

# Strategic Marketing delivers sustainable growth



## How any company can effectively use the internet.

It's a mine field out there and I don't say that lightly. There are new internet developers popping up every day of every week of every year and yes they can develop a website for you. But before you start ...

### Objectives and Goals

You simply must have a reason for doing it. It needs to be precise and measureable. I have to tell you this story.

*Recently a client came to me and asked: "Why, when I have this amazing website, am I not reaping the rewards?" They were charged \$8,500 for the website and yes it looked great but they were not making any sales from it..*

*I asked them what the objective of their website was and they said to "sell stuff". After a large amount of discussion we agreed their objective was to educate people and encourage them to buy their product. All of a sudden the words all had to change.*

*The next step was for them to consider the web as a marketing strategy.*

### Marketing strategy

A web-site in the first instance is a billboard. Yes, you can add an eCommerce engine and make sales but first and foremost it is about information.

The only way to understand it is to put yourself in the customers shoes.

Try this exercise; let's say you want to buy a car. You hop on the web and go to the manufacturers (or second-hand yards) and start looking for a match to your specific requirements.

***Key point 1: Identify your potential customers requirements***

***Key point 2: Everything a potential customer needs is right there in front of them***

Remember the first reason the potential customer uses the web is to get information. Make what they want to know easy to find, not hidden away on some obscure page.

You then need to convince them that considering you as the vendor is the most logical choice. Are you making any special offer, do you have a unique guarantee, do you have a guarantee at all? Once they have found your website, you have to deliver a compelling message that will make them choose your business over your competitor.

## **Being found**

The number of websites out there is growing exponentially. Your website is just one of those. Fortunately or unfortunately depending on how you look at it, there are search engines. A potential customer enters some words or a phrase and the search engine finds the most appropriate sites. Yes, it's the search engine that makes the decision.

So what can you do to get the search engines to pick your website? Fortunately, they freely publish the rules they use to make the selections. You need to ensure that you comply with these rules and get the visibility you are seeking. Unfortunately everyone else has the ability to get the rules but the really great part is that hardly anyone is taking the time to apply them.

Unfortunately (sorry there's another one) a large number web developers are purely interested in delivering the product, your website, not making sure that people actually visit your site.

***Key point 3: Ask your developer about how they are planning to optimise your website for search engines***

Be specific and get them to be specific – “*yeah, yeah we do that*” can't be heard by the search engines.

## ***Search Engine Optimisation***

There is a whole industry built up around the “business desire” to appear on the front page after any search. Some businesses pay tens of thousands of dollars to get this level of prominence. For most businesses it's not necessary to go to that extreme.

There are some simple steps you can take:

***Key point 4: Carefully select your keywords this will influence the search engines***

Sit down with a piece of paper and write down all the words that someone might use if they were searching for you or your product – these are your keywords.

***Key point 5: Don't spam the search engines***

Search engines will think you're spamming them (trying to influence their decisions without a qualified reason) unless every keyword is included at least once (preferably twice) in the body of each page. Websites that are recognised as spamming are actually deleted off the search list.

***Key point 6: Go to other businesses and ask if you can link to each other (more exposure)***

If search engines see your websites address on another they view this positively and give you brownie points – meaning you appear closer to the top.

***Key point 7: Make sure your website complies with the standards***

Make absolutely certain that your website complies with the international standards. Search engines don't like non-compliant websites and your chance of a good ranking is very low.

This article has gone on a bit but there are plenty of good reasons to get your website right. Call Craig or Shireen at Better Business by Design and let us help you to protect your investment. Only after a written agreement do we charge for meeting and/or discussions.