How To Market Your New Website

Take Your Website Further

Congratulations on building your website! The opportunity to reach your online audience is now right at your fingertips.

To really make the most of your website though, it's important to help people to find it. You need to market it to reach these new people and start achieving your objectives.

This guide will introduce you to some of the most widely used and effective forms of growth and marketing tactics to help your new website to succeed.

By following the points outlined here, you can watch the number of people visiting your website start to grow and thrive. It's what will help you to stand apart from your competitors in the online community.

Whatever your goals or plans for the future of your website are, it's important to act on these points to create the foundation of all your future marketing.

Remember, if you have any questions about implementing the points outlined in this book, don't hesitate to reach out to your dedicated Create Account Manager who will be happy to help.

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Social Media

Apps like Facebook, Instagram, Twitter, and many others have become a daily part of most people's lives.

It is estimated that on average, people spend over 2 hours a day on social media.

To get people onto your new website, it makes sense to go where your prospective customers already are. Which would be any of these platforms.

The objective of your social media plan should be to encourage your online audience to click through the links in your posts and visit your website. Once there you'll want them to complete the objective you have, such as gathering more enquiries about your service for example.

This section of the guide will help outline some of the strategies that you can use to drive traffic to your website through social media.

You'll be able to choose the right platform to focus your efforts on for the most return, set up your profiles and form a posting plan to keep on top of your social schedule.

Picking The Right Platform

Social media can be a time consuming task, particularly if you're trying to post across every platform. It's more than likely that one platform will perform better for you in terms of driving traffic to your website than any of the others and so it makes sense to be focused more on one or two rather than spreading yourself thinly across them all.

By finding the platforms that work for you, you can reduce the amount of time you spend scheduling your social media, while maximising the return for your efforts.

Before getting started on social media, it's a good idea to consider what kind of content you will be posting. This can also help you decide which platforms you should focus on as some will naturally be a better fit for your business.

Picking The Right Platform

If you run a restaurant and you would like to attract people to your website using pictures of tasty food, visual platforms such as Instagram and Facebook are ideal for showcasing your plates.

If you run a B2B agency and your posts will be focused on case studies and FAQ's, you are more likely to find your audience is receptive on platforms like LinkedIn, Twitter and Quora.

Once you start posting across social media, you can use Google Analytics (covered in a later section) to very quickly see which platforms bring the most people to your website and are the best use of your time.

How To Set Up Your Social Media Profiles

Click the links below to be taken to each social media platform's guide on how to set up your business profile. We recommend setting up a profile on each even if you don't intend to post on some of them immediately. This will help you secure your profile name across all platforms should you wish to post on them in the future.

Creating A Posting Schedule

Scheduling your posts in advance can help you to organise your content plan and improve your social strategy over time.

To figure out your social strategy, you need to determine what kinds of posts perform best. For example, do case studies drive more traffic to your website than special offers?

To do this, map out a weekly schedule with different types of posts for each day. Yours could look like:

Monday - A case study
Tuesday - A picture of your work in progress
Wednesday - Answering a question your customers often have
Thursday - A new product
Friday - Something fun or personal

If you are struggling for ideas, have a look at what content your competitors are posting that is performing well.

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Creating A Posting Schedule

Once you've set out your weekly posting schedule repeat this pattern for a month and then you can determine which posts performed best over this time period using analytics.

 If there were some that underperformed, swap them out for a new type of content. If some exceeded your expectations, perhaps consider boosting that type of post in future as part of your growth strategy.

As an additional point, scheduling your posts in advance allows you to plan for any event days or trends that you can engage in. Special days or hashtags generate a lot of interest and engagement so you may want to consider them as part of your content plan.

Download Create's 2019 Content planner

SEO

SEO stands for 'Search Engine Optimisation' and refers to the practice of getting your website ranked highly in the results of search engines like Google or Bing for keywords related to your business.

Being at position 58 on page 6 of the search results for the words your customers are searching for you with is far from ideal. Taking the time to build a website that performs better in search means that you can stay one step ahead of your competitors and benefit from the larger amounts of traffic near the top of search.

Search engines determine how relevant your website is to a search term through what is written on your website (the keywords) and how people use your site.

Encouraging the search engines to rank your website highly is a process that takes time and patience. It requires researching your competitors, comparing your keywords, some trial and error and working regularly on improving your content to get you closer to the top of the search results.

There are a few great places to get started with your SEO campaign that this guide will outline for you in this section.

