sitesuite
WEBSITES MADE EASY

How to

DRIVE TRAFFIC TO YOUR NEW WEBSITE

Launch your website to fanfare instead of languishing in digital darkness

How To Drive Traffic To Your New Website

Introduction

A successful website is the culmination of many different pieces, many of which are the responsibility of the paying client; key responsibilities such as copywriting, product images, social networking and regular blog updates (not to forget the day-to-day responsibilities including customer order management, customer service and stock control, to name a few).

Even with the right pieces firmly in place there's still a stack of work in getting people to visit a new website. 'Build it and they shall come' does not always apply; in fact, it's the exception rather than the rule.

The following chapters will illustrate ways to drive traffic to your website, and share ideas on how to build awareness in the weeks leading up to your site's launch. Better still, it will provide the basis on which you can drive quality traffic to your new website, and convert that traffic into sales, enquiries or whatever goal is to be achieved in order for your website to be considered a success.

Here's what you'll learn to do

- **Build awareness** prior to your website launch
- **Setup and maintain** Twitter, Facebook and Pinterest accounts
- **Learn about the wide-reaching benefits** of Google+ Local
- **Create pay-per-click** (PPC) ad campaigns on Google
- **Build email subscribers** for targeted newsletter campaigns
- **Establish your website as the authority** in its field
- **Monitor your site's success** using Google Analytics

Chapter 1

Is social media right for your organisation?

Is social media right for your organisation?

Few subjects elicit more debate than social media, and with advice ranging from, "Ignore at your own peril" to, "Approach with caution", it's no surprise that business owners are as confused as ever. **Social media should be viewed as an opportunity to engage with an audience**, to learn what people are saying about your business, and to share advice.

There's perhaps no definitive answer to, "Which channel/s should I adopt?" Marketers shift their attention from one month to the next as new technologies emerge and debate over each one's merit begins. What you're advised today could become obsolete in just 12 months!

So before you decide whether social media is right for your organisation or not, you must first consider the following: who will maintain your organisation's presence, and what type of returns would you expect from your social media activity, i.e. direct sales, increase in inbound leads, adding to your email subscriber database, and so on.

Are there repercussions for ignoring social channels advertised on my website?

We're often asked by clients to include links to social channels from their website before the client has considered what those social icons really mean to website visitors. Placing these icons on your website creates an expectation. Visitors expect to follow those links to active social sites where they can interact with you and other members of your online community. But what happens if a visitor reaches your social sites and finds little, if any, activity? Put simply, what repercussions are there if you advertise social media links on your website but don't engage in activity?

Let's say an organisation advertises their phone number on their website. The owner is busy so decides to place an answering machine on the phone line to intercept incoming calls; the calls are rarely screened, causing each caller over time to lose hope that anyone will return their call. Those most keen will continue to leave messages but they, too, eventually give up and go elsewhere.

Advertising social media links on your website demonstrates an expectation by you that customers will take time to

"If you're not prepared to acknowledge the comments that people take time to post, what message does that send? Would you do business with someone who ignored you?"

post comments, questions or feedback. If you're not prepared to acknowledge the comments that people take time to post, what message does that send to customers or prospects? Would you do business with someone who ignored you?

Before you commit to advertising on your website your social channels of choice, ensure that you understand the commitment required to maintain a presence because ignoring those channels is likely to do more harm than good.

How many hours each week should I invest in social media and online advertising?

Someone within your organisation will need to take on the responsibility of engaging customers online, responding to user comments and complaints, creating email campaigns, etc.

Below we've presented a breakdown of the most common tasks and the number of hours to maintain each 'asset' over a 5-day working week. Because the time varies for managing an online shop (e.g. the number of customer orders processed each day), this component is not included; special website landing page setup time has also been factored into the AdWords (pay-per-click advertising) component.

Maintaining a Google+ Local or Facebook presence will require between 5-30 minutes each day depending on the level of activity on those pages

Of course the size of your organisation and the amount of traffic you attract will ultimately dictate the time required to manage everything. But many SMEs will need to factor in to their daily responsibilities, something close to these estimates:

- Weekly Blog: 45mins
- Google+ Local: 100mins
- Twitter: 100mins
- Facebook: 75mins
- Email Newsletters: 40mins
- AdWords: 50mins
- Analytics: 50mins
- Online Forums: 75mins

Chapter 2

Social networking options

Building awareness via social networks

To drive traffic to a brand new website you obviously need to advertise in one form or another (SEO aside). You can choose to adopt pay-per-click ad campaigns, or choose to engage with people via online social networks such as Twitter and Facebook. In person social networking events in your local area are also a way to build awareness.

Although there are plenty of worthy social networking channels to utilise (hundreds, in fact!), we've concentrated on just a few in order to provide a base on which to build ideas. A search online for 'social media' will return enough results to research. Also consider conventional marketing such as print or radio if your budget permits, and discuss those with a marketing company that specialises in those areas.

For in-person networking functions held in your area (also known as 'meet ups'). The www.meetup.com website is ideal for finding relevant networking events close to you.

Examples of online social media networks

Beyond Twitter and Facebook, there are hundreds of social networks being used. Here are some social networks beyond the 'Big 4' of Google+, Twitter, Facebook and LinkedIn (N.B. LinkedIn has been omitted from this guide; a comprehensive LinkedIn guide will be released separate to this):

- www.flickr.com worldwide photo sharing and community website
- foursquare.com phone-app location-based
- getglue.com entertainment-based social network
- www.meetup.com community meeting and meet-up website
- www.myspace.com entertainment-based social network
- www.youtube.com video social network
- www.vimeo.com video social network

"Consider in-person networking functions held in your area (also known as 'meet ups'). The www.meetup.com website is ideal for finding relevant networking events close to you"

Chapter 3

Getting amongst customers and fans

Online community forums

Online community forums are places where people share information and ideas specific to any given topic. Known as "bulletin boards" before the Internet became popular, online forums are a powerful tool in engaging with customers and prospects online.

» Forums » Home theatre » Shops	Replies	Seen by
Sonos experience after 12 months (1 2 3 4 5 6 7 8 9 10 11 12 13 14)	261	7182
Online customer service at Audio Widgets	5	208
Where should I buy home hi-fi? (1 2 3 4 5 6 7 8)	154	7815
What's the go with in store warranties?	1	65
Samsung HT D5550 W (1 2 3 4 5 6 7)	122	1441
Digital Centre - Samsung TV (1 2 3 4)	68	4480
Experiences with local store (1 2 3 4 5 6 7 8 9 10)	198	10430
JB HI-FI Return Policy? (1 2 3 4 5)	86	3294
How do you neg a price in store? (1 2 3)	57	1368
Acer c110/c120 Help	0	6
Selby not negotiating (1 2)	26	834
Samsung to open own store in Sydney CBD	0	50

There are online forums geared towards most industries, so regardless of whether you sell widgets or services, you're likely to find a forum relevant to your organisation. Most online forums are free, or require a small annual subscription to access.

By example, Australia's largest free-access technology forum, Whirlpool, is frequented not only by tech enthusiasts but also by industry experts, business owners and retailers. Retailers gain insight into consumer expectations and opinions, and learn how products are being used, and by whom. The Whirlpool forums provide an excellent opportunity for business owners to engage with people online. Whirlpool is just one of thousands of online forums where online merchants mingle with forum members.

Register and become an active participant

A Google search for online forums relevant to your industry should provide at least one forum channel for you to investigate. Once you find an active forum (i.e. a forum with daily updates and lots of activity), register and become a regular participant.

Answer member questions

Scroll through a forum and get into the habit of replying to member questions. Once you've been doing this for long enough, you'll begin to establish yourself as an authority; you will also build trust. As long as your replies are genuine in their attempt at assisting people (as opposed to driving a sales message at every opportunity), users will learn to trust you. With that trust in place, you can then suggest solutions that may include products or services available on your own website.

Pose questions, collect data

Forums are the perfect medium for getting feedback on new products or products that you're researching. Consumers love discovering new things, so share new developments with forums members.

When promoting a new product, consider creating a landing page on your website (or blog) dedicated to the product being discussed on a forum, and link to the page from within your forum posts. On the web page, offer 'teasers' of information to create early interest. Place an email newsletter subscription box on the page with a clear call to action stating that forum members will be the 'first to know' once the product is released. This way, you'll have built a select group of interested subscribers already curious about the product you're promoting. Creating a specialist landing-page featuring an email newsletter subscription box is easy using SiteSuite CMS.

Provide solutions to a problem

If you spend enough time on user forums you'll soon discover that **most users are there to discuss a problem, and are seeking a solution**. Reply with solutions regardless of whether or not that solution happens to be in your 'bag of tricks', i.e. whether you have a product or service that you can offer as a remedy. Remember, it's about engagement, and you don't have to 'make a sale' with each forum post. **The purpose here is to establish yourself, or your business, as an authority.**

Customise your forum signature

Most forums allow you to create a custom 'signature' that appears beneath every post and reply that you create. Be sure to include the following information:

- Your website URL (or shopfront page URL)
- Blog URL
- Twitter account
- Facebook page URL
- Pinterest page URL
- Other online assets and information relevant to the forum

Chapter 4

Blog to become the authority in your field

What's blogging and why is it important?

