

Modern Marketing Musts

Tactics to Future-Proof
Your Digital Presence

Who Are We?

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- Founder of Litz Digital
- WordPress developer
- Web accessibility specialist



 **LITZ DIGITAL**

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- SEO Geek
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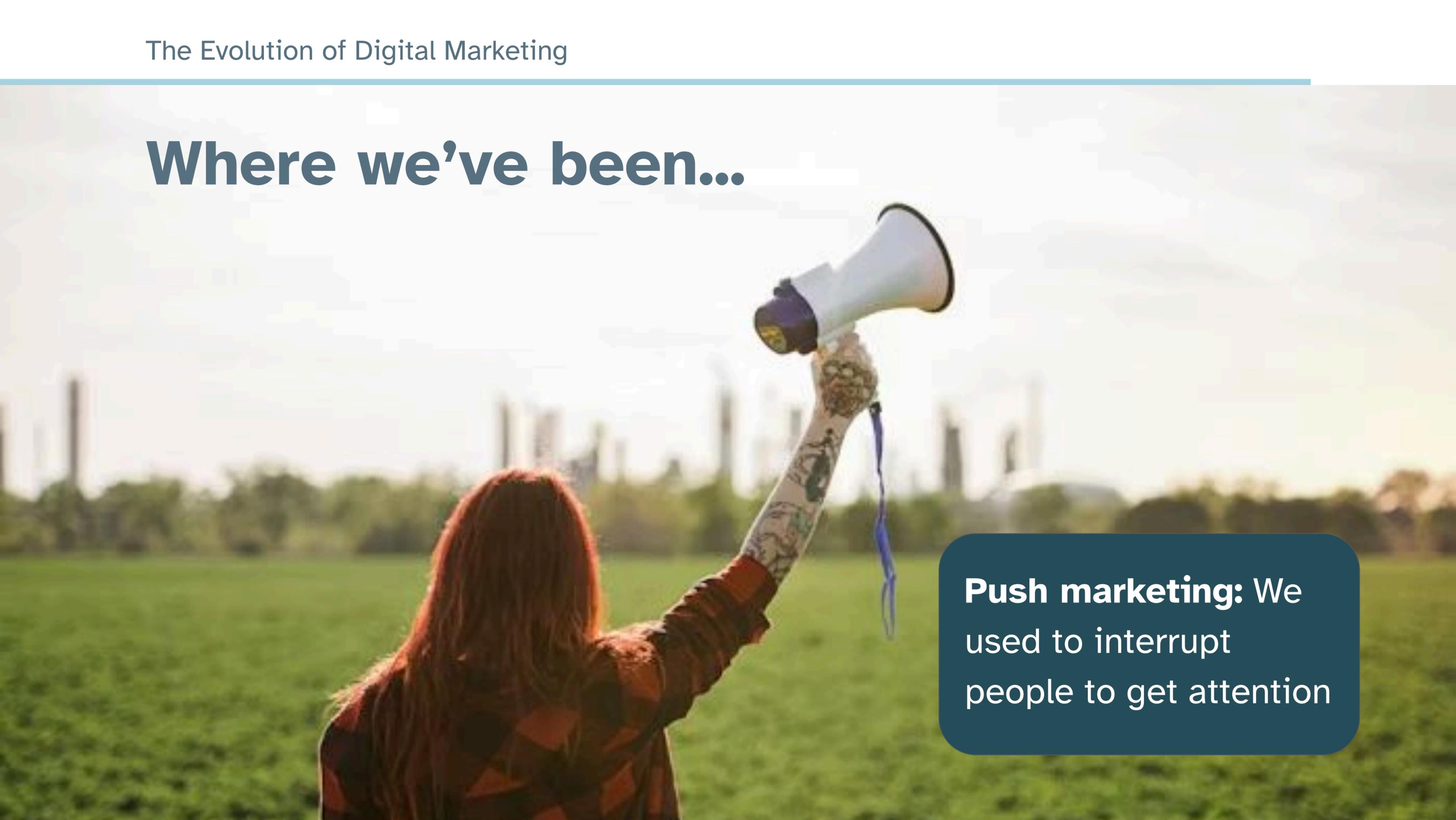
trebletree

Agenda

- The Evolution of Digital Marketing
- Guiding Principles for 2025 and Beyond
- 6 Modern Marketing Tactics
- Helpful Resources
- Q&A

The Evolution of Digital Marketing

Where we've been...

A person with long red hair and tattoos on their arm is holding a megaphone in a field. The background shows a green field and a city skyline in the distance under a bright sky.

Push marketing: We used to interrupt people to get attention

Simple customer journey: Awareness → Purchase was mostly linear



Business controlled the message:

You told your story, customers listened.



**KEEP CALM
YOU'RE *NOT*
IN CONTROL**

What's changed?

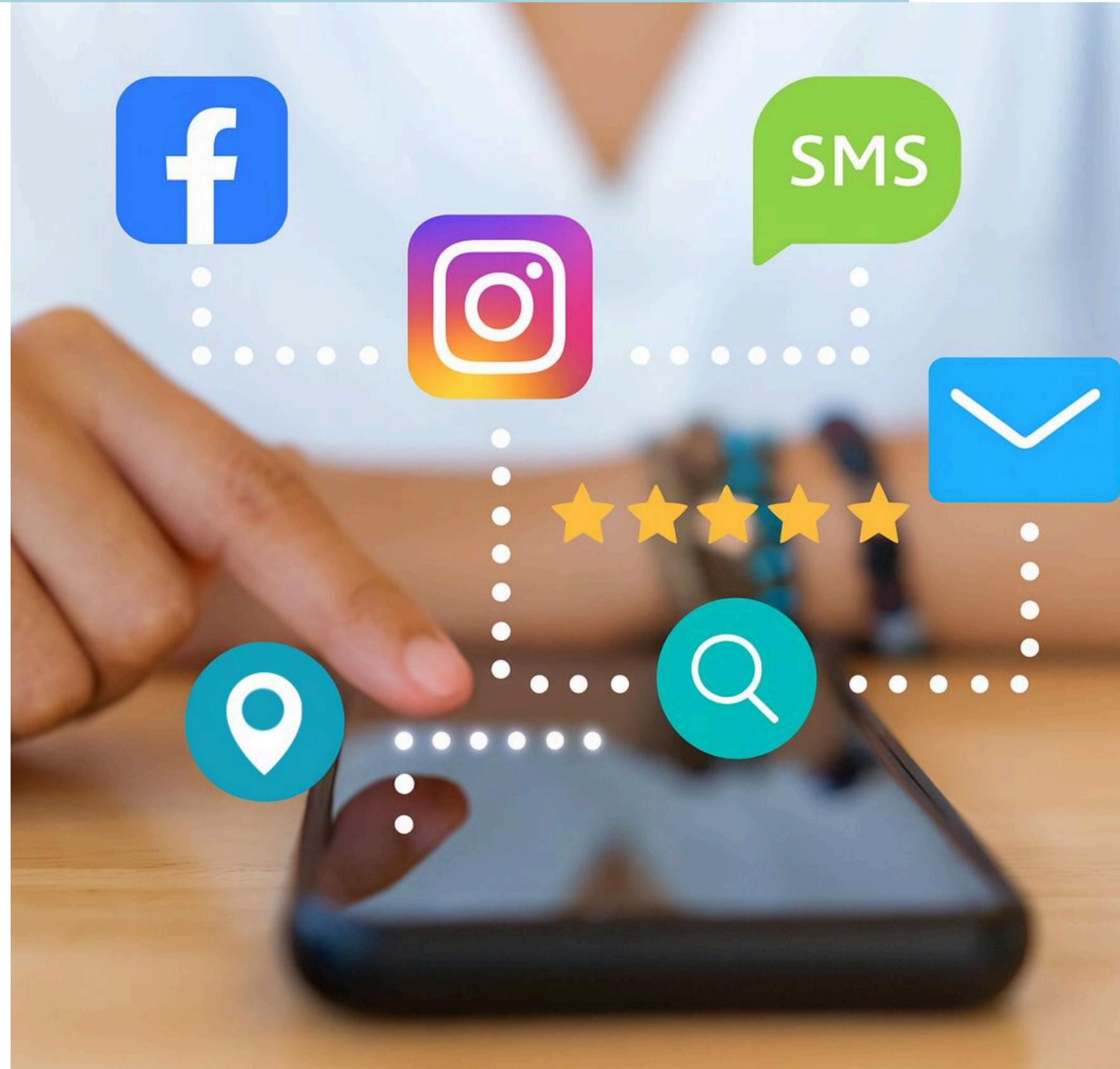
Customers research everything: They know more about your competitors than you do