Building Your Website Listing

When you search for anything in a search engine like Google, you are given a list of results that looks something like this:

THE 10 BEST Restaurants & Places to Eat in Brighton 2019 - TripAdvisor
https://www.tripadvisor.co.uk/Restaurants-g186273-Brighton_East_Sussex_England.h... ▾
Best Dining in Brighton, Brighton and Hove: See 200656 TripAdvisor traveller reviews of 1408 Brighton **restaurants** and search by cuisine, price, location, and ...
Restaurants near The Lanes · Restaurants near Kemptown · Gingerman · Halisco

Best Restaurants in Brighton | 23 Must Visit Restaurants in Brighton
https://www.timeout.com/brighton/restaurants/best-restaurants-in-brighton ▾
5 Oct 2018 - Quirky afternoon tea, Japanese bar snacks, seafood fine-dining: Brighton has it all. Check out our guide to the best **restaurants** in Brighton.

Brighton Restaurants Guide | RestaurantsBrighton.co.uk
https://restaurantsbrighton.co.uk/ ▾
Brighton **Restaurants** Guide. Featuring the latest openings and the cities best **restaurants**. Including food & drink events, food festival news and more.
Top 20 - Best Restaurants · Best Restaurants Brighton · Brighton Restaurants · Café

Best Restaurants in Brighton & Hove - VisitBrighton.com
https://www.visitbrighton.com/food-and-drink/restaurants ▾
The Poets Ale and Smokehouse. Type: Pub/Inn. HOVE. The Railway Inn. Type: Pub/Inn. BRIGHTON. Silks **Restaurant**, Brighton Racecourse. Type: **Restaurant**. Waterside **Restaurant**. Type: **Restaurant**. Indian Summer. Type: **Restaurant**. La Casa Flamenca. Type: **Restaurant**. Sawadee Thai **Restaurant**. Type: Thai. 64 Degrees. Type: ...

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Building Your Website Listing

The question is, how do you determine what a search engine result says about your website?

This is done by creating 'Meta Data'. Every result that comes up will contain:

- A Meta Title (Blue) - This summarises what your page is about.

- The Link (Green) - The page itself.

- A Meta Description (grey) - This describes what the content of the page is about and encourages searchers to click through to your website.

Best Restaurants in Brighton | 23 Must Visit Restaurants in Brighton
https://www.timeout.com/brighton/restaurants/best-restaurants-in-brighton ▼
5 Oct 2018 - Quirky afternoon tea, Japanese bar snacks, seafood fine-dining: Brighton has it all. Check out our guide to the best restaurants in Brighton.

Setting Up Your Meta Data

You can update your meta information in your page settings. Bear in mind, the meta information for each new page should be different to avoid conflicting information in Search Engines.

Meta Title - Keep your meta title concise, it should be no more than 60 characters so that the title displays properly. Be sure to add in keywords relevant to your business in here as well.

A good example of a meta title might be:
Piano Teacher In Brighton | Fully Qualified and Insured

Meta Keywords - Google doesn't use meta keywords when deciding how to rank your website. However, some online and local directories still take them into account. You can include any keywords relevant to your website here to indicate what your website is focused on.

Some keywords for the above example might be:
Qualified Piano Teacher, Music Teacher In Brighton,Pianist

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Setting Up Your Meta Data

Meta Description - Your description should describe exactly what is on your page and encourage people to click your search listing. If more people click on your search listing, this could then have the knock-on effect of an improvement in rankings. Try to keep your description below 120 characters to avoid any clipping.

Bear in mind that Google also doesn't always use your meta description when it displays your search listing. If Google thinks there is text on your page that is more relevant to the searcher's query, it will choose to display that instead. You should always have a meta description to fall back on when this isn't the case.

The Meta Description for the above example could be:
Qualified Piano Teacher in the Brighton Area. Visit our website to find out more.

Read our full guide on creating Meta Data with Create

Links

Links are one of the most valued ranking factors for search engines. Each time another website links to your website, it is considered a vote of confidence in your page. A great link from a reputable site can see you move quickly up the search results.

A good place to start when looking to build your link portfolio is online directories. There are, most likely, several local options for businesses in your area, such as your local chamber of commerce.

You can also list your website on directories such as Yell and Trustpilot, as well as any trade directories specialised in your line of work.

One other place to consider acquiring links are local online publications. If you are featured in the local paper, be sure to ask them if they would place a link on their article to your website.

Acquiring links from existing websites that Google and Bing trust will provide an excellent foundation for building a more stable presence in your local search results.

