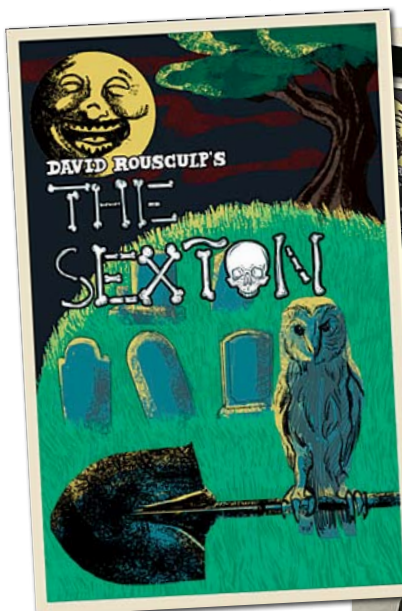


Rousculp's *The Sexton* to begin Production March 2023

NEW HAVEN, IN— David E Rousculp, general manager of Harper's Community Funeral



David E Rousculp with his award for *The Sexton*

Home, New Haven, IN has secured a deal with Fort Wayne Purdue University and the Play-ground 630 Theater to have his latest award-winning play, *The Sexton*, produced this coming March 2, 3, 4, 5, 9, 10, 11, and 12 at the Studio Theater in Kettler Hall. The show will be directed by **Thom Hofrichter**.

David follows up his 2018 hit *My Dead Clown* with another offbeat comedy with heart. The sexton of the cemetery has a special gift around the dead, a sixth sense if you will. And he needs it to help the cluster of spirits buried in section 13 who haven't dealt with lingering earthly issues, and hence, can't pass over to their eternal reward. Throw in the fact that evil forces are

plotting to desecrate their eternal rest by developing the cemetery into big-box stores, condo developments, and strip malls. In another words, we have a major catastrophe brewing for our not quite dearly departed characters. Like *My Dead Clown*, the descriptions don't capture the combination of sweet funny oddness that is this play.

They encourage all funeral professionals to come support the show. If you can't attend, considering buying a ticket for a veteran in need. Contact David at 260-267-4185 for tickets.

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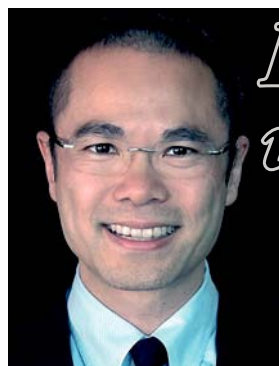
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Powerhouse Marketing with Welton

By Welton Hong

What Should You Update on Your Website for 2023?

Entering the new year with an out-of-date website is bad for deathcare digital marketing performance. It's a costly error that could leave you without potential clientele as consumers find your competition online before they find you.

Now that we're officially in 2023, stay competitive online by taking some time to update your deathcare or funeral home website. If you keep up with your site and spend some time updating it each quarter, this type of maintenance isn't a huge resource draw.

Ensure Your Site Is Mobile-Friendly

By now, you should have a mobile-friendly website. It's been almost four years since Google announced its mobile-first indexing initiative in 2019. This initiative, which Google still follows, uses the mobile version of websites when evaluating pages for ranking purposes.

If your site isn't mobile-friendly, it might not be indexed at all. Even if it is, your pages might not show up high in search results because Google is penalizing them for not working well for mobile users.

Start by navigating to your site on your own mobile device. How does it look? Can you easily move around the menus and pages, or do you have to resort to zoom shenanigans just to read the text or see the images? Those are your first signs that a site isn't ideal for mobile users.

Look for Ways to Address Accessibility

Your page must support more than traditional desktop and mobile users. Accessibility is a growing requirement for users and search engine ranking, so always consider how all people might interact with your pages. Some easy ways to make content more accessible include:

- **Adding alt text to images.** Not everyone can see images in the same way (or at all). Adding alt text that describes the content of an image lets people read a text version or use screen readers to hear audio explanations of media on a page.
- **Create custom user experience options.** When possible, make it easy for visitors to your site to change font size and other elements, such as background colors, to make things easier to engage with.
- **Take care with color and font choices.** Consider the user-friendliness of your design choices. Dark fonts on a dark background are a nuisance for almost anyone, but red fonts on a green background can be especially difficult for those with color blindness, for example.

Check All Links and Other Clickable Functions

Do some regular housekeeping by checking that all the functions on your site work. If someone likes what they read about your preplanning services and clicks to make an appointment, they might not follow through if the link doesn't work.

Google "dead link checker" or "broken link checker" to find free tools that let you check all the links on your site with a few clicks of your mouse. You should also regularly put contact us forms and other interactive elements on your site to the test.

Update Your Content with New Keywords

Keywords don't hold the same SEO power forever. That's because they're based on trends related to how people are searching for information at a specific time.

For something like funeral preplanning services, the keywords probably won't change drastically from year to year. However, new keyword research can uncover tweaks you might make to the keywords for optimal performance.

Update Stats, Facts, and Obsolete Information

Definitely take time at least once a year to scrub old information out of your blog posts and landing pages. Read through your content and look for opportunities where you can update:

- **Obsolete information.** If you no longer offer a funeral care package, it shouldn't be mentioned on your site, for example.
- **Outdated references.** Blog posts that refer to time-sensitive local content, news stories, or trends should be updated to be more evergreen.
- **Old facts or stats, especially with links.** Citing statistics and linking to reputable sources online can be a good way to increase the authority of your pages—something that's good for SEO. However, old information can devalue your page and bring down its authority.

Welton Hong is the founder of Ring Ring Marketing® and a leading expert in creating case generation from online to the phone line. He is the author of *Making Your Phone Ring with Internet Marketing for Funeral Homes*. For more information, visit www.FuneralHomeProfits.com.

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