SIX QUICK, EASY WAYS TO GET AN ROI FROM YOUR WEBSITE

Get found, get noticed, get results.

SIXTH STORY

The Creative Growth Agency®

CONTENTS

Sixth Story
21A Victoria Works
Graham Street
Birmingham
B1 3JR

haveacuppa@sixthstory.co.uk
0121 773 6257

You've just launched your new website, you probably need a little breather while the paint dries... but there's a nagging thought. What to do next? Or, maybe your site has been out to pasture for a little while and it's not doing what you thought it would. What should you focus on to make sure you get visitors, your ideal customers contacting you and ultimately, results?

With that pesky little back button in everyones' browsers and the millions of results on demand from a quick Google search, the internet is stuffed with distractions, offers, videos of puppies and your competitors are one click away! So how do you **get found** and **get noticed**?

Whenever we plan a website, right from the start we talk about goals in terms of three core pillars:

Inform

Letting people know what you're all about, portraying your brand and values in the best possible way.

Educating

Showcasing your products or services, how you add value and building credibility to let people know why they should do business with you.

Engaging

Providing fresh, unique ways of engaging your users so they may buy from you today or remember you when it's appropriate.

Attracting the right people to your site and ensuring they **convert** by way of buying a product, making an enquiry or downloading something you have to offer is the goal. We've launched barrel loads of sites over the last decade and we thought we'd simmer down six quick, easy ways you can get an ROI from your (new) website.

#1 Tumbleweeds

After all that hard work defining who you are, getting clear on your offer and getting the new website up and running, you're wondering where all the visitors are?

We always tell clients that a website is never finished, the day it goes live is when the hard work starts! Sorry to break the bad news but otherwise you'll launch and…. tumbleweeds.
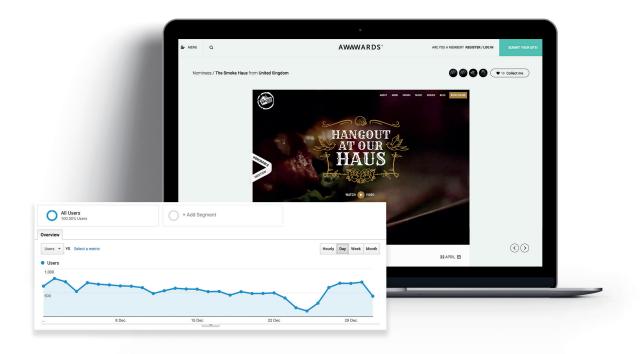
After you launch a site, there's tons to get cracking on with and the first order of business should be **getting found**. There are tons of ways to do this but here are some pointers.

1.1 Get your site featured

That's right, one of the ways that Google gives your website "popularity votes" is by other sites (the higher ranking the better) linking to yours.

Example #1: AWWWARDS

Last year, we had a client's website design featured on a few award websites which get hundreds and hundreds of visitors every day. The sites have a high authority with Google and as you can see from the little snapshot of our analytics, of the users visiting our site from referrals we had a huge spike. That was a few months ago and we still get visitors from the referring links - not to mention the juice that's given us for search engine optimisation.

PS. We won a few awards for that web design if you don't mind me bragging.

Example #2 Jeff Bullas

Jeff Bullas is an author and his online blog has over 25 million readers. The site is full of great content so Google gives them massive importance. Being a website with niche content that's aligned with what we do, we were delighted that JB accepted one of our guest blogs to be featured on the site which included the all-important backlink to our website.

Action Point [6 minutes]

Have a little brainstorm -
- What sites or what companies do you know, maybe ones that are complementary, maybe ones that you can even pay to be featured on?
- Who would be happy to list or give a backlink to your website?
- Have you got some valuable content that you can give away to get featured in return?
- What offers could you give to a complementing business to add value to their customers?

Make a list, get some ideas and pop time in the diary to reach out to them...

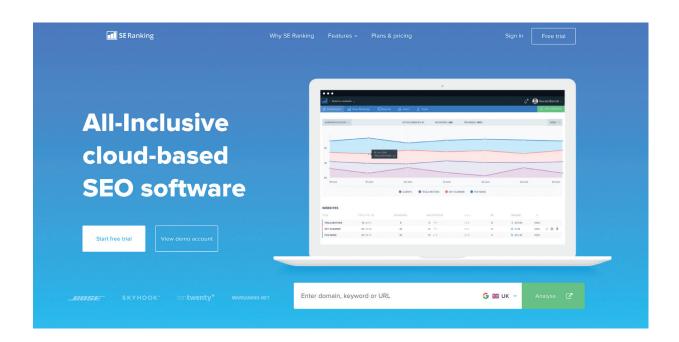| Website	Who	Action

Tip: Quality content is key but backlinks will still be a major ranking factor for Google in 2018.

