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# NORDIC CLICK COFFEE BREAK



## Welcome to the first official week of summer!

We want to take a moment to give a huge thank you to everyone who came out to celebrate our 10th birthday with us last week. The weather was magically on our side, excessive amounts of cheese curds and other Midwestern delicacies were consumed, and a fantastic time was had by all. Be sure to check out the photo highlights below!

### In this issue:

- Tips to track metrics that truly matter to your business
- Advice for earning great reviews, both from a local search and an e-commerce perspective
- A new face on Team NordicClick





[See More Event Photos!](#)

## **CLICK CRAM SESSION**

This month's blog round-up focuses on analytics/measurement tips and how reviews are changing the landscape for local search and e-commerce. Check these out to boost your industry know-how!



### [Do You Really Know What Causes Your Revenue?](#)

Too many businesses fail to track what actually causes profitable revenue to happen.

Read on for tips to track what truly matters for your business.



**Business Reviews: Your Local Search Competitive Edge**

Local on-the-go search scenarios take place millions of times every month. Learn how to create and optimize business reviews on Google that actually convert.



**The 3 E's of Product Reviews: Engage, Entertain, Earn**

With the rise of online reviews, consumers no longer rely on brands to learn how good their products are. Follow these tips to earn great product reviews.

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# CLICK CURRENTLY



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## Welcome to the team, Brooke!

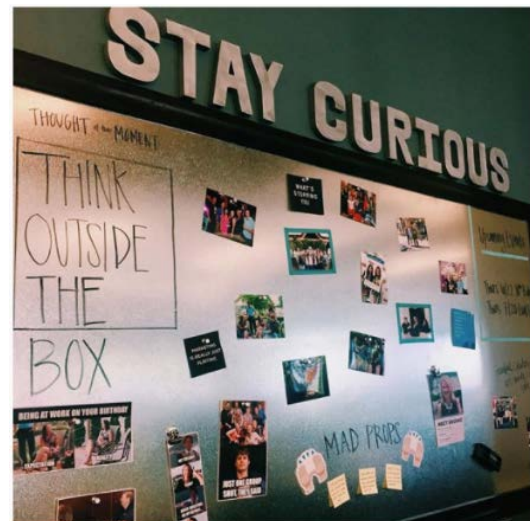
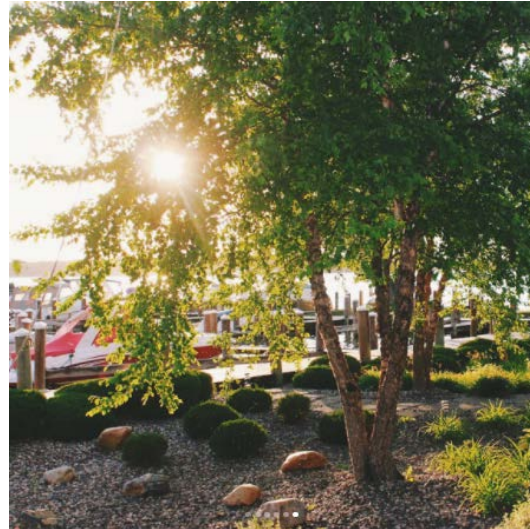


We've added a new Digital Manager to our lineup! Brooke joins us with years of in-house paid search management experience. Plus, she brought her adorable corgi to the office, so we like her already.

[Check Out Brooke's Bio](#)

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# NORDIC **CLICK GRAM**



# NORDIC **CLICK CHAT**

What's a big purchase you've been wanting to make?

**Finny:** "Swedish Fish Oreos. I just found out these existed but are not available in any stores. Amazon is asking \$48.36 for them and I only have so much will power."

**Brooke:** "My own pair of golf clubs – I need to step up my game!"

**Jeff:** "I have always wanted to own a Jeep and I think that day may be arriving soon. My family and I are looking to purchase the new model year which is coming out around Thanksgiving, so it will be a 2018 Wrangler and I am so excited!!!"

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