

# \* ONLINE MARKETING \*

## AN INTRODUCTION

This worksheet accompanies the Mini-Mastermind recording with Ian Spencer of IS Digital Marketing, where we discussed what online marketing is, and how a small business can get started in improving their online marketing.



### What sort of online presence do you have?

Ian explained that online marketing is everything you do via the Internet to drive traffic to your website. What sort of online presence do you have? How can your customers find you on the Internet?

#### Examples

Do you have a website?

Which social media platforms are you on?

Do you appear in any online directories?

Latest statistics from the Office of National Statistics are showing an ever-increasing usage of the Internet (86% of UK adults accessed the internet in the first three months of 2015). Add to this the fact that using mobile devices to browse the internet is increasing exponentially, there are plenty of reasons to take a look at your online marketing and to consider where you can make improvements.

## How are your customers using the Internet?

The trick with online marketing is to know where your customers are hanging out so that you can 'hang out' with them there!

Questions to ask yourself are:

'Do my customers search for products like mine using search engines like Google?'

'Do my customers use social media?'

'Do my customers watch videos on YouTube?'

'Do my customers use smartphones?'

If the answers to these questions are 'yes' then there is a very good case for you taking some time to review how you manage your online marketing and to explore where you can make improvements so that your business sees the best returns.

## Assuming that you have a website, how do you encourage traffic to visit it?

One way that customers will find their way to your website is via an Internet search. All businesses want to be top of the search engine listings...and we will talk how you can improve your Search Engine Optimisation in a moment.

The other main way that customers arrive on your website is by you sending them there. This is also called 'driving traffic', and the aim is to drive the most relevant, quality traffic (ie the kinds of customers that you are targeting) to your site through your own activity.

Think about how you drive traffic to your website:

Q – Are you using social media and then including links to your website in your posts?

Q – Do you write blogs and then publish them so that people can link through to your site?

Q – Do you send out a newsletter, with links to interesting features on your website?

Q – Do you use email marketing, and direct readers back to your website to view content?

Q – Have you tried paid advertising? Eg Facebook or Google AdWords?

## What is SEO and why does it matter?

SEO or Search Engine Optimisation is a series of techniques that you can apply to help ensure that your website is in tip top condition and more likely to be found when the search engines scan the world wide web to find results for people doing searches.

If you think about all the millions and millions of web pages that the search engines have to scan, it highlights why it is so important that your website is built and maintained in such a way that the search engines can read it quickly and easily, and that they can identify instantly whether your website provides what the customer is searching for.

Things that can help with your SEO are:

- Use a reliable hosting service. Search engines hate slow servers.
- Building a website using a Content Management System such as Wordpress.
- Ensuring that your website works on mobile devices such as tablets and phones.
- Making sure that you have good Title Tags.
- Ensure that you have H1 Tags on every page of your website.
- If you are using images, make sure the file name describes the image, and is not just a number
- Write regular interesting and relevant content for your website
- Connect your social media feeds to your website

*For an explanation of these and other SEO tips see Ian's 'Ten Website Optimisation Tips For Great Onsite SEO Success', available as a free download from [www.isdigitalmarketing.co.uk](http://www.isdigitalmarketing.co.uk).*

## 3 things to think about when improving your Online Marketing

1. Get your website as good as it can be. Speak to a local web designer and ask for their suggestions on how you can improve the performance of the site.
2. Have a look at Google AdWords. This is a paid form of Internet marketing: you pay to appear at the top of searches for specified search terms that customers use eg 'oak flooring Bristol'. What search terms would your customers use to find the product/service that you sell?
3. Start improving your SEO. Read Ian's guide and take a step by step approach to making the small changes that over time will start to make an impact. Write relevant and interesting content for your website and make sure your site is regularly updated.