

A KENSA GUIDE TO

# Marketing Your Website

# A Kensa Guide to Marketing your Website

A simple, practical guide to help you market and increase traffic to your website.

## Why is having a good website important?

Whether you're a one-man band or an international corporation, seeking new clients or nurturing your existing ones; having an awesome website to show off your business is vital. A good place to start is to list what you want to achieve from your website. This could be anything from selling products to making bookings, capturing client details or to educate. Once you nail your objectives, it's easier to develop a website that achieves what you want.



## Why is marketing your website important?

Websites are the new store fronts, but unlike wondering down your local high street. Potential and existing clients need to be able to find your website easily through searching key terms, or be attracted to your page whilst browsing elsewhere.

## 1

## Appearance counts

Your website needs to look awesome! There's no point investing in marketing if you're not making a great first impression. Customers don't have the attention span they once had, so if it doesn't instantly engage them (or they navigate your site easily) then you may as well hand them to your competitors on a plate.

A good web design agency will get to know your company inside out and ensure your website is identifiable with your existing brand, communicating what you want effectively.

## 2

## Shout about your website!

Don't make an error in assuming that your existing clients or online followers have paid a visit to your website, or at least in recent months. Give them a nudge in the right direction via:

- Social Media posts
- A personalised email or direct mail campaign
- E-shot i.e. newsletter
- Incentivising i.e. Unmissable offers on our website, 10% off online purchases, Free delivery...

## 3

## Search Engine Optimisation

SEO is the task of increasing your website's visibility on search engines either organically (not paid for), if you have a new website SEO can be considered during the design process. If you have an existing website you can always work on optimising by updating the keywords or phrases that your target market is likely to search for.

Backlinks (when one website links to another) also help increase your search engine rankings – the more credible the associated website the better, which includes regular social media posting that links to your website.

If you never look beyond the the first two pages of search engine results, neither will your potential clients – so aim high!

## 4

## Pay-per-click advertising

Google AdWords is a great place to start with PPC advertising for your website. It has comprehensive online guides and a customer service team who can help you build the right campaign for your business. You can set your own budgets with AdWords and also target your desired demographic groups.

AdWords goes beyond Google too; campaigns can be setup so that your ads will also be displayed on relevant partner websites, or cookie-stalking remarketing tags can be used where visitors to your website will see your advert on other sites over a certain period, effectively following them around acting as a prompt to revisit your website.

Social Media also offers PPC advertising, but it can be expensive so make sure you're not throwing money away on this kind of marketing, as the success of social media advertising can very much depend on who you are targeting.

It's always best to run trial campaigns with this kind of marketing and ensure it's a cost effective method that works for your business. Google and social media analytics will indicate if they are working for you and driving the right kind of traffic to your website.

## 5

## Original content

Publishing frequent original content on your website, such as a blog, will help drive traffic in a very genuine way, whilst differentiating you from the competition. Ensure any content you publish is relevant to your business and engaging, with lots of keyword optimisation. A good direction to take is offering industry tips and views on the latest news that effects you and your potential clients.

Content marketing is also a great way to generate repeat visits to your website and generate a stronger following you on social media. Just keep any marketing messages subtle and avoid hard-sell tactics. Your content will become a part of your brand and your website will be the valuable tool driving it.

## 6

## Display your URL on everything

To make it extra easy for existing and potential clients to find you ensure your website address is visible/has a link on:

- Social media accounts
- Search engine listings
- Advertisements
- Business cards
- Letterheads
- Invoices
- Brochures
- Leaflets
- Compliment slips
- Email signatures
- Website referrals
- Search engine listings
- Advertisements
- Business cards
- Letterheads
- Invoices
- Brochures
- Leaflets

Now you're ready to shout about your website!

But fear not, if you need help with creating or improving your website, or executing any of the above just give us a shout. Plus, we'll even throw in a **FREE marketing review** worth up to **£100** for all new enquiries.



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