

Congratulations!

Your Website is online... Now what?

Your website is a marketing tool and now that the basics are in place, it is important to leverage all that it can do. Review the information on the site and make sure it accurately represents what you do.

Your website is an ongoing representation of your business and as you grow and change, your website should too. Google likes new information. A static site does not attain great search position. We have built your website with a CMS (content management system) so you have the ability to change basic content.

We can provide instruction or if you don't have time, we can do it for you.

Here are some things you need to know.

1

Google can take 4 days to 4 weeks to index your site. If we have installed Google Analytics and Search console, it will be faster. **Organic search traffic is critical for growing your website** and business. In fact, it's the source of over half of all site traffic, on average, as compared to just 5% from social media. We can help with SEO (Search Engine Optimization).

2

Maintain your Website. It is critical to the longevity & security of your website to update themes, plugins, check back ups and security on a very regular basis. We highly recommend that you have a qualified website designer check the site regularly. Maintenance package are available or just shoot us an email.

3

Indexing is Google's way of gathering and processing all the data from web pages during its crawl around the web. Frequent indexing improves your search results. **Blog once a month.** Adding new information to your site in relation to your business industry, product, or service shows expertise and credibility. Regular blogging is key!

4

Use social media to push people back to your website. Utilize channels that are appropriate for your audience. Not sure? Ask us! Have a clear social media strategy to complement your web strategy. One does not work well without the other. Be prepared to pay for some social media boosts/ads and analyze the results.

5

Utilize Video in your digital marketing. It can be used on your social media and website to increase engagement. Viewers retain 95% of a message when they watch it in a video, compared to 10% when reading it in text. 72% of customers would rather learn about a product or service by way of video.

6

Marketing strategy is critical. Don't just "spray and pray", it is costly and does not yield results. Determine whether you are focusing on inbound marketing, outbound marketing, or a combination of both. Build a strategy calendar where each channel is identified with topics and goals. Remember to **Attract, Engage, Convert, and Delight.**