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Over 100 Recipes, and Still Counting!



We recently published our 100th Crock-Pot Thursday blog!

This tradition of ours to provide lunch for our staff every Thursday was started in the early 2000s. While some Thursdays we repeat recipes, order out from a local restaurant, or just don't post a blog, this is still a huge milestone for our company. We intend to continue Crock-Pot Thursday for the foreseeable future.

You can find over 100 unique recipes, all taste-tested by our team, on our website. If you're interested in trying some of them for yourself or your team, head to the link below:

Try our Crock-Pot Thursday Recipes! jmct.io/cptblogs

**Have Marketing Questions?
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How to Write a Successful MSP Blog



Creating content for your MSP blog doesn't have to be an area of trepidation. You're the best advocate and resource for what makes the services you provide as an MSP unique, you just need to give your audience a reason why they should choose you. Your blog is the perfect opportunity to show your experience, ideas, and why you're the best at what you do.

When MSP clients ask about ranking, the first thing they focus on is keywords. While keyword consideration is important, the most effective thing you can do to increase the Google rank of your MSP

over that of your competitors is to provide good content. Your blog is one of the major forces driving traffic and therefore rank position and lead generation. However, for many MSPs, blogging is an incredibly underutilized marketing resource. It doesn't have to be! Here are some tips to take advantage of blogging as part of your promotion and advertising goals.

Don't Be Afraid to Write

You don't have to have a Master's in creative writing to create interesting content. The goal here isn't to win the Pulitzer, but give a visitor useful information and a reason to either learn more about your services or even better, complete a form or make a call.

That being said, while your article may not be a direct reflection of your abilities as a writer, it can be used to determine whether you're an expert in your field and how you handle your business. Your blog may be your first and only chance to make an impression on a potential client. It needs to be done correctly.

This isn't to scare you, like we said, you shouldn't be afraid of writing something. Just take your time, run it through spell check, and make sure your ideas are fleshed out carefully. A typo-ridden, uninspired and - worst of all - uninformative blog will say as much about your business as a bad review of your business practices would. A poorly constructed blog tells potential

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10 Reasons Why Your MSP Should Sponsor a Local Event



Sponsoring events is a marketing strategy that is quickly gaining popularity across industry sectors, and is one of the fastest growing forms of marketing in the United States. Have you considered sponsoring an event in your local area?

There are plenty of local events that could use financial backing, including:

- Local festivals and celebrations
- Events put on by non-profits
- Chamber of Commerce events
- Holiday festivities
- Fundraisers
- Charity events
- Local small business events
- ...and more!

There are a lot of options out there; it's time to figure out what's going on in your town and start investing!

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It's Time To Build an MSP-Focused Website



Making a website is easier than ever. Not only are there a myriad of companies offering pre-built websites,

but you can also use a number of drag-and-drop, WYSIWYG (“what you see is what you get”) website builders to create your own website with little-to-no web design training.

Despite these conveniences, you risk your website failing to perform because a generic design that will work for a clothing manufacturer, a dog groomer, and a plastic surgeon isn't effective for an MSP. The fact is, as an MSP, you have a unique business and your website needs to convey that.

The Fundamentals

First and foremost, your MSP website should provide the information searchers are looking for. It should encourage visitors to remain on your site and explore it. The ultimate goal is being able to keep them on your site long enough (blog and video content are well-suited for this) for them to take an action such as complete a form, download a deliverable, or make a call.

It's not a stretch to note that all businesses should try to achieve this goal. However, all businesses achieve the goal of conversion differently. An MSP's message, brand, and user experience relies on different cues than that of, say, a law firm, and your website should reflect this.

Simply put, an effective MSP website requires more than just taking a template and sticking the word MSP on it with a stock photo of a guy with a laptop. Your business is more than that, and certainly deserves better.

There's Nothing Wrong with Templates

We're not saying that there's anything wrong with using a template. If you do, it

just needs to be the correct one for your business, provided by a company that understands your business and what it does. Content and context is everything, and for your MSP website to be successful, it needs both.

Ease of Navigation

It's not unusual for an MSP to offer services ranging from managed IT, cloud computing, network security, business continuity, and a variety of business technology solutions. There is a risk, due to your large range of services, that you may build so many pages that your visitors can't find what they are looking for. Add the use of confusing tech jargon or clever service names and we can see how laymen can be confused when they land on your site.