A blog is a discussion or collection of articles ('posts') published online; a web 'log'. A blog typically discusses specific subjects and is often maintained by a single person or small group. Blogging has become a means for business owners and industry experts to share information and observations, and to establish their organisation as an authority in its field. **Blogging is an essential component in running a successful website.**

"A website that features old, rarely updated content is going to be largely ignored by Google"

If your new website is to rely on 'organic' traffic via search engines such as Google (i.e. non-paid traffic), your website will need to be regularly updated with new and original content. The reasons are simple enough: **Google is only interested in serving up quality, up-to-date content to its users, and a website that features old content that never gets updated, is going to be largely ignored.**

The solutions to capturing Google's attention are varied but the simplest solution is to contribute to a blog hosted on your new website (SiteSuite CMS makes blog publishing easy).

But how can you capture Google's attention if your website is yet to be launched?

Get started with Google Blogger

Google's 'Blogger' is a free blog service that allows you to create a personal blog free of charge. If that blog is updated often enough and stays 'on topic' with posts discussing your industry and product base, it will begin to feature in Google search results relevant to your blog subjects. So if your new website will also feature a blog, why create a second one?

The purpose of a Google 'blogger' blog is to create interest in your new website and its products and services. To create pre-launch interest here's what to do:

1) Create a Blogger account or use an existing Google account to create one

2) Blog as often as you can each and every week in the lead up to your website launch

3) Blog 'on topic' discussing your products, the website build - anything relevant

4) Place a link from each blog post to your website's holding page or Facebook page (more on this shortly)

8 ways to make blogging fun and simple

If blogging is foreign to you here's a guide to help you get started.

1) Make a short list of topics you're passionate about

Write down a list of topics that you know and understand so well that you could talk the ears off anyone. The topics should be relevant to your business/organisation but if you can only write down two items, that's okay but write down as many as you can, and remember, **make a list of topics that you're passionate about because that passion will fuel your writing.** It's no good listing 20 topics if your passion doesn't extend beyond the first few.

If you have a new online shop about to be launched and it's filled with wonderful widgets, then you'll never run out of things to write about, right?

2) Every blog must start somewhere so just write

Stay on topic - but just write! Over time you'll get better at writing in a free-flowing, natural way. Remember that it's not 'War and Peace'. Keep it simple to start with until you gain your writing chops.

3) What if I'm not an eloquent writer?

The importance of your writing style really depends on your audience. If you own a smash repair shop, people might not be looking for beautiful writing and perfect grammar. But they may enjoy reading about the cool sports car that came into your shop today for repairs. Better yet, the old classic car in your backyard that you've been rebuilding from scratch. Why not blog about that? You're sure to find some followers who would be thrilled to bring their car to you in exchange for a glimpse at your work.

- Find your niche
- Find your audience
- Wow them with what you are good at

There is always an angle, just know your audience and find a way to hold their attention. **The more often they come back to your blog, the more often they are coming face to face with your items for sale.** Remember to be yourself, be authentic and don't make every blog post a sales pitch (by all means drop your pitch in there, but be subtle).

4) Learn from the pros

Subscribe to blogging sites such as *copyblogger.com* and *fuelyourblogging.com* and learn how the established bloggers do it. Over time your own blogging will become second nature. Perhaps the biggest challenge is finding new topics to write about.

5) Blogs are not vehicles for advertising your trading hours

That's not blogging, nor is telling customers that your French clothing range will be available in red. By all means tell readers these things but **make it fun, make it compelling and turn it into a story.** You're blogging to attract an audience so give them something they'll love to read and want to come back to for more!

6) Allow your passion to shine through your writing

Remember that your passion for your products and services, and your business, must shine through your blogs - that's the main point and the reason why you choose topics that you're passionate about. If you write about topics that you only have a vague interest in, your lack of enthusiasm will make your blogs a chore to read.

7) Don't be afraid to blog 'off topic'

If you want to tell the world how mad you are about your sporting team getting beaten over the weekend, do it. By blogging 'off topic' you also show a more personal side to yourself and that's something that the average person will identify with.

8) How to attract readers to your blog

If you are writing as least twice weekly and not attracting new readers and subsequent traffic to either your BlogSpot site or new website's blog, you will need to review your strategy. Perhaps your blog titles aren't enticing? Do your blogs provide a solution to your reader's problems? Do your blogs offer unique advice and wisdom? Are they witty or are they dull?

Consider writing blogs with titles such as "5 ways to better *<insert subject>*" or "10 new ways to get the most from your *<widget>*", and so on. These examples offer your readers a solution; **they provide your readers with something they can value**.

Remember that word of mouth is essential. Hook one reader and they have the potential to hook more. Twitter is a superb vehicle for announcing your blogs to a wide audience, and we'll discuss that in a moment.

The future of your Google Blogger blog site

You may have read about 'inbound links' when learning about search engine optimisation (SEO). If other websites link to your site it adds weight to your site's credibility as a source of information. Rather than retire your Blogger site after your new website launches, continue posting to that blog, and continue linking from each new blog post, to the relevant web or product pages on your new website. Over time this will create plenty of inbound links to your primary site. You could also begin to use your Blogger site as a more personal blog.

However, Google will place more emphasis on your primary website's importance if the inbound links originate from many *different* sources, not just from your Blogger site. Also, don't copy a post from your Blogger site and post it on your primary website's blog. Google frowns upon duplicate content so copying from one to the other may do more harm than good.

Blogging resources online

- www.problogger.net
- www.copyblogger.com
- www.dailyblogtips.com
- www.fuelyourblogging.com
- www.sitesuite.com.au/articles

"Blogging plays a pivotal role your site's success so invest the time to share your thoughts and ideas with customers and prospects "

Chapter 5

Connect with fans via Facebook

Facebook

Estimates report that more than 11 million Australian users are registered on Facebook, which represents close to 65% of all online users in Australia. Buried amongst those stats are potential customers, so it makes good sense to address that audience by creating a Facebook page for your business or organisation.

About Facebook pages

A Facebook business, company or brand/product page features a timeline displaying posted activities of your business and that of your fans. This page should be viewed as a way to showcase your wares, provide special offers, and to *engage with people*. Think of the page as a dynamic showroom where fans gather to share comments and interact with your posts and offers. You want to create as much conversation as possible.

A successful Facebook business or fan page is one where you get involved with your fans by posting replies to comments, uploading video and photos, and asking for opinions. Just like a website or blog, your Facebook page will only draw success if you get involved. **Monitor your Facebook page throughout the day, every day.** Checking in 'every now and then' will lead to tardy customer responses and people's opinions of your business will suffer accordingly.

Which type of Facebook page should you create for your business?

Remember that we're creating 'fanfare' prior to the launch of your new website, so it's best to create a page that best represents primary product groups or brands within your shop or website. To this end, we suggest creating a 'product or brand' page (of course, your Facebook page will remain very active after your new website goes live).

1) Create your page

Go to https://www.facebook.com/pages/create.php to create your page, and select 'Brand or product' from the available image options (shown above).

Next, select a suitable category from the drop-down list that best describes your products or brand. After this you will be asked to create a unique URL for your page so create something either identical to your new website's address or something

similar to it. You want friends/fans to identify your Facebook page with your primary business and website.

You are now prompted to create a Facebook account or use an existing account. If you're a small start up business that already has a personal account, and you are the only person who will access the account, then create the page using your existing, personal account. Otherwise, create a new account from scratch.

2) 'Like' the page

Facebook's automation process for setting up a page makes life easy! At this point simply press the familiar 'Like' button to become your page's very first fan.

3) Find and invite Friends

Next, you're asked to find friends. If you're using an established account simply check the boxes next to your friends list and start inviting!

You can also import email contact lists from a Hotmail, Yahoo! or other email accounts. Simply click the **Invite email contacts** icon located in your Facebook page admin panel.

4) Upload a relevant cover photo or banner image

Continue to follow Facebook's prompts until your page is setup and ready to customise. Now you can upload a cover image that represents your new website. **You will need an image that measures 851(w) x 315(h) pixels**; if you're instructing a designer, have them create something that best represents your new website and the products or services you plan to promote. Make it interesting and engaging!

Become active and engage with your friends and fans

Begin by uploading interesting images or video, and provide incentives for fans to 'Like' or share. Offering a reward for action is the simplest and most effective way of bringing people in, e.g. click the 'Like' button to go into a prize draw once your website launches.

Once you've got followers it's time to engage. Your next point of focus should be getting your followers to share and comment on your page. This ensures that their comments display on their Facebook 'wall' where *their* friends can see it.

Advertise on Facebook

You can create a pay per click (PPC) campaign on Facebook that advertises your Facebook page or your new website. You can choose to promote specific posts on your Facebook page, or your page as a whole.

Your ad can also be geo-targeted by choosing the country/s you'd like your ad to appear, as well as the state or city. You can even choose your market by specifying an age group – and gender – to which your ad will appear.

