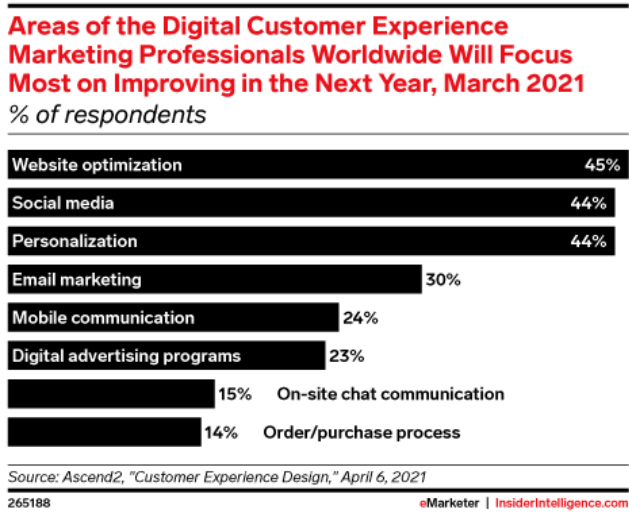


# Marketing professionals worldwide consider website optimization a top priority

Article

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According to marketing professionals worldwide, **website optimization** is the highest priority for improvement next year, followed closely by **social media presence** and **personalization**. Outreach efforts like email marketing were a lower priority than those focused on customer experience.



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