

THE SME'S GUIDE TO COST-EFFECTIVE WEBSITE MARKETING

Learn how to set your website up to convert visitors into sales and drive traffic to your website using online advertising.

A publication by:



Introduction

Is it easy for customers to find your business online? If the answer to this question is “no” then your business is probably not reaching its full potential.

In a world that is becoming increasingly digital, SMEs need a strong internet presence in order to thrive and stay ahead of competition.

Digital marketing is completely unknown territory for many business owners and requires a very different set of skills and knowledge to traditional offline marketing.

At Add People we specialise in digital marketing for SMEs, in fact we’ve been doing so for the last 12 years!

We know that you don’t have hours and hours in which to learn all about the ins and the outs of digital marketing. That’s why we’ve tried to condense as much useful information as possible into 6 easy steps that will help you to cost effectively market your business website online.

Once you’ve finished reading this e-book you will understand how to:

- **Ensure your new website is set up to convert visitors into sales**
- **Drive traffic to your website using online advertising and social media**
- **Continue to market your business website online on an ongoing basis**

Ok, let’s get started!





marketing@addpeople.co.uk
www.addpeople.co.uk
0161 662 5130

STEP ONE

**KNOW YOUR
KEYWORDS**

KNOW YOUR KEYWORDS

How will this help me?

- Improves your website's search engine ranking
- Makes it easier for customers to find your website

Your beautiful new website isn't going to be of much use if no one can find it. That's why it's important that you make it easy for Google and other search engines to read and understand the content on your website.

The text content on your website tells search engines what your website is about and helps it to understand when it is relevant to display your website in search results.

Keywords are the combinations of words or phrases that people type into search engines to find the information that they require.

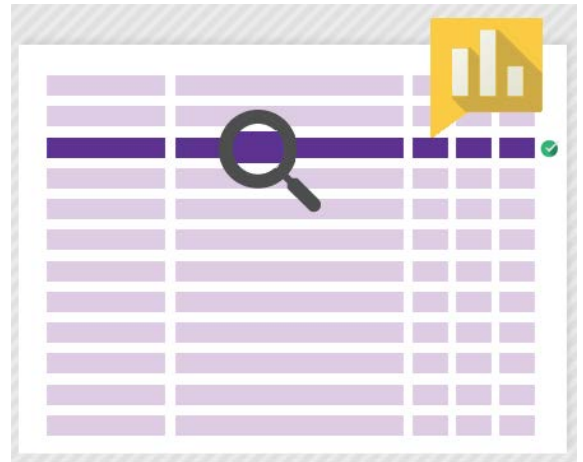
When launching a new business website it's important to know what keywords are most relevant to your business so you can include them in your website content.

Using the right keywords in the right places on your website can improve its visibility on search engines, making it easier for potential customers to find you.

KNOW YOUR KEYWORDS

Here are our top 5 tips to help you choose the right keywords for your new website:

- Make a list of potential keywords by thinking about what your customers could be searching for when they come across your website.
- The number of relevant keywords depends on the size of your business and the variety of products or services that you offer. There is no limit to the number of keywords that you can have.
- Don't forget to include common misspellings of your business name, industry, products or services in your list of keywords.
- Use a keyword planner tool to help you like [this](#) free one that you can find on Google.
- Look at your competitors' websites for keyword inspiration, you may even be able to redirect some of their traffic to your website instead.





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STEP TWO

SET UP YOUR
WEBSITE TO **SELL**

SET UP YOUR WEBSITE TO **SELL**

How will this help me?

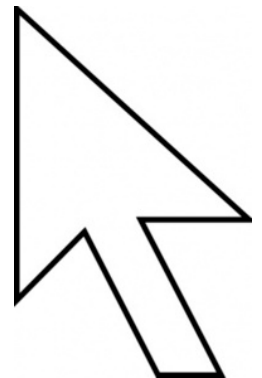
- Turns website visitors into buyers/conversions
- Improves user experience

What's the point in investing in a new website if it's not functional or efficient at encouraging people to buy?

Before you start getting traffic to your website you must make sure that it's set up to sell or you risk losing potential customers. There are a few features that successful websites all tend to have in common and we're going to let you in on what these are.

Make it simple to navigate

Have you ever visited a website and got frustrated trying to find the information you're looking for? If your website is confusing visitors are likely to quickly lose interest or become frustrated and click off your site and onto a competitors instead. Keep the number of links to a minimum and place your navigation toolbar in an obvious location, across the very top of the page is usually the best place.



SET UP YOUR WEBSITE TO **SELL**

Highlight a compelling offer

If customers are shopping around for a product or a service then a clear and compelling offer or promotion can often mean the difference between them choosing you or your competitor.

Prominently display your contact number and a contact form

Your website should make it as simple as possible for customers to get in touch with you. We advise our customers to display their contact number in the top right-hand corner and to include a simple contact form with minimal fields to fill out and no CAPTCHA form throughout their entire website.