The budget that you set is entirely up to you, but we'd suggest starting low to begin with, monitor your ad's success, and adjust accordingly. There's a wealth of information on Facebook's website regarding how to create an ad that's ideal for you. You can learn more about creating ads or sponsored stories here: https://www.facebook.com/help/?page=175624025825871

Summary: your Facebook checklist

- ☑ Create an account and become active
- ☑ Upload an attractive, professionally designed page banner/header image
- ☑ Engage with friends and fans. Ask questions, comment on their posts and engage with them. Yes, you can sit on the sideline and observe but Facebook bears more fruit when you get involved.
- ☑ Check your page daily to respond to questions or comments.

Facebook online resources

- Official Facebook blog: https://blog.facebook.com/
- Facebook support center: https://www.facebook.com/help/
- Official Twitter account: https://twitter.com/facebook

Chapter 6

Join the conversation via Twitter

Twitter

An online [1]report published at the start of 2012 suggests that there are 100 million active users on Twitter, with half that number logging in to their account at least once a day. 34% of marketers have generated leads using Twitter (and 20% of those closed the deal using Twitter!).

In our dealings with clients, it seems that Twitter is the least understood of all social networking channels. However, once you've used Twitter for a few weeks, you begin to see how it ties-in with promoting a business or website.

Twitter is a conversation. It's a way to engage with like-minded people, to share ideas and to have fun along the way!

In the context of promoting a new (or established) website, your Twitter account can be used to 'Tweet' about your blog posts, your Facebook page, and to build a rapport with followers.

For seasoned pros

If you already have an active Twitter account we'd suggest that you create a fresh account dedicated to your new website's business, and start by following the people with whom you already have a good rapport. Otherwise re-name your current account to suit your new website and the business it represents. Just make sure that you announce to your followers what you're doing, and why.

For newcomers

If you're new to Twitter create an account with the view of having fun (initially, until you become accustomed to Twitter's 'ins and outs'). If you like sport, follow your club and its players. If you like music, follow the various record labels and artists. It's fun and will help you to better understand ways of adopting Twitter into your professional life.

Accessing Twitter

Twitter can be accessed via a desktop computer or mobile device. You can log in via Twitter's website (www.twitter.com) using your web browser or instead choose to download and one of the available desktop or mobile apps (free and paid apps).

Tweetdeck for desktop users

Desktop users use Twitter's own Tweetdeck application. It's free and available for Windows and Mac OS X. Tweetdeck is a worthy application to download and allows you to simultaneously monitor multiple Twitter accounts. It's the perfect desktop application to get started.

Tweetdeck is free to download here: www.tweetdeck.com. Access Twitter's Tweetdeck helpdesk for tutorials: https://support.twitter.com/articles/20169620-getting-started-with-tweetdeck

Getting started: 10 steps to Twitter success

If your personal interests cross over into your work life, all the better. But if they don't, you're going to 'cut your teeth' on Twitter by using it for personal interests such as those described.

1) Create a friendly, witty screen name to use in your account

Having created your account, upload a suitable image as your 'avatar' whether that's a photo of yourself or something fun that you're happy to use. **DO NOT leave the avatar as the default Twitter 'egg' symbol**. Many Twitter users equate that symbol with robot-created Spam accounts and therefore are more likely to ignore you entirely. It's a hurdle you can do without, so take an extra few minutes to upload a suitable avatar image, but upload something - remember, you're here to have fun.

2) Own a smart phone?

If you have a smart phone you're likely to find the Twitter experience a more enjoyable one. Twitter and smart phones go hand in hand because when you're standing in line, waiting for a train, at home on the couch or sitting in the park relaxing, that welcome 'down time' will become your 'Twitter time'.

3) Following like-minded people

Begin to follow people that share similar interests to your own. Every niche is covered on Twitter. Follow a manageable number of people to begin with, say, 50-70 people. From those you'll begin to pick your favourites and from those favourites, you'll eventually begin to engage in conversation. No different to the real world. We're attracted to like-minded people and we converse with those that offer us something, and those that we're happy to share information with.

4) Sometimes post about every-day events

Your 'Tweets' take on the tone of who you are and what you do. Tweet about what you're thinking at that moment, Tweet about some pending event or activity, comment about other people's Tweets, local news or events. One step at a time - Twitter is a conversation so you don't want to be standing in the corner staring at a brick wall talking to yourself. In time, you'll start to engage others in conversation.

5) I'm having a bad day!

At every possible free moment (we all have them throughout the day) Tweet about your day, things you're looking forward to on the weekend, and so on. If by this time you've picked up a few followers of your own, it's possible that you're catching the eye of some people. Sometimes tweeting about having a bad day attracts comments from close followers offering encouragement!

6) What is Twitter 'Trending'; what are hashtags?

From Twitter's website: *The # symbol, called a hashtag, is used to mark keywords or topics in a Tweet. It was created organically by Twitter users as a way to categorize messages.*

If a large volume of Twitter users use *the same hashtag phrase* within their Tweets, the phrase begins 'trending'. When this happens, the trend is listed in the Twitter trends feed, which is accessed via any user's Twitter client (i.e. desktop app, mobile app, etc.).

Major events have a tendency to trend on Twitter almost as soon as the event occurs. For example, major news and gossip, political news, etc. Examples include #FederalElection, #MiddleEast, #AmyWinehouse - you get the idea.

So with such high profile subjects taking up the trending lists, what hope does a small business have in creating its own trend and for that trend to gain momentum?

Whenever you see a hashtag phrase, clicking/tapping on the hashtag's hyperlink will list all Tweets that incorporate that hashtag phrase. So as a business owner using the service, if you encourage customers to follow one of your hashtag phrases, your followers are able to see the activity and comments that surround your hashtag when they click/tap the hashtag's hyperlink. It's one way for Twitter followers to quickly view the conversations surrounding a 'trend'.

Put simply, hashtags can get your Tweets in front of other users.

The more often you use an already common hashtag (i.e. one that's already trending) as opposed to creating one yourself, the more Twitter users your Tweets can be visible to. How? Like you, when other Twitter users click/tap a hashtag link within their timeline, your Tweet will also appear in *their timeline* together with every other Tweet featuring that same hashtag. This is a great way to be seen by non-followers on Twitter and is a way that many Twitter users discover new people to follow. So put yourself out there by using already-trending hashtags. If you're 'Tweeting' enough about your interests you'll begin to attract new followers. This is one of the many ways that Twitter works!

Fancy yourself as a trendsetter? Create your own hashtags. Keep them short and succinct, and remember there are no spaces in hashtags.

7) Engage and make friends

Once you're following a reasonable number of people, you'll begin to focus on a select few. They're the people to engage with to get you started (from time to time you'll also drop or 'unfollow' people you don't care for anymore).

Like any new conversation keep the tone friendly and engaging. Ask questions, provide a compliment - anything. But strike up a conversation and check in with those people from time to time. If you do this with enough regularity you'll strike up some interesting friendships (don't ever give away personal information such as phone numbers or addresses).

8) Invite your followers to action something

With the people you regularly engage, share links with them about news stories, topics of interest, photos and your blogs. People that know you by now will often follow a link if they're asked politely. When it comes to engaging customers, you'll be sharing useful info with them via your own website or blog. Make the info valuable enough and your followers will gladly 'Re-Tweet' your website links to their followers. Free propagation!

9) A re-Tweet exposes your Tweet to more users

Sometimes it's likely that your followers don't follow the same people that you do. Whenever someone Tweets something that you believe your followers may find interesting too, you can 'Re-Tweet' that person's Tweet so that *their* Tweet appears in the timeline of those who follow you. Your followers can do the same for you too. It's a great way of finding new people to follow.

10) Find your voice

As with any conversation, be yourself. Witty and engaging Twitter users seem to get the most attention, so aim to be those things if that fits your persona.

Summary: your Twitter checklist

- ☑ Create an account and become active

- ☑ Follow like-minded Twitter accounts of interest to you such as celebrities, sports clubs, musicians, cooking enthusiasts – anything that interest you

- ☑ Engage with people who follow you and people that you follow. Ask questions, comment on their Tweets and engage with them.

- ☑ Occasionally include hashtags within your Tweets. Some fun hashtag examples include #ineedaholiday, #myfavouritesongs, #todaysrant.

- ☑ Re-Tweet interesting Tweets that appear in your timeline. Your followers will then receive that tweet in *their timeline*.

