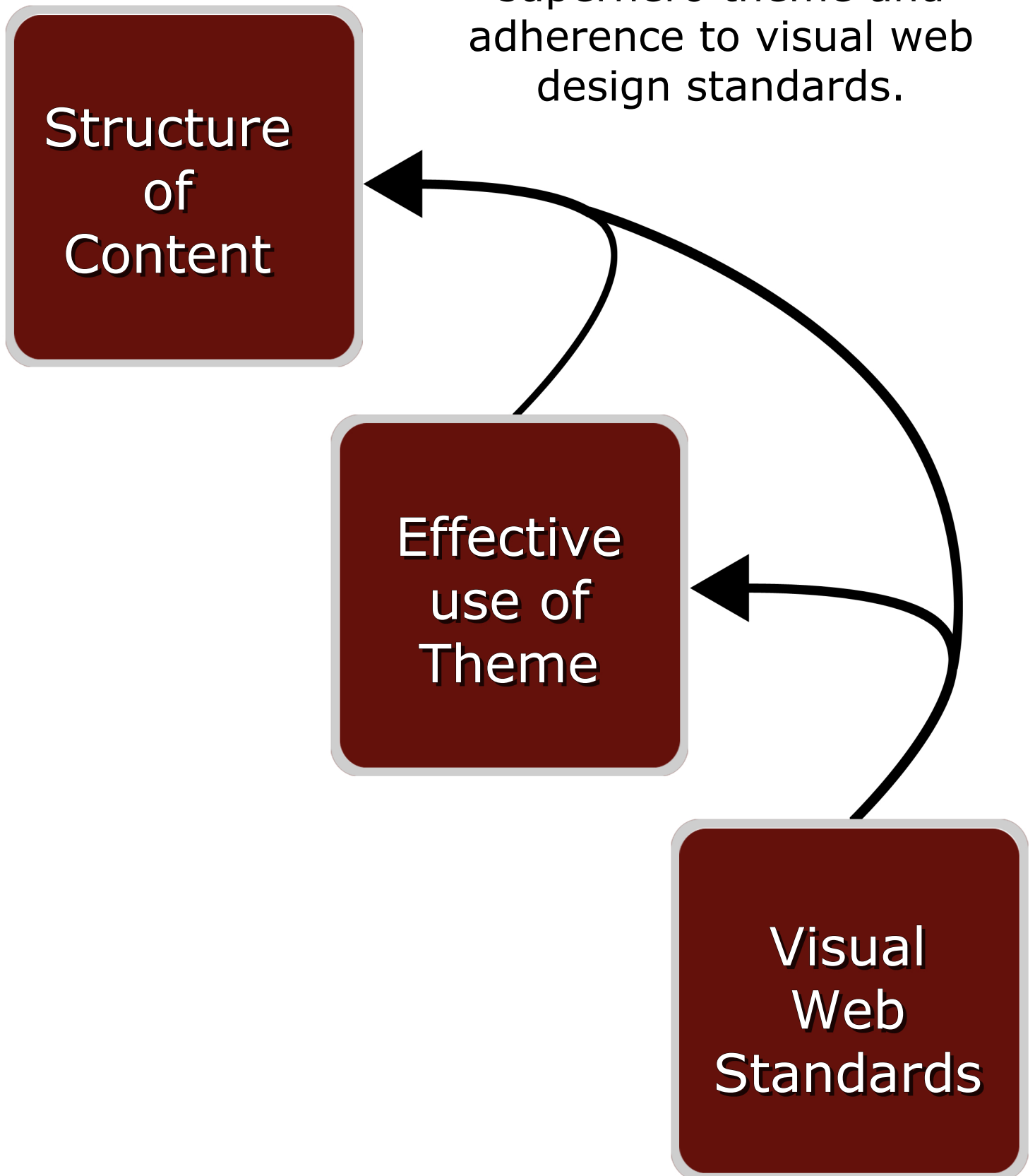The redesign of the sites should focus on these three areas of improvement.

