

Keeping your gutters clear of debris like leaves and sticks is vital to look after your building. 🏠👉
Leaving them blocked with a build-up of rotting dead leaves can cause damage to the foundations, leaks from the roof and ultimately, expensive repairs. 🙄
A+ Services use the revolutionary SkyVac® system for industrial-strength motor-driven suction cleaning from ground level. This efficient market-leading method requires no scaffolding so costs are kept down and the job can b... See more

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A+ Services 15h

Keeping your gutters clear of debris like leaves and sticks is vital to look after your building. 🏠👉
Leaving them blocked with a build-up of rotting dead leaves can cause damage to the foundations, leaks from the roof and ultimately, expensive repairs. 🙄
A+ Services use the revolutionary SkyVac® system for industrial-strength motor-driven suction cleaning from ground level. This efficient market-leading method requires no scaffolding so costs are kept down and the job can b... See more

Like Comment Share

A+ Services Yesterday at 02:30

Visit our website to learn more about our comprehensive range of maintenance services for your residential or work building.

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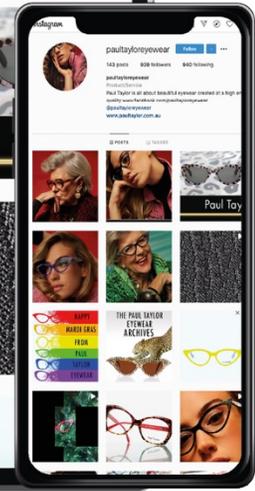
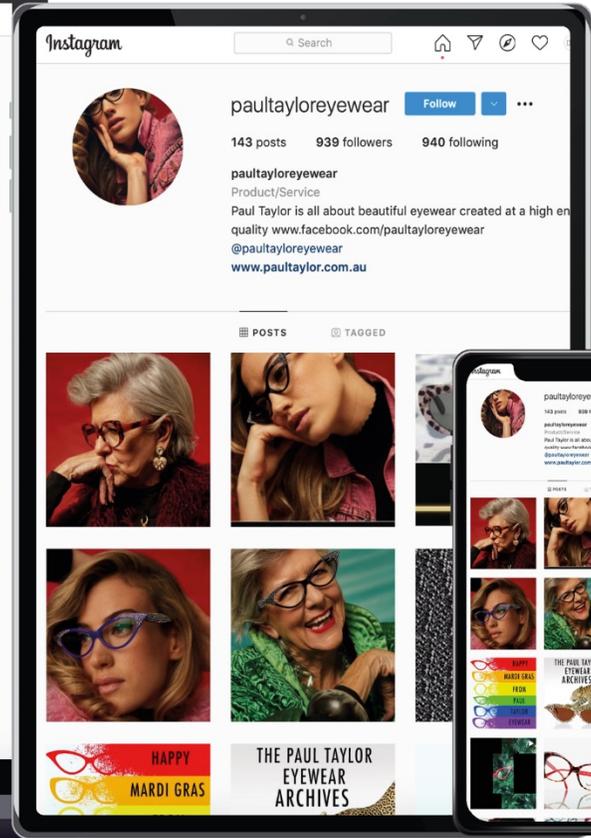
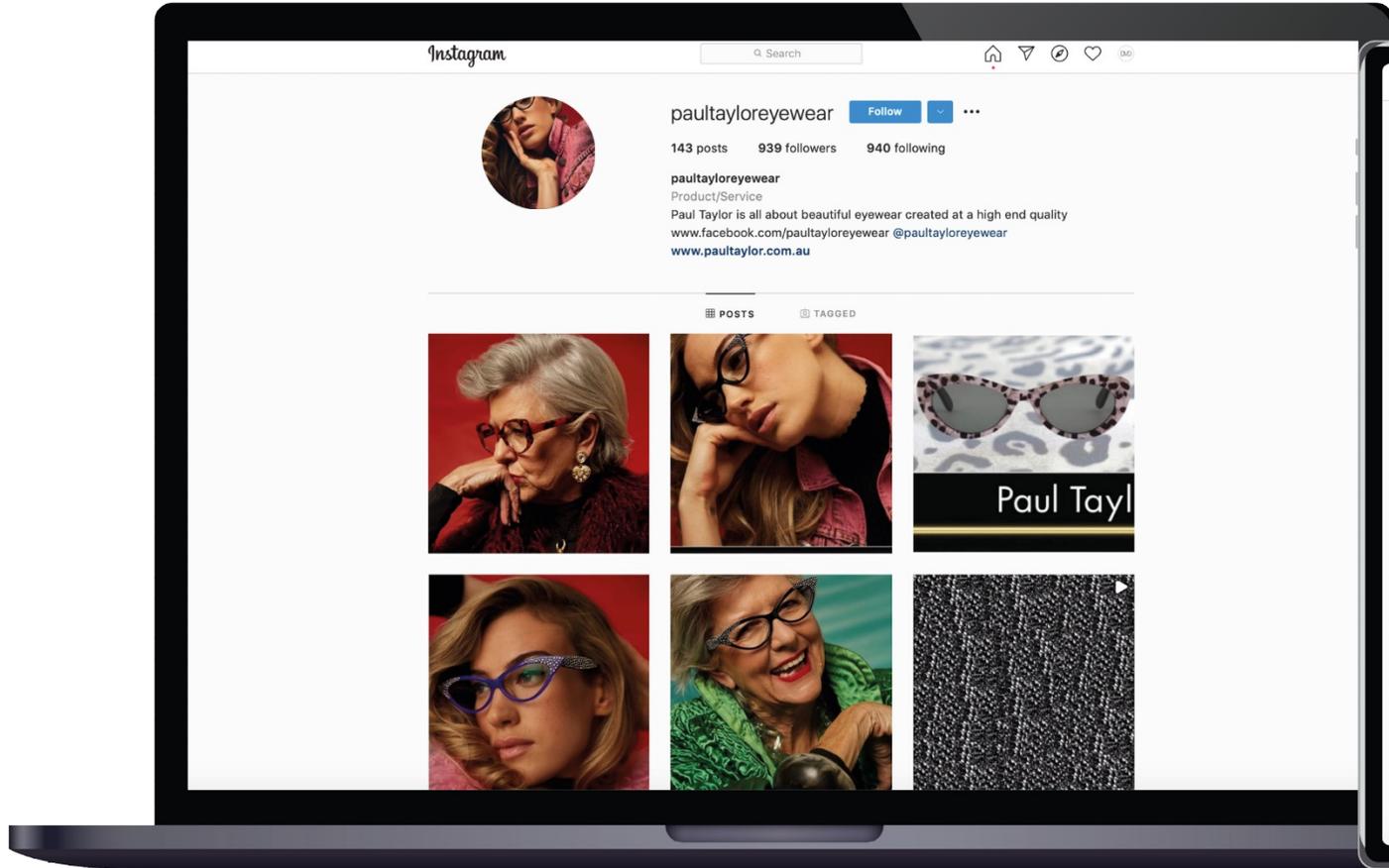
A+ Services 11 May at 04:43