Twitter online resources

- Official Twitter blog: http://blog.twitter.com/
- Twitter support center: https://support.twitter.com/
- Official Twitter account/feed: https://twitter.com/twitter

Chapter 7

Show off your wares via Pinterest

Pinterest

The premise behind Pinterest is simple. Registered Pinterest members create virtual pin-boards (think of the old fashioned cork boards that you pinned photos and newspaper clippings to), to which they 'pin' images gathered during their web surfing activities. Multiple p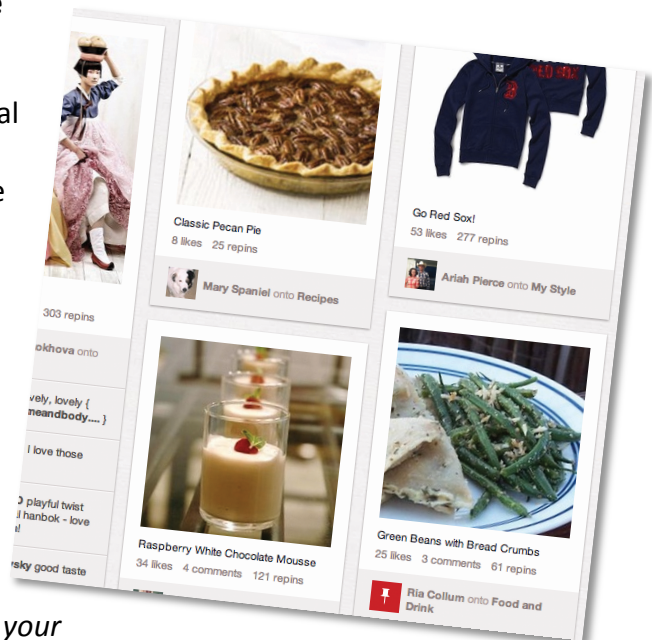in boards can be created and sorted by content, and comments can be added to each image. Users can browse the various boards and 'follow' their creators, and can 'like' images or re-pin them to their own boards. **Pinterest is the perfect medium for promoting online shopping.**

Pinterest is a whole new world of social sharing of ideas, and it's rapidly growing. At this point it seems to have a very dedicated market, but this is changing rapidly. According to comScore it has enjoyed average growth of 52% from January to February 2012, and already boasts 17.8 million users!

Benefits of Pinterest

Your products have the potential to reach a massive audience. By pinning *your* products to *their* pin boards, users begin to share your products with their followers, and their followers to theirs.

Drive traffic to your online store. Each time someone pins one of your product page images to their pin board, a link to the page that the image originated from is created from it. If your product images are attractive enough it's more likely to attract attention and result in more clicks.

Unlimited potential in propagation. Pinterest users can spread the word to their own groups of followers each time a follower views their pin-board/s.

In the context of promoting your new website, a Pinterest account can be used to promote your blog posts (and the photos of products or services within them) and your Facebook page (same as above). Once your website goes live, you can begin linking your Pinterest board product photos to their respective product or web pages.

5 ways to encourage users to pin your images to their pin board

1) Use quality images

Make sure that your product feature quality, professional images and that the images are of a size that is readily 'pinnable'. Say, ~500px wide or thereabouts.

2) Build interesting page layouts

Make sure that your product pages are interesting and engaging. Tired looking web pages will do little to encourage Pinterest members to pin your images.

3) Make it easy for people to pin

Activate the Pinterest pin button across your online shop and introduce it to your standard key web pages as well.

4) Create a Pinterest pin board for re-pinning other people's stuff

This brings you up in people's feeds and then they can choose to follow you, and view the rest of your boards.

5) Create competitions

Start competitions for customers to create pin boards using your images. Get creative and don't forget to announce any competition via your blog and Facebook pages and Twitter account.

What happens when someone pins one of my images?

In a perfect world your image can go 'viral', a term often used to describe a campaign that quickly reaches virtually every facet of social media (Twitter, Facebook, YouTube, Pinterest, etc.) and to hundreds of thousands – millions – of people.

Some images definitely seem to have staying power and show up over and over on the main walls of the Pinterest website. Each time an image displays on the main Pinterest wall, thousands of viewers are seeing it and deciding if they want to re-pin it to their own pin boards (which many Pinterest users love to do because it means they don't have to go to the trouble of finding their own images to pin!). Better still, if the picture intrigues them enough they will click on the image to follow it through to the website it originated from (i.e. your own online shop...). Hopefully by now the power of Pinterest has become clearer.

Summary: Your Pinterest Checklist

- ☑ Create a Pinterest account, follow the simple instructions and get pinning!
- ☑ Activate Pinterest buttons on your web site and shop product pages
- ☑ Ensure that your product images are high quality, interesting and engaging
- ☑ Introduce competitions that get your web visitors involved in Pinterest activity

Pinterest online resources

- Official Pinterest blog: http://blog.pinterest.com/
- Official user forums: http://pinforums.com/forum.php

"If your website features attractive images, users will be more inclined to pin your images to their pin board. Professional photos are therefore essential."

Chapter 8

Expose your business on Google+ Local

Get found with Google+ Local

Google+ Local is a free service that allows Google users to find your business based on its location. As long as your business listing has a mailing address (for authentication) you can create a business page on Google+ Local.
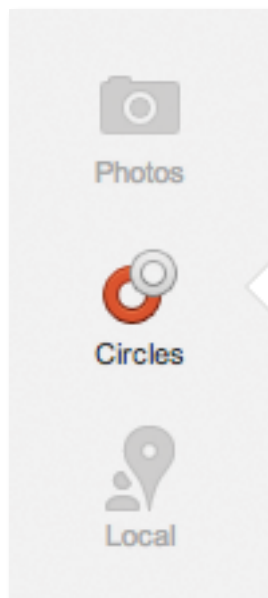
Google+ Local replaces Google Places and **merges Google's social media platform, Google+, with Google's local business pages.** This allows Google+ users to share information about your business with their friends.

[2] Google+ now claims to have 250 million registered users although the percentage of that number actively using Google+ is in question. Regardless, Google+ is fast becoming a popular social networking medium whose benefits are wide reaching for both businesses and general users.

Why you need a Google+ Local page

Google+ Local is essential to any business wanting to be found by Google users. Whether you're a restaurant, café, camera shop, or deal exclusively online, Google+ Local brings social networking to your business' front door.

For example, you can list your opening hours, location, website address and business description, and also have Google+ users post reviews about your business. With reviews in one convenient place, business owners can respond to compliments or complaints. This demonstrates to people that your business is customer service focused by engaging with your customers.

Because of the enormous volume of Google users, business owners will need to pay close attention to their Google+ Local pages. Owners should ignore their page at their own peril!

A brief overview of Google+

Google+ was launched in June 2011 as a response to Facebook. Google's intention was to create a place where its users could create their own user profile and share photos, video, web pages, reviews and places visited, with friends.
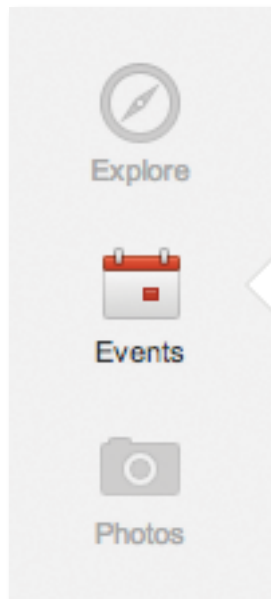
Circles

Google also understood that people wanted to separate their social groups, i.e. work, family and friends. Google's solution was 'Circles', a means where Google+ users could create various circles that represented each social group in their lives. Users could then decide which circle of friends to share information with. But Google+ is much more than just organising friends.

+1, Sharing & Hangouts

Google+ brings together many of the elements that made Facebook and Twitter so exciting. Features such as 'Trends', following other Google+ users (businesses and celebrities, etc.), sharing posts, 'Liking' posts via the '+1' button (Google's answer to Facebook's 'Like'), and so on.

Google+ users can instigate a 'Hangout', a term given to Google's video conferencing application. Say you find a web page, comment, photo or video you want to share with people, you can start a 'Hangout' with as many fellow Google+ users as you choose to discuss what you found. For businesses, you could invite an entire 'Circle' of colleagues to a conference call; **you can invite customers to webinars or other events.**
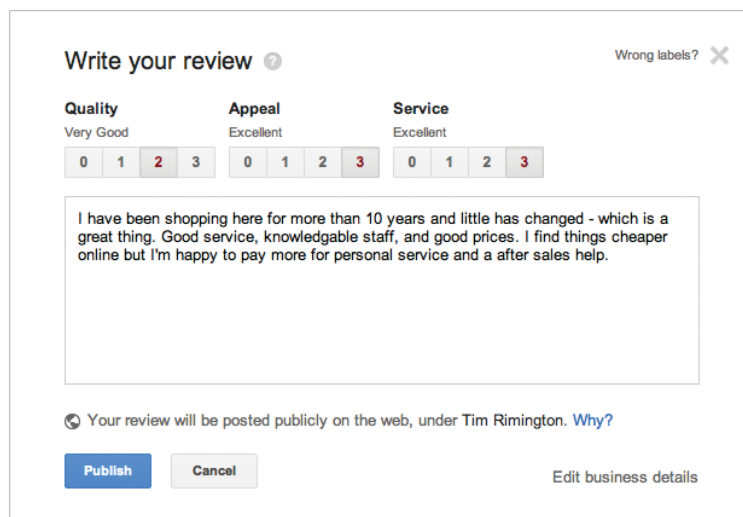
Events

Events are the perfect place for bricks and mortar businesses to invite customers to promotion events, seminars, parties, and so on. Even if your business operates exclusively online, you can create sales promotion events, meet-ups, etc.

Once an Event is created you can promote the event with key photos and video, invite colleagues, customers and friends – by Circles or individually – then invite people to upload their photos after or even during the event. Photos can be uploaded in real-time, making Events ideal for seminars and networking.