Trust shifted to peers:
Reviews and referrals matter
more than your marketing



Attention is fragmented:

Multiple touchpoints before any decision



Guiding Principles for 2025 and Beyond

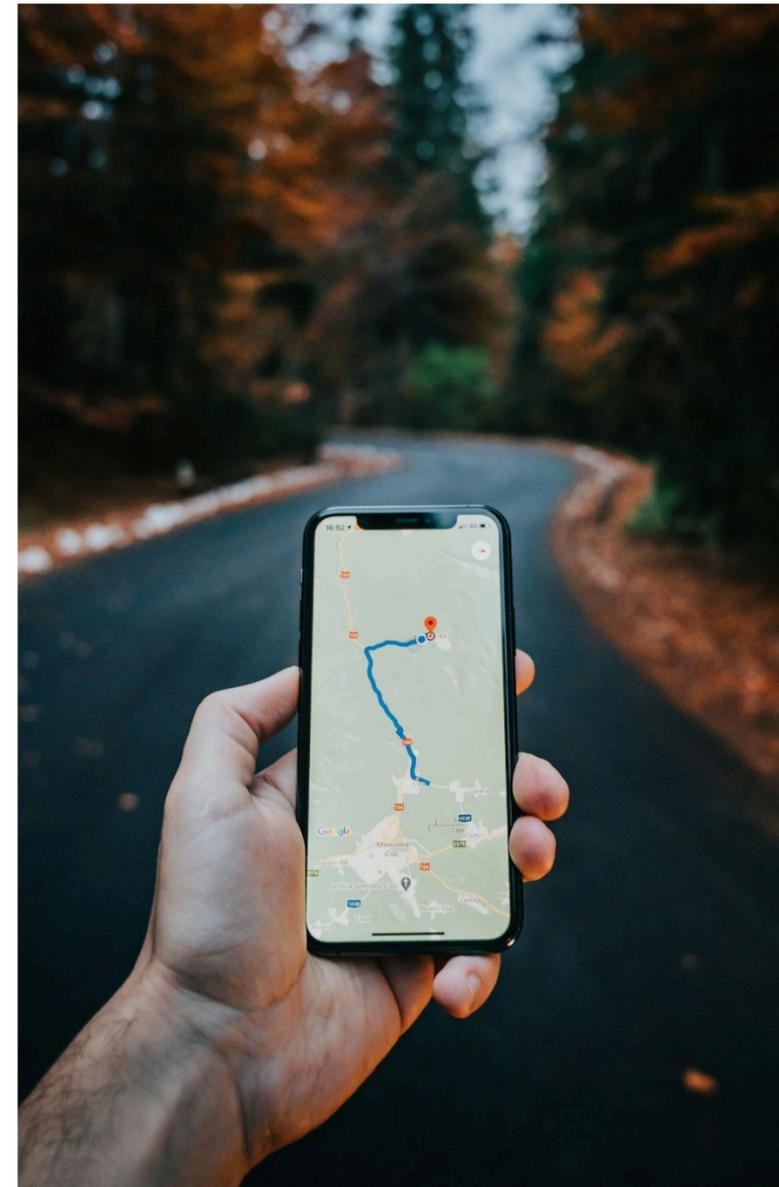
Today's Challenges

1. Traditional marketing funnels don't work anymore: the “messy middle” problem
2. Information overload. Prospects research everything before they buy
3. Attention spans are shorter, but research cycles are longer.
4. AI is changing how people find and evaluate businesses.



Guiding Principles for 2025 and Beyond

1. Meet people where they are (not where you want them to be)
2. Focus on being helpful, not promotional
3. Build content systems that work while you sleep



6 Modern Marketing Tactics

Tactic #1: Web Accessibility

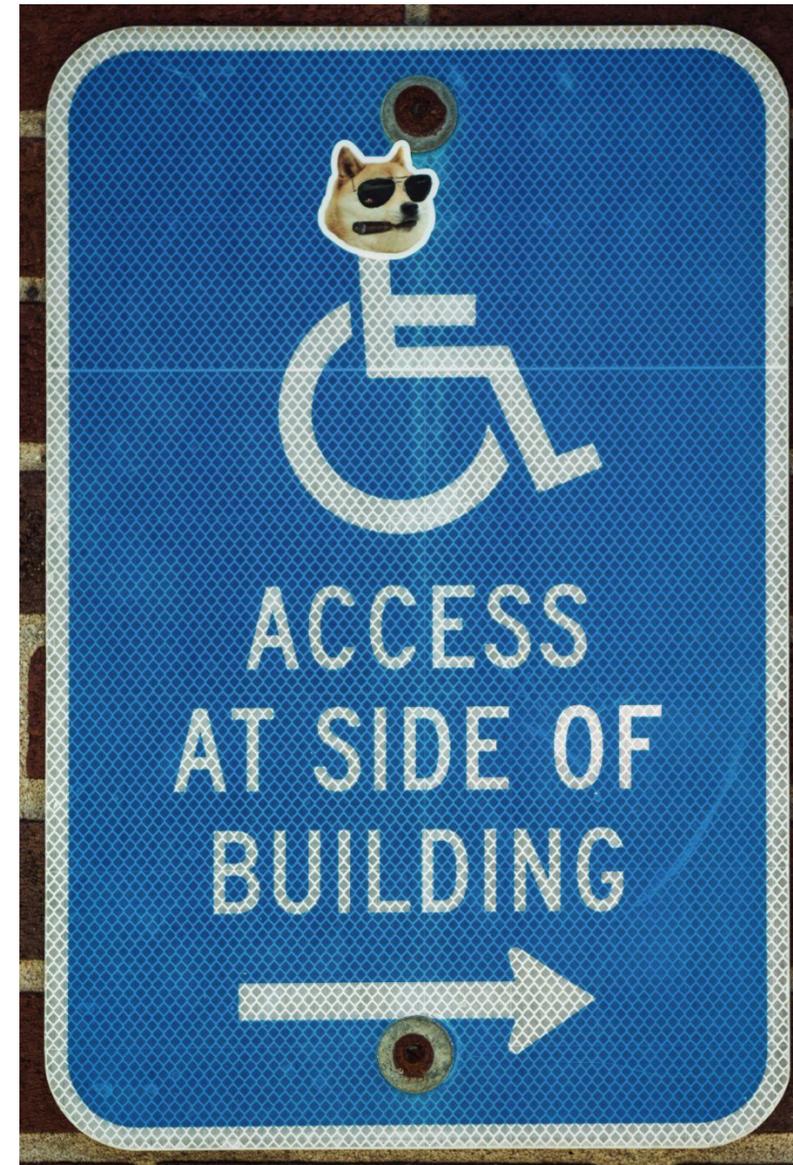
Accessibility isn't just the right thing to do. It's a competitive advantage that improves your SEO and expands your customer base.



Tactic #1: Web Accessibility

What is it?

Web accessibility gives users equal access to web content by making it easy to navigate, interact with, and understand regardless of their physical or cognitive abilities.



Tactic #1: Web Accessibility

Why it matters now:

- **Expanded market.** 1 in 4 U.S. adults live with a disability. That's over 70M potential customers.
- **Legal risk mitigation.** Lawsuits aren't just targeting big brands. In 2024, over 60% of lawsuits targeted small businesses.
- **SEO Boost.** Accessible sites rank better because they're structured for both humans and search engines.
- **Competitive advantage.** Most of your competitors aren't doing this yet.