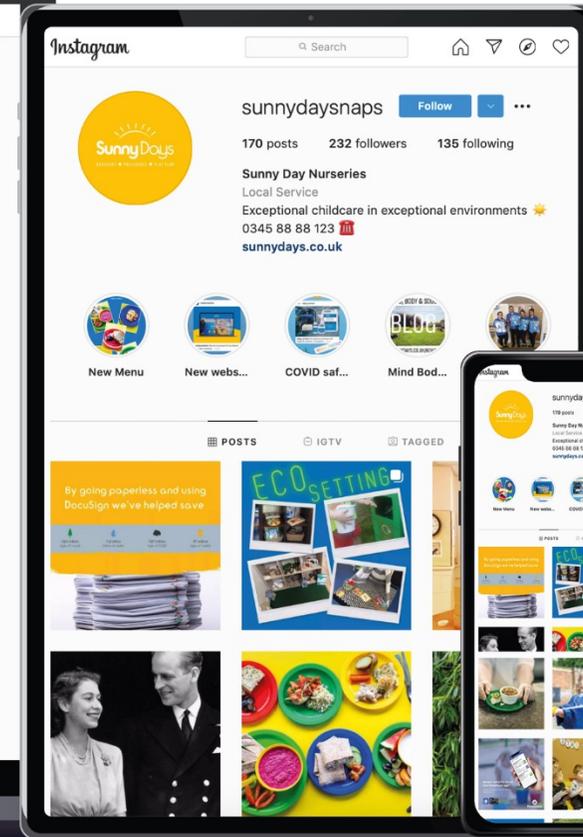
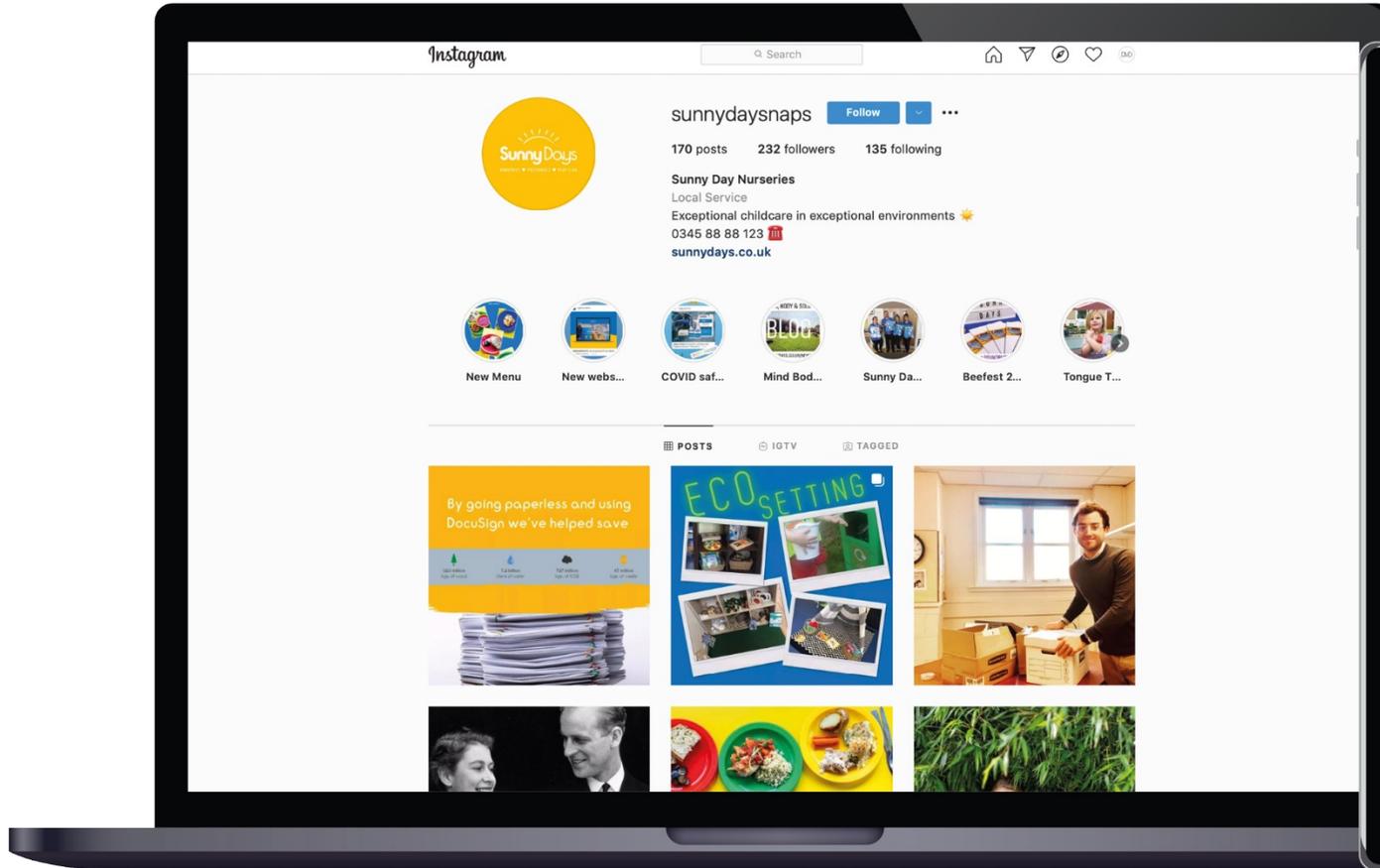
Dirty gutters can really spoil the look of your building. Getting your home? Dirty gutters can be a negative sign, putting off potential buyers. Likewise, on a commercial property, first impressions count but don't panic if they're functioning properly, there's no need to replace them and there's a simple alternative provided by A+ Services. We'll professionally clean the whole gutter and spouting system for a fraction of the cost, transforming roadside appeal and adding value. See more