Benefits of Google+ Local for your business

SEO benefits

Google will index Google+ Local business pages, so the SEO potential is enormous. Google takes into account the level of social engagement on your business page so it's of huge benefit for business owners to engage with their customers via their Google+ Local page. This means that the more people you attract to the page, the more people who write reviews and comments about you, the more links you provide back to pages on your website –

and the more you engage with these elements, the more notice Google will take. This translates to better rankings on Google's search engine results pages (SERPs).

Ratings

Google+ Local features a ratings system that allows Google users to rate your restaurant, café or business. When Google users search for a product or service relevant to your business, any ratings left for your business are displayed in Google's SERPs and your business Google+ Local page. Anyone with Google a Google+ account can rate your business. The type of ratings that users can leave are geared towards your type of business, i.e. a restaurant is rated on its Food, Service and Décor; a non-hospitality orientated business is rated on Quality, Appeal and Service.
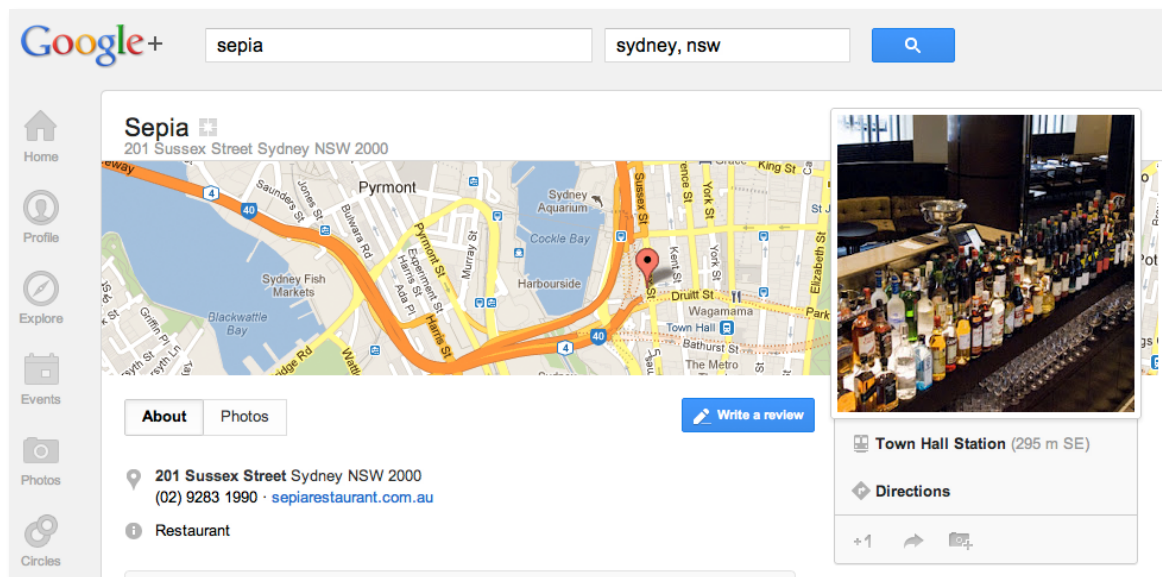

How do Google users find my Google+ Local page?

Google users can find your page in one of 3 ways. A regular search via Google, Google Maps or Google+. Users searching for a business via the **Local** tab within their Google+ screen will see a list of businesses based on the user's location search criteria (see the example above).

Don't forget the welcome mat

Always make sure that you present yourself as professionally as possible. This means uploading a quality banner profile image for your business. Leave this to a professional designer unless you already have pro photos on hand and are good with Adobe Photoshop.

You will need two images, one long banner (940 x 180px) to represent the business as a whole, and the second (260 x 260px) as a logo or brand enhancement (e.g. a close up of your shopfront signage). You can substitute the banner with a group of smaller photos to represent the various products or services that you offer, in which case each will need to be 150 x 150px. Note, however, that Google displays these smaller photos zoomed when users click them, so uploading larger images is smarter; just make sure that they have the same aspect ratio, i.e. 1:1. **If you don't upload suitable images, Google will simply display a Google map of your location.**

Google Places online resources

- More information: http://www.google.com/+/learnmore/local/
- Community blog: http://places.blogspot.com.au/
- Official YouTube channel: http://www.youtube.com/user/GooglePlaces
- Official forums: http://productforums.google.com/forum/#!forum/business

Chapter 9

Glue everything together via Twitter

The glue that brings social media channels together: Twitter

Most social networking channels work together as a team. You will learn that Twitter ties in nicely with most social channels because you're announcing something new to your followers; forum posts can invite people to continue the conversation on your Facebook page and blog posts.

- Tweet links and invitations to your Facebook posts
- Tweet links and Events invitations from your Google+ account
- Tweet links and invitations to your Blog posts
- Tweet links and invitations to your Pinterest board/s
- Tweet links and invitations to your Online Forum posts

If at times you struggle for things to Tweet, Tweet links to your blog posts months after publishing the blog. With Twitter you are constantly building followers so there's always someone new who's yet to discover your blogs or Facebook page.

Things to observe when sharing posts via Twitter

- Provide an incentive to follow the link
- Include a simple call to action, e.g. "Read more", etc.
- Where possible, try not to use all 140 characters allocated by Twitter

Ideally you want your followers to share with *their* followers your blog posts, Facebook offers and links to your web pages. The simplest way for people to share your posts is to 're-Tweet' what you've said. Often when this happens, Twitter users like to include their own comments along with your original Tweet. So it's important to allow room for this to happen so that people don't have to edit your original Tweet in order to include whatever it is *they* wish to add. This isn't critical by any stretch but it's good to be mindful of it when composing Tweets.

Chapter 10

Put your website holding page to work

Build a productive pre-launch 'holding' page

A holding page is a single, temporary 'Home' page that your domain name (web address/URL) is pointed to during your website build, and prior to its launch. A holding page typically consists of a logo and simple background, and a simple message such as, "Our website is coming soon" or "under construction".

However, a holding page can, and should, serve a more useful purpose. When you consider that a website build can take anywhere from 4-16 weeks (and in some cases, longer depending on the complexity of work), that's opportunity to put your holding page to good use! A holding page can become an integral part of a pre-launch campaign.

Create an offer and invite subscribers

Traffic generated via social networking sites such as Facebook can be directed towards the holding page to subscribe to an official e-newsletter announcement once the website goes 'live'. So long as the incentive is right, getting people to sign up shouldn't present as too great a challenge. Then, with a potential email subscriber list growing via your holding page, you have a database of hot leads ready to contact when your website goes live.

Provide incentives

- Free membership where subscribers receive exclusive offers
- Free gifts or free shipping upon purchase via promotion discount codes
- Make a purchase in the first 30 days to receive discounts

Create your discount coupon for online shopping

When your website goes live, create the promotional discount code based on the offer you've been promoting during your pre-launch campaign. If you're offering a 20% discount with free shipping for the website's first 30-days after launch, create a Discount Coupon and set a 30-day expiry date with 20% off and free shipping.

Discount coupons can be targeted to specific products or shop categories, so your pre-launch campaign can be based on virtually any buying scenario that you think of.

Non e-commerce websites benefit too

If you're launching a website without e-commerce functionality your sign up incentive can easily be service or information based. This means that you offer subscribers access to information via exclusive e-newsletters or password-protected web pages. As memberships grow, you could also introduce paid membership for premium information and services (and use that opportunity to enable your website for e-commerce so that your website generates direct income).

Join in the celebrations!

Receive 20% off your first purchase & get Free Shipping to boot! Available to members only.

Sign up to become a VIP Member – it's free!

First name

Email   YES, I'M IN

Chapter 11

Drive traffic to your website via PPC

Pay per click (PPC) advertising

Pay per click (PPC) advertising is, as the term suggests, a means of advertising where the advertiser pays each time a person clicks on their ad.

When people search on Google for a keyword featured within your ad, Google may serve your ad to those users. Depending on the popularity of the keyword/s being used, your ad could cost as little as a few cents each time a person clicks on your ad. With a daily budget limit set, you can decide how much you're willing to spend each day, and how much you're prepared to pay for the use of certain keywords.

"AdWords is the most cost effective way of driving traffic to any new website, and traffic that's already expressed interest in your type of products or services"

The power of PPC advertising is that you don't have to wait for Google to index, and begin serving, your web pages to its users via 'organic' (i.e. non-paid) search.

Webmasters use a PPC campaign to run in parallel with their ongoing SEO efforts; whenever they need an increase in inbound leads or sales they often turn to PPC advertising to lift their site traffic. This makes PPC advertising the most cost effective way of driving traffic to any new website, and traffic that's already expressed interest in your type of products or services.

We recommend that a PPC campaign be created to coincide with the launch of your website. Google AdWords is one of many PPC products available.

Advantages of a Google AdWords campaign

- **AdWords will act as a test bed for any upcoming SEO keyword planning.** What works in your AdWords campaigns can then be used in your SEO campaign; what doesn't work in your PPC ads can be tossed aside.

