

Digital Marketing & Social Media:

6 ways to make your current website perform better

Know your numbers



Ensure it is HTTPS



Ensure your website is fully mobile friendly



Make your content current



Help don't sell



Include calls to action



Driving traffic to your website

What are your options?



Organic search

Why?

- ✓ Answer people's needs
- ✓ 64% of all website visits start with a search engine
- ✓ It is becoming more localised – more opportunity

Why not?

- ✗ It takes time
- ✗ It takes effort / money
- ✗ You need to have strategy / direction

Paid Search

Why?

- ✓ You can answer people's needs
- ✓ There are other tools like shopping & video
- ✓ Drive people back to your site with remarketing

Why not?

- ✗ It can be expensive
- ✗ It will be expensive if you do it badly
- ✗ You can become hooked on it

Social Media



facebook®

Why?

- ✓ Great targeting options
- ✓ Get to communicate more
- ✓ Encourage interactions & build your consumer group

Why not?

- ✗ Time consuming
- ✗ Need to create content of value
- ✗ Need to manage comments / interactions
- ✗ Poor at sending traffic to site

twitter

Why?

- ✓ Gets the message out to a large audience
- ✓ Can distribute content more widely

Why not?

- ✗ Time consuming
- ✗ Very short lifespan of messages
- ✗ Needs a coordinated follower strategy
- ✗ Need to manage through a publishing list
- ✗ Poor at sending traffic to site

Linked

Why?

- ✓ Great targeting options
- ✓ Create thought leadership
- ✓ Good way of distributing content
- ✓ Creates relationships
- ✓ Builds on other activities e.g. networking

Why not?

- ✗ Time consuming
- ✗ Need to have really good content
- ✗ Poor at sending traffic to site

Remember to keep working on your website



Remember....

Know your numbers
Ensure it is HTTPS
Mobile friendly
Make your content current
Help don't sell
Include calls to action

Choose the most effective methods to focus your efforts to drive traffic to your website

Thank you...

