

MarketVantage

INTERNET MARKETING SPECIALISTS

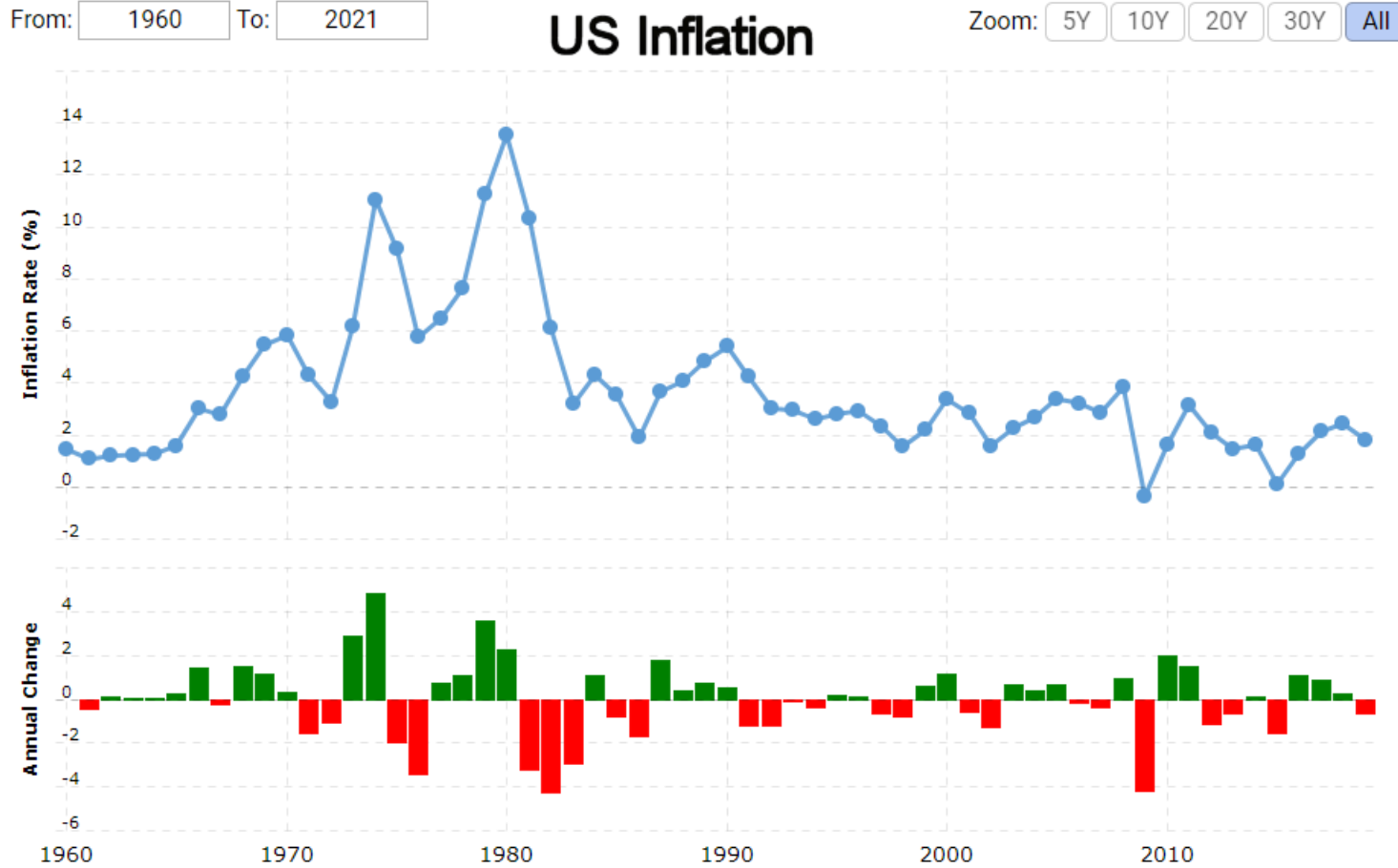
Digital Marketing in 2021+

What just happened?

How has Covid changed the game?