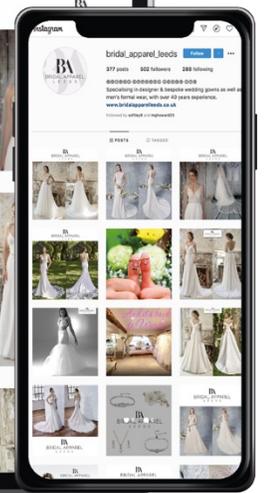
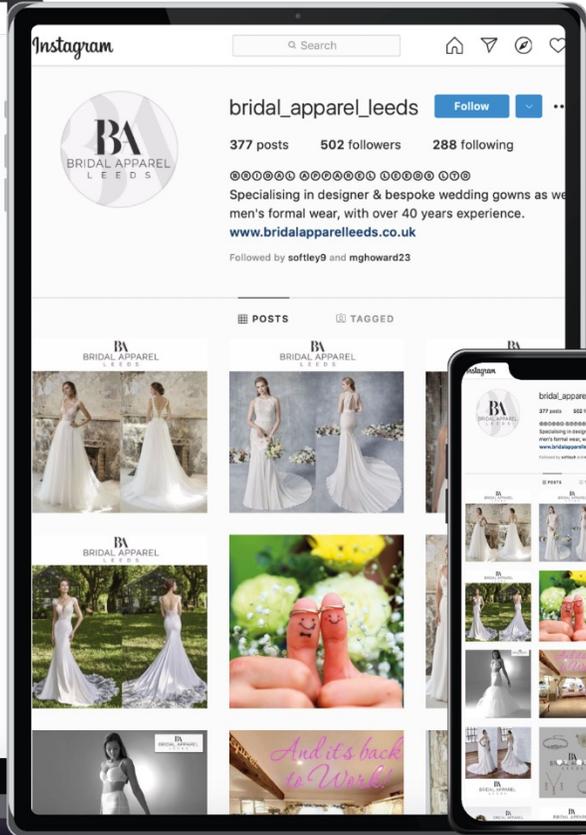
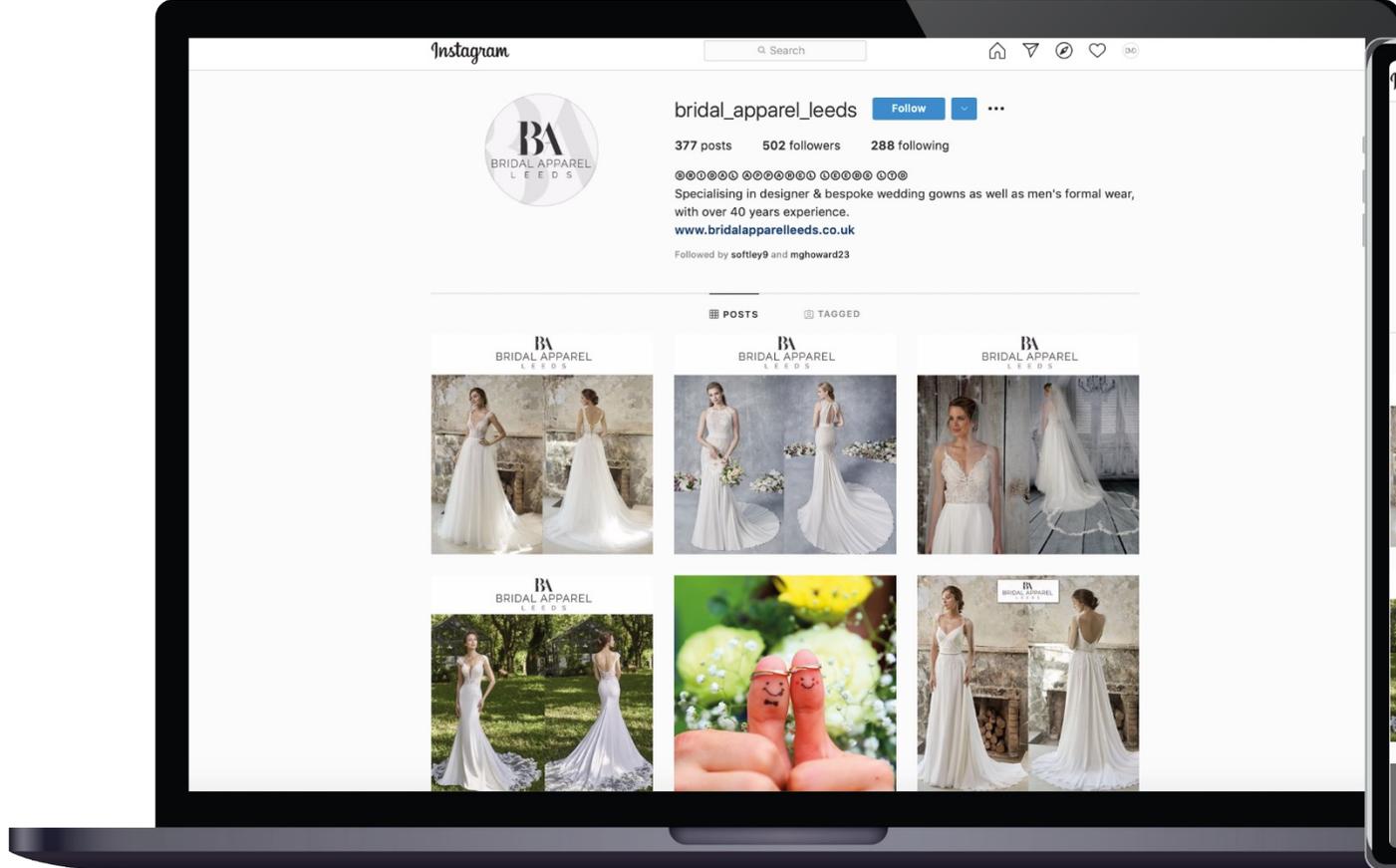
Like Comment Share