Tactic #1: Web Accessibility

How to start today:

- **Add alt text to images.** Describe what's in each photo for screen readers.
- **Check color contrast.** Make sure text is readable against backgrounds.
- **Use proper headings.** Structure your content with H1, H2, H3 tags in order.

Tactic #1: Web Accessibility

How to start today:

- **Make links descriptive.** Instead of "click here," use "download our pricing guide."
- **Test with keyboard navigation.** Try navigating your site using only the Tab key.
- **Add captions to videos.** YouTube's auto-captions are a good starting point.

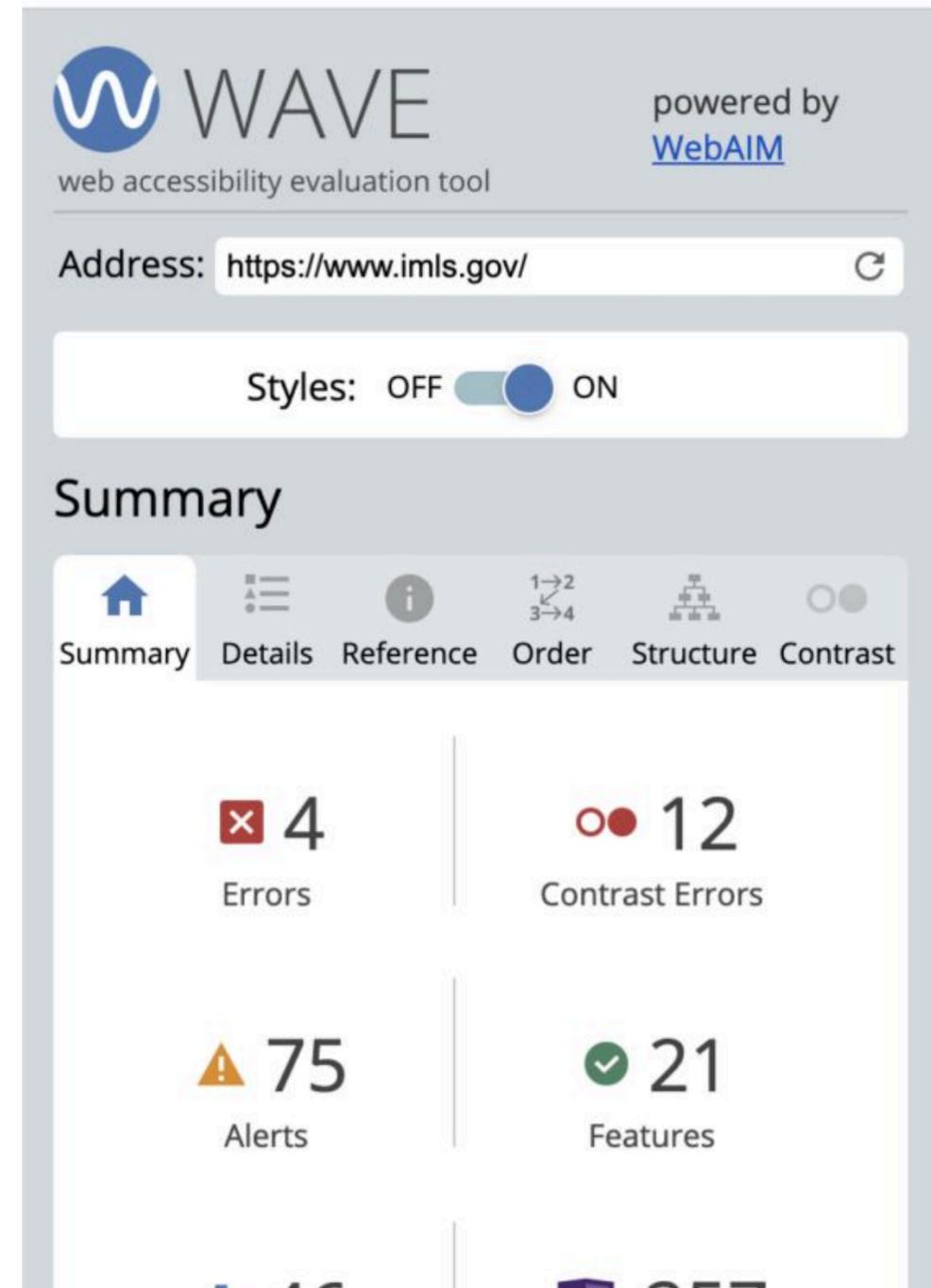
Tactic #1: Web Accessibility

One helpful tool:

- **WAVE Web Accessibility**

Evaluator: Free browser extension that shows you accessibility issues right on your webpage with simple icons. Install it, visit your site, and see what needs fixing immediately.

<https://wave.webaim.org>



Tactic #2: SEO + AI-Era Search

Search isn't just about keywords anymore. It's about answering the actual questions your customers are asking, in the way AI understands.

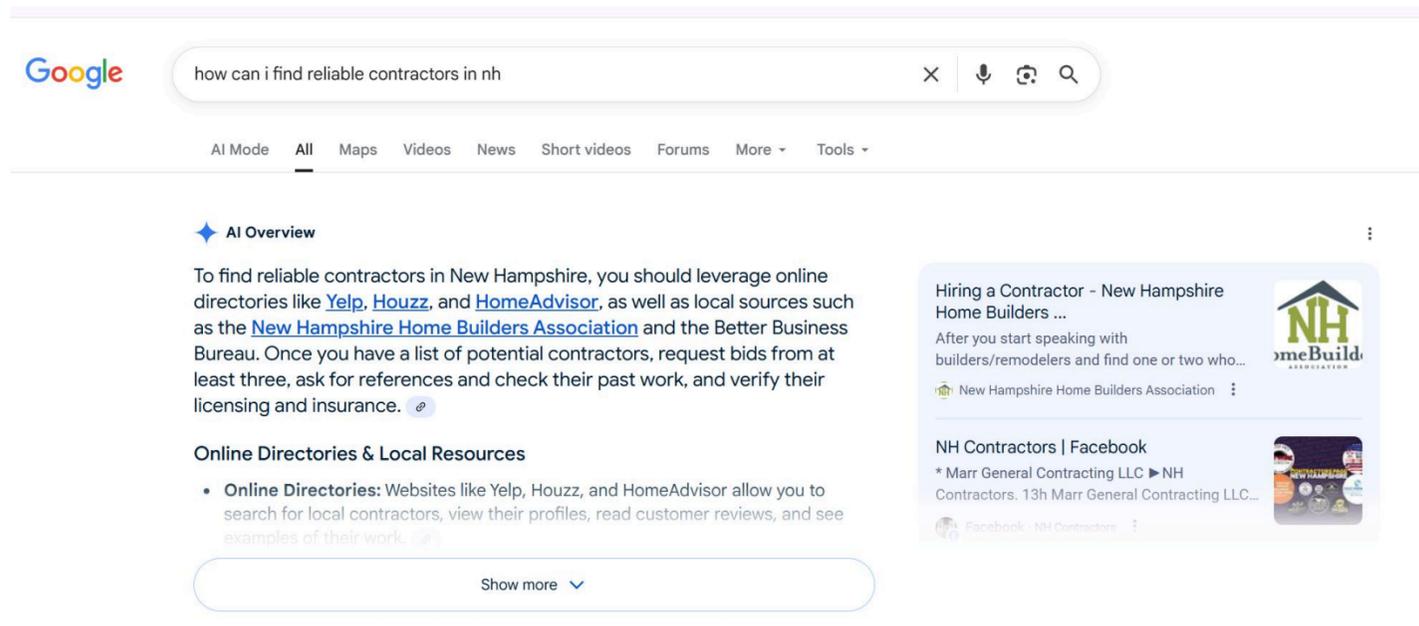
The screenshot shows a Google search interface. The search bar contains the text "how much does an electrician cost in manchester nh". Below the search bar, there are navigation tabs for "AI Mode", "All", "News", "Videos", "Maps", "Images", "Shopping", "More", and "Tools". The search results are categorized as "Sponsored · Electricians | Manchester". Two results are visible: "Heritage Electric" with a 4.8-star rating (7.5K reviews) and "Paul The Plumber" with a 4.8-star rating (3.3K reviews). Below the sponsored results is an "AI Overview" section. The AI Overview text states: "In Manchester, NH, an electrician costs between \$50 and \$150 per hour, with an average minimum call-out or service fee of \$100 to \$200. Projects can cost anywhere from \$150 to \$400 for simpler tasks to thousands for larger jobs like panel upgrades or new wiring. Factors like the electrician's experience, the complexity of the work, the location within Manchester, and whether it's an emergency call significantly influence the final price." Below this text are three sub-sections: "Key Cost Factors", "Hourly Rates:", and "Service Fees:". The "Hourly Rates:" section states "Most electricians charge between \$50 and \$150 per hour." The "Service Fees:" section states "A flat fee, often between \$100 and \$200, is common for the initial call-out and may or may not include the first hour of labor." The "Job Complexity:" section states "Simple jobs like outlet installation cost less, while complex tasks like wiring a generator or upgrading an electrical panel have higher costs." The "Electrician Experience:" section states "Master electricians or highly experienced professionals typically have higher rates than apprentices or less experienced workers."