- **Propping up your inbound traffic levels** until your SEO campaign results begin to take effect.

- **Being able to use long-tail phrases** that would otherwise be off limits within a SEO campaign due to their competitive nature.

- **Being able to qualify inbound leads** via Google Analytics to show the effectiveness of pay per click campaigns.

Considerations for a PPC campaign

Now we're not going to suggest that you use an AdWords campaign to drive traffic to your website's holding page prior to launch (although argument for this approach is valid to some extent), however, directing traffic to a Facebook page can reap early benefits pre-launch. For example, if you create an 'opening offer' incentive such as a discount or free shipping for those who 'Like' a product or post, then there's a fair argument in favour of driving pay traffic to your Facebook page (or website holding page).

You can set a budget for your PPC campaign, and ensure that your incentive is strong enough for people to 'Like' or signup for a pre-launch newsletter and their dollar or percentage value discount on their first purchase.

If you have an online shop, it's easy to create a promotion discount code and then send that code to the people who signed up for your newsletter; also make the code available for a limited time via your Facebook page.

Getting started: setting up AdWords

If you're brand new to AdWords or need a freshen-up, Google has created a series of learning videos that you can view from their online classroom. It's a great way to learn AdWords, so set some time aside to visit the page:
http://www.google.com.au/adwords/onlineclassroom

Because the subject of creating an AdWords campaign can be quite complex, we've included basic info and some pointers only. So for the rest of this section let's assume that you're up to speed on the technical side of things, and that you now want some advice on getting the most from your campaign.

Tip: 'Tightening up' your campaign

In a perfect world you'd probably like enquiries to come from every corner of the globe but that's unrealistic for most new SMEs. Of the countries and/or states/regions in your 'Campaign Settings' within AdWords, do you really need your ad to be served across the land or would your ad be better served to just one focused region such as your state or city? If you're a bricks and mortar retailer for example, and your campaign is to help drive traffic and enquiries to your shop, then placing your ad interstate will only eat up your PPC budget unnecessarily.

Choosing a 'tight region selection' will reduce the amount of times that your ad is served but it should increase your conversion rate because your ad will be more relevant to those viewing it. Furthermore, if a Google searcher places 'Sydney' in their long-tail search phrase, and your ad is optimised for Sydney, then your ad will be served in that instance in Google's geo-targeted results.

Tip: Negative keywords

Negative keywords allow you to avoid serving your ad to users who have included a specific word in their search query. Let's say that you sell Fresh Green Apples in Sydney. You would then select negative keywords such as 'Red', 'Frozen', etc. - any word/s that you want to filter out as irrelevant to your campaign and product.

Similarly, if you sell high-ticket designer sunglasses, you're likely to choose negative keywords such as 'Cheap', 'Bargain', 'Affordable', etc. because searchers that use those words are unlikely to be hunting for expensive designer optics!

Tip: Split testing

Consider running more than one ad for the same campaign (referred to as A/B split testing). Run both ads together (with different Titles and Text) to find out which one outperforms the other with higher CTR (Click Through Rate) and also converts better through your Goal Conversion specified in your Google Analytics account. You can watch a Google video about goal conversion at Google's YouTube page:
http://youtu.be/cGqq4bvrxPU

Once one ad begins to outperform the other, you create a new 'B' ad and repeat the process over. This is continuous and by doing so, ensures that you have your best 'game on' at all times.

Every ad should have a purpose-made landing page

Google states that it determines the quality of your landing page so it's important to spend time creating a landing page that's optimised for your ad campaign. As we discussed previously, where your landing page is will depend on whether you're running a pre-launch campaign or a post-launch campaign.

Considerations for a pre-launch campaign

Prior to launch you'll want to optimise either your Facebook page, website holding page or Blogger post.

For Facebook, make sure there are plenty of posts relevant to your campaign. Also ensure that your page banner holds plenty of relevance to the campaign. The trick here is to enable people who click through to the page with instant identification that the page bears relevance to the ad they just clicked on.

If directing click traffic straight to your website holding page for the purpose of building an email subscription list, ensure that its content is absolutely relevant to the campaign. If the ad featured some form of pre-website launch offer, make that offer front and center and include an obvious call to action.

Considerations for a post-launch campaign

Post-launch you will have access to SiteSuite CMS and the means to create purpose-built web or product pages optimised for the campaign. It's no good pointing your ad to your 'Home' page because it's likely that your inbound visitor is expecting to see a

specific product or service, not an overview of your business or organisation. This is where a landing page becomes important.

Creating an optimised landing page for AdWords

A purpose-built landing page ensures that people who click on your ad arrive at a web page that responds to their search query. The page should include the offer and also a clear call to action such as an 'Add to cart' button, 'Call us today' type message, etc.

The page should also follow simple SEO techniques. If you're new to SEO you will need to learn a few simple techniques for your AdWords-specific landing page. This is easy enough so don't be frightened of the following instructions! Once you see it in practice, the pieces will quickly fall into place.

Google provides very good resources via its YouTube channel that explain AdWords in great detail - it's in their best interest to do so, so take advantage of that information. Refer to the online resources section at the end of this chapter.

Our work example

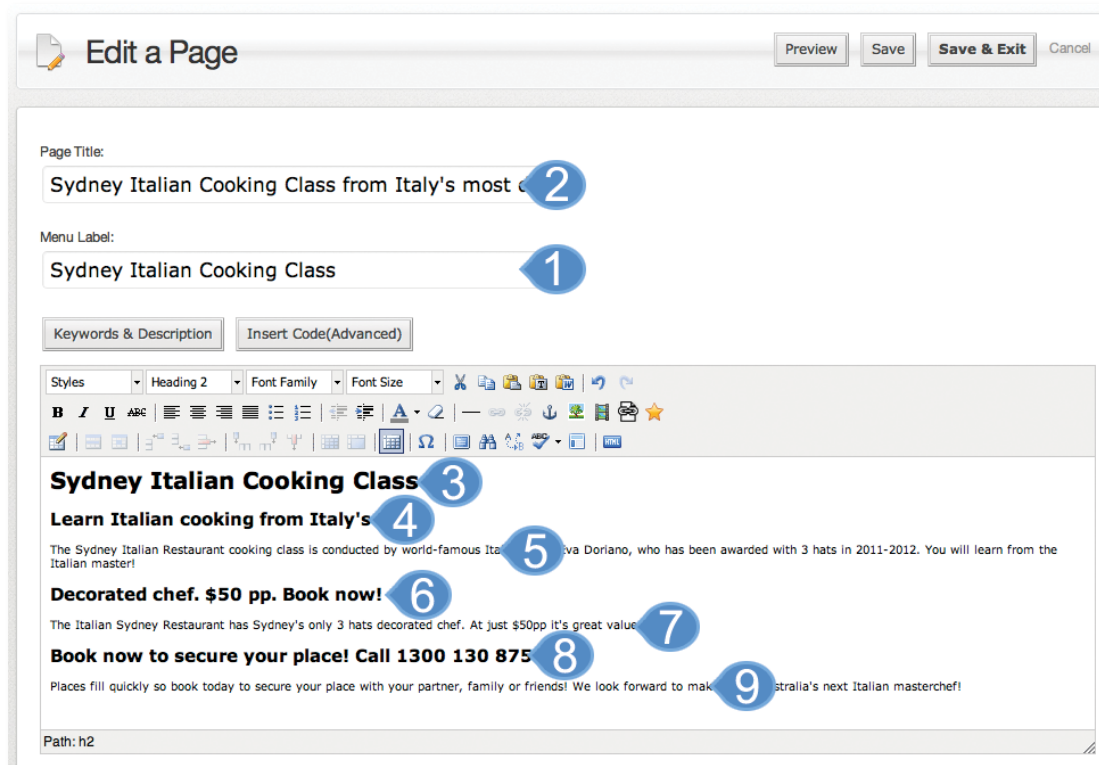Let's work with an example of a Sydney Italian restaurant advertising a cooking class.

Each section of an **AdWords banner** is as follows:

Headline: (maximum 25 characters including spaces) Each keyword or phrase within the headline that's relevant to a user's search term, will display in bold type. The headline links to the URL you nominate.

Description: (maximum 70 characters including spaces) The description displays over two lines, each containing 35 characters maximum. Google truncates words on each line, so if this is an issue for you, choose your words carefully and review the ad before publishing.

Display URL: (maximum 35 characters including spaces) This is the URL of your website and does not need to reflect the precise URL of our landing page. This merely tells the searcher that the ad belongs to this website (in our example, www.italianrestaurantsydney.com.au).

Now to create an optimised landing page based on our work example. Refer to the illustration below to see where text is entered into the page editor of SiteSuite CMS.

1) Match your landing page's URL with that of your ad's key phrase

By including your ad's key phrase within the landing page URL, you are reassuring people that the page bears relevance to their search term, and it also demonstrates the same to Google.

Our work example: Sydney Italian Cooking Class

2) Use the ad's headline phrase in your Page Title

The web page title can be written into the 'Page Title' field inside SiteSuite CMS. The page title appears inside the user's web browser bar, and is used by Google to determine the relevance of the page content when compared to your ad.

