

# *How to Make Your Website* **The Hub of Your Marketing**

Editor - Jasmine Holmes  
Craig McBreen  
Kate Williams  
Andrea Shukis  
John Hollands



**GOOD  
GNUS**  
MARKETING



# Table of Contents

---

<b>Why Your Website Is Your Most Important Marketing Tool</b>	<b>1</b>
<b>9 Critical Elements for Homepage Success</b>	<b>6</b>
<b>Beyond Home: Creating Content for the Interior of Your Site</b>	<b>13</b>
<b>Let's Talk Tech</b>	<b>18</b>
<b>If You Build It, Make Sure They Come</b>	<b>24</b>
<b>Bringing It All Together</b>	<b>33</b>
<b>About Us</b>	<b>34</b>



# 1

## Why Your Website Is Your Most Important Marketing Tool

Think about the websites you've recently visited with the intention of buying something. Which sites made it easy for you to take the steps needed to purchase a product or service?

And even if you were not ready to buy, how many websites had informative content helping you learn more about how to solve the problem you were researching? If that content was available in the form of a blog, video, eBook, or other, did it move you forward to a solution? Did it help develop trust with the company?

Did any of those sites bring on more confusion and your only course of action was to click off?

Now think about potential customers visiting YOUR website for the first time. With fresh eyes, can they tell what problem you solve, are they lead toward a solution? And if yes, is it easy for them to take the next step?

Your website is at the mercy of a high level of hasty decisions instantly determining how a viewer sees your site.

According to some studies, website visitors only need half a second to form an opinion about the website they are visiting and whether they'll stay or leave. Creating a good user experience is everything.

89% of consumers shop with a competitor after a poor user experience.

Source: [WebFX](#)



So, you have a few precious seconds to capture their attention quickly and when you do, you need to keep them engaged. If someone lands on your eye-catching site, but can't find what they need, they move on and spend their dollars elsewhere.

## What is the Purpose of Your Website?

If you said, to tell people what you do so they can buy from you, you're not completely wrong. But the potential of a website created as the hub of your marketing can and should do so many more things than that. Because visitors don't just come to your website ready to buy.

In fact, according to [this Episerver survey](#), 92% of consumers will visit a brand's website for the first time for reasons other than making a purchase.

People don't want what you do, they want their problems solved. Your website should be built with the customer journey in mind and that starts way before a purchase decision is being made.

If your website is in all intents and purposes an online brochure about you and what you sell, you are missing out on the tremendous marketing opportunity your website can shoulder along the customer's journey.

Your website is the first step in the journey so make it one worth taking.

Your website can:

- Be an SEO powerhouse to ensure search engines serve up your content for someone looking for what you provide but has yet to discover you.
- Relate empathy with a new visitor by acknowledging the problem they are trying to solve and assuring them they are in the right place.



- Build trust with the visitor by giving them content to ensure you are an expert on the problem AND solution.
- Move them along the customer journey to get them from know, like, trust to try and buy and beyond, through clear calls to actions and next steps.
- Capture interested visitors' names so you can continue to nurture them through other marketing methods for a future purchase.

Built effectively, all this can be working for you while you work on your business. This is why your website must include the powerful trifecta of customer-focused design, engaging and helpful content, and user-friendly functionality.

You may not understand all the benefits of a well-built website hub yet, but you will as you keep reading. For now, just get excited thinking about your website as that over-caffeinated sales rep who never sleeps and operates 24/7. The hardest working member of your team that by definition has the promise to be your most powerful asset—the hub and backbone of your marketing.



## So, How Do You Make This Happen?

We want to spark you to create the marketing-driven website your business needs to grow. Here's what we'll cover ...

### Your Homepage Must Stand Out in a Sea of Noise

Studies show that between 70-80% of people research a company online before they get in touch, so your homepage should focus on your ideal customer's needs and grab their attention quickly by relating to those needs.

This eBook will show you how to create a magnetic homepage that grabs your new visitor's attention and begins the relationship.

## Why Content Drives Your Marketing

Crafting a website that truly functions as the heart of your marketing—your potent marketing engine—translates to you crafting sharp, informative, and convincing content throughout your site, not just your homepage. Your internal web pages serve as guideposts along the customer journey.

Why? Because getting people to know, like, and trust you is essential to your marketing success and you can do all three on a well-developed site, not to mention they are three critical parts of the Duct Tape Marketing Hourglass.

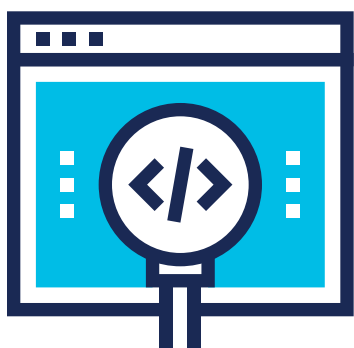


**Know** is the awareness phase, so create website content that does well in search and makes it easy for customers to refer to.

If you've given them a convincing reason to revisit your site through fresh and helpful content, that's the **Like** phase in action.

And **Trust** is a big one. You gain it by displaying customer reviews, case studies, awards or recognitions and crafting clear, consistent, and helpful copy.

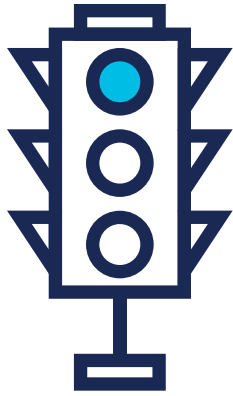
Content does indeed drive your marketing. And your internal web pages can be where you dive deeper into your story and the solutions you offer. It's why we've dedicated a section of this eBook showing you why content is still king.



## The Importance of Tech

Technology is often an afterthought because it's behind the curtain, a wee bit mysterious, and frankly not as spicy as the other stuff. But guess what? Your website needs rock solid technology to function. Good tech is the backbone of your website, and you need to invest in it wisely.

We'll demystify the power of good security, the multitude of website platforms, the importance of choosing the right website host, and more.



## How to Drive Traffic to Your Site

The art and science of driving traffic to your website can seem intimidating, but without it, your site is like a billboard in the desert. If you've built your website to move ideal customers through the customer journey, you'll want to send as many of them as you can to it – through online and offline strategies.

We'll take a deeper look at how you can get more eyeballs on your website.

## The Impact of Measuring Your Results

Your website will become your marketing engine, but how do you know what is working and what is not?

There's a host of free and indispensable tools available that make measuring results easier than you think. We'll cover it all, from Google Analytics to CRM integration.



## Is YOUR Website Your Most Powerful Marketing Asset?

Does your website work to build relationships and move visitors through the customer journey while you work on your business? If you answered no, then keep reading.

Keep reading to learn how to turn your website into a marketing machine built to attract, educate and engage your ideal customers. It's sure to win employee of the month – every month!