Google My Business

Ranking in search engines is usually the result of many months of hard work, so it pays to be focused. If you're a local business, increasing your visibility for local search results can be an easier way to gain ranking sooner.
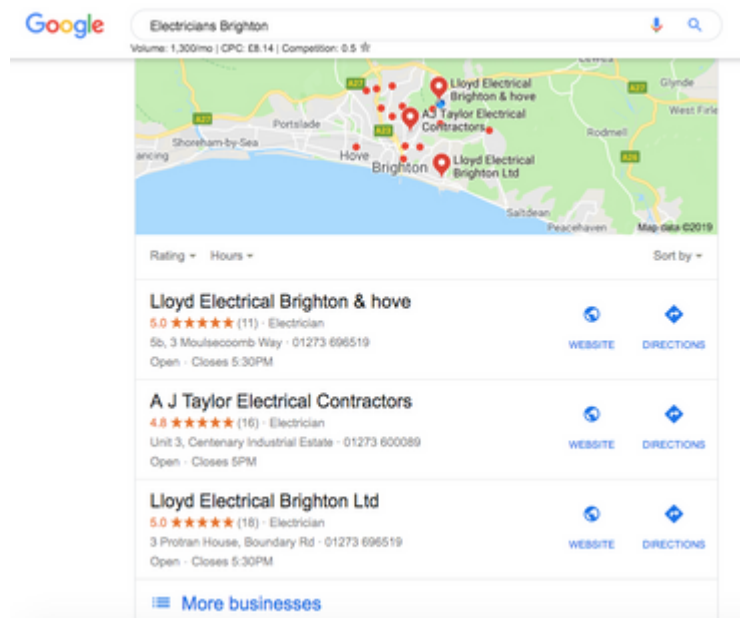
By filling out a Google My Business profile, your website can start to become more visible in search results in your vicinity. This means, instead of competing amongst millions of results for your keywords, you are only competing with other businesses like yours in your area.

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Google My Business

Around 580 million people use Google to research and then visit a local business each day. Using this free tool provided by the search engine is a fantastic way to reach a lot more people in a shorter space of time.

To set up Google My Business:

1. Sign into / create a Google Account for your business

2. Head to Google My Business to begin the setup.   **Visit Google My Business**

3. Work through the steps as directed and complete them in as much detail as you can. Once you have finished, click 'Verify'.

4. Google will send you a letter in the post to the address of your business. Complete the steps within this letter to verify your account.

5. Once verified, you can access your Dashboard and start filling in your listing.

Read our full guide on Google My Business

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Bing Places For Business

While Bing isn't as big a search engine as Google, it's also important to consider adding your details to their equivalent of Google My Business, "Bing Places For Business".

Bing still has a massive user base and claiming your business listing with them enables you to better place yourself in front of their users that are local to you.

Getting set up is a similar process as with Google My Business:

1. Claim your business listing - whether it is an existing result or your are creating a new one, you can set up an account and get started with the Bing Places For Business dashboard.

2. Fill out your business listing - be sure to be as thorough as before. Fill out every section as much as you can and add pictures to showcase your business.

3. Verify your business listing - This can be done by post, email or phone. Bing will send you a verification pin that you can use to activate your account.

Get Started With Bing Places For Business

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Google Search Console

Another of Google's tools that comes in very useful when trying to get your website into search results is Google Search Console.

Most websites are built from a number of pages that are linked to each other and when Google scans a site in order to decide to where it should rank, it will send what they call a "spider" to crawl your pages.

You can make this spider's job a lot easier by submitting a sitemap that outlines the structure of your site for it. Doing this often means your site can be crawled and ranked in search engines that much quicker. This can be done through Google Search Console.

Google Search Console

Create automatically builds your sitemap for you, all you need to do is submit it to Search Console. Before you can do this, you need to set up and account with Search Console, this can be done in two stages and you can find help guides to these below:

Set Up A Google Search Console Account

Verify Your Website With Google Search Console

Now you're ready to submit your sitemap. Log into your Google Search Console account and follow the steps below:

1. Expand the "Index" menu on the left menu.

2. Click "Sitemaps".

3. Enter sitemap.xml in the "Add a new sitemap" box after your verified domain name.

4. Press Submit.

Google will now place your sitemap in its queue. It is recommended that each time you make changes to your website, that you also re-submit your sitemap in Google Search Console too.

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Tracking

To fully understand what is working for your website in terms of content, social media and search engine optimisation, you can use analytical tools to gather data about your website traffic.

There are a number of different options available on the internet that will provide you with tools to track your website visitors. Google Analytics is a powerful, free tool that is easy to get set up with your website.

There are lots of functions and statistics available to you in Google Analytics. Try to bear in mind your key goal and develop your own process of how you track your objectives before moving on to any of the other capabilities that the software has to offer you.