Our work example: Sydney Italian Cooking Class from Italy's most decorated chef

3) Create the page's 'Heading 1' tag using the ad's phrase word for word

The topmost heading on your landing page should mirror your ad's phrase, and be 'tagged' with the 'heading 1' style using the SiteSuite CMS Content Editor's style tools. Not only will this heading stand out to people arriving at the page, but also Google refers to this tag when reviewing the page.

Our work example: Sydney Italian Cooking Class

4) Create the page's 'Heading 2' tag immediately below the 'Heading 1' tag that repeats the ad's first description line

As with the 'heading 1' style tag, you should tag the ad's description text on the page with the 'heading 2' style tag. You can use your ad's description word for word or elaborate slightly being mindful not to deviate too far from the ad's description.

Our work example: Learn Italian cooking from Italy's best

5) Create text that describes the offer (within a paragraph 'p' tag)

Keep it short and succinct, and be sure to tag the paragraph/s with the 'p' paragraph style tag. Compose well-written copy that the visitor can immediately identify with.

Our work example: The Sydney Italian Restaurant cooking class is conducted by world-famous Italian chef, Eva Doriano, who has been awarded with 3 hats in 2011-2012. You will learn from the Italian master!

6) Place another 'Heading 2' tag that repeats - and elaborates upon - the ad's second description line.

This reinforces the ad's message and again reassures the visitor that the ad delivers what they're searching for.

Our work example: Decorated chef. $50pp. Book now!

7) Follow the previous 'Heading 2' tag with body text (styled using the 'p' tag) that further elaborates this section.

Compose well-written copy that elaborates on the second description line of our ad.

Our work example: The Italian Sydney Restaurant has Sydney's only 3 hats decorated chef. At just $50pp it's great value.

8) Provide a call to action and style that text with the 'Heading 2' tag

Compose a simple call to action that draws people to dial a phone number, 'add to cart' or subscribe to an e-newsletter – which ever is applicable to the landing page.

Our work example: Book now to secure your place! Call 1300 130 875.

9) Confirm the call to action with 'p' styled text

Compose a short paragraph reinforcing the call to action and style with the paragraph 'p' tag using the style list within the WYSIWYG editor.

Our work example: Places fill quickly so book today to secure your place with your partner, family or friends! We look forward to making you Australia's next Italian master chef!

10) Update your website's XML sitemap to reference your landing page

Edit your website's XML site map (contact your designer if you're uncertain about this).

Summary: Your PPC Checklist

☑ Create an AdWords account and link it to your Analytics account

☑ Set a daily budget and carefully research keywords relevant to your offer

☑ Create optimised landing pages

☑ Monitor activity and results via your linked Google Analytics account

Google AdWords online resources

- Official blog: http://adwords.blogspot.com.au/
- Official forums: https://www.en.adwords-community.com/t5/AdWords-Community/ct-p/AdWords
- Official Community:
  https://groups.google.com/forum/?fromgroups#!forum/adwords-api

Chapter 12

Target your campaigns with email

Email Newsletter Campaigns

If you create a subscriber region on your new website's holding page, you will hopefully build a respectable database of new subscribers. In any case, those people who took the time to provide their details will be ready to receive your initial offers, and of course email campaigns will become an integral part of your ongoing online marketing.

An introduction to email campaigns

With the attention given to social media, the tried and tested way of connecting with customers, email newsletters, has seemingly taken a back seat in recent years.

Although Twitter, Facebook and Pinterest might seem more 'trendy' and 'fun', almost every online user in the world still connects with their email accounts on a daily basis. Business users, of course, access their email live as it's pushed to their mobile and desktop devices. So while many of us might kick back after work and check-in with friends via Twitter and Facebook, it's still our attention to email that's firmly locked into place, and that's unlikely to change anytime soon.

Most e-newsletters can be created in under 30mins

For marketers this shouldn't be overlooked. For many SMEs, the time required to maintain their social media channels is viewed as taxing. Maintaining a strong presence on Twitter and Facebook requires at least an hour per day, scheduling Tweets, responding to direct messages, re-Tweeting, posting on Facebook and so on. You're either dedicated to it or you're not (and you either have the resources or you don't). What we're suggesting is that if you have any time to invest, it's wise to put that time towards building e-newsletter campaigns.

Email newsletters can be created in less than 30mins (significantly less if you keep things simple), and on the basis of one newsletter per week or fortnight, the 'hit rate' and returns offset against the time invested in social networking, can be far greater. If you're selling products online and you announce a special via Twitter – and announce that same special via a targeted email campaign – the results will often speak for themselves.

Email campaigns are targeted

Of course there are plenty of merchants reaping rewards and direct sales from Twitter and Facebook but let's be frank: in many cases email campaigns are not only targeted towards *existing* customers, but can be monitored via click rates without pouring over your Google Analytics' social media stats.

So before you drop all your eggs into social networking channels, cast your eye to email newsletters. The results will often outweigh even the best results using other methods, and this is certainly the case with SMEs who may lack the marketing budget required to massage social channels 5 days a week.

Group subscribers for a more targeted campaign

If you've had a pre-launch holding page on your website that featured a subscription region for newsletters, you will have collected subscribers into a specific folder inside your Newsletters module in SiteSuite CMS. That folder/group will feature a title such as 'Holding page subscribers' or similar.

However, after your website goes live you'll begin to invite people from varying sources to subscribe to your newsletters. Facebook posts may include links to purpose built landing pages, and on those pages you may choose to include an invitation to subscribe to newsletters geared specifically to that special interest group.

Lists	
List Name	**List Description**
Checkout	Checkout subscribers
Facebook campaigns	Facebook landing page
Home page general subscribers	Default List
Pre-launch holding page	Subscribers gathered during our pre-launch campaign
Resellers	NSW resellers

Special interest groups

A special interest group allows you to send targeted campaigns that cover specific subject matter only, rather than sending a general newsletter with no specific subject in mind. Although 'broad shot' newsletters are okay every now and then, your subscribers will become annoyed with receiving newsletters not specific to their interests. This leads to unsubscribe rates to climb, and that's to be avoided at all cost.

Example special interest groups include:

- Holding page subscribers (which you can change to a 'default' group after your website goes live)
- Facebook subscribers
- In-store customers (if you operate a 'bricks and mortar' type store)
- Resellers and distributers

SiteSuite CMS allows you to create as many special interest groups as you need, and then select one or more groups to receive any given newsletter that you send. Groups can be created at any time, and can be updated as your needs evolve.
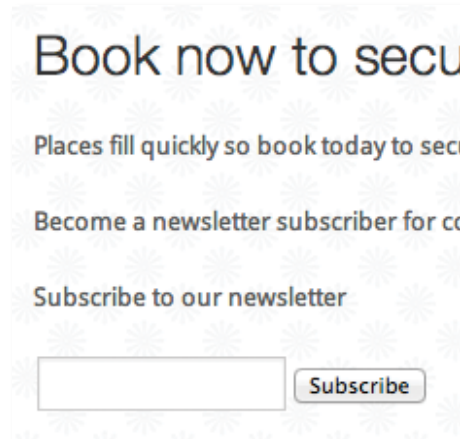
Create subscriber regions on any web page

SiteSuite CMS allows you to embed onto any web or product page, a newsletter subscriber email address input field. As long as the subscriber group has been added beforehand, you can select a specific group into which new subscribers are placed.

Add subscriber regions for purpose-built landing pages

To add a subscriber region on any web or product page (even blog posts), within SiteSuite CMS go to **Modules** > **Newsletters** > **Subscribers** and find the **Create New List** button. Give your new subscriber list a simple identifier. This new list will be selected within the next step.

Now add/edit a new web, product or blog page and *look for* the **Insert Module Content** gold star icon located on the content editor's WYSIWYG toolbar. *With your mouse cursor positioned within the content region on the page where you would like to position the subscriber field*, click the icon. A pop-up window will appear.

Select **Newsletter** from the drop-down menu list **Module:** and note how a **Subscriber Group** drop-down menu list appears. From this list, select the subscriber group that you would like new subscribers to be entered into after entering their email address. Click the **OK** button and an orange-coloured 'bounding box' representing the embedded subscriber field will position itself on the page. Now save the page to make the changes; publish your website.

Each time someone subscribes via this page, their email address is collected into the subscriber group you selected.

Thank visitors for subscribing

Online customer service is often overlooked, so be sure to thank people for subscribing! Thankfully you can create an automated process. Located in the **Unattached Pages** menu of your SiteSuite CMS you will find a page titled 'Thankyou'. This page should include a warm message along with a confirmation of the various offers you provide for email subscribers.

SiteSuite CMS reference

📖 Email newsletter campaigns help wiki: http://help-v4.sitesuite.net.au/page/email_newsletter_campaigns.html

Chapter 13

Gain insight with Webmaster Tools

Google Webmaster Tools

Google Webmaster tools serve as a means of instructing Google how to index your website, and to gain important feedback from Google about potential problems that your website, or web pages, may have. Once your site goes live, you should subscribe to Google's free Webmaster tools by either using a new Google account, or by joining your Analytics, AdWords, Gmail, YouTube or Blogger accounts with Webmaster tools.