Make your checkout process quick and simple

If you have an online shop you should make your checkout process as quick and easy as possible to prevent customers from bouncing off your website before completing their purchase. Be sure to test the checkout process yourself before putting your website live.



If you don't feel that your business website is performing as it should be then give us a call for a FREE, no obligation website appraisal. Call us direct on: 0161 662 5130 or drop us an email to: marketing@addpeople.co.uk

STEP THREE

ADVERTISE ON
GOOGLE

ADVERTISE ON GOOGLE

How will this help me?

- **Makes your website easy to find online**
- **Drives targeted traffic to your website**

Once you're confident that your website looks the part it's time to start advertising it online to get visitors.

Google is the largest and most popular search engine in the world. On average Google answers around 40,000 search queries per second, that's about 3.5 billion searches per day! This is the source that customers are most likely to use when looking for your website, products or services.

It is possible to make your website Google-friendly so that it naturally moves up search engine rankings until it appears near the top. However it can be a long, hard slog to get there, requires a lot of dedication and hard work, and can sometimes be unreliable as changes to Google's algorithm could cause your website to suddenly drop hundreds of rankings overnight.

The very first thing that you should do to start driving traffic to your website is get advertising on Google AdWords. This is where your keywords that we discussed earlier in the e-book will come in very handy. A Google AdWords campaign can get your website appearing at the top of the search engine results when people search for the keywords you've chosen.

ADVERTISE ON GOOGLE

What is Google advertising?

Adverts on Google come in a variety of different forms, but when you're first starting out Google AdWords is usually the primary one you should be concerned about.

Google AdWords

Google AdWords displays your ads at the top of search engine results relevant to your industry, products or services. These ads can be viewed on a variety of platforms including laptops, pcs, mobiles and tablets.



AdWords gives you complete control of how much you spend, allowing you to control your budget to suit you and your business. With AdWords you only pay for clicks and can start and stop your ads whenever you want.

This is an example of what an advertisement on Google looks like:

AddPeople.co.uk - Add People - Official Google Partner

Ad www.addpeople.co.uk/ 0161 662 5130

Get A Free Internet Marketing Appraisal Now.

Add People has 423 followers on Google+

Case Studies

Web Design

Pay Per Click

SHARE THIS E-BOOK



ADVERTISE ON GOOGLE

Google AdWords is the quickest and easiest way for SMEs to get traffic to a new business website. Let's look at a few of the benefits of AdWords.

Cost effective

For small businesses AdWords is an extremely cost effective advertising model. You are able to set your ads up to be extremely targeted, reach a very large audience, and you only pay when your advert is clicked and someone visits your website.

Measurable

Unlike many other forms of marketing the results you get from AdWords are extremely measurable. It's easy to review your results on a regular basis to see which aspects of your campaign have worked and which have been less successful. These kinds of insights can help you to tweak your campaign until it is running as efficiently as possible to prevent you from wasting your advertising budget.

Highly targeted/relevant

Google AdWords allows you to target your ads at people searching for keywords that suggest they are interested in the products or services that your business offers.



ADVERTISE ON GOOGLE

Pay per click

With Google AdWords you only need pay per click, meaning you're only paying for results. If you don't get your targeting quite right the first time you have a go and nobody clicks on your ad then it hasn't cost you anything.

Flexible

Google AdWords is completely flexible, spend as much or as little as you like on ads and switch your campaigns on and off any given time. Your AdWords campaign can grow with your business and your ads can be amended at any time to suit trends and offers as and when they occur.

For help or advice setting up or managing an effective [Google AdWords PPC](#) campaign give one of our Google accredited advisors a call on 0161 662 5130, or drop us an email to marketing@addpeople.co.uk and we'll be happy to help you.



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STEP FOUR

GO **SOCIAL**

GO SOCIAL

How will this help me?

- Improves brand awareness
- Gives you a platform from which to interact and communicate with your customers and target market.

Studies show that about a quarter of the time spent online in the UK is spent browsing social media websites.

If you want to attract customers to your new business website then you need to hangout and promote your business online in places where your target market are active.

Let's look at a few social media stats to put the popularity of social media into perspective.

- Facebook has over 1.19 billion active users.
- Twitter has 271 million monthly active users.
- Google+ has over 500 million monthly active users.
- Instagram has over 200 million monthly active users.
- LinkedIn has over 187 million monthly active users.
- And Pinterest has over 70 million registered users.



GO SOCIAL

Which social media platforms are right for your business?

Before signing up to every social media platform going you should think about which ones are most suitable for your business. Here are a couple things to consider:

Who are your customers?

Certain social platforms are better for businesses selling to other businesses than businesses selling to consumers and vice versa, so think about who your customers are first.

LinkedIn is usually more suitable for B2B, whilst Pinterest and Instagram are often more relevant to B2C. Facebook, Twitter, YouTube and Google+ can be used by a wide variety of industries.

What products/services are you offering?

Are your products or services vibrant and exciting or niche and functional? Visual and leisure-related products and services often have more success on image-led platforms like Pinterest and Instagram, whilst very niche business-related products will do better on a platform like LinkedIn.



