



Tacoma-Pierce County Chamber



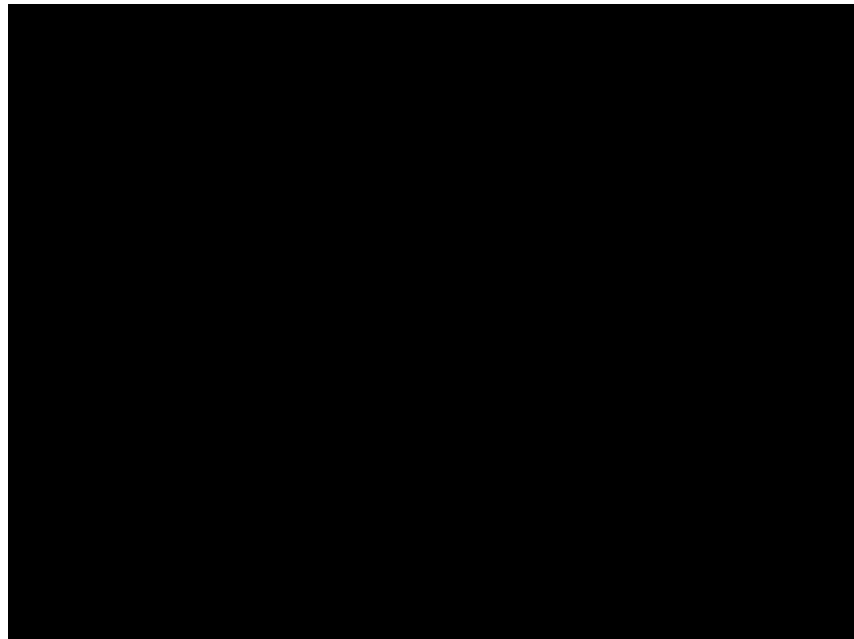
Tech Trends

Business Info Series



SEO

Ensure people can find you online!





Site Updates

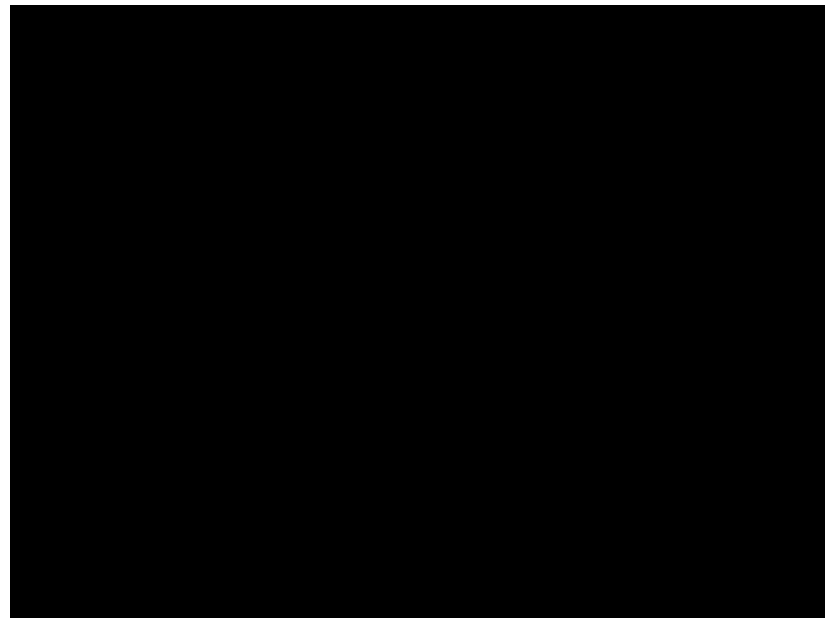
You don't always have to completely redesign your website. Fix things a little at a time.

SMALL STEPS
ARE STILL
PROGRESS



Scrolly-Telling

Share your story, find ways to connect online while we are apart.





Site Search

Help people find the right information on your website.

Give them the information they need to get on with their day.

The screenshot shows the 'Recommended Search Terms' dashboard in the SiteCrafting interface. The dashboard has a purple header with 'SITECRAFTING' and navigation links for 'Admin Dashboard' and 'Log Out'. A sidebar on the left contains a menu with options like 'Webpages', 'Search', 'Results', 'Search Log', 'Recommendations', 'Weighting', 'Feedback', 'Crawl', 'Alerts', 'Install', and 'Site Settings'. The main content area is titled 'Recommended Search Terms' and includes a search bar and a table of search terms. The table has columns for 'Search term', 'Webpage', 'Search #', and 'CTR for Page'. Below the table, it indicates 'Showing 1 to 7 of 7 entries' and has 'Previous' and 'Next' navigation buttons.

Search term	Webpage	Search #	CTR for Page
bees	Reservation of Neighborhood Block Party Trailer Registration, Multiple Dates Eventbrite	10	n/a
change	Ecosystems Summit 2018: Cities, Ecosystems and Climate Change	1	n/a
cemeteries	Columbia Cemetery	0	n/a
Bear Canyon Creek Camera	Co-Existing With Bears	100	n/a
campground	Boulder Reservoir Rules, Safety and Policies	0	n/a
party	Ask A Question!	43	n/a
animals	Ask A Question!	1	n/a

The screenshot shows the 'Set Weights' dashboard in the SiteCrafting interface. The dashboard has a purple header with 'SITECRAFTING' and navigation links for 'Admin Dashboard' and 'Log Out'. A sidebar on the left contains a menu with options like 'Webpages', 'Search', 'Results', 'Search Log', 'Recommendations', 'Weighting', 'Feedback', 'Crawl', 'Alerts', 'Install', and 'Site Settings'. The main content area is titled 'Set Weights' and includes a search bar and a section for adjusting weights for different page attributes. The section is titled 'Use these sliders to set the importance of different page attributes during search result ranking.' and includes sliders for 'Title', 'URL', 'Meta Description', 'Meta Keywords', and 'Body'. Below the sliders, there is a 'Preview Weight Settings' button and a 'Search' button. At the bottom, there is a 'Preview weight changes using search form to the right. When you are satisfied with your settings, click:' followed by an 'Apply Settings Now' button and two 'Ask A Question!' links.

Thank you!