A+ Services Custom measure
Cleaned ours, top and bottom floor spoutings prior to settlement. Almost how much was collected in the suction Money well spent, ensuring the new owners will be happy.
Like sorry 🙄

A+ Services 1st April







CHRIS CARDELL'S
BREAKTHROUGH
2022

3 Foundations For Facebook Success

19

Set Up A Business Facebook Page

1 Set Up A Business Facebook Page.

Benefits of A Business Account:

1. The Benefit:

Businesses use Pages to share contact information, post updates, share content, promote events and releases and connect with their Facebook audiences.

2. Insights

Learn about your audiences behaviour by reviewing data in insights to enhance your strategy.

1 Set Up A Business Facebook Page.

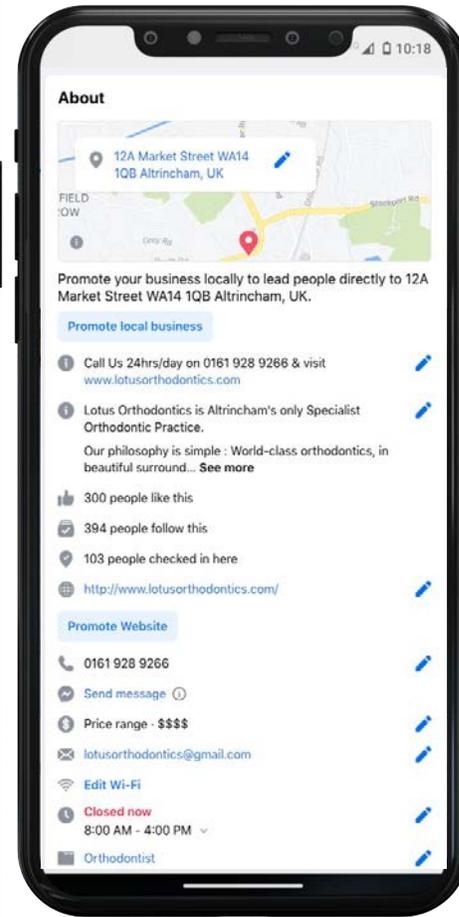
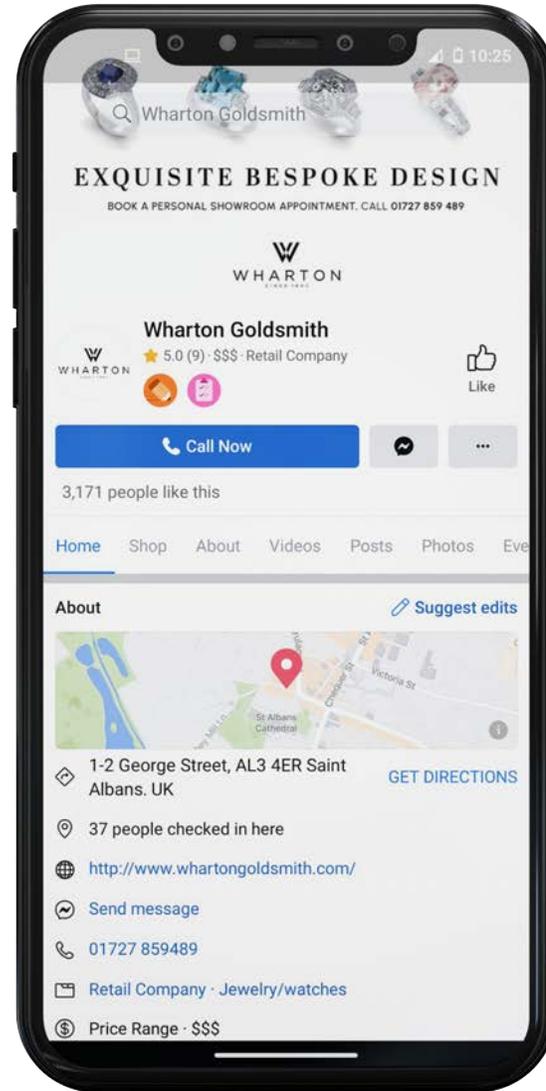
3. Facebook Shop

Link your shop and tag your products in posts. You can also add a “view shop” call to action button.

4. Helpful Information

Populate your business page with information; Add opening times, location, directions, shop, website, call buttons, check ins, price range and more.

1 Set Up A Business Facebook Page.



CHRIS CARDELL'S
BREAKTHROUGH
2022

20

**Post Regular
Content**

2 Post Regular Content

Product Updates:

1. New Products

Announce new products & features to keep your audience updated & engaged.

2. Purpose

Meet your customers where they are, showcase what you offer to build trust and understanding around your products/offer

