

**From:** Allegory Studios [cynthia@allegorystudios.com]  
**Sent:** Tuesday, August 05, 2014 1:23 PM  
**To:** [REDACTED]  
**Subject:** Here's the key to your website's success...



*The key to your website's success is...keywords!*

Hi Rachel,

A good keyword strategy can literally unlock your website's potential. And, it's a lot simpler than you might think. Read our [recent blog](#) about creating a keyword strategy for your website in three easy steps. It can save you money while winning you traffic and customers.

## Allegory's Inbound Marketing Series

Beginning with this email, Allegory Studios is launching a series of blogs and emails aimed at educating you and your company about **the power of inbound marketing**. The series will be capped off with a **free webinar this fall** on the eight steps to creating an inbound marketing strategy. More details to come...

We also invite you to request our [complimentary inbound marketing assessment](#). In your free assessment, you'll receive:

- A **30-minute conversation** with an inbound marketing consultant.
- An evaluation of your current website and marketing strategy with **suggestions for improvement**.

- **Ideas** on how to measure the return on your marketing investment.
- **Real solutions** to help achieve your business and marketing goals.

We look forward to working with you!

Best wishes,

– The Allegory Team



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