

# 10 Things Small-Medium Sized Businesses Can Do to Turn Their Websites Into a Valuable Marketing Tool

Your company website, if used correctly can be a superstar marketing tool. However, many business websites are often undervalued and under-used. To make things easier, we have compiled this list of ten things you can do to squeeze the absolute maximum benefit out of your website and use it as an integral part of your overall marketing plan.

## 1 - About Us Page

Most businesses spend very little time crafting their About Us page. Coincidentally, the About Us page is the number one page visited by most website users during their first visit.

This page is a fantastic opportunity to showcase your team and what you offer. Use real, professionally taken photos of team members and provide a little blurb about each member and what role they play in the company.

Make it easy for visitors to know whom they need to contact in what department.

Think of this page as your corporate brochure, focusing on telling your potential customer who you are, what your experience is, how you can help them and who your audience is.

## **2 - Engaging Content**

As Seth Godin often says, "content is king." Clear, precise, quality content is one of the most important aspects of a successful website and its ability to play a role in your marketing campaign.

Keep page content short and clean, broken up by visuals (images, video, other graphic elements). Use headings carefully to describe what the content is about, but also use your marketing keywords in the headers for good SEO.

Put your best content, front and center on the homepage. Ensure you have good navigation, so your customers have quick and easy access to the most relevant information.

## **3 - Physical Address - Bonus Let Google Work for You**

There is great value in having the physical location of your office on your website. It legitimizes your business and makes it easy for customers to find you.

Put your location in the footer of your website, so it appears on every page. This placement will allow Google Locations to pick it up and help promote your website through their infrastructure.

## **4 - Social Media Integration**

Social media integration may seem like an obvious suggestion, but having your social media channels integrated with your website helps with credibility, visibility and drives traffic to your site through organic link building.

Put social media icons at the top of your website, either in the header or above it for easy access. You don't want your visitors to have to search for the links.

A Twitter or Facebook feed is also a nice feature to have on your website if you keep your social media channels updated regularly. These feeds

keep users on your site rather than direct them away to view your social media content.

## **5 - Mobile Friendly**

According to statistics in March of this year, 71% of Internet users in the U.S. access websites via their phone rather than on their desktop. That is a huge increase from previous years where it was just below 50%.

That statistic demands that you not ignore the mobile view of your website. Be sure that all your pages and all your elements show up clearly and responsively on mobile. Test this often, as technology does change, and things can break, especially if they are driven by 3rd party services such as Google Maps and Amazon AWS.

## **6 - CTAs - Build an Email List**

The first rule of website marketing is strategically placed CTAs (Calls to Action). Place your CTAs as high on the page as possible, so visitors who do not scroll down far enough do not miss them.

One of the most beneficial uses of a CTA is to collect email addresses for later email marketing. You can accomplish this with a small form asking

users to “sign up for your newsletter.” Another technique is to use a form which collects minimal information (name/email) before allowing access to specific areas of the website.

Building a strong contact list is critical to integrating your website with your overall marketing plan.

## **7 - Become the Conversation**

The conversation online is taking place whether or not you are a part of it. So, your business will benefit greatly if you make sure you are generating some of the content for that conversation.

Don't shy away from direct connection with potential clients; this is a valuable source of promotion. The use of things like comments, reviews, social sharing, contact forms, and even forums keep you in the loop of what people are saying about your industry and how you fit into that conversation. It also provides a way for you to respond to any negative issues existing customers might have before they escalate.

By sharing your valuable information and insight, you can become a thought leader in your particular industry, and help promote your business through natural channels as an expert.

## **8 - Give Away Stuff for Free**

At trade shows you often see companies giving away a gift just for learning more about their business. Giveaways are an incredible opportunity that businesses often miss in the online arena.

Give away items of value and start building the relationship between you and your potential customer.

A favorite freebie these days seen on many websites, are eBooks. If you are an expert in your field, put together a short eBook (1000 words) and offer it FREE as a thank you for filling out a form collecting the user's email address. The eBook can be a helpful list of tips or a DIY instruction manual or something about your industry which users will find unique and informative.

Giving away something for free works twofold in providing something free to the user who now equates your company with value, and it helps to build your networking list of e-Blast contacts.

## **9 - Drip Campaign**

One of the best ways to start and continue a new relationship with a potential customer is via a drip campaign. You do this by offering a gift (eBook or product sample) for collecting the user's email address.

Then you continue the conversation by sending a series of emails that keep them informed of new products/services, or check-in to see how they liked the gift.

Just be careful not to inundate your new prospect with too many, or too frequent emails. Space them out, one a week for a few weeks after they received the free item.

Now you have a prospect that you can follow-up on regularly, and through well-written, strategic emails potentially convert to a customer.

## **10 - Landing Pages for Products/Services**

Landing pages can be a fantastic tool to use in two ways. First, when you send a targeted e-Blast out to your contact list, you may want to feature a particular product or service. Add a link in the email directing them to this

well-crafted landing page, which provides all the juicy details about the product and how they can acquire it.

Landing pages for each of your products and services also serve as perfect online brochures. You can be more detailed on these pages than other pages and also offer PDF downloads of your full catalog for the user to keep until they decide to purchase.

## **Summary**

Your business website can provide so much value as a marketing partner if used efficiently. Follow these tips to create the most cohesive marketing tool that complements your other marketing efforts seamlessly and enhances your overall online presence, promoting your business exponentially.