

## Steve Cross

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**From:** Vanessa Gardner [vanessa@footprint-comms.co.uk]  
**Sent:** 11 March 2009 10:36  
**To:** steve@footprint-comms.co.uk  
**Subject:** Make That Website Work Harder

□



....Welcome....



We might soon be limited to working just 48 hours a week, so now is the time to make your website work even harder for you.

With an estimated 108 million websites in existence about pretty much every subject under the sun, how can you get your potential customers to find yours amongst the competition?

Many organisations don't treat their online presence as an integral part of any PR or marketing plan, but it shouldn't be treated in isolation.

This issue of Comm@ features loads of great tips and tricks for getting your website to become one of the most effective marketing and sales tools you employ. Luckily, many of the things you need to do can be done quickly, cheaply and with little technical knowledge.

So settle down, take a pause from your hectic day, and spend five minutes thinking about your online presence. It could make all the difference to the success of your business.

Vanessa

Don't tell me the sky's  
the limit; there are  
footprints on the moon!

Comm@

### Guest Speaker ...

**David Glaser is the Managing Director of Web Results Direct, an established Internet Marketing agency, specialising in the delivery and conversion of website visitors.**

It's important to remember that Internet Marketing is not just about driving relevant visitors to your website. It is also concerned, amongst many other things, with how many of these visitors do what you want them to do once they have arrived at your website. You may be looking for sales leads, enquiries, brochure downloads, or online sales – but what strategy can be used to improve these conversion factors from visitor to possible customer?



It can be hard to critique your own website but be awkward and try to put yourself into your visitors eyes and ask the question, "Why do many of your visitors dislike your website?" The real Internet Marketing challenge is not just generating visitors but rather managing your website so those visitors become valued customers and clients.

Setting up sophisticated website statistics can help to identify weaknesses and pinpoint areas for possible improvement. Sometimes something as simple as repositioning a navigation button or adding a call to action can significantly improve conversion rates.

Where a transaction occurs (whether it be an enquiry form submission or an online purchase) it is possible to identify the referring source. This information is extremely valuable as it allows resources to be directed to those areas that are generating the best conversion rate.

Find out more at [www.webresultsdirect.com](http://www.webresultsdirect.com)

### The Achilles Heel ... Where's Your Soft Spot?

**Before committing yourself to spending thousands of pounds on a website overhaul, review our list of key**



**Remember, Google's mission is to:** *"Organise the world's information and make it universally accessible and useful to its users."*

### ....Top Tip....

Don't just use the basic, web stats available from your host. Invest in a completely free but comprehensive solution – Google Analytics.

Simple to install, it provides you with loads of detailed and easy to understand data to see exactly how people are finding you and to help you work out what improvements your website needs.

### ...Forward Step...

**Why not visit one of these events to find out more info and get some great practical hints and tips on how to make the most of your website?**

#### **18th March 2009 How to Market Your Website Business Link, Bristol**

Explore the use of tools to improve your website and marketing performance  
[www.businesslink.gov.uk](http://www.businesslink.gov.uk)

#### **26th March 2009 Beat The Credit Crunch Business Link, Andover**

Workshop to show how you can beat the economic downturn harnessing the power of the net  
[www.businesslink.gov.uk](http://www.businesslink.gov.uk)

#### **23rd April 2009 Enterprise 2009 Business Link, Portsmouth**

One Stop Shop for Business advice with seminars surrounding marketing online  
[www.businesslink.gov.uk](http://www.businesslink.gov.uk)

*"SEO is a marketing function for sure, but it needs to be baked into a product. Don't slap it on like icing after the cake is baked."*

**Duane Forrester, Online  
Marketing Guru**

### **action points to help boost your site up the rankings and get the right traffic to log on.**

1. Have you done your research to find out what **keywords** people are using to search for your product or service? Ask your clients, colleagues and family for suggestions as you may be surprised. The right keywords, cleverly integrated into your copy, will mean you end up further up the natural search results listings.
2. When was the last time you **updated** your website? Search engines deliver relevant results and time sensitive information is seen as more relevant. If search engines see new content, they will give your website more credibility.
3. Are people **linking** to your site? Links from quality, relevant websites where you are listed on pages that only have a small number of links will mean your site is seen as 'information-rich' and that means people will want to visit.
4. Are you making the most of the most of the **new web technologies**? RSS feeds, YouTube videos, Facebook groups and Wikipedia pages all have a role to play in an effective internet strategy.
5. Are there sufficient **internal links**? You should ensure that people can easily move around your site with clear navigation to keep them from straying to your competitors offering.

If you've answered yes to all of the above, you're definitely on the right track. Visit [www.footprint-comms.co.uk](http://www.footprint-comms.co.uk) to take a full audit. If there are question marks, drop us a line: from internal communications to online campaigns, we can help.

## BackStep ... The Footprint Blog

**When companies phone offering to get your website onto the front page of Google for just £100 a month, you'd be right to be sceptical.**

Achieving a front page position on a search engine through the back door is not a cost-effective or long term strategy.

If you need a quick fix, perhaps consider running a pay-per-click campaign such as Google Adwords. With PPC, you bid and pay every time someone clicks on your ad. By paying for this, you get to the top of the rankings almost immediately, but only on the right hand side of the search window. These links are now widely recognised as paid for advertisements, and treated with some scepticism amongst searchers – although the right combination of words can produce some magical results in the short term. But unless you're guaranteed to produce a customer from every click, this can be a very costly way to market your website.



And what happens when you turn the campaign off? Your website falls down the rankings because the search engines can't read it and the words on the site don't match what people are looking for and you end up hidden on page 36!

### **So, SEO Anyone?**

A well-thought out search engine optimisation strategy takes a few months to really become effective, and it's important to realise there is no overnight fix. A recent study found that six out of seven clicks come from the organic, left-hand side listings than the right hand side PPC results so it's worth spending some time on. Companies often ignore the SEO process because they don't understand what to do, they aren't in control because search engines can change at any point, and PPC is just so much easier to set up. But it needs to be thought out and recognised as a mid to long term strategy.

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### What are we suggesting?

Probably a mixture of both approaches. If you're launching a new site, by all means drive some instant traffic with a well-targeted PPC campaign, but make sure all your SEO tools are beginning to kick in, to help you organically move up the search rankings after a few months. Or, if you're not in a rush, invest in some keyword research, make your website as accessible as possible through it's content and design and soon you could be on that prized front page.

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