# 2

## 9 Critical Elements for Homepage Success

If you want your website to work for you like that overachieving employee of the month we just talked about, you need to design your site strategically, focusing on relevant and engaging copy, Search Engine Optimization (SEO), user experience, website functionality, and design.

**And guess what? This all starts on your homepage.**

The main purpose of your homepage is to start a relationship with your visitor. The homepage is the dating phase, not the marriage. The single most important thing your homepage has to do is communicate the problem you solve.

It can then elaborate on how you solve that problem differently so your visitors learn why they should spend their time with you and not a competitor. To strengthen this relationship your homepage should include a teaser into the benefits of your core services or products, offer some social proof to establish trust, and then ultimately give them a clear next step.

It's a big job, but a well-built homepage will set the stage for your visitor's journey with you. Let's dive into what needs to be included to turn your homepage into a workhorse.

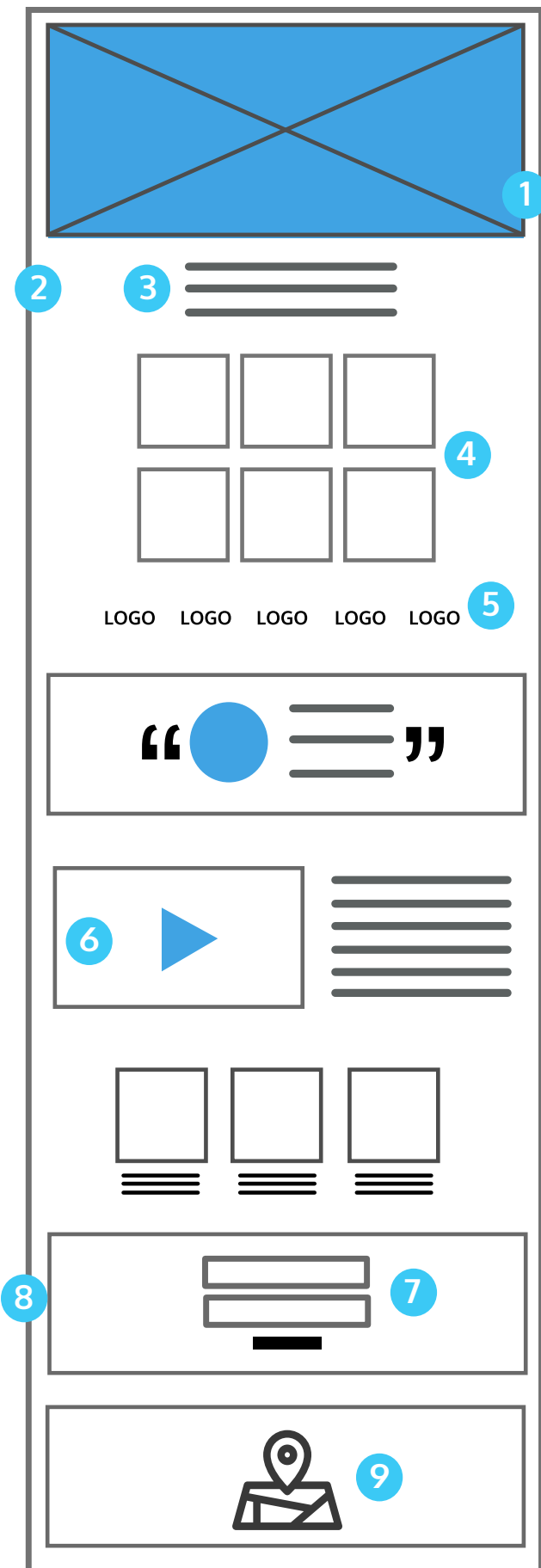
### The 9 Elements To Make Your Homepage Successful

#### 1. Brand Promise: Your Core Message/Problem Solving Message

It can not be stated enough so we'll repeat it again, the single most important thing your homepage has to do is communicate the problem you solve. Your core message is not about what you do, it is your promise to solve their problem.

This clear, concise, and engaging message should be the first thing they see at the top of your homepage so your ideal customers immediately know they are in the right place for help and want to stay to learn more.





These days, you only have a few seconds to capture someone’s attention, and this is why a strong problem-solving message is so important.

The scary reality is that the average human attention span for websites has fallen to approx. 5 seconds.  
 Source: [Digital Agency Network](#)

To create a magnetic core message captivating your ideal customer, you need to be clear on what problems you solve and what questions people ask when addressing that problem.

For example, don’t say We provide SEO services. Say, We make small business owners’ phones ring.

When your ideal customer sees a relevant problem-solving message (I need my phone to ring more with new leads!), they feel understood and they stay to learn more.

## 2. Story: Embrace Story and be the Guide

When you’ve created a core message built to speak to your ideal customer, a good story structure can keep your visitor’s attention and create a great user experience.

Why? Think about popular movies.

People are captivated because they relate to the hero who is on a journey with a problem to overcome. But the hero needs a guide to get past their problem. Think Mr. Miyagi and Daniel-san from the Karate Kid. Guess who you are? The teacher. That’s what embracing the power of story is all about. Your customer is the hero and you are the guide.

When it comes to creating an engaging website, nothing beats a story framework because people are hardwired to love stories. So your homepage content should be about your ideal customer resolving the

problem laid out in your Core Message and flow through all the aspects of your homepage.

Using elements of storytelling can turn these strangers into customers as you walk through the journey together.

### 3. Content Optimized for Search

You need to get found online and a first step to making this happen is to ensure your website is optimized for search.

Search Engine Optimization (SEO) can seem mysterious and intimidating, and many business owners think it is way too difficult to implement and thus ignore it. But with most customer research starting and ending via the search box, it's a must to include in your marketing-activated website.

Think about the massive online space you're competing in. People looking to solve their problem will start with research and you want to give your website a chance to be found. So when building your website, you need to write content that appeals to your ideal customer and the search engines so the prospects you can help can find you in the first place.

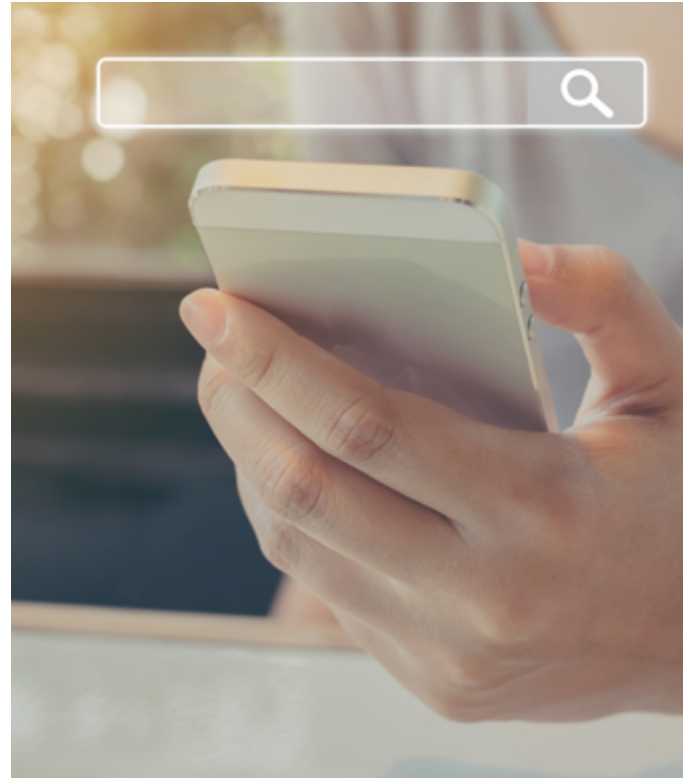
Optimized content through SEO and keywords (think a 300-word description) is a foundational element of a strong website and is a must when building a homepage that works. (More on keywords soon.)