2 Post Regular Content

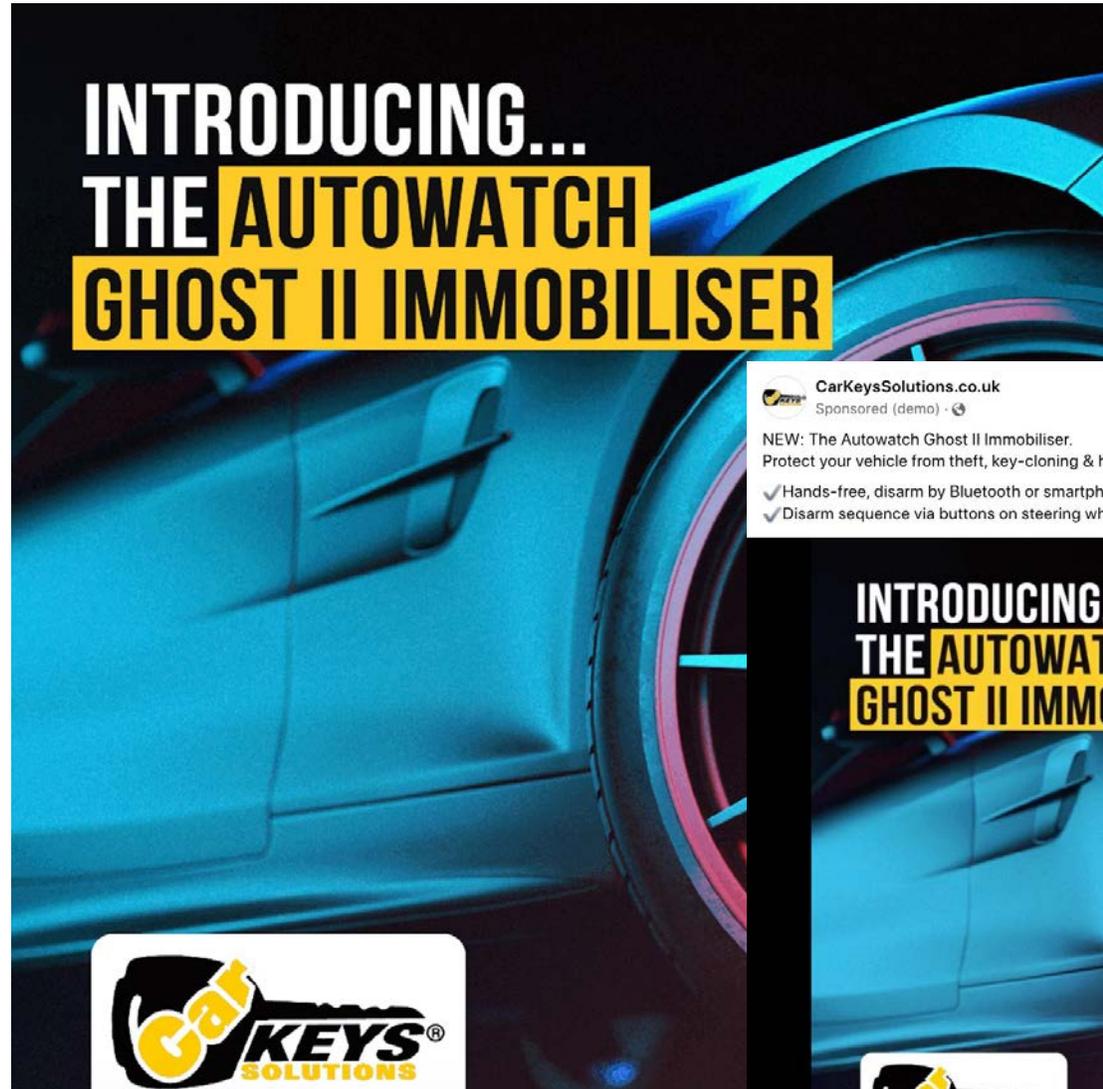
3. How

Use videos and creatives that showcase what you offer in an interactive way so the customer can connect and take the next steps to buying/contacting you.

4. Platform

Prioritise posting on platforms based on your audience & your business type.

2 Post Regular Content



 CarKeysSolutions.co.uk
Sponsored (demo) · 🌐

NEW: The Autowatch Ghost II Immobiliser.
Protect your vehicle from theft, key-cloning & hacking with next-generation invisible security.

- ✓ Hands-free, disarm by Bluetooth or smartphone
- ✓ Disarm sequence via buttons on steering wheel/dash... [See more](#)



2 Post Regular Content

News & Industry News:

1. What's New?

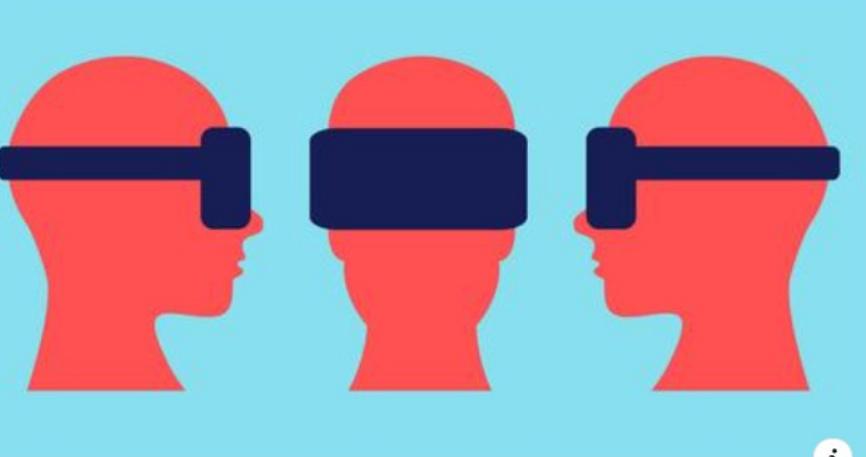
Showcase what's new in the industry to keep your audience updated.