As an MSP, your job is to help businesses leverage their technology. Your website should reflect this goal by providing information in a way that makes it easier for them to find solutions to their problems. This is why it is critical to work with a designer or marketing agency that understands what your business is all about. It's a fairly complicated pitch for agencies outside of our industry.

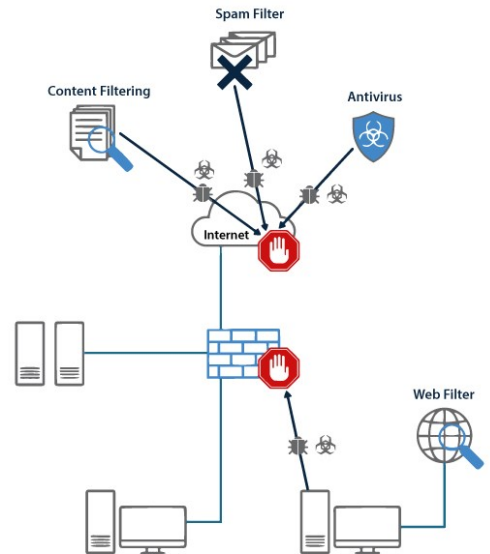
When an agency truly understands your business, they will present your services in a way that will provide ways to display your value as an MSP, increase your rank, and ultimately turn your website into a marketing tool that converts.

Show, Don't Tell

There is a wealth of IT service offerings, and with them, an equal number of abbreviations: MSP, VDI, BDR, UTM, and so on. It takes working with a marketing agency that not only understands what these terms mean, but more importantly are able to translate them in a way that the average business person can also comprehend. Sometimes it's about cutting out all the jargon and just getting to the end result.

Equally important is the ability to distill complex concepts into something easy for visitors to absorb. However, the only way

to this is if you have an intimate understanding of what an MSP does and how they do it. For example, when describing what a UTM (Unified Threat Management) does, you can tell by writing a 5,000-word service page which explains what, why and how... or, you can show what a UTM is with an effective graphic like the one here or, better yet, a video.



Finally, the ability to organize your services in a way that is accessible is key to providing your visitors with a good experience when they come to your site looking for solutions to their concerns. The worst thing that could happen is that they can't find what they are looking for and leave; not just because you may have lost a potential customer, but the resulting increase in bounce rate can adversely affect your rank.

Content is King

When it comes to having an MSP website that converts, content is critical. In fact, it's fair to say that your content is the driving force to establishing your online presence. Can you afford to let a web developer who views all businesses as interchangeable, and provides a one-size-fits-all template steer the direction of your business? Never forget, your website is a marketing tool, it is and may be the first...



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How to Write a Successful MSP Blog

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clients you lack attention to detail, aren't interested in finding innovative solutions to their problems and, overall, just don't care. That is never a good way to begin a relationship.

5 Basic Steps to Get Started Writing Your MSP Blog

1. Pick an MSP service which you're interested in promoting and are knowledgeable and confident in talking about. Take a moment to think about what you want to write about. What is the purpose? Who is your audience? What information will the reader get from the article? How will this article further promote your abilities and services? Most importantly, will it help establish you as an expert in your area?

2. Create an outline that allows you to focus on your target keywords, pain points, and solutions.

3. Write your blog, and if you do divert from that outline, make sure everything continues to flow and your points still come across clearly.

4. Spell check and grammar check. Have someone look it over. Our content team always relies on other team members when proofing. Your brain will fill in any gaps that it thinks should be there, ignoring any mistakes.

5. Put your blog 'down' for a day or two and revisit it, giving yourself the opportunity to see it again with fresh eyes. Make adjustments as needed.

Remember, your blog is a marketing tool, but nobody wants to read a blog that is overly sales-y. If your blog post doesn't have value on its own and it only exists to broadcast a service or product you sell, it needs to be taken back to the drawing board. Once you have your content in a condition that you are comfortable with, now it's time to focus on some SEO, SERP, and promotional optimization.

Utilize Your Meta-Tools for Better SEO Optimization

Header Tags

Header tags are used to tell the search engines which part of your article is...