### 4. Benefits of Your Core Offerings/Core Services

The homepage should introduce your core product or service offerings by highlighting the benefit to the searcher. Don't just list what you sell, list the benefits of what you provide so they know how the story ends.

A high performing marketing website not only identifies with the searcher's problem, it also addresses how the searcher will feel after the problem is solved – the benefits.

Emotion drives behavior. By sharing how you turn frustrations into fantastic results, you're creating an emotional connection leading the customer to Like and Trust you.



For example, if you have four services, include four short benefit-lead paragraphs to describe each of them. This content on the homepage acts as a teaser to learn more details about your solution on internal pages. Ensuring you include the keywords associated with your offerings will improve your SEO as well.

## 5. Trust Elements



Before someone buys from you, they have to trust you. Your homepage is a great place to start building that trust. When a potential customer finds you, you need elements in place to reinforce their confidence that you can deliver what they need. And they most likely want someone other than you telling them.

There are many ways you can provide this important social proof. You can display the logos of customers you've worked with to establish longevity and experience. You can display positive customer testimonials to let your prospects learn from those who have worked with you.

Honors, awards, or articles mentioning your business are also strong trust elements worthy of the homepage. These elements establish your authority in the space and trust often follows.

## 6. Video

Video can be a trust element on steroids and is an amazing medium to communicate your story. It gives you an opportunity to show people who you are, what your business is about, and why you're uniquely qualified to solve their problems.

Think about someone landing on your homepage for the first time. A clear, concise video delivering your core message might be the personal connection that keeps them on your site.

There are so many resources to help you create a great video representing your brand. Strongly consider using video as a primary element of your homepage.



## 7. Calls to Action

A Call to Action (CTA) is a mix of copy and graphics—usually a button—that compels visitors to take the next appropriate action in their customer journey. Well-planned CTAs will increase your conversions. It's not uncommon to start with a certain CTA and then adjust as you learn more from your visitors' actions.

Remember, the homepage is the dating phase, not the I-do, so a CTA might be *Contact us for a free consultation*, *Subscribe to our newsletter*, or *Download an eBook*. These conversion opportunities are a must when designing your website—clear, direct elements helping guide the journey and keep your prospects engaged.

Just as important as placing appropriate CTAs on the homepage is capturing your visitor's name so you can nurture this lead until they are ready to buy. Linking your CTA forms to a marketing/email automation system and Customer Relationship Management (CRM) platform will help you do that. Do not miss this important element or you lose the benefit of what you've built.

## 8. Visual Branding

Design is key to a great user experience. But in today's world of ready-made site templates and drag-and-drop website builders, unique design elements are often overlooked. You most likely don't need a custom-designed website, but you do need to think about the right mix of fonts, colors, and photos to represent your brand, make your site stand out, and usher prospects where you want them to go.

These elements all play a part in telling a story helping to generate more engagement and more clicks. Think about design as a key strategic element enhancing all the other components you've worked so hard to build into your homepage.

## 9. Contact Details

And last but not least, you need to make it as easy as possible for prospects and customers to get in touch with you. Can someone



with a question find your contact information quickly? Or maybe they simply want your address. Is that easy to find? And if yes, is it correct? Don't make the visitor work to contact you.

Make sure you have a "Contact" link in your top navigation bar and your footer. And include your business name, address, phone number, email address, and, if you have them, social media profiles on the homepage and every page of your website. An easy way to do this is by placing all this information on your footer.

Making your contact information easily accessible is one of the most important and simple steps. It's certainly a must-have element to a successful website.

## Outline Your Homepage Plan

There is no better way to get people to know, like, and trust you than having an optimized and engaging homepage working for you.

Now that you know the nine elements to include, visit your website and make note of which elements you have and which you can work on adding to create a complete and effective user experience. These revisions may take some work, but the rewards are well worth it.

## Optimize Your Website with Keywords

Before we go any further, let's review something crucial to think about before you start building your site: the importance of optimizing your website for keywords.

Earlier, we mentioned the importance of search, which all starts with SEO-optimized content. Creating content that appeals to your ideal audience and the search engines (um, Google) is the foundation of a successful website.

SEO is not that intimidating if you think about it from a keyword-first perspective. What are the words your ideal customer is using to find solutions to their problems that relate to what you offer?

Here's how to get your keyword list started:

## 1. Ask Your Customers

Start by listing the top questions your customers ask. Even better, ask a few current customers if they would be available for a short call to dig a little deeper into their customer journey that ended with your business. The customer questions you discover, along with your answers, are the doorway into the keywords you will need to work into your website.

## 2. Do Simple Research

Finding the right keywords to use on your website provides SEO juice because these popular keywords become the foundation of your copy. Pull a few keyword phrases from step 1 above and type them into a Google search box. As you add words, you will see that Google suggests phrases based on the popular terms people are searching for. You can use more sophisticated keyword tools, like [What's My Serp](#), but this will get you on the right path to collecting a workable list.

## 3. Decide Where and How

What keywords will you use on your homepage? Your products or services pages and other internal pages? Should you create new pages just to address a certain keyword opportunity?

The trick to SEO is to naturally weave popular keywords into your content by making a plan on which pages should try to win particular advantageous keywords. Don't just shove them in there haphazardly, remember you should write content for your ideal customer, not just Google.

SEO and keywords can get complex, but it should never be ignored if you want your website to be found. Start with a workable list and weave them into your homepage and the interior pages of your site. A trusted website and SEO partner will be able to help you with this strategy and task.



# 3

## Beyond Home: Creating Content for the Interior of Your Site

Earlier, we compared your homepage to the beginning of a relationship. If the homepage is your first date, then think of the interior pages as the courting phase with the goal of exclusivity and long term loyalty.

Each interior page provides the opportunity to expand on your story and offer up the solutions you have to your ideal customer's problem. These interior pages can encompass some of the same elements you included on your homepage, trust elements, SEO-optimized content and clear CTAs, but are meant to help you take the customer relationship further down the customer journey. To give the visitor more details than the click before. To lead them to ultimately buying what you offer.