Tactic #2: SEO + AI-Era Search

What is it?

AI in Search (AI Overviews): Google’s AI-generated summaries that appear at the top of search results, pulling information from multiple trusted websites to answer a user’s question instantly.

LLMs (Large Language Models): Tools like ChatGPT that generate answers directly from their training data and live sources — and increasingly reference websites they trust.



what are gyms in manchester nh that offer child care

Here are several gyms or fitness centers in Manchester, NH that offer childcare:

1. Zoo Health Club – Manchester (Zoo Gym)

- Offers **complementary childcare** (babysitting) with the membership. The Zoo Health ...
- Care is available for **children aged 18 months to 12 years**.
- Hours:
 - Monday – Saturday: 8 am – 11 am
 - Monday – Friday: 4 pm – 8 pm The Zoo Health ...

2. Granite YMCA – Manchester (YMCA of Downtown Manchester)

- Has a **Kid Zone** for childcare (often referred to as “Child Watch”) while members use the fitness facilities.

Tactic #2: SEO + AI-Era Search

Why it matters now:

- **AI Overviews are expanding:** They're rolling out across more informational searches every month.
- **Local integration is next:** Local intent search queries haven't shifted yet, but it's coming.
- **LLM adoption is growing:** More people are asking tools like ChatGPT for answers instead of Google.
- **Same Technical Foundation:** The same technical foundations that help AI trust you also help you rank in maps and organic listings.

Tactic #2: SEO + AI-Era Search

Where to start today: **Site Foundation**

Building a strong technical foundation will ensure your site is found and trusted by search engines and AI.

- **Crawlability:** Your site should be easy to crawl for search engines. Make sure it has an XML sitemap and your pages link to each other.
- **Speed & Mobile:** Fast-loading, mobile-friendly sites are trusted more by Google and AI.
- **Structured Data:** Schema markup clearly defines your services, reviews, and location info.

Tactic #2: SEO + AI-Era Search

Where to start today: **Build Off-Site Trust Signals**

AI doesn't just look at your website in isolation. It's scanning the web to see who else is talking about you, linking to you, and verifying your information.

- **Quality Backlinks:** Links from other trusted websites boost your credibility with AI. For local businesses, this includes your local listings.
- **Partnerships Matter:** Collaborations with local groups, events, or media sites expand reach and authority.



Tactic #2: SEO + AI-Era Search

One helpful tool:

- **Your SEO Plugin:** If you're on WordPress, your SEO plugin will be your best friend for ensuring your site is crawlable and technically optimized for AI SEO success. If you aren't on WordPress, lean on the built-in SEO tools in your CMS.
- **My preferred WordPress plugin:** Rank Math

Tactic #3: Site Performance

A slow website costs you money every second, but the good news is most performance fixes are simple and free.



Tactic #3: Site Performance

What is it?

Site performance is how fast your website loads and how smoothly it works across all devices. We're talking about load times, mobile responsiveness, and basic technical health.



Tactic #3: Site Performance

What it matters now:

- **Google prioritizes fast sites.** Core Web Vitals are a ranking factor.
- **Users abandon slow sites.** 40% of visitors leave if a page takes more than 3 seconds to load.
- **Mobile-first world.** Over 60% of searches happen on mobile devices.
- **Direct revenue impact.** Amazon found every 100ms of delay costs them 1% in sales.

Tactic #3: Site Performance

How to start today:

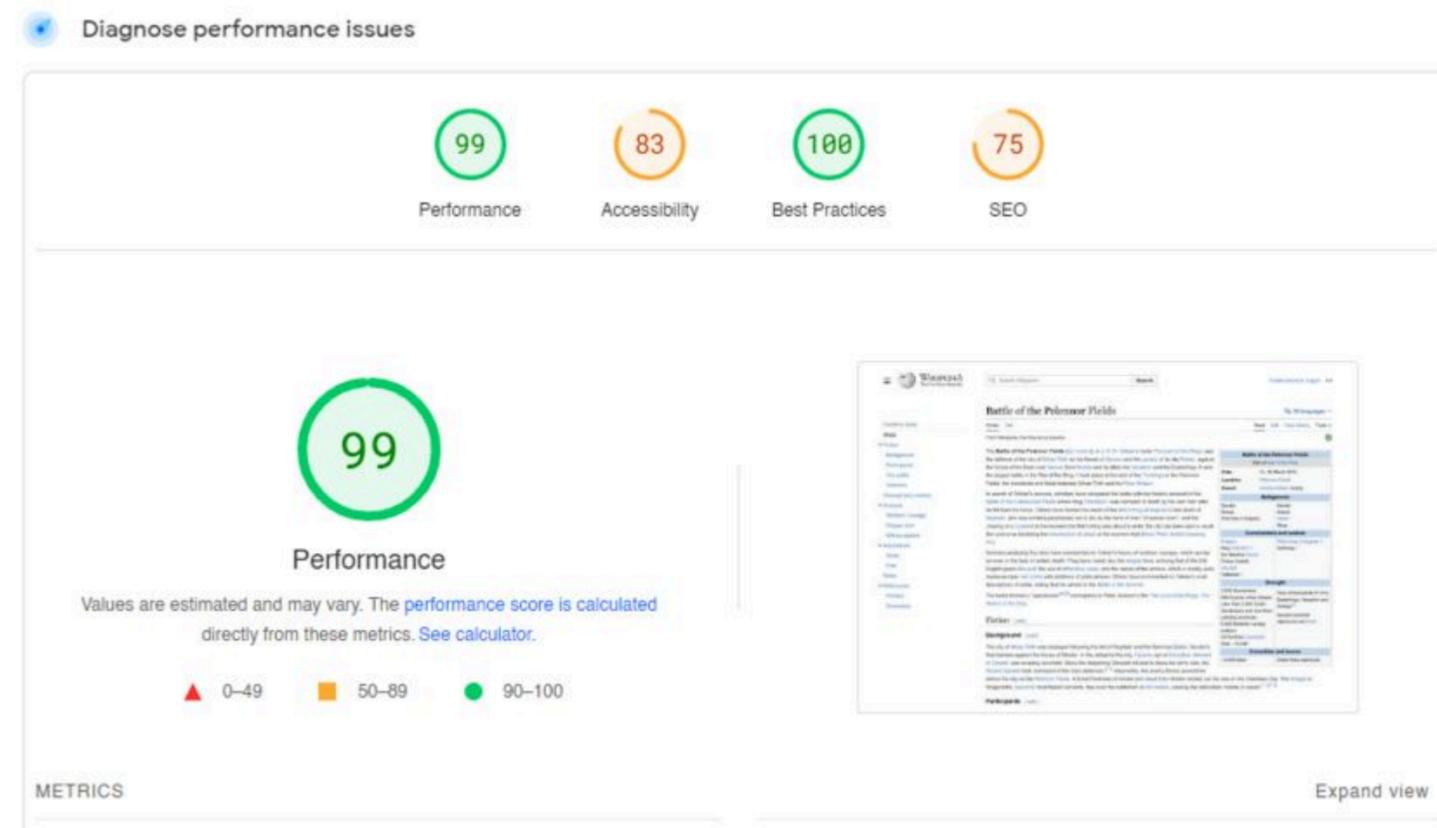
- **Run a speed test.** Use Google PageSpeed Insights on your homepage.
- **Optimize images.** Compress large photos (most common culprit).
- **Check mobile responsiveness.** Test your site on your phone right now.
- **Update plugins/software.** Outdated systems slow everything down.
- **Enable caching.** Ask your web developer or hosting company to set this up.

