

Although traffic is up substantially to SimpleCremationOnline, it hasn't been an easy road. After we launched in 2015, we followed conventional wisdom that emphasized high quality content on webpages to maximize Google ranking, which we all know is very important. Though it's still valuable to have this content, we learned that links to social media pages like Facebook, directing our own traffic manually, and Google Ad Words campaigns are becoming even more crucial. We are now learning to adjust our marketing to meet Google's requirements and it's working.

As we mentioned previously in this newsletter, obituary, or Tribute, web pages are increasingly important as people search for this information online instead of in a newspaper. Since SCO's creation, the families you serve have been able to create their own personalized Tribute site through your SCO page to share with their friends and family. Their micro site includes an obituary, future service information, charity donations and a guestbook.

Moving forward we are now increasing the ease of creating these pages in a few ways. Soon your staff will be able to create or get the Tribute page started for those families that can't do it themselves. Using this method, we expect a much higher rate of Tribute site creation – imagine the massive influx of traffic generated from these online obituary pages.

Providing unique online services puts you streaks ahead of other funeral homes in your area. Let's set up a time to discuss just how beneficial obituary pages are, and how SimpleCremationOnline.com can facilitate those benefits.