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EVERYTHINGBREVARD.COM CELEBRATES JULY 4TH WITH A BANG

Palm Bay, Florida, July 6, 2015 - This week, Tracy Stroderd launched a new and improved version of her popular local advertising website, EverythingBrevard.com. The site now sports a new look on the outside and cutting-edge technology on the inside, all designed to improve the user experience on any device. The change was in response to Google's recent update that, according to Google, "expands their use of mobile-friendliness as a ranking signal." The change is expected to increase EverythingBrevard.com's already above average search ranking performance and will bring more visibility to local consumers.

Brevard County locals rely on EverythingBrevard.com as their go to place for local events, coupons, and business information. "This more responsive version makes site navigation easier and viewer friendly on any platform," said Stroderd, "which leads to more exposure and engagement for our advertisers."

Staying current with technology is important for every business, but is especially important for web-based businesses like EverythingBrevard.com. "We focus on the needs of our advertisers and users," said Stroderd, "I think that is why we have been so successful in such a short amount of time." "We never lose site of the fact that we are serving two different markets."

"We live local, we do local" is more than just a motto, it is the business culture of the EverythingBrevard.com team. Tracy Kohlstedt, Carla Anderson, Evelyn Marlasca, and Stefanie Chrisman have each played a role in the business success. "It's a team thing," said Stroderd, "I couldn't do it without them."

The website's fresh look and feel is a welcomed change for Stefanie Chrisman, website editor. She said, "It is so exciting to see the difference with how the page performs on mobile devices." Chrisman continued, "The majority of people searching for local events or business information do it from their phones, so this update made complete sense."

The company's advertisers are also very happy with the website's performance. Christine Walker, owner of [Blank Canvas Event Decorating & Promotional Goods](#) said, "EverythingBrevard.com has been instrumental in getting my website to appear on the first page of Google searches." The recent updates will ensure the

user experience is optimized and EverythingBrevard.com advertisers continue to receive a positive ROI.

Tracy Stroderd's business objective is to get results. She founded EverythingBrevard.com to help other businesses succeed and she is doing just that. [Jeannette Kraar](#), Program Director of the weVenture IGNITE 360 program, commented that Stroderd has "the vision, knowledge, and expertise to help achieve your business objectives and improve your results." Keeping the EverythingBrevard.com website platform updated with the most current technology allows Stroderd to keep serving her advertisers and the community.

EverythingBrevard.com celebrated four years in business this past March. Along with providing online services, the company also offers business education classes. [Business and Bagels](#) is a business education class designed to help local business owners grow their businesses with topics such as *How to Develop the Right Marketing Plan for Your Business*, *Re-Energizing your Social Media*, and *Boosting Your SEO*. The class is free for EverythingBrevard.com advertisers and only \$30 for non-advertisers.

About Tracy Stroderd

Tracy Stroderd, owner of EverythingBrevard.com, understands the needs and struggles of business ownership. She comes from a long line of entrepreneurs and has owned several businesses. Tracy currently sits on the Board of Directors at [weVenture](#) Powered by [Florida Institute of Technology](#) and formerly known as The Women's Business Center, she is also a trained facilitator for their [IGNITE 360 Mentoring Program](#) and has taught in the [Entrepreneurship program](#) at Eastern Florida State College. She is dedicated to bringing consumers and businesses together in order to help improve the local economy and enhance Brevard County living.

About EverythingBrevard.com

[EverythingBrevard.com](#) is an online advertising platform offering the tools that businesses need to attract more customers. EverythingBrevard.com advertisers enjoy a comprehensive, self-editable promotional page that includes video, slide shows, coupons, events, and much more. Some of the many benefits of advertising with EverythingBrevard.com include strategic media partnerships, experienced and knowledgeable staff, and a commitment to sustainable local business growth. For more information about advertising on EverythingBrevard.com email Tracy@everythingbrevard.com or call 321.676.8920. [Sign up](#) to receive the EverythingBrevard.com Newsletter.

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