Tactic #3: Site Performance

One helpful tool:

- **Google PageSpeed Insights:** Free tool that gives you a performance score and specific fixes you can implement today. Just enter your URL and get actionable recommendations.

<https://pagespeed.web.dev>



Tactic #4: Value-Driven Content

Stop selling and start helping your customers solve problems. It's about building trust so customers come to you instead of competitors.

Tactic #4: Value-Driven Content

What is it?

Value-Driven Content: Content that focuses on helping customers solve real problems instead of pushing a sale. By sharing useful knowledge, you build trust and position your business as the go-to authority.

Tactic #4: Value-Driven Content

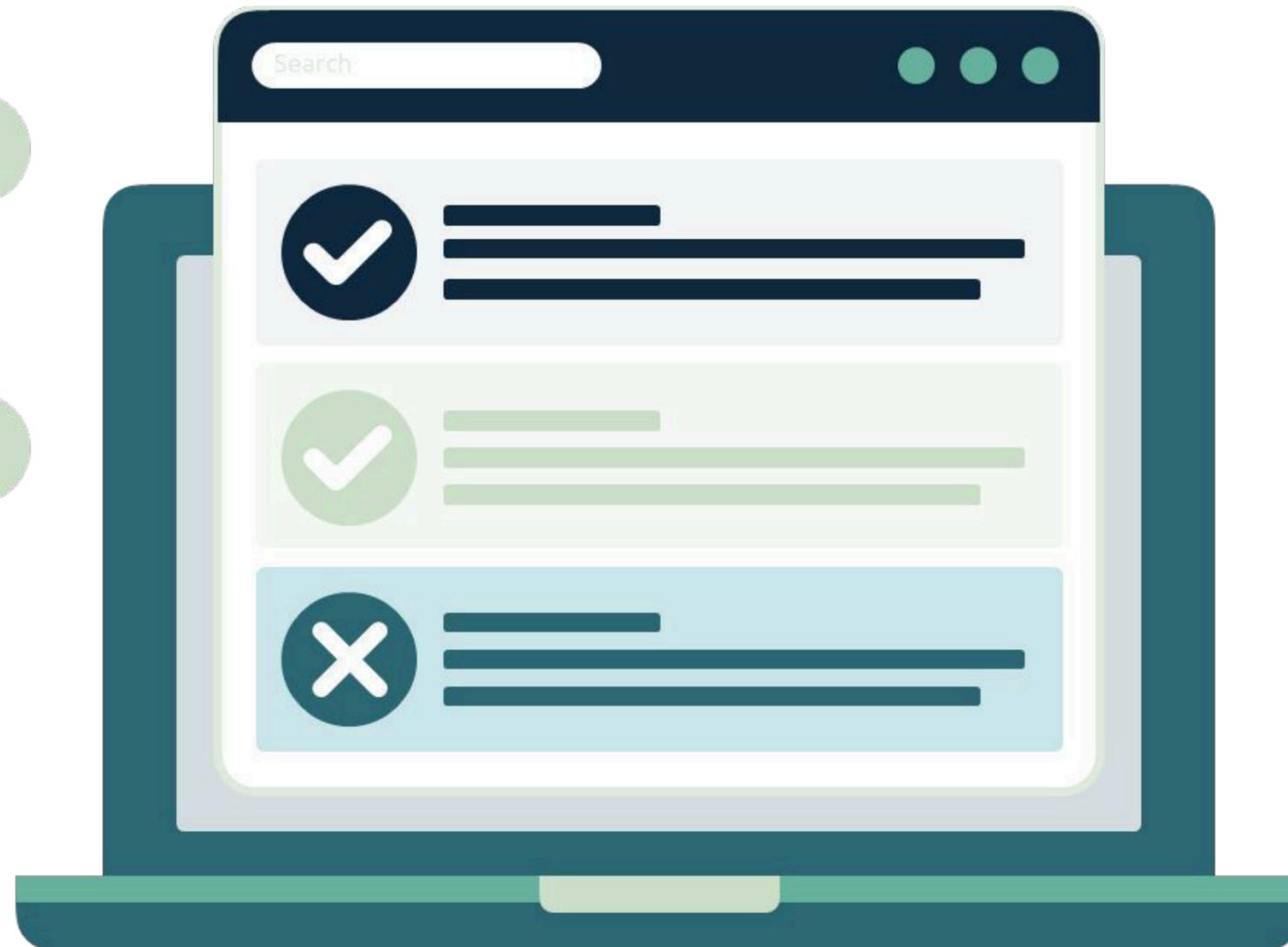
Remember to **EEAT**.

EXPERIENCE

Show your real-world, first-hand experience – client success stories, case studies, etc.

AUTHORITATIVENESS

Show that you have a wealth of knowledge on the topic and are respected as an expert by others – use topic clusters to support your core pillars and build quality backlinks.



EXPERTISE

Ensure content aligns with your expertise – product expertise, and industry knowledge. Transparency of content creators is important.

TRUSTWORTHINESS

Consistently show your Experience, Expertise, and Authoritativeness while providing a reliable and transparent experience for your customers.



Tactic #4: Value-Driven Content

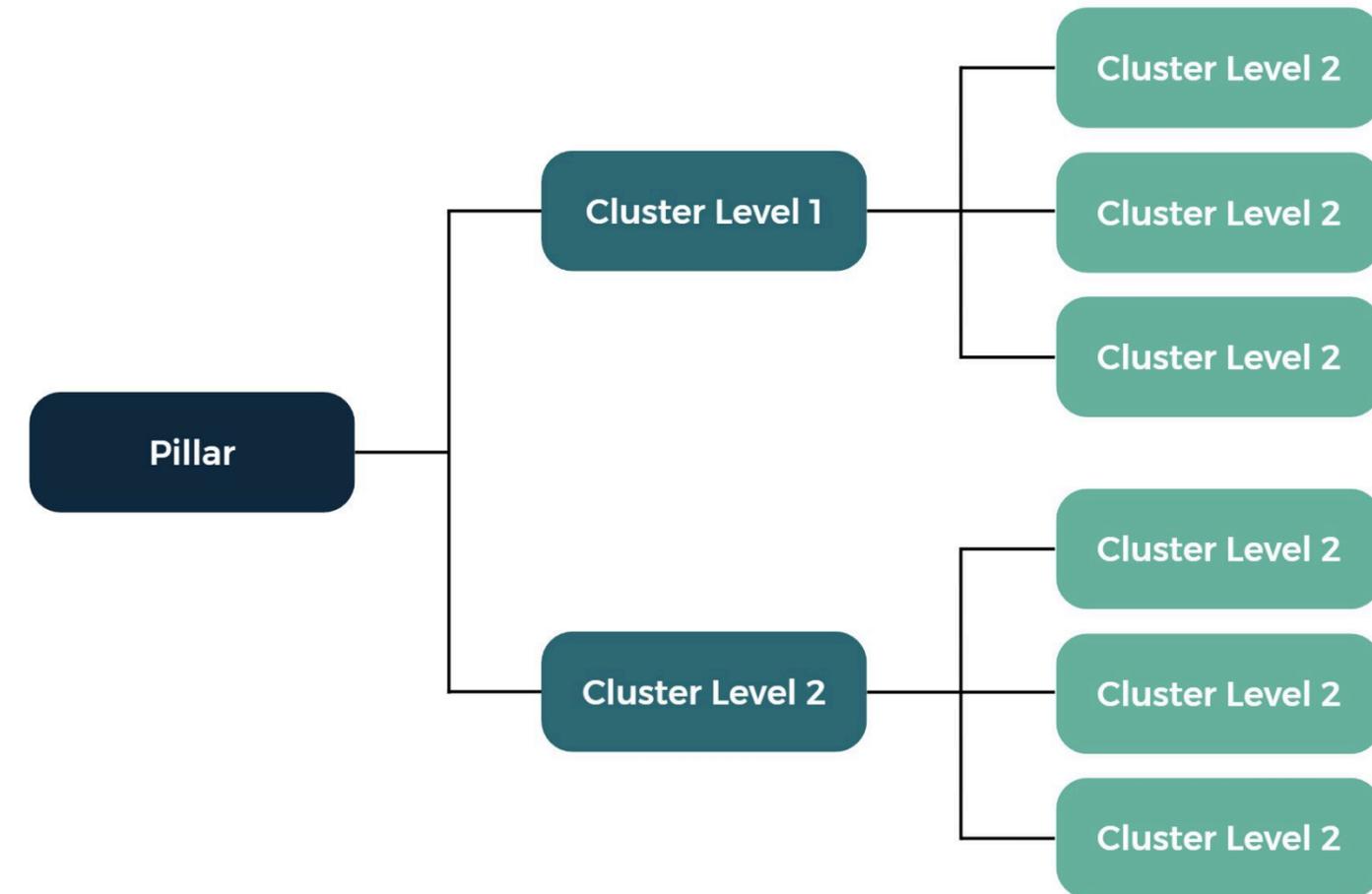
Why it matters now:

