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### Using Good Form When Creating Forms



When seeking out information about your web visitors and audience, your forms are one of your best, and most crucial, tools. Admittedly, this does rely on your audience filling out your forms, which you can make more likely through particular best practices and design choices. In this blog we'll review a few of these practices and choices to optimize the effectiveness of your forms.

#### Amount

The first consideration you have to make is how many fields your form has for your audience to fill out. Generally, the "less is more" mentality is an important part of these considerations, as the longer your form is, the less likely your audience will stick around to fill out the entire thing - ultimately...



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## Plan Out Your MSP's Marketing for 2024



2023 is already coming to an end and it's a crucial time to lock in your plans and objectives for the coming year. The last few years have been a whirlwind for MSPs, and for many, that has been a good thing. With more and more businesses wanting to take compliance seriously thanks to insurance companies starting to ask them questions, to the sudden popularity of AI tools, MSPs have a lot more to add to their toolkit. On top of that, there's still business communication like VoIP, physical security and access control, and a whole slew of remote/conferencing tools to help the modern business out with. An active, forward-

thinking MSP can look like an amazing opportunity to a business owner who values technology and automation.

**Let's talk about how your MSP can capitalize on this and plan out your marketing for 2024.**

Before we get too far in, I want to introduce new readers to a series of blogs we put together that still applies today:

### [MSP Marketing Guide Part 1 of 4: Your Marketing Budget](#)

This blog establishes how much an MSP should spend on their marketing, and what to do if you can't afford that right away.

### [MSP Marketing Guide Part 2 of 4: The Bare Essentials](#)

We go over the baseline, the absolute minimal amount of marketing an MSP should be doing.

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## The Biggest Mistake MSPs Make with their SEO



Search Engine Optimization is one of those things that can seem both straightforward and soul-crushingly convoluted all at once. Google tells us "just make a great website with good content" and yet there are hundreds of intricate metrics that Google uses that they don't tell you about. Then you have experts claiming to know the secret sauce, or people claiming to have access to some mythic back door to Google, or others boasting their success based on one little thing they did.

There are a lot of ways to get lost in the weeds when it comes to SEO, but there is one particular mistake that MSPs make that truly ends up costing them a lot of money, and in the end, doesn't guarantee any sort of success.

### **Put Down the SEO Reports. They are Keeping You from Success.**

This is one of the biggest pieces of advice I can give a business owner when it comes to their SEO. SEO is important. Technical SEO, which is generally the side of SEO that reporting tools can analyze, is important. However, it's not the full picture.

We've blogged about this several times in the past.

Let's walk through a hypothetical scenario where an MSP comes to us asking to help them out with their SEO. We review the website, and come up with a prioritized list of action items. It might look something like this:

*(Continued on page 2)*

## Plan Out Your MSP's Marketing for 2024

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### MSP Marketing Guide Part 3 of 4: Launching IT Marketing Campaigns

Now that the basics are established, we break down the steps to fulfill an actual marketing campaign.

### MSP Marketing Guide Part 4 of 4: Calculating Your Marketing Costs and ROI

You want to make more than you spend, so we show you what kind of time investments you can expect, some typical costs, and how to measure your success.

Obviously, you don't have to go it alone. JoomConnect is a marketing agency for MSPs and we can help you build out a marketing plan and fulfill it, and we offer a wide range of products and services to help you get started. Even so, there are other marketing agencies out there too, and while we definitely suggest giving us a try, you can use this guide to choose the right marketing agency for your MSP.

One more link before we get started—the first thing most MSPs think about when it comes to their marketing is SEO, so it's

worth sharing this guide: 20 Must-Have MSP "Magic" Keywords.

The title is a little bit misleading—while we do mention the top 20 MSP marketing keywords, we explain how keywords aren't that important anymore and what you should be doing if you are concerned with your rankings.

### Establish Your 2024 Marketing Goals

There are tons of ways to sit down and reflect on your business to establish some basic goals. We're not going to list out every possible way to put that together here, but you should definitely look at how much you'd like to grow, and come up with a goal that you can achieve.

The easiest way to look at it is how many clients do you want to onboard in 2024. Is it one every quarter? Three per month? What can your current staff handle? Are you prepared to hire more techs if you reach a certain threshold, and how quickly can you do that, etc.