From an SEO perspective, relevant content-rich interior web pages create more opportunities for search engines to share your content. These pages also encourage your visitors to spend more time on your site. The more time your visitor stays on your site, the more valuable Google deems it to be and the more it gets served up in searches. So many benefits!

You may have heard the expression, “you never get a second chance to make a first impression.” And while it's just as true on homepages as it is in life, businesses often mistakenly assume that a visitor's first impression is based solely on their homepage. Yes, most visitors will indeed enter your site through your homepage. Most—but not all.

So treat these pages with as much care as your homepage, knowing they serve a different purpose along the customer journey.

So let's learn which inside pages you need and how to produce them.

# What Interior Pages Should be on Your Site

There are many options for interior pages to your site, many of which may depend on your industry and what you specifically need to tell your prospects. Let's review the three most important to get you started.

## Services and Products Pages

If the offerings section on your homepage is the appetizer, then these interior services and products pages are the main course. As we stated, the homepage is meant to share the benefits of what you offer. The interior pages expand on those and highlight the details of the product or service you offer delivering those benefits.

Create product/service pages that communicate what you offer and how to get it. Include social proof on how this offering has helped others, or link to case studies to read about the offering in action. And like the home page, give them a next step to take, a clear CTA, to get them further along the customer journey.

These pages aren't just good for your visitor relationship, they are also great for Google. Use common keywords associated with your product or service on these pages so Google can serve you up to searchers looking for what you offer. These searchers who come in through your product/service pages are usually closer to the buy stage as well. You want these searchers!

If you don't currently have any interior product or service pages, building a centralized single page showcasing all of your offerings is a good place to start. However, to truly make your website a tool that works for you, building out your services/products section of your site should include a single page for EACH product or service. For example, a hair salon may have a services page listing everything it does, but to strengthen its website, it should include individual pages for haircuts for women, hair color, nails etc.

If this seems overwhelming, just make a list of the products and services you want to sell the most of in descending order. Build each page one at a time starting with the one you listed at the top.







## About

The biggest job for the About Us page is building trust and authority with your visitors. This page is the best place to tell your origin story (how your company came to be) and show empathy with your visitors' problems.

Use this page to give your visitor a glimpse into your leaders or your company that they can't get anywhere else. It's a great place to expand on your company values and brand culture as well.

Like the services/products pages, your About Us effort can start as a single page. Over time, you may want to expand this section to include standalone bio pages for key players in your company. Or add a page to highlight what it's like to work with you, complete with customer testimonials to build even more trust with your prospect.

## Contact

At the minimum, your contact page should include a phone number, email and contact form. Do not make it hard or complicated for your prospect to reach out. If they have made it through your site and have landed here, you want to be sure they finalize that action.

Whether you have an address or map depends on your business:

- If you have a location (outside your home), then you should absolutely include an address. And if customers ever visit your business, this page should also include a map—and driving directions.
- If you're a home-based business, then you could omit the address, though we recommend getting a PO box and listing it as your mailing address. Do not position



your PO box as a physical address, though; it doesn't help with SEO and can, in fact, hurt you.

- Multi-location businesses should have a page for each location - similar to how you build out your product/service pages. If there are enough locations and customers come to you, then you may also want to include a page showing all locations and a store finder.

## Interior Page Structure for SEO

Having interior content creating a connection with your visitor is critical but ineffective if it isn't well organized and optimized. One of the main reasons people leave a web page is because of a lack of logical structure and sequencing making it difficult to find the information they are looking for, i.e. bad user experience.

What this means in practical terms is your website content needs to be structured for skimming with lots of visual queues highlighting key concepts. We can't say it enough, to create a website that works for you, you need to consider your ideal customer AND search engines. That balance should always be in play. So if you've created great content organized for readability and skimming for humans, you can translate that for search engines as well.



The best way to achieve this is through the judicious and correct use of headings within the backend of your site through tags. Google skims these tags to understand what your page is about.

These tips will help you achieve well-structured interior pages:

- Main Headline becomes your H1: Every post or page needs 1 (and only 1) <h1> tag or main headline. For many themes, the page or post title uses the H1 tag, so you should not need add your own.
- Subheads: Use subheads above longer paragraphs or groups of paragraphs around a concept. A 750- to 1000-word page or article should have at least 3 subheads.
- Subhead tags: Properly tag subheads following an outline structure. For example, large, significant headings should use <h2> tags, subsections should use <h3> tags, and then subsequent new sections should use <h2>.

## Wait, What About a Blog?

Good question. There are many other internal pages that can and should eventually be built on your site. But, we have seen many companies dive into a blog without their core pages built out or an SEO strategy to make the most of their work. So focus on the core internal pages first. But once you have those built, then yes please, continue to strengthen your site with one or more of the following internal pages.

**Blogs** – Blogs are an important aspect of your website and can be key in winning keywords. Writing fresh content takes time, so ensure you are marrying the topics your prospects are looking for with the keywords you want to win to make the most of this effort. It's best to create a consistent content plan and then follow it.

**Landing pages** – These pages are created for the sole purpose of being connected to paid ad efforts or social posts. These pages are created to give the visitor only one thing to do next and are optimized to capture the visitor's information when they do it.

**Hub Pages** – These pages are basically an online mini-course. It's one web page on your site that brings together everything a searcher needs to know about a certain topic. A good Hub Page can cover the Know, Like, Trust and even Try (with the right CTA) of the Marketing Hourglass. A Hub Page might be titled, The Ultimate Guide to Your Kitchen Renovation or The Complete Guide to Your Home's Water Purification. From an SEO perspective, these pages also include many internal links within your site, another tactic Google likes to see.



## It's OK to Ask for Help

Building out the interior pages of your site, complete with keywords, is an important component to making your website the hub of your marketing. This work is an investment into your business so don't be shy to partner with a marketing professional to set this solid foundation.

# 4

## Let's Talk Tech

A strong website needs not only content and design, but also the right technology. Just like plumbing in your house, the tech elements of your website are rarely seen and are never sexy, so they tend to get overlooked in favor of content and design. Let's avoid that mistake!

It's much easier (and quite frankly more effective) if a website is built for SEO, performance and security from the ground up. Making everything you put into it even more effective.

### Foundation First - Hosting

Hosting is the single most important decision you'll make about your website. Period. As you recall, we shared that statistic earlier about the 5 second attention span. If your web page takes more than a few seconds to load, it won't matter if you have the most killer promise statement, compelling story or coolest explainer video, because the visitor will lose interest and leave before they even see it.

Your website hosting is where the files and code for your site live (in the real world, it's on a server), waiting to be called up in the virtual. If the server is slow, then even the best built site will also be slow.