- **EEAT is a Key Part of Google's Algorithm:** Google now rewards value-driven, customer-focused content that demonstrates EEAT.
- **Cutting Through the Noise:** In a world full of AI-generated and low-value content, helpful content delights customers and drives conversions.
- **AI Raises the Bar:** As AI generates answers, it leans on the most trusted and authoritative sources.
- **Future-Proofing:** Investing in value-driven content today ensures visibility in both search and AI results tomorrow.

Tactic #4: Value-Driven Content

Where to start today: **Build Pillars & Clusters**

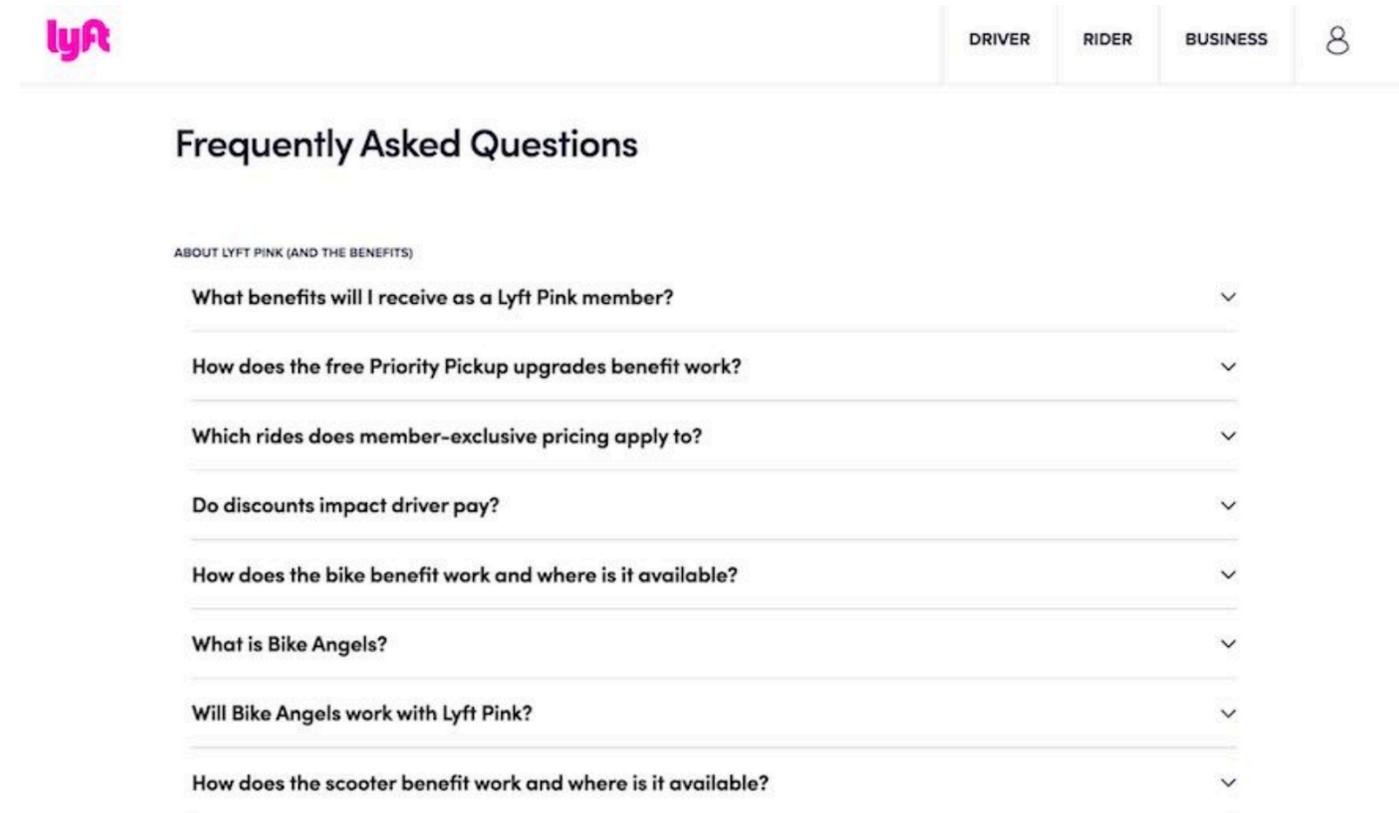
- **Topic Pillars:** Create one in-depth resource on a core subject your customers care about.
- **Supporting Clusters:** Add smaller, related posts (FAQs, blogs, guides) that link back to the pillar.
- **Show Experience:** Weave in case studies, practical tips, or examples to prove authority and build trust.