You want growth, so be sure to set a minimum, and then set yourself an ideal goal. The minimum might be a new client every two months, but you'd really like to get 1 to 2 each month, and at that rate, you'd be onboarding a new technician by the end of Q2 and a new service manager by the end of the year, etc.

You can always adjust your goals later—if something is extremely successful, you might need to rethink your strategy to account for that. If your first campaign misses the mark or you fail to convert the appointments in one month, then use it as a learning opportunity and keep trying.

### Know Your Target Audience

This might seem a little obvious, but you should have a pretty good idea of who your best potential clients might be. For example, if you have historically had a great working relationship with...



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## The Biggest Mistake MSPs Make with their SEO (It Will Waste So Much Time and Money)

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### Technical SEO Fixes:

- Fix the browser page titles.
- Optimize headings on each page.
- Fix bad or broken redirects.
- Fix broken internal links.
- Adjust some homepage copy to better reflect the terms you want to rank for.
- De-index superfluous URLs
- Review backlinks and address any toxic backlinks.
- Run some ADA compliance tasks.

### Content Marketing SEO:

- Get the homepage to spell out what you do in a way your prospects would actually search for.
- Start building strategic content each month.
- Start a social media strategy.
- Promote monthly content.
- Look for opportunities to create case studies, press releases, and other valuable content.
- Consider running joint webinars or

events with other local entities.

The way we prioritize SEO tasks is to get the basics covered, so there is more room to be reactive during the ongoing work and maintenance. Get your house in order before you throw the party. Those initial upfront tasks, however, as important as they are, are not going to get you the results you want on their own.

In the list above, the 8 technical tasks are mostly just technical. It's the backend stuff that is important, but will only get you so far. The rest of the tasks are things that your competitors are likely doing to blow you out of the water, and if they aren't doing it, when you do it, you'll blow them out of the water. Google cares about effort.

**The technical stuff is just there to keep the house in order and make it easier for the harder stuff to succeed.**

*It's important, but not the end game.*

### What Does This Have to Do With SEO Reports?

Technical SEO reports are not Google. They aren't showing you your actual performance, your actual rankings, or how users actually perceive your website (although you might get some behavioral information from a few of them). They tend to look at a long list of technical metrics and report back to you, and if you are lucky, they might be pretty good at prioritizing what they spit out.

It doesn't matter what online SEO tool you use; SEMRush, Moz, Ahrefs, Screaming Frog, Spyfu, WooRank, Yoast, SE Ranking, Hubspot's Website Grader, etc. It doesn't matter if you use a free version or a paid version. The information that the SEO tool gives back to you isn't the full picture. Even the best websites in the world that consistently rank #1 for the most...



Read the Rest Online!  
[jmct.io/seoerror](https://jmct.io/seoerror)

## 6 Essential Tools to Bring Marketing Back to Your Website

Your website is the roadway for all digital information about your company's services, products and vision. Leveraging your website to generate and convert leads is pivotal in today's digital landscape. In this article we will discuss six marketing tools that, when utilized adeptly, can guide potential customers directly to your digital doorstep.

### 1. Social Media Platforms

Utilizing social media - including Facebook, Twitter, LinkedIn and Instagram - can expose your business to new audiences. It's crucial to see social media not just as a standalone platform but as a component of your marketing funnel. Use these platforms to share engaging content from your website, like your blog articles, incorporating links to drive traffic back to your site.

### 2. Email Marketing

Email remains a potent tool to attract visitors to your website. Now, to be clear, we're not talking about spamming

random people with emails that say, "Hey, click here for great deals." That is called



spam, and spam can ruin your company's reputation. Effective email marketing, such as well-crafted eNewsletters, provides valuable content and links back to your website. Recipients of these eNewsletters are usually engaged through other marketing activities, ensuring that your emails are welcomed rather than perceived as spam.

### 3. Industry-Specific Online Forums

One of the great things about the Internet is that it allows people to connect with each other and find answers to virtually any topic. Engaging in online forums related to your business allows you to demonstrate expertise and share insights. If the forum allows for it, be sure to link your website in your forum posts, especially if you have a blog article pertaining specifically to the topic at hand.