There are a lot of technical factors that go into evaluating hosting speed and, unfortunately, the best way to evaluate performance is through actual experience. Don't worry! In this case, we've done the work for you. These are the hosting companies that, at the time of this writing and based on our experience, we recommend:

- **WPMUDEV** is an excellent value because even the entry level plans include high end features. Along with solid hosting, they also offer a suite of WordPress plugins that add needed functionality for minimal cost.
- **Siteground** is best for businesses with multiple websites. All but the entry level plan allow you to host unlimited websites with a single plan. If you don't need the multiple sites and are considering the entry level plan, you are better off going

with WPMUDEV because you get more features at a lower cost.

**BionicWP** is the most expensive of our recommendations, but also boasts the most impressive performance. For a local business with a single location or that has less than 3000 sessions per month, BioincWP might be overkill. However, if you have a site with lots of photos, multiple locations or simply want the fastest hosting possible, it's well priced for the performance it delivers.



## Make Visitors Feel Secure

When considering hosting companies, security is as important as speed. Unlike speed, security is much harder to qualify. However, if a host has good speed metrics, then it's pretty likely they also have good security measures.

That said, there is one specific consideration you need to be aware of: SSL certificates. An SSL (Secure Socket Layer) certificate creates a secure connection between your hosting server and website visitor. If you've ever tried to visit a website but were scared off by a very serious looking warning that the site wasn't secure—you've encountered a site without an SSL.

Getting an SSL is mandatory but also easy! Most hosting companies include them in their packages and will handle the setup. It's a win-win where there's no extra cost or work for you. But just confirm you have it.

## Self-Contained Builders vs. Self-Hosted WordPress

While considering your hosting options, you should also consider what you want to use to build the site. They're two very different options that, due to a lot of grey area, appear similar to the average person:

### What Are Self-Contained Websites?

Website platforms or builders are self-contained systems

that include hosting and a way to manage the content in your site under a single umbrella. Some of the most well-known website builders are Duda, Squarespace, Weebly and Wix.

While these are attractive options because of their simplicity, simplicity doesn't come without a cost. Depending on which platform you choose and what you plan to do with your site, you might outgrow the available functionality.

However, if you're a small business building your own site and don't have a go-to for tech support, a builder might be your best option. They require little to no tech expertise to set up and maintain, allowing you to focus on running your business.

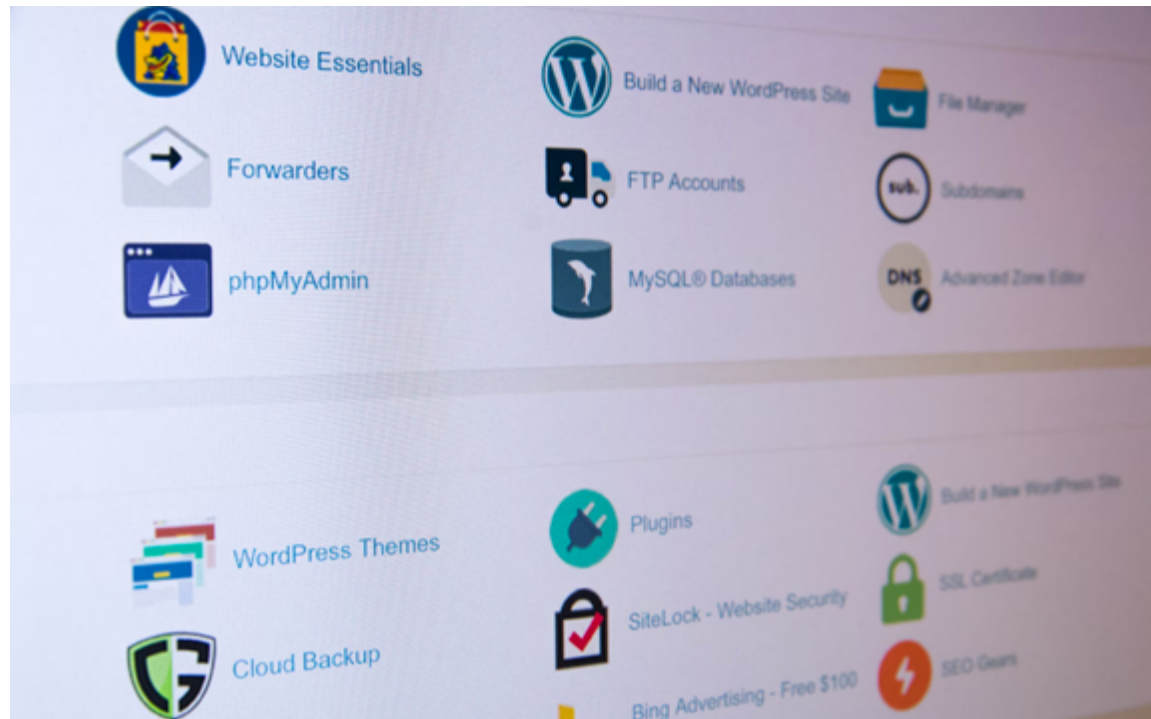
While there are free builders, if you're serious about making your website the hub of your marketing, you should be on a paid plan. Your website is one of your most valuable assets, so you need to own as much of it as possible. Paid plans also tend to perform better and include more features than their free counterparts.

The good news is that these plans are affordable (some start at only \$10 per month) and are pretty inclusive, so there are very few additional costs.

## What Are Self-Hosted Websites?

Self-hosted websites entail installing software into your hosting account that allows you to design and build your website. You have maximum flexibility but these do require upfront tech skill and ongoing maintenance.

If you decide to go this route, unless you're a large business or have very specific technical needs, WordPress is a good choice—



there's a reason it's such a popular content management system (CMS). There's a low barrier to entry because WordPress by itself is free and most hosting companies have tools to assist with the installation.

## WordPress Best Practices

For most businesses, out of the box WordPress won't be enough. You'll want to add a theme and plugins to give you greater control over the functionality, design and layout.

Themes allow you to fast track the look and feel you want to achieve on your site. Plugins are what allow you to add the functionality your site needs to best serve you and your visitor, such as ThriveLeads that helps you create unique CTAs or the Google Analytics Plugin that connects your website activity to your Google Analytics account - more on this in our final chapter.

Figure out what additions you need and you'll most likely find a plug-in to help you. But add with purpose and caution, as themes and plugins are not created equal—bad plugins and/or themes often cause WordPress sites to be slow. And the more you add, the more likely you'll have performance issues.

However, WordPress pros far outweigh the cons as long as you're smart about how you build your site. Here are some tips:

- Opt for paid themes and plugins. If the developer is making money, then they're going to put more effort into creating a quality product and are less likely to abandon it over time.
- Use the fewest number of plugins possible. Before installing anything, ask yourself if you really need it. Or look for plugins that do double duty, you can install one instead of two and still get the functionality you need.
- Be careful about the media/images you upload. Uploading large files or having many images stored you're not using



can slow down your site. If it's not being used on the site, just remove it.