Structure of Content

Effective use of Theme

Visual Web Standards

Structure of Content

Effective use of Theme

Visual Web Standards

The impact of any structural changes will be stronger with the effective use of the superhero theme and adherence to visual web design standards.

In order to expedite improvements to the site, we focused primarily on changes to the structure of the content.

Structure of Content

Effective use of Theme

Visual Web Standards

What we want to do:

- Increase readership
- Solicit more clients via the blog
- Create more opportunities for ad revenue
- Ensure scalability for future changes

How we plan to do it:

Structure of Content

Establish Blogs as Authorities in the Field

Connect Blogs more directly to Hanapin Marketing

Make Blog become Destinations for Community

PPC Hero / SEO Boy Sitemap

Content

- Blog Posts
- Images
- Podcasts
- Handbooks
- Categories
- Blog Series
- Featured Posts

- Guest Column
- Comic Books
- SEO / PPC Tools
- References to Other Blogs
- Tutorials
- How-To's
- Job Openings
- Twitter Activity
- PPC Hero / SEO Boy Comic Strip
- PPC Hero / SEO Boy Image Gallery

Community

- Social Media (Facebook, Twitter, Sphinn)

- Community Posts
- Giveaways
  - T-Shirts
  - Comics
  - Handbooks
  - Buttons
  - Consultations
  - Other Items
- SEO / PPC Challenge
- Community Profiles
- Classified Section
- Surveys
- Forums
- Guest Bloggers

Services

- Description of Consultation
- About PPC Hero / SEO Boy

- Direct Links to Hanapin Marketing
- Testimonials
- Client Portfolio
- Case Studies

Authors

- Comments
- Contact

- Author profiles
- Author blog sections
- Featured authors
- Authors as superheroes
- Authors as consultants

http://

Main Logo

Heroic Feats of Pay-Per-Click Management

Brought to you by the experts at Hanapin Marketing

badge

badge

badge

badge

badge

Blog Series | Categories | Best Posts | How-To's | About | Contact | Services

Large Picture
of Author

Catchy and Pithy Title!

Posted by (awesome Author Here) on August 8, 2009 in:
category (x), category (y), category (z)

The entire article! Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam quis ipsum massa. Quisque mattis blandit est, eget molestie nulla condimentum sit amet. In tincidunt euismod ultricies. Fusce lacinia posuere ante, quis pulvinar sapien tempus in. Ut a nisl eros. Donec sed libero libero, eu pulvinar est. Sed mi nibh, malesuada iaculis accumsan at, pulvinar non turpis. Ut accumsan nulla nec sem molestie sed egestas arcu sodales.

The entire article! Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam quis ipsum massa. Quisque mattis blandit est, eget molestie nulla condimentum sit amet. In tincidunt euismod ultricies. Fusce lacinia posuere ante, quis pulvinar sapien tempus in. Ut a nisl eros. Donec sed libero libero, eu pulvinar est. Sed mi nibh, malesuada iaculis accumsan at, pulvinar non turpis. Ut accumsan nulla nec sem molestie sed egestas arcu sodales. Ut a nisl eros. Donec sed libero libero, eu pulvinar est. Sed mi nibh, malesuada iaculis accumsan at, pulvinar non turpis.

previous article next article   Comment on this article   Share this article   addthis

Keep me updated!

email address   Subscribe

t f L R

Our Favorite Blogs

Awesome blog 1

Awesome blog 2

Awesome blog 3

http://ppchero.com

search

Main Logo

Heroic Feats of Pay-Per-Click Management

Brought to you by the experts at Hanapin Marketing

badge
badge
badge
badge

Columns | *How-To* | *Archives* | *Free Stuff* | *Authors* | *Services* | *About*

t   f   L

Large Picture
of Author

Catchy and Pithy Title!

