Preparing your online marketing strategy for 2014 can be an exciting yet daunting task. Here are some tips to help you ensure that your 2014 marketing strategy is successful:

1. **Technical Website Optimization**
   - Make sure all the links, images, and videos on your website are correct and up-to-date.
   - Add to your website.
   - Include social media pages, suggestions to connect.
   - Give consumers what they are looking for in the medium they want.

2. **Recent Changes in Pay-Per-Click (PPC)**
   - Advertisers to target consumers by demographics and areas to target.
   - Review metrics regularly. Make adjustments based on the analytics.
   - Google's search algorithm update. Google's search Hummingbird was a massive Google update.
   - Encrypted Search has made keyword research obsolete.
   - Brands that are recommended by social connections, and which social search is expanding search to include social media pages, suggestions to connect, and even the search box.

3. **Social Media Management & Marketing**
   - #hashtags have grown exponentially and are only getting more popular.
   - #hashtags have risen exponentially and are only getting more popular.
   - #Hashtags have grown exponentially and are now used by consumers.
   - #Hashtags have grown exponentially and are now used by consumers.
   - Users are turned off by generic websites.
   - Calls-to-action (CTAs) should be clear.
   - Quality is valued over quantity.
   - Mobile searches have grown by 77%. of mobile searches occur at home or work.

4. **Video Content Creation**
   - Availability of WiFi everywhere makes it easier to access video content.
   - The spread of video and ease of sharing videos.
   - Video accounts for 50% of all mobile video views.
   - Online video has increased over the past years.
   - Recent Changes in Online Video.

5. **Content**
   - Social media shows consumers that you aren't current and are savvy.
   - Consumers are more tech-savvy and understand the importance of having a professional website.

6. **Search Engine Optimization**
   - Do it for you.
   - Make it a priority.
   - A website is not optional any longer, it's foundational.
   - 5x in the past two years.
   - Mobile usage continues to climb.
   - Best Practices.
   - Users are turned off by generic websites.
   - Calls-to-action (CTAs) should be clear.
   - Quality is valued over quantity.

7. **Checklist for 2014**
   - Check the checklist, you can ensure that your 2014 marketing strategy is successful.
   - Make a video editorial.
   - “Refreshes” are a great idea.
   - Create professional documercials.
   - Integrate video into your website.
   - Social media pages, suggestions to connect.

8. **Corrective Measures**
   - Make your pages for your results pages.
   - Quality scores and by match search queries, or pages for your results pages.
   - Write an FAQ page.

9. **Optimization**
   - Write great ad copy.
   - Call 1-800-IMATRIX today.
   - If your FAQs are, on YouTube.

---

**Sources:**
- Search Engine Land
- BrightLocal Local Consumer Review Survey