2. Get Involved

Show your expertise & build trust by sharing your own blog articles and posts on industry news.

2 Post Regular Content

 **The Drum** ✓
42m · 🌐



THEDRUM.COM
Why B2B marketers must attack the metaverse right now
Business-to-business marketers were slow to adopt digital platforms. Some were tortoise s...

👍 Like 💬 Comment ➦ Share

 **Marketing Week**
4h · 🌐

Strong creative work, combined with digitalisation and more precise data, is enabling alcoholic beverages company AB InBev to drive higher return on investment (ROI) with its marketing campaigns, the business's CEO has said.

<https://www.marketingweek.com/ab-inbev-creative-power.../>



MARKETINGWEEK.COM
AB InBev CEO: Creative power drives efficiency
The drinks business says its strong growth over the past financial year is a result of its prog...

 **The Drum** ✓
7h · 🌐

With TikTok generating more traffic than even Google last year, it seems an obvious go-to for influencer marketing. 📈

But does that really mean that Facebook isn't worth the effort anymore? Or is it still a safe pair of hands?

<https://bit.ly/3scRa6h...> See more



2 Post Regular Content

News & Industry News:

1. Success Stories

Use success stories that include your brand to build trust and connection with your audience.

2. Humour/Fun

Laughter is the ultimate marketing tool so don't be afraid to add humour! Mix up your content by adding wit and fun to captions and images – engage with your audience.

2 Post Regular Content

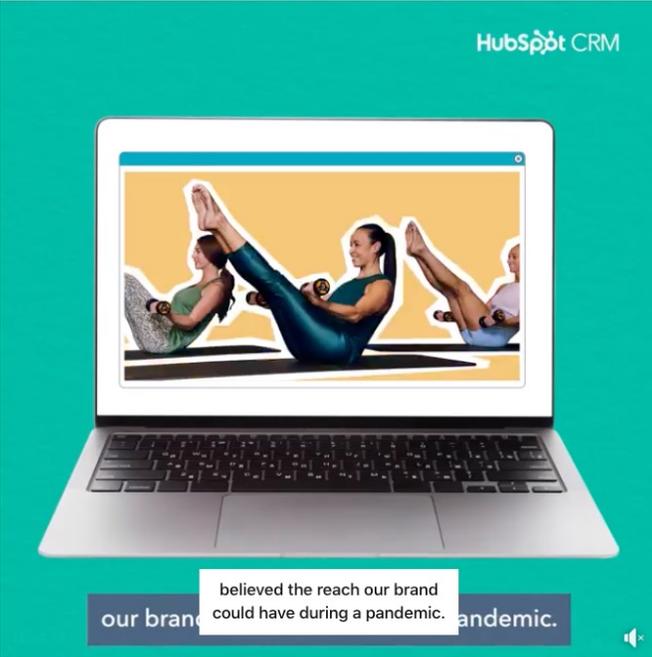
3. Get Personal

Problem solving & trust building is an important part of marketing. Use posts and creatives that support connection with your viewers to enhance trust & brand recognition.

2 Post Regular Content

HubSpot November 2, 2021 · 🌐

Can a gym thrive during a pandemic? Crunch Fitness proved it's possible. Their secret? Crunch Gym Shorts: a value-packed newsletter inspiring people to keep moving at home. With HubSpot CRM Platform there to do all the heavy lifting, Crunch Fitness' free trial sign ups spiked by 28% YOY, their email open rate doubled, and impactful reporting became easier than ever. Most importantly: They made a tough time a little easier for their community. That's a #HubSpotSuccessStory.



our brand believed the reach our brand could have during a pandemic. pandemic.

30 4 Shares

Harvard Business Review

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Sign In

How to Be Funny at Work

by Jennifer Aaker and Naomi Bagdonas

February 05, 2021



Hill Street Studios/Getty Images



Harvard Business Review ✓

22 February at 17:40 · 🌐

Don't just focus on your end goal. Celebrate your mini-accomplishments on the way there.



HBR.ORG

To Reach Your Goals, Embrace Self-Compassion

Four strategies to help you let go of paralyzing perfectionism a...