Keep WordPress themes and plugins up to date. One of the best ways to keep your WordPress site secure and functioning properly is to keep all the software on it updated. It's a fast changing ecosystem so new updates come out nearly every day. It's a simple process and most businesses are just fine if they apply all their updates on a monthly basis. Before doing any updates, it's always a good idea to backup your site, which can be done through your hosting or plugins in WordPress.



## Think Mobile First

For most businesses, 50% or more of your website traffic comes from visitors on a mobile device (usually a phone), which means your site needs to deliver a great mobile experience as well. There are two main factors for creating a good mobile experience:

1. **Speed:** we've already talked a lot about why this matters and all those reasons are compounded when users are on the go. Because mobile devices can be used to visit websites anywhere, the internet speed will vary widely depending on how it's connected—at home on broadband vs. in the woods with a spotty cellular connection.

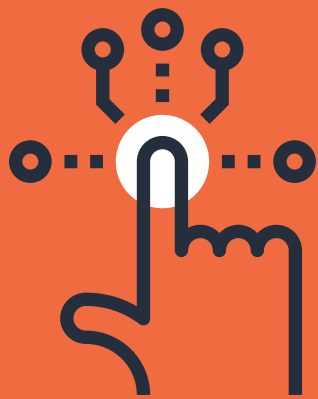
Since you can't control the speed of your visitor's network, you need to do everything you can to reduce the load speed of your web pages to ensure searchers are able to access your site in any conditions.

2. **Responsiveness:** you have to meet your customers where they are, on a computer with a huge screen or surfing on their phones as they walk down the street. You need a website that transitions gracefully across all different screen sizes and devices.



In practical terms, this means choosing a website theme that is responsive (a fancy way of saying that it dynamically resizes based on screen size). Most current WordPress and website builder themes are built this way, so responsiveness is only a consideration if you have an older website.

Simply choosing a responsive theme doesn't mean your work is done. You should also test your website on a variety of website browsers and devices to see what it looks like and how it performs. Though the experience may not be identical on every device, you want to make sure critical elements are easy to find and function properly to create the best possible user experience regardless of technology.



## Choose Wisely

You can't build a house on the wrong foundation and expect it to stand the test of time. The same principle applies to your website. Choosing the right tech now will create a strong marketing hub and minimize the need to fix the technical issues after it's launched.

There's a lot at stake in making these decisions and unless you're tech savvy, they can be confusing to sort through. If you're at all in doubt, it's best to consult with a professional. They don't have to build the entire site for you, but can help you create the right foundation.

# 5

## If You Build It, Make Sure They Come

Now that you have a website designed and developed as a marketing hub to do some heavy lifting for you, you can now confidently send traffic its way.

Here are some tactics we recommend to get more of your ideal customers on your website so it can begin delivering your core message, creating trust with prospects, introducing your solutions to problems, converting visitors to leads, and customers into fans who refer!

### Paid Traffic

Anytime you pay to send a visitor to your website, you're generating paid traffic. The biggest advantage of paid traffic, especially in online advertising, is the speed that it works—results can be immediate and are much faster than organic methods.

Here are the most common types:

- **Display ads:** banners, text, images, etc. placed on a third-party website.
- **Paid search:** ads that search engines like Google and Bing show on their results pages.
- **Social media ads:** ads served to users of social media platforms like Facebook, Instagram, LinkedIn, etc.
- **Sponsored content:** content that looks like an article on a website but is actually a piece of content promoting a specific brand.
- **Influencer marketing:** content posted by a (paid) social media influencer promoting your brand or product.

Important note: Depending on the cost per lead, paid traffic is best used to attract website visitors who are ready to buy so you see an immediate return on your investment. Make sure you are sending them to a specific web page or landing page that is further down the customer journey (not your homepage) so they can easily convert.

When properly optimized, paid traffic will attract potential buyers and turn them into customers. Then it's up to you to keep them coming back for more.

## Google Business Profile

Many local businesses generate a large chunk of their leads via their Google Business Profile. If your business is a local or regional service business, consider optimizing your Google Business Profile as your second highest priority task after optimizing your website as a marketing hub. They work in tandem, not independently, and need your attention to make sure they are “married”.

To claim and develop your Google Business Profile, visit [google.com/business](https://google.com/business) where you will find directions and tutorials to help you manage your business across Google, including Search and Maps. When setting up your Google Business Profile, make sure you include relevant links back to your website. In addition to the homepage, depending on your business, you can also include links to schedule an appointment or specific locations (if you have more than one).

Once you've claimed and optimized your profile, use posts (more at: [support.google.com/business/answer/7662907](https://support.google.com/business/answer/7662907)) to link back to products, services, events and more on your website. These links will increase the visibility of your website content and encourage visits.



## Social Media

Though social media is most effective when used to interact and engage, it can also be used to send traffic to your website. Whether you're posting to your company/personal page feed or interacting in a discussion or group, whenever relevant, share information from and links to your website content.

If you're following the advice in this eBook, you've invested in creating solid website content; get more mileage out of it by sharing and promoting it on social media.



## Email Marketing

If you've included a CTA to capture your website visitor's information like we outlined, then email marketing is an excellent tool to keep them coming back to your site to eventually buy. Every email communication you send out should be written with your prospect in mind and include at least one link to your site.

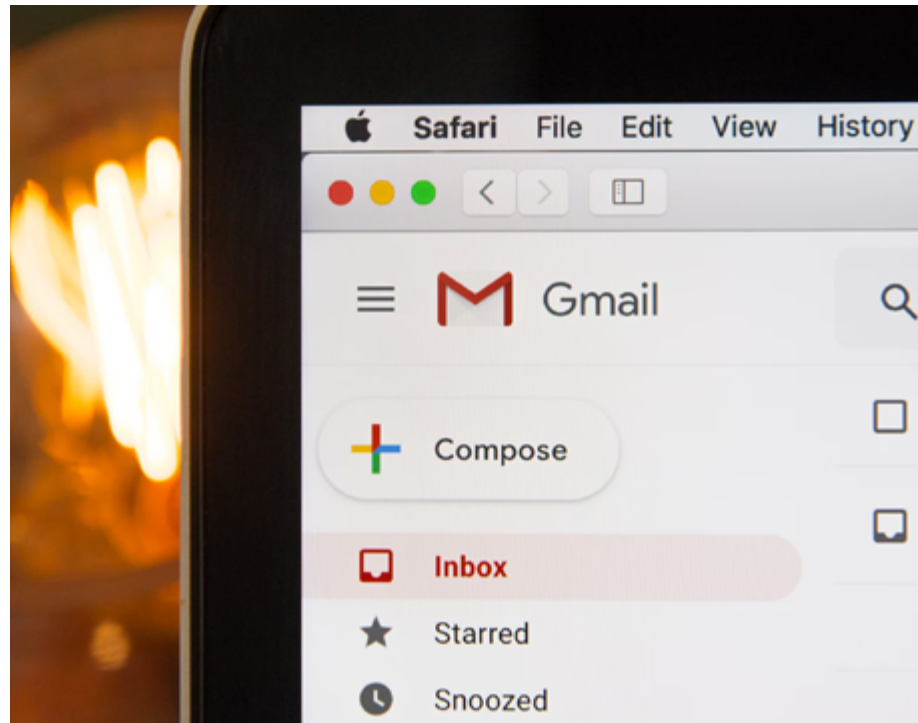
Here are some ways you can use email marketing to connect to your website hub:

- Create a shorter excerpt of educational content from your website and send it out as an email newsletter. Include a few key points in the email, but link to the full article on your website for details.
- Build Lead/Sales Funnels to connect all the pieces of your marketing and guide your prospects through the Marketing Hourglass (buyer journey). For example, a funnel could start with a digital ad that sends prospects to a landing page designed to create a conversion (capture their contact information or create a sale). After the conversion, you send a series of emails encouraging further action—ideally through a link to a page on your website!