After you have tracked your website over the course of a few months, you can start to benchmark your progress. From there, setting objectives and measuring their impact will start to become a natural part of your development process.

How To Set Up Google Analytics

Google will supply you with a unique code once you sign up for their service (e.g. UA-123456-1) and you will need to insert it into the "Google Analytics" section of your "Edit Site Information" screen. To do this, please follow the instructions below:

1. Visit the Google Analytics site and click "Start for free" in the top right corner. Complete the first stage of their sign up process:

Sign Up To Google Analytics

2. Log in to your Create account

3. Click "Content" from the Top Menu

4. Click "Site Information" from the left hand menu

5. Select the tab titled "Google Analytics" and paste the code into the 'Google Analytics' box

6. Click "Save Changes"

Taking Action

If you haven't used Google Analytics before Google's Analytics Academy is a good place to start learning about all that you can do:

Access The Beginner's Course

Once you've familiarised yourself with your analytics tool, you can start putting these statistics to good use. There are a few suggestions on the next page to get you started.
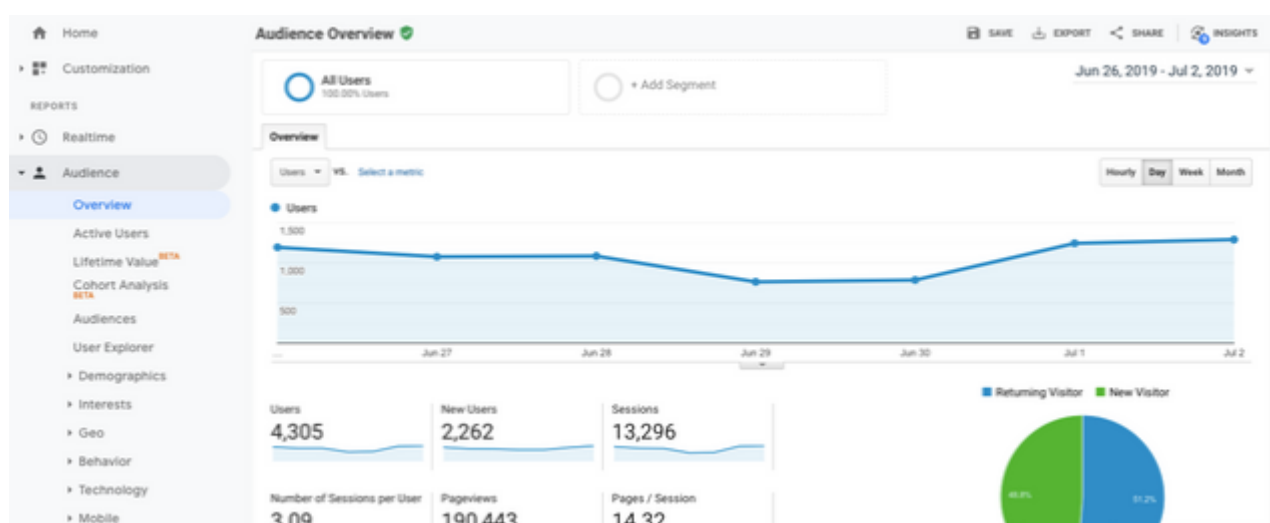
Taking Action

- Using a 'site visits over time' graph, you'll be able to find out which days of the week your site is most popular, allowing you to coordinate any promotional or social media efforts you might be making. This can be found in "Audience" >> "Overview"

- Learn about your audience by finding out where in the country they are accessing your website from, what internet browsers are most popular among them and how many use mobile devices to get to your website. You can then use this to effectively target your marketing efforts. This can be found in the "Audience" tab.

- You can see which source your traffic has come from, such as Facebook, LinkedIn, Google Search etc. This can help you to pick and choose which social platforms to dedicate your time on to get the best results. This can be found under "Acquisition" >> "All Traffic" >> "Channels".

- Take your total goal completions over a time period (eg. how many someone landed on a page you want them to visit), divide that by your total website visits for that time period and multiply that by 100. This will give you your conversion rate. You can use this as a benchmark to see how any future changes to your website or marketing campaigns affect your conversions. (eg. 50 page visits / 1000 website visits x 100 = 5% conversion rate)

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Members Group

To Conclude

Congratulations on starting your website! We hope you've enjoyed the process so far and that these resources help you make the next steps.

To take your knowledge even further, come and join us on Facebook. The Create Members Group is made up of hundreds of other small business owners like yourself who support and guide each other to improve their website traffic and sales. We'd love to see you there.

Join The Create Members Group

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