Tactic #4: Value-Driven Content

Where to start today: Answer Questions

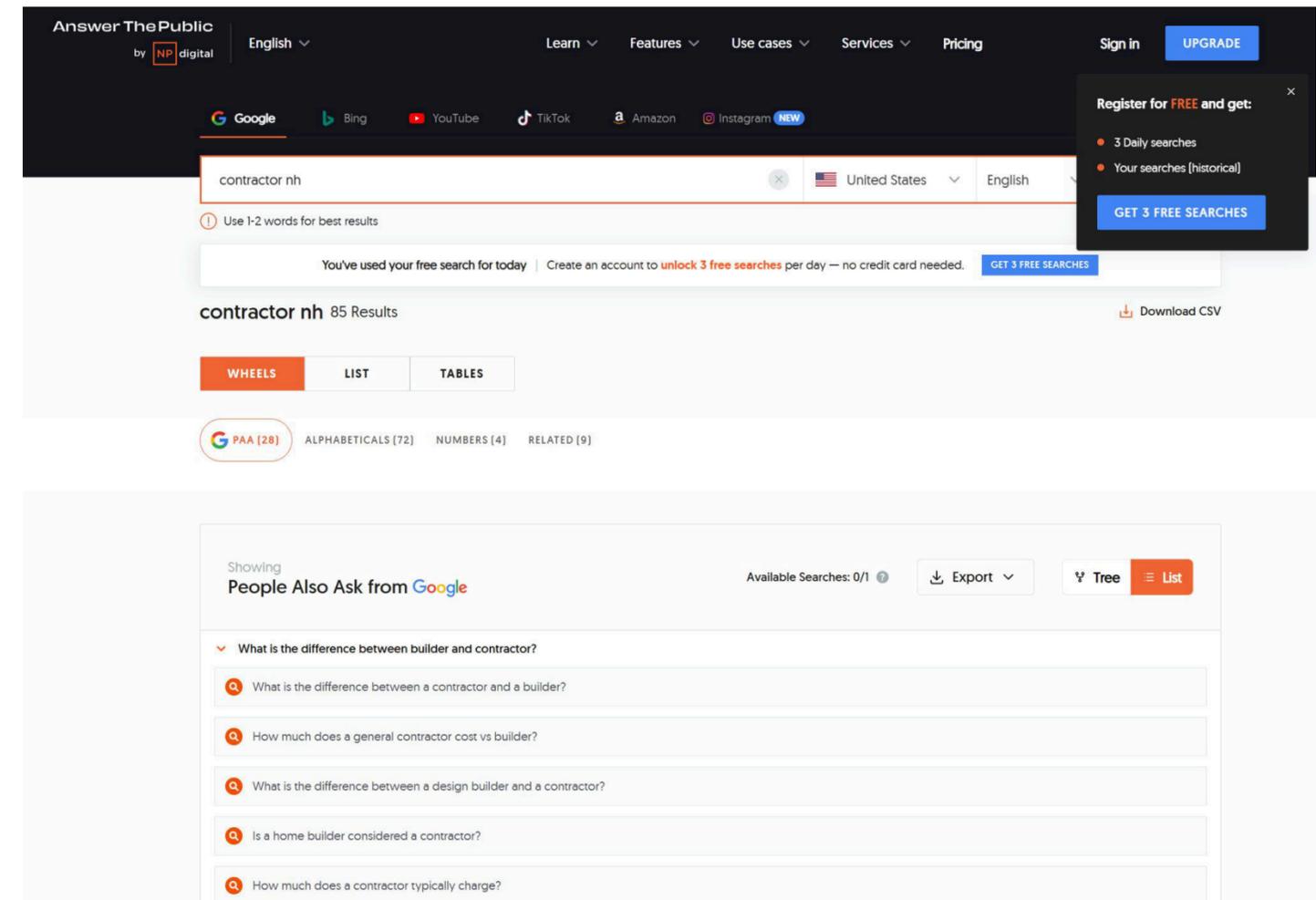
- **Real FAQs:** Use actual questions customers ask to create short, clear content pieces.
- **Direct Answers:** Write responses in plain language so they're easy for both people and AI to understand.
- **Trust Builder:** Showing you've answered customer questions before builds credibility and keeps you top of mind.



Tactic #4: Value-Driven Content

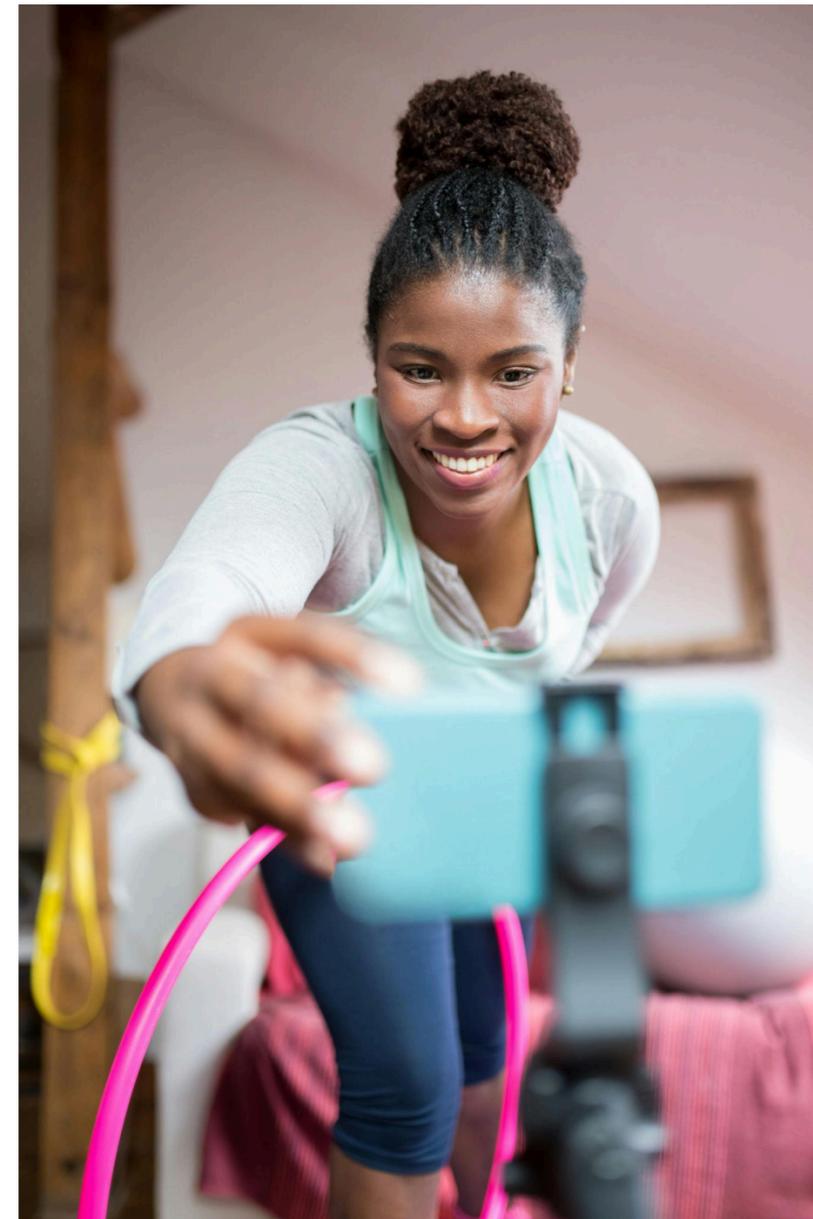
One helpful tool:

- **AnswerThePublic:** This free tool makes it easy to discover the real questions your customers are searching for online and use them to fuel your content and FAQs.
- <https://answerthepublic.com/>



Tactic #5: Video Strategy

Creating authentic, helpful video content outperforms polished ads every time.



Tactic #5: Video Strategy

What is it?

Video strategy means creating helpful videos that answer your customers' questions and showcase your expertise, without the need for expensive equipment, studio space, or a production team.



Tactic #5: Video Strategy

Why it matters now:

- **Dominates engagement.** Video posts get 1200% more shares than text and images combined (SocialPilot, 2024).
- **Platform preference.** 82% of all internet traffic will be video by 2025 (Cisco, 2024).
- **Buying influence.** 84% of people say they've been convinced to buy a product after watching a brand's video (Wyzowl, 2025).
- **Mobile consumption.** Over 75% of video views happen on mobile devices (SocialPilot, 2024).

Tactic #5: Video Strategy

How to start today:

- **Use your phone.** Modern smartphones shoot better video than expensive cameras from 5 years ago.
- **Good lighting beats everything.** Face a window or use a simple ring light.
- **Keep it short.** 60-90 seconds for social, 2-3 minutes for your website.
- **Create a simple setup.** Same background, consistent framing, reduce setup time.
- **Batch record.** Film 4-6 videos in one session, then release over time

Tactic #5: Video Strategy

~~One~~ Two helpful tools:

- **CapCut:** Free video editing app that makes professional-looking videos simple. Built-in templates, auto-captions, and one-tap editing features let you create polished content in minutes, not hours.
- **Loom:** Free screen recording tool that's perfect for creating "how-to" videos, product demos, or answering customer questions. Record your screen and yourself simultaneously, then share instantly.

<https://capcut.com>

<https://loom.com>

Tactic #6: Local SEO

When people search for businesses near them, Google decides who shows up. If you're not optimized locally, you're invisible in the moments that matter.

The screenshot shows a Google search for "contractor in manchester, nh". The search bar is at the top, with the Google logo on the left and search controls on the right. Below the search bar, there are tabs for "All", "Maps", "Images", "News", "Videos", "Short videos", "More", and "Tools". Underneath, there are filter buttons: "List of", "Open now", "Top rated", "Online estimates", "Free", and "Construction".