Read the Rest Online!

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How to Keep Visitors on Your Site Long Enough to Convert



Your bounce rate is one of the fundamental metrics in determining whether or not your website is attracting an audience and relevant traffic. While you can't have an audience without traffic, traffic without an audience is just noise.

- **25% or Lower** - Something is probably broken
- **26 - 40%** - Excellent
- **41 - 55%** - Average
- **56 - 70%** - Higher than normal, but could make sense depending on the website
- **70% or Higher** - Bad and/or something is probably broken

The overall bounce rate for your site will live in the Audience Overview tab of Google Analytics.

Once you have your bounce rate, it's time to determine which strategy to use to improve it. Here are some ways to reduce bounce and increase overall engagement.

How To Improve Bounce Rate Increase Overall Website Speed

Website speed can affect the bounce rate. If the site takes too long to load (more than a few seconds), your visitors will leave. As an MSP who is supposed to be a technology expert, a slow website can damage your brand in ways beyond a high bounce rate. Recommendations to increase the speed of your site include reducing image sizes, streamlining the number of third-party plugins and scripts, and developing a cache strategy.

Fix Misleading Title Tags, Meta Descriptions, and Outdated Content

Take a moment to ensure your title tags and meta description accurately describe what the page is about. Visitors don't like to be disappointed when they visit a page. They expect a certain experience or information, and when they don't receive it, they leave - most likely never to return. Finally, make sure you don't have any broken links, one sure way to guarantee a bounce, is to provide visitors a 404 page, especially a 404 with no way to return to your main page or a way to search for the information they might have been interested in.

Stop Producing Under-Developed Content

One tactic you can use to increase engagement and reduce bounce is to create and offer content which is interesting, providing answers visitors are looking for. Not only does unique content reduce bounce rate, but it can also increase the effectiveness of your SEO strategies by driving qualified traffic to your site. Here are some technical tactics you can do to increase the value of your...



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jmct.io/siteconvert

What Does Bounce Rate Mean?

Bounce rate is a way of measuring the percentage of visitors who go to your MSP website and leave after viewing only one page on the site. An example of this would be a visitor hits your homepage and instead of clicking any other links, they instead leave your website. The higher the percentage of visitor 'abandonment', the higher your bounce rate is.

How High is High?

As most instances of measurement, high can be relative, and there can be times where the type of website being visited can explain higher or lower than average bounce rate. More on that later, but for now, let's look at some necessary measurements:

10 Reasons Why Your MSP Should Sponsor a Local Event

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Why Your MSP Should Consider Event Sponsorship

There are a lot of benefits that will come your way if you choose to sponsor an event, some that you might not have considered.

1. Increased Brand Awareness - When you sponsor an event, your company name and logo appears amongst all of the other event sponsors. Depending on the size of the event, this can mean having your company featured on signs, ads, social media posts, local news

articles, radio spots, t-shirts, and more. The bigger the event that you sponsor and the higher the level of sponsorship that you choose, the more visibility you will be given.

2. Improved Reputation - Studies show that individuals form positive opinions about a business when they are tied to high-profile events. Having the funds to donate to a local...



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Mmmm...so good! Find out more at: refer.joomconnect.com



Are You Ranking Where You Want to in the Search Engines?

Search Engine Optimization (SEO) is an extremely important outlet for your online marketing dollars. If people can't find you with a simple Internet search, **how will they get to your website?**

SEO isn't about pining after that number one ranking for your keyword of choice anymore. It's about **organic growth** and **driving qualified traffic** to your website from all angles with the goal of getting **conversions**. It's about providing the best experience for your visitors, and getting out there in as many ways as possible.

Search engines take hundreds of factors into consideration when determining where your site shows up amongst competitors. It's always becoming **more complex**; fortunately, we stay on top of things so that you don't have to.



Our Simple SEO Plan Includes:

- Monthly maintenance to your website
- Content adjustments and suggestions as needed
- Analytics and Search Console monitoring
- You-write-it content optimization
- Local business directory listing management
- Monthly plain English reporting
- ...and **MORE!**

Rank more frequently, get found easier, drive traffic, and convert!

Don't Get Left Behind, Rank Higher! Go To <https://jmct.io/seo>

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