👍❤️ 55

1 comment 10 shares

CHRIS CARDELL'S
BREAKTHROUGH
2022

21

Messenger

5 Messenger

Skip the inbox meet them on their phone:

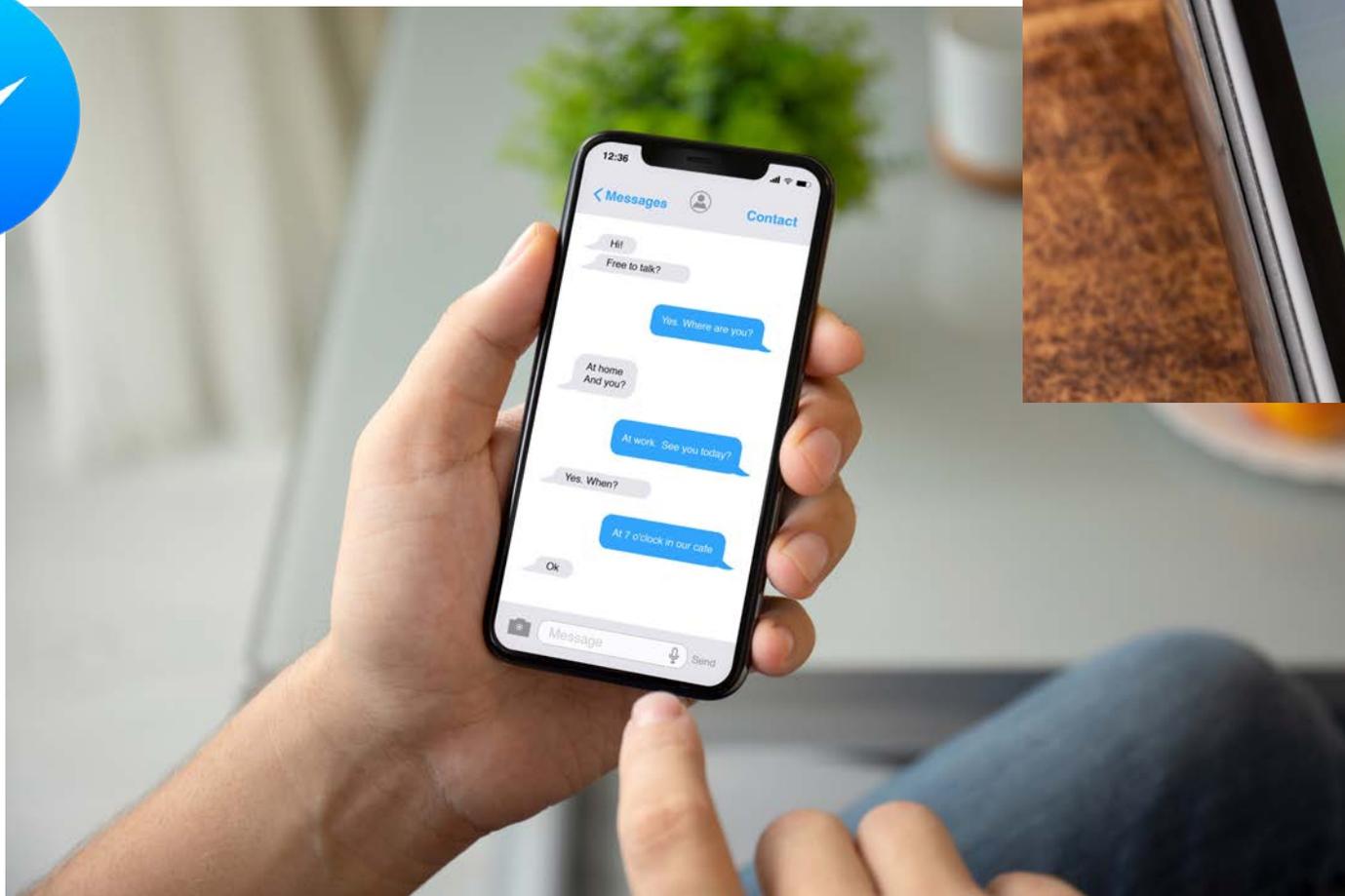
- **Guaranteed readership – more personal, increased intent, more likely to engage.**
- **By-passes email, junk inboxes and automatic delete.**
- **Generates high-quality leads.**

5 Messenger

Skip the inbox meet them on their phone:

- **Surprise! - It's Great Guerrilla Marketing; a marketing tactic that uses surprise/unconventional interactions to promote/connect.**

5 Messenger



THE TRAFFIC X CONVERSION

FORMULA

Example: 100 Visitors a Day

Convert 1% of
them to buyers
= 1 sale a day

Increase your
traffic by
**50% to 150
visitors a day**

Increase your
Conversions by
50% to 1.5%

Sales increase
to an average of
**2.25 sales
a day**

= An increase of 125%

How to know if you have a Successful Integrated Website and Social Media Presence

WHAT YOU NEED

- **A Facebook expert and Copywriter**
- **An Instagram expert and Copywriter**
- **A Linkedin expert and Copywriter**
- **An Account Manager to bring it all together**

CHRIS CARDELL'S
BREAKTHROUGH
2022

**PROBABLY THE MOST
IMPORTANT
STRATEGY OF ALL:**

**Create A Time Revolution
In Your Life**

CHRIS CARDELL'S

BREAKTHROUGH

2022