



# Molly Gove Portfolio

“The Only Constant in Life Is Change.”- Heraclitus.

Changes have recently touched my life - I am stepping outside my comfort zone and making a HUGE career change.

Repo  
Link

LinkedIn

Contact  
Info

Refactored  
Code

## About me

Worked  
in  
customer  
service  
22 years.

Married,  
2 kids  
under  
12.

My  
husband  
was a  
lead  
singer  
for two  
Southern  
Rock  
bands.

Repo Link



LinkedIn





## Contact Info



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## 1st Project



## Search Engine Optimization

The dominance of mobile internet use means that users are searching for the right business as they travel, shop, or sit on their couch at home. Search Engine Optimization (SEO) allows you to increase your visibility and find the right customers for your business.

## Online Reputation Management

The web is full of opinions, and some of these can be negative. Social media allows anyone with an internet connection to say whatever they want about your business. Online Reputation Management gives you the control over what potential customers see when they search for your business.



## Social Media Marketing

Social media continues to have a sizable influence on buying habits. Social media marketing helps you determine which platforms are suited to your brand, using analytics to find the right markets and increase your lead generation.

### Lead Generation



Inbound strategies for lead generation require less work for your business, bringing customers directly to your website.

### Brand Awareness



Users find your business through paid and organic searches, increasing the search ranking and visibility for your business.

### Cost Management



As the search ranking for your business increases, your advertising costs decrease, and you no longer need to advertise your page.

References upon request. Thanks for visiting!