1.2. Start an SEO strategy

Search engine optimisation or SEO. I know, it sounds as boring as watching paint dry. Unfortunately, it's essential otherwise you're going to be spending a lot of money driving traffic to your site with paid advertising tactics over the long run.

Start small, start smart but the important thing is to start. There are some great tools to help you if you're stuck. SE Ranking is one of our favourite, it's an honest-to-goodness helpful tool and so easy to use. We especially love the keyword suggestion tool.

Pop in your link, pop in some ideas of keywords and let SE Ranking do the leg work.

Action Point [20 - 30 minutes]

Jump onto SE Ranking's website, use the keyword suggestion tool to get some ideas of what keywords you should be focussing on.

Once you pick five to eight of the top keyword phrases, have a little Google 'incognito' to see where abouts you might come up on the 'search engine results page' or SERP. Brainstorm ways you can optimise your website for those search terms, here's an example of what that might look like....

Keywords	Action
Select 5 to 8 keyword phrases Where are you in the SERPs? How are you doing in relation to the competitors?	For each keyword, brainstorm what content you can create to optimise for these keywords... Blogs, landing pages, video, optimised product pages etc. Create a content plan for the next few weeks. Diarise time to create your content.

Tip: Make sure your website has the ability to edit your metadata, meta titles and the keywords. There are great tools for Wordpress sites, Yoast is our favourite (their site has loads of handy tips!).

#2 Taking the bait

Phew! You're starting to get traction with traffic and visitors - are visitors biting?

It's a tricky one and depending on your business model a ton of traffic doesn't automatically mean new business. What am I talking about? In a service industry like ourselves, when we run a campaign or drive traffic for a particular service we will see a surge or uptake in traffic, but the lead generation and ultimately sales can take a few weeks to trickle in. And in the meantime, we get a surge of sales calls of people selling to us! If you're lucky enough to be in a business where people are searching for something they need now or they can buy now, then great you'll have a much better expected conversion rate over a shorter time frame.

The point is, whatever your business, be realistic about the conversion rates but we'll talk about that later on. For now, the pertinent question is whether or not you blindly send people to your homepage or if you send them to a relevant page that matches their interest. An interesting statistic to look at is your 'bounce rate'.

We want to get to a position where you're sending people to a page that answers their current needs or search query. If your bounce rate is pretty high, maybe you're not giving the people what they want.

What's your bounce rate?

26% to 40%   **41% to 55%**   **56% to 70%**   **Over 70%**

If visitors to our site are looking for branding, web design or marketing services we have landing pages for each of those services. Thinking about those keywords you've researched or the types of products you have, how could you split up your content and make sure you send people to the right page?

Action Points

2.1 Create a landing page

This can either be an SEO landing page relevant to your keyword phrases or a specific landing page with an offer tailored to your ideal target audience. The page should be beautifully simple, all geared around your visitor and how you can help with a clear call to action.

2.2 Leverage 'thank you' pages

I have often submitted a form, bought a product and thought about how the submission or thank you page is a missed opportunity. 'Thank you' pages are an incredible resource that we don't take advantage of enough! Tell the visitor thank you, tell them what they can expect, give them something, direct them to other great stuff on your website, ask them to share on social media... Whatever the case maybe it's a great opportunity. And having a 'thank you' page helps you to track conversions which we'll keep talking about since they are so important.

Tip: We'll crunch the numbers in a bit but make sure you add 'bounce rate' to one of the metrics you measure. What we don't measure, we can't manage.

DECLUTTER

#3 Is it time for a clearout?

Sometimes less really is more. When you've got too much going on with your website, way too much clutter on the front and the backend you can distract visitors and make your site slow and clunky.

Have you done a little audit of the backend of your site to see how many plugins you're using, extra widgets you've got in play and outdated stuff? You might be surprised and it might just be time to declutter. If you've got plugins that aren't in use and any bloated code, it can slow your site down and make maintenance a drag.

You might want to get your web developer to help with deleting these plugins and ensuring the code is as clean and slick as possible.

Just as the backend can do with a decluttering, so too can the front end. Setting aside some time for a content audit, correcting pages with outdated info, removing pages that are no longer relevant and refreshing the design from time to time can work wonders for your speed, bounce rates and conversion rates.