And don't forget to add a link to your website in your email signature. It seems obvious, but you'd be surprised how many businesses aren't using this simple tactic.

## Offline Traffic

Just because your website is online doesn't mean all your promotion needs to be. Traditional offline marketing tactics can be just as effective as digital methods for creating website visits. You're probably already doing at least one of these things, so make sure you're fully leveraging your website as you do them.





## Promotional Print Materials

Do you feature your web address or QR codes on your printed materials like business cards, fliers, pamphlets, door hangers, and postcards? Well-designed and eye-catching promotional materials are a way to keep your website address top of mind and send the curious to their computers or their phones to check out your business.



## Direct Mail

When used strategically, direct mail can be an effective marketing tactic. With research, planning, and a reasonable budget, direct mail can be a powerful tool to drive visits to your website and get leads into your sales funnel.



## Print Advertising

Depending on your business, advertising in magazines or journals serving your niche can be a successful source of website traffic and ultimately leads.



## Presentations and Workshops

Take the opportunity to offer presentations and workshops to groups demonstrating a small slice of a service or product you offer and send participants to your website for added benefits—exclusive downloads, video demonstrations, or coupons.



## Word of Mouth Referrals

Develop a website you are proud of and can show friends, family, colleagues, and community members on your phone or send them via a business card for later visits. Participate in networking events and talk up your website and the resources available there. The more you share, the more you are likely to influence others to visit to see how you can solve their problem.

## Your Marketing Hub

If you've followed the steps outlined in this ebook, you've made your website the hub of your marketing activities. Don't neglect the important step of increasing its reach to more potential customers. Whether online or in the real world, find ways to include your website in your other marketing efforts to extend its reach and reap the results of your hard work. In our next and final chapter, we'll dive into how you can measure those efforts to ensure your website is delivering the desired results.

# 6

## Is Your Website Working?

It's time to measure and evaluate the results of your hard work. Knowing key stats help you make informed decisions about what's working (or not) on your website with the goal of improving your site's performance.

There are two must-have tools to help you measure: Google Analytics and Google Search Console. Along with Google's tools, we'll also cover how to use customer relationship management and call tracking tools to gather additional data about your website visitors and actions.

### Get to Know Google's Measurement Tools

Google's data measurement tools are popular, powerful, and FREE. Though these tools require a little setup, once in place they'll gather data and provide reports to help you measure and understand your website visitors, content and success.

#### Google Analytics

Google Analytics is user-focused, providing you with data about who is visiting and interacting with your website. Along with how they found it and how they use it. Start by tracking some basic monthly information:

- How many people visit your site?
- Where do your visitors come from?
- How do they move through your site?
- How long do they spend on each page?

These data points help you to monitor your site's traffic flow—one of the most crucial elements for managing a business website. If traffic is increasing, something is working; if traffic is decreasing, something needs improvement.

Google Analytics does more than track user behavior; with some extra set up, it can also track the impact of visitor behavior on your bottom line with these two features.

- **Goals** are tied to actions that affect website revenue like landing on a Thank You page after making a purchase

or completing an action. There are 4 types of goals: URL (landing on a specific page), time/duration (staying on site), pages/visit (visiting a set number of pages per visit), and event based (filled out a contact form)—that should be selected based on the specifics of what you're tracking.

- **Events** are used to track simple interactions that may or may not affect your bottom line: file downloads, watching a video, clicking on an external link, or button clicks. One downside to Event tracking is that they can be overinflated by user behavior. For example, if a single website visitor clicks a button on a page five times, then five events will be recorded even though it was only, strictly speaking, a single conversion.

Goals and Events are powerful, but advanced tools for measuring your website's impact on your businesses' bottom line. They can also be confusing and complicated to set up, so it's best to consult with an expert to get it right. It's worth it to have month after month of quality data you can act on.

## Google Search Console

Google Search Console is search engine focused, providing you with data about your website keywords and ranking from Google's perspective. Search Console helps you to understand what is working and where you need to improve your SEO efforts. Some basic information it provides:

- Keywords your visitors used to find your site.
- Which pages on your site are the most visible.
- Technical errors affecting SEO and how to fix them.
- Who is linking to your website.



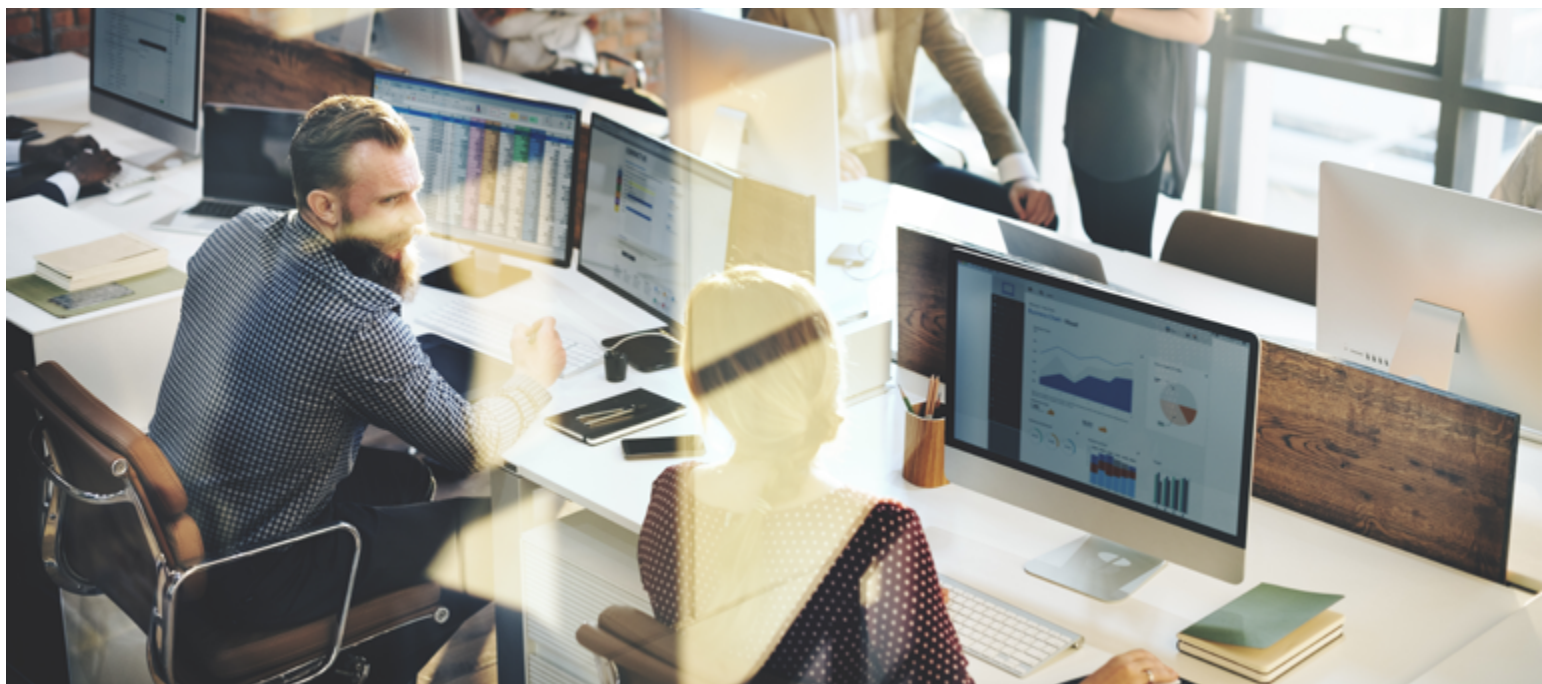
## Analytics and Search Console: Better Together