### 4. Leverage Video with YouTube

YouTube offers a creative platform to showcase your business. Create content ranging from commercials to informative videos, embedding your website URL in the video descriptions and as clickable overlays. We recommend hosting these videos on your company's YouTube channel and embedding them on your website for broader accessibility and...



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## Why Should Your MSP Send a Printed Newsletter?

Statistics show newsletters result in repeat business from current clientele, they help to inform your prospects, establish your expertise and credibility, and contribute positively to your overall sales process.

### Why Send a Printed Newsletter?

**Deepen Client Engagement:** A printed newsletter delivered monthly, cuts through the noise, delivering engaging and relevant content right to your audiences' doorsteps.

**Strengthen Your Brand Image:** A well-designed, high-quality printed newsletter sets your brand apart as a visual representation of your professionalism, helping to elevate your business in the minds of your clients and prospects.

**Create Memorable Experiences:** Unlike fleeting digital messages, printed newsletters have a lasting presence serving as a continuous reminder of your

brand's commitment and reminder of your expertise.

With your already hectic schedule, there is just not enough time to add creating a content-filled newsletters each month to your to do list!

### What Does Your Subscription Include?

**Newsletter Content:** Each month, four newsletter-only articles are created for your newsletter.

**Monthly IT Comic:** Each edition features an in-house comic, showcasing the lighter side of IT.

**Space for Personalization:** Do you have an announcement or promotion you'd like to share? We make sure there's room!

**eNewsletter Service:** eNewsletter versions are delivered to your newsletter list too! and more!

## Add the Monthly Newsletter for 2024!

Act now to get  
**3 FREE months**  
of the blog service!



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## Improving Your Relationships with Your Clients



Business has always been something that benefits from a close professional relationship. A relationship like this can be challenging to accomplish, however, as it

usually requires some deliberate and meaningful action by the business. There are some methods that you can use to encourage this kind of relationship between your clients and your business.

Some will require a concerted effort to leverage the data you hold within your business' reserves, and others will influence the way you interact with your clients. Here, we will go over the many ways you can learn more about your clients and develop an improved relationship with them. Some will require some direct outreach to your clients, and others will need you to consciously make an effort to enact internal changes to your business processes.

First, we'll review the internal tweaks you should make to encourage relationship building with your clients.

### Use Social Media

If you aren't already, you should be using social media as much as possible to present yourself to your clients on a consistent basis. Not only will this provide a greater opportunity for outreach, it opens your clients to the possibility of addressing you directly with comments and concerns, which you can address in a very public forum, proving your commitment to their satisfaction.

### Prompt Responses

Nobody likes being kept waiting, especially when they have business to attend to, and even

more so when they need your response before they can attend to that business. If a client reaches out with a technology issue that is covered in their service agreement on Monday, they shouldn't have to wait until Thursday, Wednesday, or even Tuesday for a response. Addressing their need quickly will help you establish trust, which is key to any long-lasting business relationship. (We briefly touch on the importance of timeliness in this blog as well.)

Even if your message is only to confirm that you received theirs and you will attend to their issue as soon as you can, it is better than leaving them waiting. This will be appreciated, and remembered.

### Send Real Value, Not Repetitive Verbiage

Take a look at the email correspondence you've sent to your contacts. Did they all offer some kind of real value, or are you basically spamming them after you've gotten their permission to reach out? Constantly sending a stream of 'salesy' messages will grow to be annoying, but if your emails are focused around education, chances are much better that your contacts may welcome them and associate you with the value you want. You may want to consider revising some of your other efforts to also match this offer of value.

### Don't Stop at Purchase

So, you just closed a deal. You're done now, right?

Wrong.

Actually, you're far from done. Why would you stop marketing to someone if your marketing worked well enough to convert them into a...



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## Upcoming Campaign

The topic for this months marketing campaign content for our **Ultimate MSP Website** subscribers is:

### Printer Management

Free monthly content to market your services!

## Partner Training

Join us for **FREE** weekly training!

**Website:** Tuesdays at 4PM

**JoomConnect:** Thursdays at 4PM

\*EST

Register for a session at:

[training.joomconnect.com](http://training.joomconnect.com)

## Marketing Tips

"When you Email it – it's marketing. When they Click it – its engagement."

– Dev Chandan



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