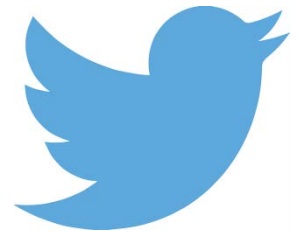
GO SOCIAL

Using your new social media profiles

Of course the work isn't over once you've setup your [social media](#) profiles, in fact it's only just started! For your business to be successful at social media you need to treat as an on-going commitment by engaging and nurturing your following on each platform with regular content and communication.

Here are a few ways that you can use social media for business:

- Share company news
- Showcase your products
- Share relevant industry news
- Post fun and engaging images and links
- Ask and answer questions from your target audience
- Hold competitions or promote offers
- Follow and engage with authoritative people from your industry
- Track your competitors



One important social media rule to always remember is that people don't want to be sold to on social media. Instead they want to see posts that are informative, engaging and fun. Always keep the 80/20 rule in the forefront of your mind when devising new posts, only 20% of your content should be directly about your brand, products or services.

STEP FIVE

ADVERTISE ON FACEBOOK

ADVERTISE ON FACEBOOK

How will this help me?

- **Creates brand awareness**
- **Drives traffic to your website**
- **Builds an audience on your Facebook business profile**

This is what an ad on Facebook looks like:

If you have a personal Facebook profile then you probably will have spotted these ads popping up in between statuses on your newsfeed and down the right-hand side of the page.

Facebook ads can be set up with a variety of different objectives, the most popular being 'page likes' to gain more followers on your business profile, and 'website clicks' to drive traffic to your business website.



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Are you struggling to get your website seen on Google? Get free expert advice and discover the secrets to making your business successful online with our FREE E-book "20 Tips to Internet Marketing Success"



Download our FREE E-book here!

Add People are one of the UK's largest digital marketing agencies focused on servicing small to medium sized businesses.

WWW.ADDPEOPLE.CO.UK

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ADVERTISE ON FACEBOOK

Let's take a look at some of the benefits of Facebook advertising.

Low competition, low prices, huge potential reach

Now is the perfect time to start advertising on Facebook as it is still by far the most popular social networking website out there, but it's advertising platform is a relatively new one, meaning that competition and prices are still low.

A mine of information for targeting ads

Facebook knows everything about its users. It knows where you live, where you work, which school you went to, when and where you graduated, who your friends and family are, what devices you use to browse the internet, the places you visit, your interests, and so much more. Facebook probably knows you better than you know yourself!

With Facebook advertising you are able to tap into this vast mine of information and use it to target your ads at the right people.

Flexible

Facebook ads can be turned on and switched off whenever you want. You are able to set daily budgets and lifetime budgets to make sure that you don't ever overspend, these budgets can be as low or as high as you want.

ADVERTISE ON FACEBOOK

Pay per click

Similar to Google AdWords, Facebook runs on a pay-per-click basis, meaning that you only pay for results. You can choose to pay for impressions (number of people the ad is shown to), clicks, website conversions, or whenever your objective is served (eg. Someone likes your page or visits your website by clicking the link in your ad.)

For help or advice setting up a new Facebook advertising campaign please get in touch by calling us on: 0161 662 5130, or drop as an email to: marketing@addpeople.co.uk

STEP SIX

CREATE **CONTENT**
AND SHARE IT

CREATE CONTENT AND SHARE IT

How will this help me?

- Continue to drive traffic to website
- Build your brand
- Build authority and trust in your industry
- Improve your website's position in search engine results

So your website is set up to sell and you've rolled it out to the masses using Google advertising and social media. Things seem to be going swimmingly so you can just sit back, relax and watch the £££s roll in... Nope sorry, we wish it were that easy but that's not quite how it works.

Marketing your website and your brand online is an ongoing process that needs your time and dedication to succeed.

Why is content important?

If your website and social media pages are never updated then they won't rank in search engine results, making it difficult for customers to find you.

You need your brand to be at the forefront of your target market's minds when they need a product or service like those that you offer, so it's important to keep communicating with them by updating your website with relevant, fresh content that you can then share on social media too.

CREATE CONTENT AND SHARE IT

Inspiring content ideas

We've put together a list of a few different types of content that you could create and share with your customers. Remember you don't want to be creating content for the sake of creating content. Only create relevant content that you really believe your customers or target market will enjoy or that could be of use or value to them.

Different kinds of [content](#) will be suitable for different industries and businesses, what's right for one business, may not be right for another, so don't feel like you need to try your hand at all of these ideas.

- Blogs
- Video tutorials
- Infographics
- Funny memes
- E-books
- Case studies/examples of your work
- Podcasts
- Interviews
- Slideshare presentations
- Information about new promotions or offers
- Vlogs (Video blogging)

THANK YOU FOR READING!

We hope this e-book has inspired you and given you some insight into how to cost-effectively market your business online. In you need any further help or advice don't hesitate to get in touch, we'd love to speak to you!



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