10 TEN THINGS

EVERY SMALL BUSINESS WEBSITE SHOULD HAVE

SMALL BUSINESS WEBSITE MYTHS

▸ Small businesses don't need "marketing" websites

▸ Basic information about my product/service is enough

▸ Good websites are expensive

▸ I have to pay for SEO (well... yes and no)

▸ Since my services don't change I don't need to spend time updating

GOALS OF A WEBSITE

▸ Strengthen your brand

▸ Clarify your value proposition

▸ Target and engage the right prospects

▸ Build your expertise/niche

▸ Encourage sharing and engagement

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PURPOSE

▸ What do you need your site to do for you?

▸ What do you need your site to do for your customers?

▸ What do you need your site to do for your prospects?

2 MOBILE RESPONSIVE

▸ Just the reality of the online world today

▸ Google has made statements about penalizing non-mobile friendly sites

...and sites that have slow loading page

3 VISUAL APPEAL

▸ Important for your brand

▸ It is often a first impression

▸ Good design and user experience = better conversion rate

▸ Clear navigation

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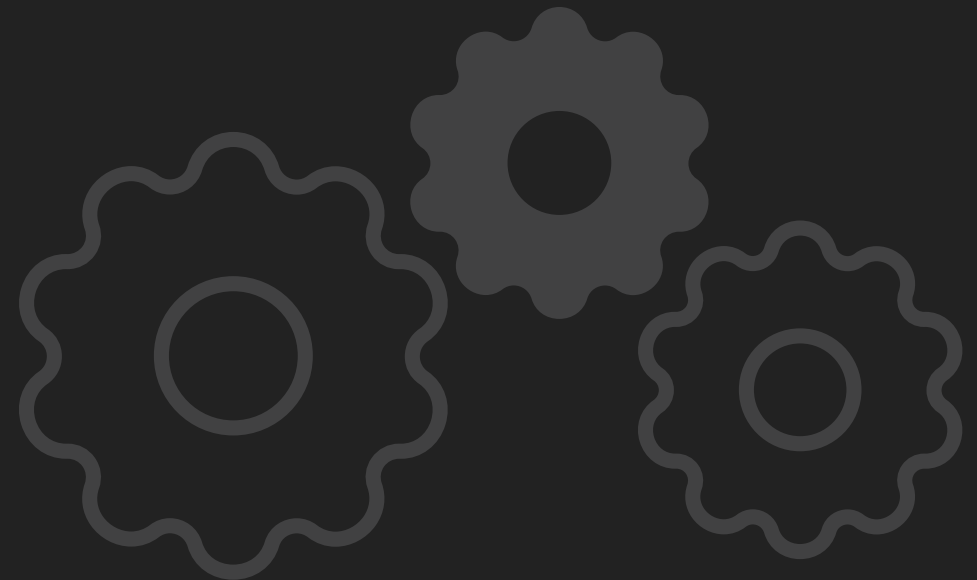# CLEAR MESSAGING

▸ Home page should have value prop
  • What you do, who you do it for, and how

▸ Content should speak to your audience
  • What's their need? What's in it for them?

▸ Compelling Call to Actions that add value

5 OPTIMIZATION

▸ Create content for your audience

▸ Do basic on-page SEO

- Page titles, page descriptions

- Image tags

- Links

▸ Site map

6 ANALYTICS AND METRICS

▸ Decide what metrics to measure

▸ Google Analytics is free!

    • Provides insight into what is valuable or useful on your site

7 A BLOG

▸ Great way to showcase your expertise

▸ Have to make the commitment

▸ Need to create a communication plan

▸ Could align with or provide social media posts, content

8 SITE SECURITY

▸ Google considers HTTPS/SSL as a ranking signal within their search Algorithm

▸ Google confessed that the HTTPS ranking signal will be strengthened in the future

9 A REVIEW/UPDATE SCHEDULE

▸ Don't launch it and leave it

▸ Should review your site every at least every 45-60 days for relevance

▸ Update your home page more often

10 COMPLETE CONTACT INFO

▸ Provide an easy way for users to contact you

▸ Provide multiple ways for user to contact you

▸ If you have a location, add full address and map link

mailto:
555-123-4567

11 BONUS: LIST BUILDING OPTIONS

▸ Your customers and prospects are gold

▸ Provide opportunities to collect data, but for value

12 BONUS: VALIDATION

▸ Customer stories, testimonials, case studies

NOW GO MAKE A GREAT WEBSITE.

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DIGITAL MARKETING