

Freshly brewed agency news and insights.

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## **NORDIC CLICK COFFEE BREAK**



### **You're so close to Friday!**

Need a distraction from the overwhelming heartache that summer is more than halfway over? Us, too... Take your coffee break outside and read on for some bright digital marketing tips and tools, like:

- A super handy technical SEO overview of what you need to do if you have a global website but want to speak to specific local audiences around the globe
- 4 reasons your customers are abandoning their cart and what you can do about it
- 3 reports we like to look at to gauge the effectiveness of a display campaign
- Plus a peek into life at NordicClick these days :)

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## **NORDIC CLICK CRAM SESSION**

NordicClick

# 4 REASONS CUSTOMERS ARE ABANDONING THEIR CART (AND LEAVING YOUR SITE)



## [4 Reasons Customers are Abandoning Their Cart and Leaving Your Site](#)

Frustrated by seeing so many potential customers abandon their carts? Read 4 of the top reasons why they're leaving and what you should do to fix it.

# LOCALIZING A GLOBAL WEBSITE

A Technical SEO Overview

NordicClick

## [Localizing a Global Website – A Technical SEO Overview](#)

Knowing what to do to localize a global website can cause your head to spin... Read these tips so you can do your technical SEO due diligence.



### 3 Ways to Analyze Display Campaign Effectiveness

You may think your display campaigns are working, but can you prove it? Learn 3 ways to quantify their value to your business.

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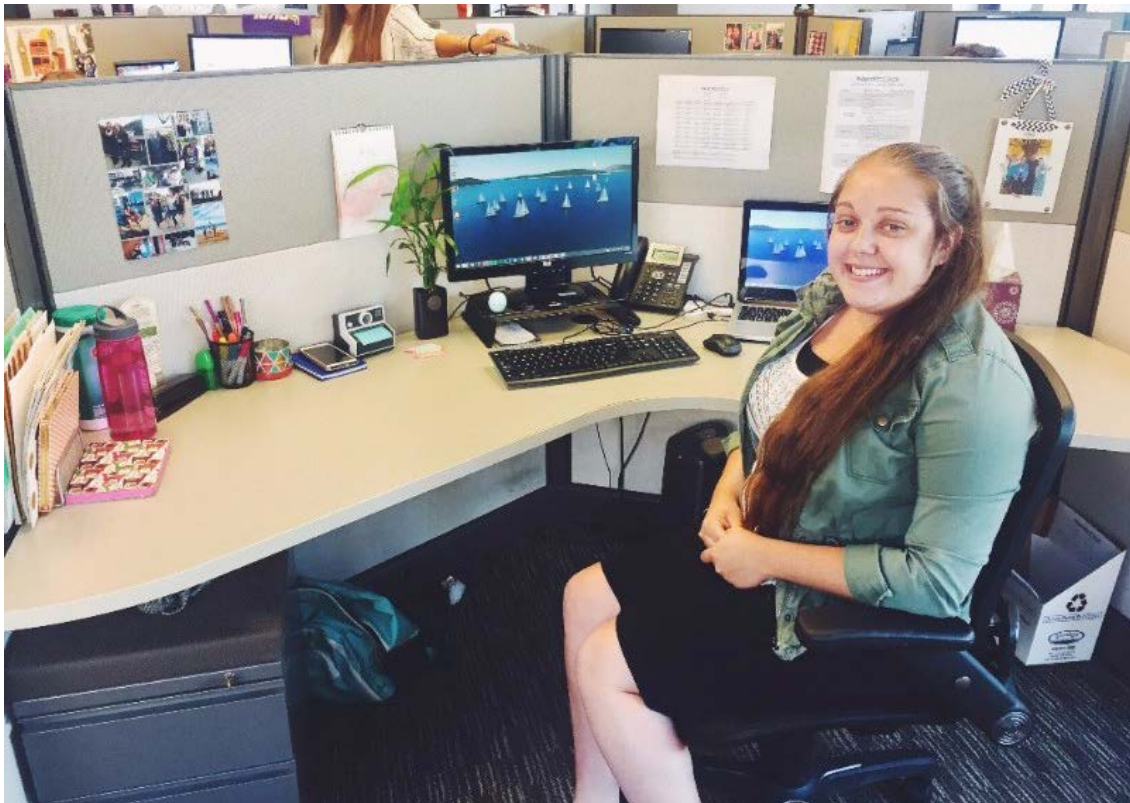
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 **NORDIC CLICK CURRENTLY**



## 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:** Jody

**My cube would not be complete without:** My lucky bamboo. The trick is remembering to water it.

**The most recent renovation to my cube was:** I added new “now” and “never” sticky notes. Priority is everything.

My cube style in 3 words: Polished. Homely. Simplistic.

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## **NORDIC CLICK GRAM**



## **NORDIC CLICK CHAT**

**If a movie was made of your life, who would play you?**

**Jonah:** "John Krasinski – a nice, easygoing, down-to-earth guy."

**Carrie:** "Aubrey Plaza - sarcastic and hard to read."

**Rachele:** "Angelina Jolie – When quoted about adolescence, it sounds like she's reading my diary."

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