# Digital Marketing & Social Media:

6 ways to make your current website perform better





#### Know your numbers







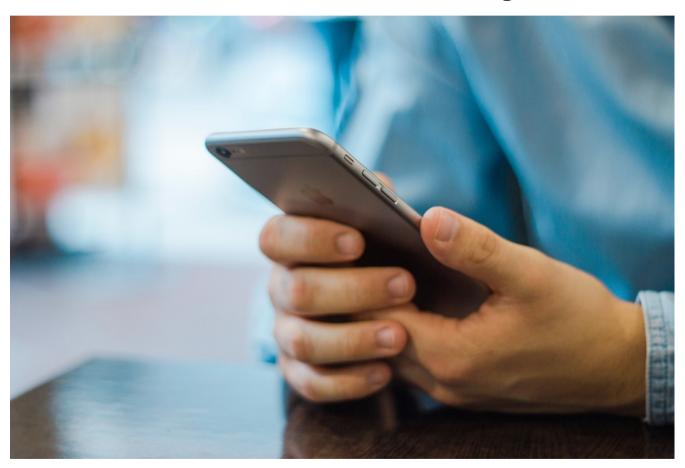
#### Ensure it is HTTPS







# 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

- X It takes time
- X It takes effort / money
- X 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

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





#### Social Media







# facebook

# Why?

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

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





# Ewiller Why? Why not?

- ✓ Gets the message out to a large audience
- ✓ Can distribute content more widely
- X Time consuming
- Very short lifespan of messages
- Needs a coordinated follower strategy
- Need to manage through a publishing list
- X Poor at sending traffic to site







# Why?

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

- X Time consuming
- Need to have really good content
- X 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 <u>effective</u> methods to focus your efforts to drive traffic to your website





#### Thank you...



