

Freshly brewed agency news and insights.

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## **CLICK COFFEE BREAK**



### **Spring is in the air!**

The days of iced coffee and sunshine are quickly approaching, and the relief is *real* over here at NordicClick. Goodbye winter parkas, hello staff lunches on the patio. As the days get longer and temperatures climb higher, we're pretty convinced there is a direct correlation between the weather and our wellbeing. We'll ask Google and get back to you.

#### **In this issue:**

- 4 organic keyword wins to jump on ASAP
- Tips on taking full advantage of Google Data Studio, a fantastic (and free!) data visualization tool we're geeking out over
- An important AdWords update about exact match close variant keywords
- 7 tips for optimizing your WordPress site
- The jobs we imagine we'd have in another life

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## **CLICK CRAM SESSION**

Finish off your week by learning something new! Check out our latest blogs below.



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## ORGANIC KEYWORD WINS

FROM COMPETITIVE  
ANALYSIS

NordicClick

### [4 Organic Keyword Wins From Competitive Analysis](#)

Better understand your competitive landscape on the search results page with the help of these 4 tactics.



Google Data Studio 360

## WHAT YOU NEED TO KNOW

NordicClick

### [Google Data Studio 360: What You Need To Know](#)

Data Studio aims to improve the process of visualizing data & sharing reports. Learn how to get started and our tips for maximizing your reports!



### [How Is AdWords Changing Exact Match?](#)

Google recently announced a change for exact match close variant keywords. Learn what this change means for your campaigns.

## 7 TIPS TO GET YOUR WORDPRESS SITE IN SHAPE

### BOOST YOUR WEBSITE PERFORMANCE



Test your site speed by using Google's Mobile Website



Leverage browser cache with the WP Super Cache or W3



Optimize images on your site with the EWWW Image Optimizer or WP

### [7 Tips To Get Your WordPress Site In Shape - Infographic](#)

Check these 7 action items off your list for a fully optimized WordPress site.

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 **NORDIC CLICK CURRENTLY**



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## NC Cribs: Cubes Edition

*Who remembers the early 2000s MTV reality series, Cribs? Each episode showcased a celebrity giving a grand tour of his or her not-so-humble abode. It's basically the Parade of Homes for the Hollywood enthusiast. A guilty pleasure for some around this office, we were inspired to create our own spin-off. So, as a tribute to our MTV roots, we give you NC Cribs: Cubes Edition.*



**This cube belongs to:** Adam  
**My cube would not be complete without:** The aroma of a fresh cup of joe  
**The most recent renovation to my cube was:** The bowling Pin of Fame awarded to the winner of our last outing.  
**My cube style in 3 words:** Organized. Efficient. Nerdy.

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## **NORDIC CLICK GRAM**





## NORDIC **CLICK CHAT**

In another life, what would be your occupation?

**Taylor:** "I think I would have been an architect. The mix of design and numbers sounds right up my alley."

**Lindsay:** "In another life, I could have been a lawyer as I enjoyed being involved in a youth law program during high school."

**Adam:** "I would be living in Kauai spending my days doing handyman projects and driving some kind of charter or tour boat."

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