We want to get to a position where you're sending people to a page that answers their current needs or search query. If your bounce rate is pretty high, maybe you're not giving the people what they want.

Action Points

3.1 Make a backup of your site

Before doing any updates, make sure you have a backup of your site. If something does go wrong, you can always roll back. Now you can go ahead planning and prioritising your spruce.
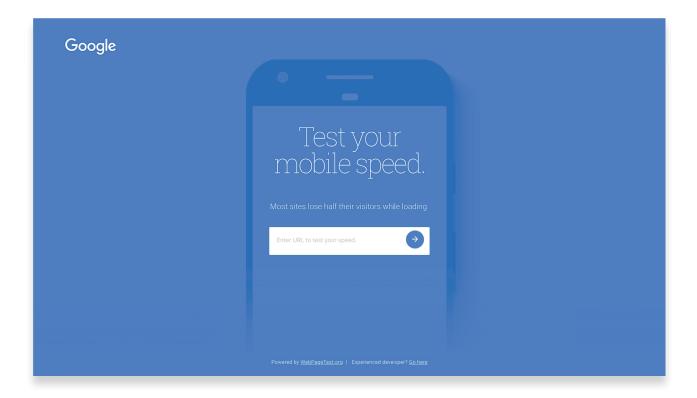
3.2 Delete plugins that aren't in use

Either you or your web developer needs to delete (not just deactivate) your plugins that aren't in use. Review the code to see what can be minified too, what images can be optimised etc.

3.3 Update content

Remove pages that aren't relevant, correct content that's outdated. If you do remove pages, make sure you use redirects and that your website has a 404 page. A 404 page can be useful and entertaining! images can be optimised etc.

Tip: Website loading speed is now a ranking factor for Google. Check out your site's speed and really invest some time in making improvements. You can test this with Google's Test My Site tool. It takes a few minutes and absolutely worth doing.

#4 Crunch the numbers

We might say this over and over again but can't stress the importance enough - you can't manage what you don't measure.

I'm always impressed when I ask a business where they get new business from and they can reel off stats like, "43% from Google and web enquiries, 24% from referrals, 15% from direct marketing and 18% from social media" or whatever they may be. If you don't know the numbers, how are you going to know what's working or what's not working?

Crunch the numbers, know what you want to achieve and set up your metrics so that you can monitor the progress. We like to employ a mixture of lead and lag metrics. Make sure your goals are smart and you take them seriously.

Action Points

- Set up a goal sheet or a tracking document. It can be a Google doc, a sheet in your notebook, post-it notes or something more sophisticated **(See page 19 for one we made earlier).**

- Write some goals that you can start measuring. I like to have things on a 90 day cycle, review the goals daily but measure monthly. Whatever the 'goal' is e.g. increase web traffic by 25%, I brainstorm tactics for making that happen.

- If you don't already, use analytics software such as Google Analytics to look at data such as visitors, referral traffic, bounce rates and so on. It's really in-depth but I like to select three to five lead metrics to keep an eye on.

- Put a date in the diary right now to review and crunch your numbers.

#5 Kick the tyres

I had an interesting encounter on a longhaul flight recently. The little screens on the chairs were showing the wrong destination (a little unnerving at first thinking I was flying to Lagos), the cabin crew announced they'd have to restart the entertainment system. Upon restarting, the wifi didn't work and it didn't for the rest of the flight. Oh the horror, the uproar! The funny thing is that not so long ago we hadn't even conceived wifi on a flight but now if it doesn't work, it gets quite a reaction from passengers.

The point is, you have got to make sure your site works seamlessly. All the time. If something doesn't work or your site goes down mid transaction, at best you'll annoy a few customers but at worst you'll anger them. We know bad experiences spread faster than good ones, don't let your visitors feel like those passengers.

Action Points

- **Test your forms.** Do you have contact forms, enquiry forms or booking pages on your site? Whatever they may be, it doesn't hurt doing a manual check of these from time to time. Is the form easy to use, does it submit properly and does the enquiry feed through to your CRM or notify the right person. It's so simple but making sure these work seamlessly and that enquiries are answered quickly can boost your conversion rate!

- **How easy is it for your visitors to use your site on mobile devices?** I know, obvious right? Yet a lot of sites we see are still making mistakes and score low on mobile accessibility. If your site has been built more than a year or two ago, it might be time for some regression testing. Mobile phones like the iPhone X and Samsung Galaxy S9 have launched since your site went live, you might want to do some testing to make sure everything works tip top. There are simulators you can use and Google has a mobile-friendly test you can jump on too.