Posted by (awesome Author Here) on August 8, 2009 in:
category (x), category (y), category (z)

Snippet of article! Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam quis ipsum massa. Quisque mattis blandit est, eget molestie nulla condimentum sit amet. In tincidunt euismod ultricies. Fusce lacinia posuere ante, quis pulvinar sapien tempus in. Ut a nisl eros. Donec sed libero libero, eu pulvinar est. Sed mi nibh, malesuada iaculis accumsan at, pulvinar non turpis. Ut accumsan nulla nec sem molestie sed egestas arcu sodales.

Read More   Comments (5)

Large Picture
of Author

Catchy and Pithy Title!

Posted by (awesome Author Here) on August 8, 2009 in:
category (x), category (y), category (z)

Snippet of article! Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam quis ipsum massa. Quisque mattis blandit est, eget molestie nulla condimentum sit amet. In tincidunt euismod ultricies. Fusce lacinia posuere ante, quis pulvinar sapien tempus in. Ut a nisl eros. Donec sed libero libero, eu pulvinar est. Sed mi nibh, malesuada iaculis accumsan at, pulvinar non turpis. Ut accumsan nulla nec sem molestie sed egestas arcu sodales.

Read More   Comments (5)

Add us to your RSS

feedburner   R

Get Email Updates

Subscribe

Advertisement

Large Standard

Advertisement
Medium Standard

Advertisement
Medium Standard

Advertisement
Medium Standard

Advertisement
Medium Standard

Advertise with us!

Recent Twitter Posts

Random Twitter message

Another random Twitter message

http://ppchero.com

Main Logo

Heroic Feats of Pay-Per-Click Management

Alternating Comic Strip or Graphic

| Home | **Episodes** | Rewards | Heroes | Team Hanapin | Contact |

R

login   register   search

Brought to you by:

Episode #99: The Return of Evil Dr. Schwartzerhut!

List of Episodes

Episode 1
Episode 2
Episode 3
Episode 4
Episode 5
Episode 6
Episode 7
Episode 8
Episode 9
.
.
.
Episode 99

Comic Book Cover
or
Page Sample

Subscribe Now!   email address   Subscribe

Advertisement
350

Advertisement
350

Advertise with us!

Follow your favorite Hero!

t   f   L

http://ppchero.com

PPC Hero
Heroic Feats of Pay Per Click Management

Main Logo

Achievements

| Home | Archives | Authors | Contact | Consulting | Write for Us! |

Keep me

email address Sub R

Search archives

search Search

Featured Article

Large Graphic

of Author
or for Post

Title of featured Article

Exerpt from Article Here. Nam vitae nulla viverra nunc convallis gravida. Mauris sit amet dui enim, et pretium arcu. Maecenas vitae ligula vel quam tincidunt congue sed et enim. Phasellus ultrices, urna at pharetra egestas, ligula orci blandit est, in pretium mauris nibh non turpis. Cras elementum tellus eu enim vestibulum a dignissim nulla commodo.

Full Story...

Advertisement

350 Swap

Advertisement

350 Swap

Advertisement

350 Swap

Advertisement

720 Swap

Advertise with us!

Another Post

Large

Graphic

Title of featured Article

Excerpt from article.

Full Story...

Another Post

Large

Graphic

Title of featured Article

Excerpt from article.

Full Story...

software statistics
teaching technology tips
tool tools toread travel
tutorial tutorials tv
twitter typography
ubuntu usability video
videos visualization

http://ppchero.com

Logo

Author 1 Author 2 Author 3 Author 4 Author 5

login | register | search

Certifications and Awards

Daily Blog | **Free Tools** | **Free Swag** | **Community** | **About** | **Services**

L t f R

Featured Columns +

Articles by Author –

Popular Articles +

Articles by Category +

Archives +

Recommended Blogs +

Online Now

This guy

That girl

This girl

Author

Catchy and Pithy Title!
Posted by (awesome Author) on August 13, 2009 in:
Category X, Category Y, Category Z

Graphic

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Comments (12) | Share This Article | ⊕ AddThis

Advertisement 720

Stay updated

email address ✉

Advertisement 125

Advertisement 125

Advertisement 125

Advertise with us

Get your
PPC Hero
& SEO Boy
T-Shirt!

Job Listings
This job
That job
Not this one