

Your Monthly Update Has Arrived.

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Click Coffee Break



Happy 2016!

The new year is shaping up to be productive and memorable. Some of us are hitting the gym with renewed devotion. Others are religiously charging our Amazon Prime accounts to uphold new reading regimens. All of us at NordicClick, however, replied *hard pass* to swearing off our one true love: coffee. So, with two industrial-size pots brewing well into the afternoon, we raise a mug to a happy new year.

Click Cram Session

January's post-holiday lull offers the perfect occasion for planning and organizing. Reflecting on 2015, we imagine you already have a few goals in mind for the new year.

To help you get there, here are **three useful digital marketing checklists**. Put these guides to work right away to set yourself up for success in the areas of **SEO**, **PPC**, and **Blogging**. Check them out!

Weekly PPC Optimization Checklist

1 Campaign/Ad Group Review

Ensure your keywords and ad groups are organized and in the most relevant format possible.

2 Keyword Review

Pull & review search query reports in order to identify any potential new keywords to add. Be sure to also identify any irrelevant search queries to add to your negative keyword list.

Weekly PPC Optimization Checklist

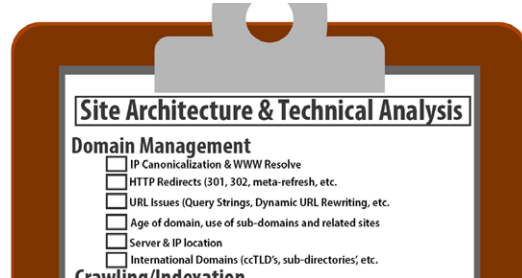
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Blog Post Checklist

Blog Post Checklist

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Site Architecture & Technical Analysis

Technical SEO Checklist

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New year, new conferences. We've happily marked our calendars for these ones. See you there? We hope so!

Feb. 22-25 | [eTail West](#) | Palm Springs

Mar. 1-3 | [SMX West](#) | San Jose

Apr. 25-27 | [Hero Conf](#) | Philadelphia

Oct. 4-7 | [Dreamforce](#) | San Fran



Oct. 10-13 | [Pubcon](#) | Las Vegas

Oct. 19 | [MIMA Summit](#) | Mpls.

Click Currently



NordicClick Pet of the Month

Name: Knoxy Nordeen

My Friends Call Me: Knoxy-NuNu or Knoxers

Age: 3

Favorite Food: Anything that will fit in my mouth

Favorite Activity: Sneaking into bed with the kids

Personal Role Model: Scooby Doo... What he wouldn't do for a Scooby snack!

Click Chat

Carrie: "Ben Bailey, the host of Cash Cab, so I could get a free ride and win money!"

Adam: "Abraham Lincoln. He was the very

We asked NordicClick employees...

If you could share a taxi with anyone living or dead, who would it be?

definition of a leader. What I wouldn't give to spend 15 minutes hearing some of his stories."

Renee: "Maya Angelou. What would she challenge in today's world? Although, just to see her smile would be awesome."

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