

3 NEW YEAR'S RESOLUTIONS FOR IMPROVING YOUR DIGITAL MARKETING IN 2017

If you're looking for **increased profits and visibility** in the new year, it's time to commit to some **lofty marketing goals**. Use this guide to set your New Year's resolutions for **improving your digital marketing** in 2017.



RESOLUTION #1: DRIVE AGILE INBOUND MARKETING AND FLASH CAMPAIGNS

FIND FRESH WAYS TO PULL CUSTOMERS IN:

- Create compelling videos, blog posts, etc.:** 61% of people say they are more likely to buy from a company that delivers content.
- Businesses that blog** receive 77% more traffic and 97% more links to their site than those that do not blog.
- Premium content** like eBooks and email courses generate **3 times as many leads** as traditional outbound marketing and cost 62% less.

AGILE MARKETING:

- Drive publishing agility** with WordPress.
- 62% of top 100 fastest growing companies** in the US use WordPress.
- When people use a CMS, 58% choose WordPress.**
- WordPress powers 27%** of the web and contains thousands of plugins to help make integration of marketing extensions easier than ever.

RESOLUTION #2: BOOST YOUR SITE SPEED

40% of people abandon a website that takes more than 3 seconds to load.

A 1-second delay in load time can result in a 7% loss in conversions.

Prepare for PHP 7: You can **double your website speed** by switching from PHP 5.5 to PHP 7.

Use WP Smush: Images **comprise 62% of a page's total weight**; this plugin compresses images to reduce bandwidth.

Our platform includes a highly tuned **proprietary caching solution**, including a fully managed CDN which can serve web pages on average **4-6X faster**.

RESOLUTION #3: BEEF UP SITE SECURITY

Over 75% of all websites contain unpatched vulnerabilities.

IS YOUR SITE REALLY SECURE?

13% of online shoppers abandon their carts due to payment security concerns.

HOW TO DO IT:

Use WP Engine: WP Engine has **blocked 1.4 billion attacks** across our 50,000+ customers so far in 2016. WP engine actively mitigates and remediates malicious attacks daily.

Keep WordPress plugins up to date: 54% of reported WordPress security vulnerabilities belonged to outdated plugins.

Set your **New Year's resolutions** now so you can see major improvements in 2017 with the help of WP Engine. We work with more than 50,000 customers across 136 countries including:



We work with **>1,000 agencies**, including agencies from every major holding company.

WP Engine supports **350K+** WordPress domains and **2 billion** page views per day.

5% of the web visits a site powered by WP Engine every single day.

START YOUR NEW YEAR RESOLUTIONS TODAY!

Learn More:
www.wpengine.com/enterprise

SOURCES

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