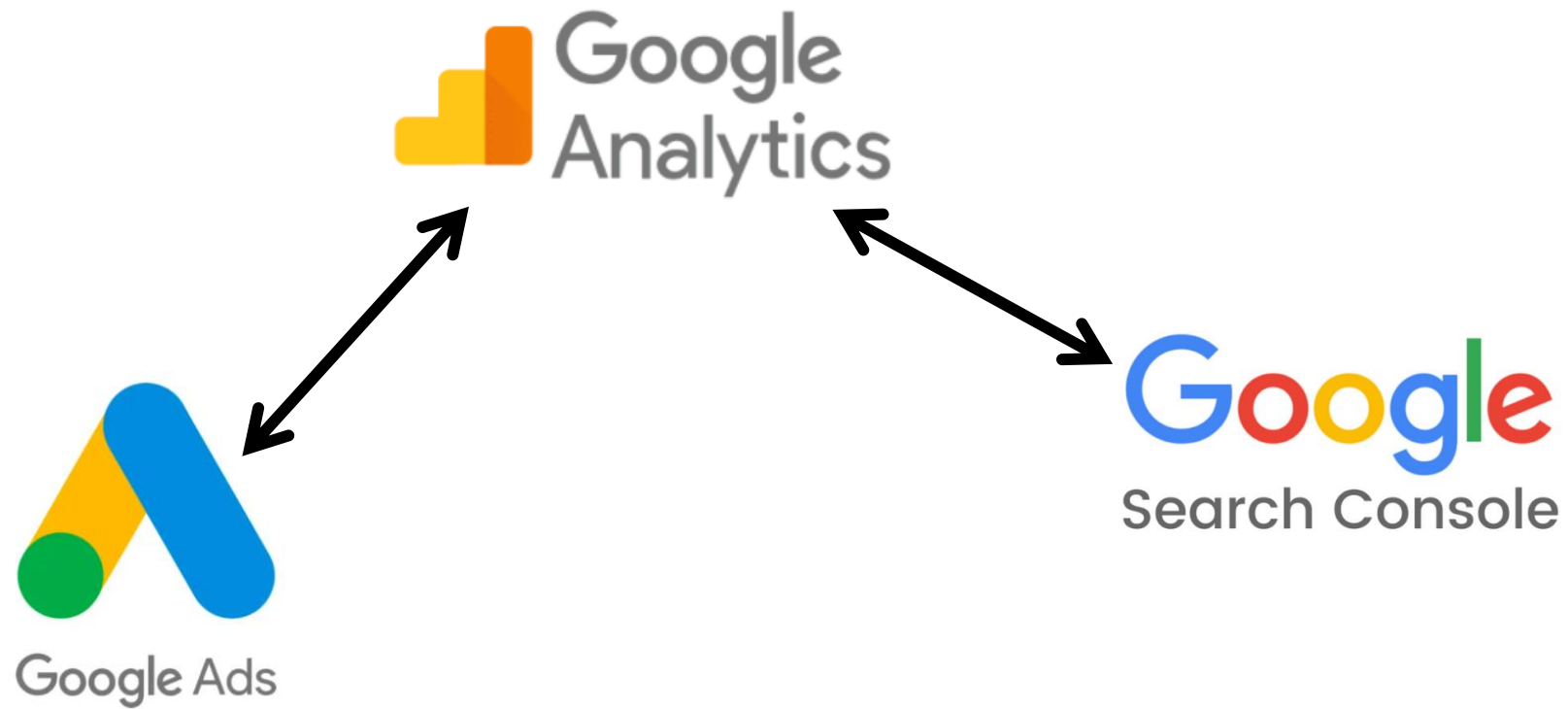
- Education
- Financial services
- Retail
- Winners and losers - FAAAM

What's coming?



What to do?

If you don't know where you are, you won't know which way to go.



Paid Traffic - Online Ads

Apple makes data sharing across apps “Opt-in”

Google announces enhanced privacy, phasing out cookies



Earned Traffic - Your Website and SEO

Three main types of Ranking Signals

- Content
- Links
- UX

Tools

- Gtmetrix
- Google: Page Speed Insights – Mobile and Desktop
- Google: Core Web Vitals

Need Help?

Let's discuss your challenges and opportunities privately.

<https://marketvantage.com>

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