Though the information provided in Google Analytics and Search Console may seem redundant, you need both tools to get a complete picture of your website performance.

And, like other dynamic duos, they work even better when linked together! By linking your Search Console account to Google Analytics, you're able to view data from both in a single place, giving you a more complete picture of performance from both their perspectives. Visit [support.google.com/analytics/answer/1308621](https://support.google.com/analytics/answer/1308621) to learn more.

## Customer Relationship Management (CRM)

CRMs collect and store your contact/customer information, making it easy to manage your relationships by keeping track of interactions. When used in tandem with your website, you can learn a lot about your customer's journey and be sure no one slips through the cracks.



Look for a CRM that:

- Can receive contact data (usually when a form is filled out). This can be achieved either through directly embedding CRM elements into your website or via a connection between your website forms and the CRM.
- Records your contact's activity on your website. This is a somewhat advanced feature that only works if someone first fills out a form on your site. However, once the link is created, it can be a powerful tool—especially when it comes to automating your sales process.



Beyond collecting and storing information, most CRMs also provide metrics and reports you can use to measure the success of your other marketing campaigns and funnels. The basic metric data your CRM provides includes:

- Open rates and click rates to assess email campaign engagement.
- Goal completion rate (e.g., completing a form or survey).
- Tracking the success of your marketing and sales through the customer journey (e.g., who your website is attracting and what they are buying).
- The steps in your funnel (or pipeline) that website visitors engage with most and which steps are the ones where most sales or loss of sales occur.

## Call Tracking

Between Google Analytics, Search Console and a CRM, you can get a pretty clear picture for conversions happening on your website. But how do you track what happens when that interaction transitions from online to the real world via a phone call? That's where call tracking comes in.

Most call tracking systems get added to your website via a small but powerful piece of code. This code uses cookies to dynamically swap out your phone number, allowing the system to not only track the number of calls but also how the caller found you. All calls are routed to the actual phone number, so it's seamless for you and your customer.

Some basic information call tracking provides:

- Landing page performance: Which landing pages deliver the most calls? Produce the best calls (i.e., calls with qualified leads)? Generate the most customers? Get the best call conversion rate?
- Call length: Longer is better, more likely to result in a sale.
- Time of day and location: Useful to optimize



timing and location of ad campaigns.

- Number of calls and call patterns by the hour, day, week, month, and year.

The most important metric provided by call tracking is conversion data: information about your marketing campaigns and the calls created by each campaign. This includes keywords, ads, match types, and landing pages.

Call tracking will help you understand the results of your marketing campaigns and help you maximize results from your marketing dollars. The aim is to drive more sales at a lower cost, and to follow up with each caller with the next best marketing actions.



## Measure, Analyze, and Act

When it comes to business, measure what you want to see grow. If you want to see your revenue grow, then you need to know what marketing activities—including your website—are driving results, especially sales.

Using these tools—Google Analytics, Google Search Console, CRM and Call Tracking—will provide the information you need to measure, analyze and take positive actions on your website performance.

# 7

## Bringing It All Together

Remembering that people need to know, like, and trust you is essential to your marketing success – and those three stages and more (Try, Buy, Repeat and Refer) can all be accomplished through your website when set up correctly.

Your website is your most important marketing tool, but only if it's meeting the needs of the people who visit it. The steps outlined in this ebook will help you attract more of your ideal customers through your foundational SEO, keep your ideal prospects on your site through your problem-solving message, move them through the customer journey all through your interior content and guide them to the buying stage through your clear CTAs. Who doesn't want those results from a team member – and in this case your team member is your website.

Though we've provided many actions you can take on your own, getting it right takes time, dedication and a plan—or the help of an experienced professional.

Creating a marketing driven website is like conducting a symphony. If you can direct the individual pieces (content, design, technology, promotion and tracking) to work together, you'll create beautiful music. But knowing how each instrument works and harmonizes with the others, can be difficult for the untrained ear.

Think of a marketing consultant as your conductor—they'll make each piece of your website marketing perform at its best while also making sure they all work together.

# About Us



## Meet Good Gnus

Good Gnus takes away the demands, drudgery, and disappointments of DIY marketing and helps you to amplify your B2B company's unique voice.

You won't get generic plug-and-play marketing services. Good Gnus doesn't do copy/paste digital marketing packages. The strategy we develop for you will be designed specifically for your business. And the marketing content we create will be uniquely yours — your brand personality, your company's insights, and the unique value that only your brand can claim.

**Bill Kerschbaum** is the Owner and Chief Everything Officer of Good Gnus. A content professional since 2005, Bill entered inbound marketing in 2014 at a HubSpot partner agency. He's been a digital marketing consultant/fractional CMO since 2017 and rebranded the business as Good Gnus during the pandemic — when we all needed a bit more good news. Bill lives in Ann Arbor, MI with his family and his dog. There's also a cat in the house, but don't blame him for that.

## Discover the Changes Your Site Needs

Get a customized website audit that's tailored to your specific needs. Find out what's working and what isn't, with action steps to optimize your site.

A website audit is a low-cost first step to making your website a powerful marketing hub for your business!

We'll help you be heard above the herd. Contact us today!

### Good Gnus Marketing

734-730-5665

[bill@goodgnusmarketing.com](mailto:bill@goodgnusmarketing.com)