The essentials for a new website

Once your account has been created for Google Webmaster tools, the following items should be addressed.

- Add your website address (e.g. http://www.example.com.au)
- Create and upload a sitemap

About Sitemaps

As quoted from the Google Webmaster tools support page:

"Sitemaps are a way to tell Google about pages on your site (Google) might not otherwise discover. In its simplest terms, a XML Sitemap—usually called Sitemap, with a capital S—is a list of the pages on your website. Creating and submitting a Sitemap helps make sure that Google knows about all the pages on your site, including URLs that may not be discoverable by Google's normal crawling process."

How to create a Sitemap

The easiest way to create a Sitemap XML file is to utilise any one of the free online Sitemap generation tools such as http://www.xml-sitemaps.com/.

Once your Sitemap has been generated you can then have your designer upload the resulting XML file to the back-end of your website. You then log in to your Webmaster tools account and instruct Webmaster tools of the Sitemap file's name and location. In every instance, an XML Sitemap filename will be `sitemap.xml` and will simply be a text file that can be updated within common text editors such as Notepad, TextEdit, etc.

Google Webmaster Tools online resources

- Official blog: http://googlewebmastercentral.blogspot.com.au/
- Official YouTube channel:
  http://www.youtube.com/user/GoogleWebmasterHelp
- Official forums:
  https://productforums.google.com/forum/#!forum/webmasters
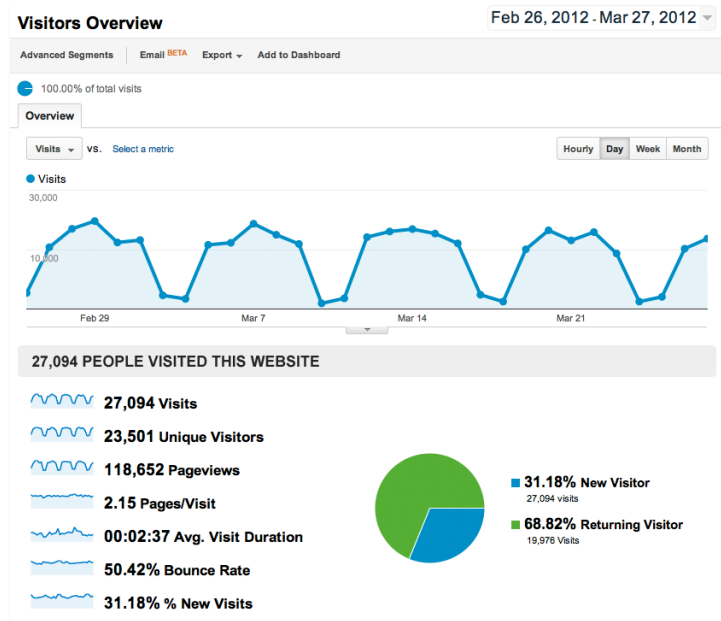
Chapter 14

Monitor site traffic with Google Analytics

Measure traffic with Google Analytics

Learning about website traffic is an important part in maintaining a modern website because that knowledge reveals which pages work and which don't. You learn where visitors come from, how they discovered your site, what they do when they arrive, and the paths they take (and this just for starters!).

By taking information about your website and using it to improve your site's layout, its pages and its content, you configure your site more towards what your visitors want rather than what you believe they need.

There are no shortages in available traffic-analytics software applications but perhaps the most revered is Google Analytics. Not only is it free, but it's also as comprehensive as most webmasters could ever wish for.

However, Analytics is not for the faint hearted. With a mass of available tools, at times it's a tough beast to master, however, by dedicating just a few minutes each day you quickly learn its basics and certainly enough to begin collecting information that can be of use in making your website a more productive business tool.

If you're not a technical person, don't despair. There are countless tutorials available online and a fabulous collection of tutorials provided by Google. Many are geared towards beginners so that you can install the tracking code and get analysing in quick time.

Installing Google Analytics on your website

Here's how to create a Google Analytics account and install the tracking code via SiteSuite CMS.

1) Create a new Google account or log in to your current Google account

A Google account is an account created using an email address to access any of the various Google products such as YouTube, Blogger, AdWords and, of course, Analytics. A Google account is not a Google Gmail account although you can log in to Gmail and then create an Analytics account if you don't already have one.

2) Create an Analytics account

Follow the prompts within your Google account and sign up for Analytics. You will be prompted to enter your website's URL.

3) Once your Analytics account is created, copy the tracking code

The tracking code is what Google uses to identify your website. From the *Paste this code into your website* text box, copy that code and then log in to your website's Dashboard from a separate web browser tab or window.

4) Paste the tracking code into your website

Once logged in to your website Dashboard, navigate to **Statistics** and then select the **Custom Statistics Code** navigation tab. From within that tab, paste your tracking code into the text input field box. Select **Apply this code to:** *The entire website including the shop and checkout*. Click the **Add New Code** button when done. Now publish your website. Google will now begin to track traffic to and from your website. You can view this information from the Google Analytics Dashboard.

So now that you're successfully tracking your visitor traffic, where to next? The best place for Analytics resources is Google. Here are some useful links to online tutorials to help you get started (but the best way is to log in to your Analytics account each morning and begin to click around Analytics, familiarising yourself with the Dashboard and its various tracking tools).

- Sign-up to Analytics: http://www.google.com/analytics/index.html
- Learning center: http://www.google.com/analytics/learn/setupchecklist.html
- YouTube Analytics channel: http://www.youtube.com/user/googleanalytics

5 basics of Google Analytics to learn

The best way to learn about Google Analytics is to set aside a few minutes each day and concentrate on one section at a time, and reference any one of the hundreds of online help articles (hosted by Google and 3rd party writers) to help you through.

1) Funnel conversions
- Watch the Analytics video: http://youtu.be/IibCs23EuiE

2) Enable E-Commerce
- Watch the Analytics video: http://youtu.be/_lOlbtkTY2Y

3) Monitor Social networks
- Watch the Analytics video: http://youtu.be/NVfmsSK4oqQ

4) Goal flows
- Watch the Analytics video: http://youtu.be/QpvOcmlFwhQ

5) AdWords Analytics
- Watch the Analytics video: http://youtu.be/kmb80GhSKKs

💡 Set yourself a weekly goal of learning at least one new Analytics element. Google makes this easy for you by providing a checklist to keep track of your learning progress: http://www.google.com/analytics/learn/setupchecklist.html

💡 Watch Google's video series 'Google Analytics in 60 Seconds' (N.B. this video series illustrates an older Analytics interface, but most functionality is identical):
http://www.youtube.com/playlist?list=PL85CE2D27BC6FD84B&feature=plcp

Google Analytics online resources

- Official blog: http://analytics.blogspot.com.au/
- Official YouTube channel: http://www.youtube.com/user/googleanalytics
- Official forums: https://productforums.google.com/forum/#!forum/analytics
- Analytics Talk: http://cutroni.com/blog/
- Google/SEO blog: http://www.mattcutts.com/blog/type/googleseo/

Wrap-up and summary

It should now be clear that maintaining a successful website requires constant attention. Unless your website is an information-only portal that needn't rely on people finding it via online search, you cannot afford to publish your website and walk away from it.

Google has stated publicly that it now places more relevance on social elements such as inbound links from Google+ users and other social channels, than ever before. Unless you're posting regular blog articles, engaging in online interaction and so on, then you're not playing in the master league.

Attracting search engine attention will now come from many angles, most of which are far beyond those of on-page SEO, so attention to online engagement could be the key moving forward over the next few years. This means daily attention to your Google+ Local page, your Facebook page (or one of the aforementioned), attending to Twitter discussions regarding your business, and so on.

But social engagement won't be the only area in which to focus attention. Blogging is likely to always play a pivotal role in maintaining dominance over competitors, so avoidance of blogging will only play into the hands of competition. The same applies to social engagement. People gravitate to where the 'action' is so, put simply, if you're silent in these areas it's akin to dimming the neon sign hung above your door.

Your primary concern should be building quality content across your website (including blogs) because without informative content you're unlikely to attract attention at all no matter how much time you spend treading the boards of social media. So make that your focus then ease into social media, one step at a time, starting with your Google+ Local page. If, over time, you feel that you're gaining traction, then look at branching out to Facebook, Pinterest, and so on. If you adopt all of these channels from the get go, be sure to monitor each one closely.

We're here if you need help

If you're venturing into the online world for the first time, many of the things we discuss may leave you feeling overwhelmed. If you need advice at any stage, we're a phone call away. All part of the business support service offered to all SiteSuite clients.

See you online!

The SiteSuite Team

Acknowledgements

SiteSuite Australasia

Top Floor
Grace Bros. Building
Level 3, 1 Bay St.
Broadway Shopping Centre
Broadway, NSW 2007
AUSTRALIA
ACN 092 576 059

Phone: 1300 130 875

Email: info@sitesuite.com.au
Web: www.sitesuite.com.au
Twitter: @sitesuite

JOIN US ONLINE! www.sitesuite.com.au/articles | www.twitter.com/sitesuite