# Local Blitz Completes Conversion Rate Optimization Training for Indianapolis Web Design Clients

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Local Blitz, a digital marketing agency, in Indianapolis, Indiana, has announced the completion of a Conversion Rate Optimization training to help their Indianapolis web design clients create higher converting websites. Conversion rate optimization is a vital aspect of web design that every digital marketing agency must know and their creative director, Adam Rosati has spent countless hours to obtain the best up-to-date conversion data to be applied for Local Blitz client websites.

Simon White, co-founder and CEO of Local Blitz, says, ?As a digital marketing agency we pride ourselves not only on our advanced knowledge of website design but also of many marketing strategies including, web development, search engine optimization, local SEO, social media management, social media marketing, graphic design, conversion rate optimization, email marketing and several other digital marketing services. We have been doing this long enough that we understand that a clients needs and our services are not always a perfect match. That being said, if for some reason your need and our web design services are not a good fit, we have a huge network of web development and website designer partners.?

During their initial consultation with the client, the goal is to outline how their full service website design

services work and to obtain a gauge on what the client wants to achieve with the website. An important component of their web design service is conversion rate optimization to help clients capitalize on as much traffic as possible. This is the process of boosting the percentage of conversions from a website. It generally involves coming up with ideas for improving various elements of the website. These hypotheses are confirmed using A/B testing and multivariate testing.

In addition to web design services, Local Blitz provides different types of services: SEO, email marketing, social media marketing, and online advertising. With their SEO services, they offer custom solutions for their clients rather than one size fits all solutions. This is important because much of SEO regularly changing, which means that what may work today may no longer work in the future. While some of the foundational concepts continue to be applicable, a lot of things are always changing. That is why Local Blitz specializes on the creation of custom SEO solutions for specific clients to achieve long-term results. Their SEO process is made up of various stages: the discovery stage; the strategy and the communication stage; the implementation stage; the project kickoff stage; and the reporting and review stage. They also offer various types of SEO campaigns: local SEO; regional SEO; national SEO; and international SEO.

They also provide email marketing services because this particular type of online marketing still offers the highest ROI. This is because once an email address has been obtained, it will cost next to nothing to remarket to that person. Also, social media marketing remains an important element of online marketing. Local Blitz free social media consultation to help clients come up with their social media marketing strategy. These are social media marketing campaigns on Instagram, Twitter, Facebook, and LinkedIN.

And they also provide online advertising agency services where they use a data-driven and scientific approach for their online advertising campaigns, rather than a fixed strategy. Their team is experienced and knowledgeable regarding the major advertising platforms, such as Google ads, Facebook ads, and Instagram ads. Their team has dedicated members who are trained and focused on the most recent changes for each platform.

Established in 2009, Local Blitz is an Internet marketing agency that provides value to its clients by creating digital sales funnels for them, particularly those who require them the most, whether they are small or medium sized businesses. They are always ready to serve as an important resource for companies that are not huge enough to have their own Internet digital marketing services but are fully aware of its value. They have been getting feedback from satisfied clients in a range of niches, such as e-commerce, automotive, real estate, and many more.

People who are looking for a marketing agency Indianapolis residents can trust can visit the Local Blitz

website, or contact them through the phone or via email. They are open from 8:00 am to 5:00 pm, from Monday to Friday.

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