The results are for "Manchester, NH". A section titled "Sponsored · General Contractors | Manchester" lists two businesses:

- Ricci's Painting & Contracting**: 5.0 stars (90 reviews), General Contractor, 8+ years in business, Serves Manchester. Status: Open now · Free estimate. Buttons: Get Quote, Get phone number.
- Charest Builders**: 4.6 stars (33 reviews), General Contractor, 4+ years in business, Serves Manchester. Status: Open 24/7 · Family owned. Buttons: Get Quote, Get phone number.

A "Show more" button is located below these results.

The "Businesses" section lists three more businesses:

- Rello Remodeling LLC**: 4.9 stars (14 reviews), General contractor, 10+ years in business, Manchester, NH. Status: Open · Closes 5 PM · (603) 440-9527. Review snippet: "This project was on time, and well done at an affordable price." Buttons: Website, Directions.
- All Work Construction, Inc.**: 4.9 stars (130 reviews), Contractor, 15+ years in business, Hooksett, NH. Status: Open · Closes 7 PM · (603) 606-2667. Review snippet: "The work was completed in record time and his crew was top notch!" Buttons: Website, Directions.
- Under One Roof Construction**: 4.9 stars (20 reviews), Construction company, 3+ years in business, Manchester, NH. Status: Open · Closes 5 PM · (603) 289-2881. Review snippet: "The crew did beautiful work and were very friendly and professional." Buttons: Website, Directions.

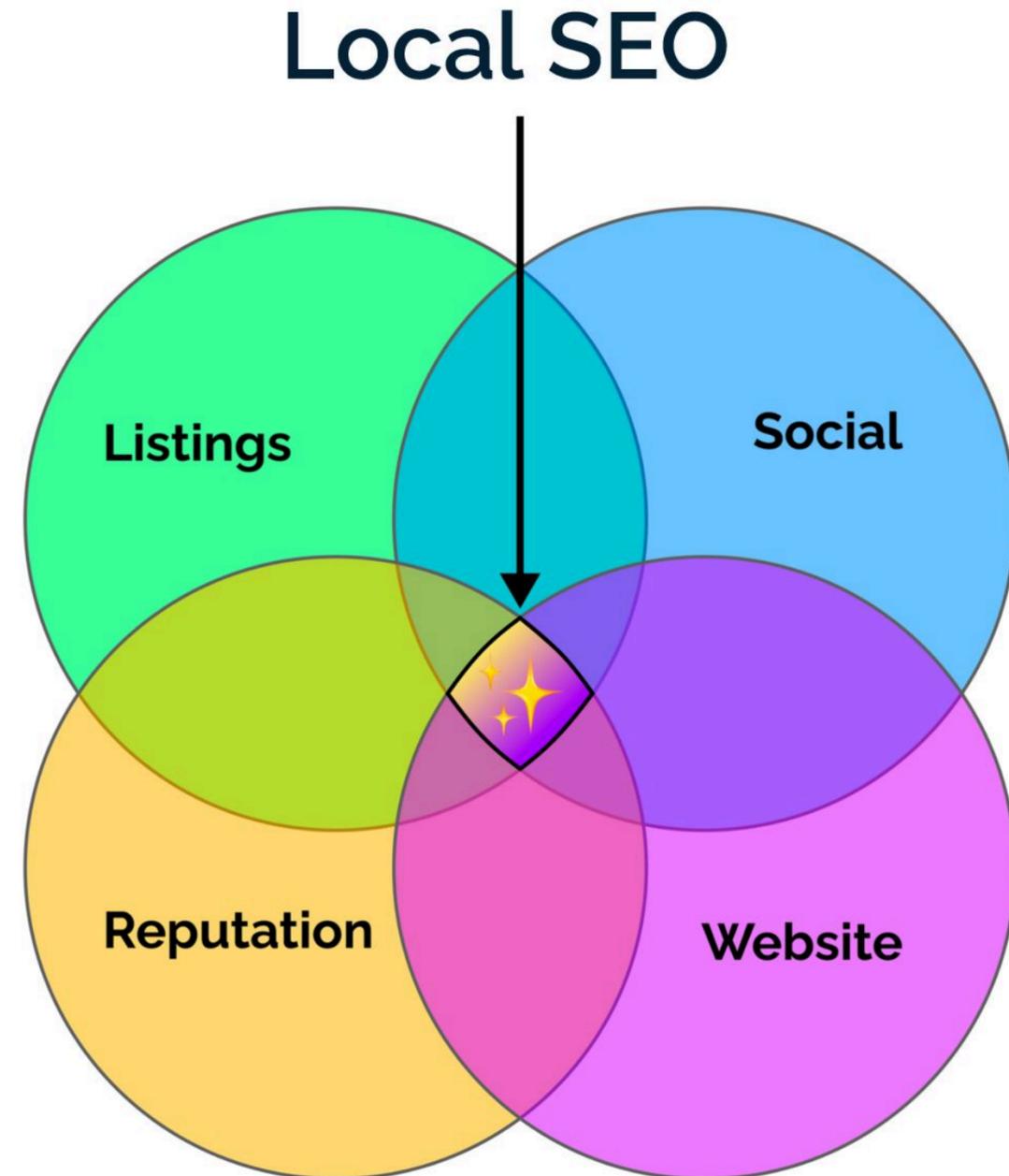
A "More businesses" button with a right arrow is at the bottom of the list.

On the right side, there is a map showing the location of these businesses in the Manchester, NH area. The map includes labels for "Progeneral Construction LLC", "All Work Construction, Inc.", "DeNisco Construction...", "Under One Roof Construction", and "Rello Remodeling LLC". The map also shows major roads like I-93 and I-293, and nearby areas like Hanover Hill, Highlands, and Auburn. A "Map data ©2025 Google" footer is visible at the bottom right of the map.

Tactic #6: Local SEO

What is it?

Local SEO sits at the intersection of your listings, website, reputation, and social presence — working together to make your business discoverable by customers looking for local businesses.



Tactic #6: Local SEO

Why it matters now?

- **The Customer Journey Has Changed:** People no longer discover businesses by walking past your storefront — they discover you on their phones. 83% of shoppers search online before visiting a store in person.
- **Trust Decides Everything:** Customers compare reviews, photos, and accurate info before making a choice. The business that looks the most credible gets the click, the call, or the visit.
- **Local Searches Lead to Action:** These aren't casual searches — 38% of local searches result in a call or visit within one day.

Tactic #6: Local SEO



How to start today: [Google Business Profile](#)

- **Claim & Optimize:** Claim your GBP and complete every section.
- **Choose Relevant Categories:** Select categories that best reflect your business.
- **Add a Compelling Description:** Use keywords naturally and highlight what makes you unique.
- **Collect & Respond to Reviews:** Ask satisfied customers to leave reviews. Build trust by responding.
- **Upload Photos:** Keep your profile fresh and inviting with updated images.

Tactic #6: Local SEO

How to start today: **Local Listings**

- **Local Directories:** Update your business info on Yelp, Apple Maps, Bing, and industry-specific sites.
- **Consistent Listings:** Make sure your Name, Address, and Phone number (NAP) are accurate everywhere. Accuracy builds trust for people and for search engines.



Tactic #6: Local SEO

~~One~~ Two helpful tools:

- **Google Business Profile:** For local businesses this is your single most important resource online. Claim it, optimize it, and add everything you can to make your profile engaging.
- **Snapshot Report:** Trebletree offers a free snapshot showing how your business shows up online - from listings and reviews to visibility gaps you can fix right away.

Tactics That Work Together

Technical foundation

- Tactic #1: Web Accessibility
- Tactic #2: SEO + AI-Era Search
- Tactic #3: Site Performance

Content strategy

- Tactic #4: Value-Driven Content
- Tactic #5: Video Strategy

Amplify your efforts

- Tactic #6: Local SEO



Helpful Resources

SEO Snapshot

Get a free SEO snapshot of your business's digital footprint.

<https://trebletree.co/access2025>

Website Accessibility Checklist

Self-assessment tool with the top 10 WCAG issues you can fix today.

<http://litzdigital.com/checklist>

Thank you!

Questions? Hit us up!



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