

Anatomy of a Web Presence

Calls to action (C2A) - Best practice precursors

- Realize that Categories are Nouns
- Realize that Static pages are consistent across your profession
 - About
 - Contact
 - Services
 - Calendar
 - Blog...
- C2A Verbs appropriate for the allegory your painting
 - Get
 - Learn
 - Take
 - Free
 - Understand
 - Explore
 - Connect / comment
 - Buy
 - Order
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