- **How reliable is your website hosting?** Make sure your site doesn't go down, it's got to be there on demand for your customers 24/7. Especially if your website is your business, reliable hosting and a backup plan are essential. Check your hosting solution now, what redundancy plans are in place and what's been the up time of your site for the last 12 months?

  We recommend TSOHost for most of our clients' websites if they're not hosting with us. Ideally we will set up the hosting, manage and maintain everything. Of course this comes at a little premium but you're paying for business continuity - not just hosting.

- **Check for broken links.** From time to time you may have moved pages or changed things around and forgotten to update links. It happens but take a little time to click through your navigation, check buttons, do your social media links go to the right pages? If something doesn't quite work, it can break trust with the user.

Tip: Broken links can really hurt your SEO. If Google finds a page url to crawl and it ends up on a 404 page or dead end, it can't give that page credit. It can be a tedious task checking for broken links but SE Ranking and Google Search Console both have tools to automate finding broken links for you.

#6 Test, track, tweak

It's one thing to say we're going to do all these wonderful things on a regular basis and make so much progress, but it's another to get it done.

In reality, the day to day swallows up our attention and all good intentions get pushed to the bottom of the pile. That's ok, I think for entrepreneurs and business owners the world over that's pretty normal so let's not beat ourselves up. What should we do from here?

Action Points

6.1 Set aside time

I find that if the time is set aside, blocked out and you have a clear vision of what needs to be done it'll happen. What about booking 90 minutes of non-negotiable time in the diary, the same time and day every week to do one important thing? That's doable.

6.2 Automate what you can, leverage the rest

There are so many clever tools and technologies out there to help us be more efficient, do more and stay on top of things. Slack is a favourite of ours, you can set up reminders for tasks so you never forget something like "/remind me every Thursday to look at Google analytics" and I get a little notification. Speaking of, you can also automate reports getting sent to you via email straight from Google analytics! It takes 10 minutes to set it up and hey presto, your stats will be emailed to you, when you want.

If you're busy, you don't have time to write a blog, prepare content or fix all the broken links then leverage, leverage, leverage. Ask your web developer, share out the responsibility in the team do whatever it takes. What if that weekly team meeting (that goes on way longer than it needs to) was converted into a team sprint to smash through a bunch of your action points?

6.3 Test, track and tweak

Ultimately, we want you to have goals and tactics to work towards. Test, track and tweak - the formula for success is finding what works and doing a whole lot more of that!

WHERE NEXT?

Thank you for reading our ebook, we really hope you've found some valuable nuggets to take away and implement.

If you want to go further or talk about leverage, we'd love to have a chat.

If you'd like to discuss your business goals and online objectives, we'll be happy to have a consultation to provide suggestions for improvements to your current site or a fresh strategy to direct traffic and conversions.

Email haveacuppa@sixthstory.co.uk
www.sixthstory.co.uk
0121 773 6257

APPENDIX

Jeff Bullas - http://www.jeffbullas.com/own-your-marketing/

SE Ranking - https://seranking.com/keyword-suggestion-tool.html

Yoast - https://yoast.com/

Google Test My Site - https://testmysite.withgoogle.com/intl/en-gb

Smart Goals - https://sixthstory.co.uk/blog/smart-goals-are-a-smart-move/

Google Mobile Friendly - https://search.google.com/test/mobile-friendly

TSOHost - https://www.tsohost.com/

Google Search Console - https://www.google.com/webmasters

Slack - www.slack.com/

SMART Marketing Goals Sheet

Remember to have SMART Goals:

Smart
Measurable
Achievable
Realistic
Timely

Goal Date _____

Topline Goal _____

What is your overall marketing goal?	
Which situation best summarises your marketing needs?	
Based on your answer above, set a specific number for an upcoming goal.	

If you are unsure what your goal is, use these tables to help you discover where you need to grow most.

Web Visitors	No of monthly visits		
CURRENT			
GOAL			

Quotes	Average no of monthly visits	Visitor to Lead conversion rate	Number of leads
CURRENT		%	%
GOAL		%	%

Conversion Rate	Average no of monthly leads	Lead to Customer conversion rate	Number of customers
CURRENT		%	%
GOAL		%	%

When would you like to reach this goal?	
How many hours per week can you dedicate to inbound marketing?	
What is the biggest marketing challenge preventing you from reaching this goal?	

SIXTH STORY

Created by

SIXTH STORY

T 0121 773 6257
E haveacuppa@sixthstory.co.uk
A Unit 21a, Victoria Works,
   Graham Street, Birmingham,
   B1 3JR