Internet consultancy ••• domain names ••• web design ••• e-commerce ••• Internet marketing

I HAVE A WEBSITE, NOW WHAT??

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INTRODUCTION

You're online with your new website! That's just the start...

That used to be as far as some people went... You should be:

- Refreshing that content (regularly please!)
  - This keeps Google coming back to reindex the site
  - Leads to better rankings
- Google Adword campaign perhaps?
- Ensure that content is Search Engine Optimised
- Website mobile friendly?
  - Google's new update towards the end of April will mark you down if the site is not mobile responsive
  - *Link to check this on later slide*
- Facebook page (and other **appropriate** social channels) set up and active

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STAGNATION

Often we find people who have been finally persuaded into getting a website but given no instruction as to what to do with it from then on.

They would carry on with their usual way of doing things, traditional business practices, traditional advertising practices, wasting the online opportunity.

The site would stagnate, Google's ranking would drop, and it would be a wasted effort.

Had they considered what their customers may be looking for when they're online? NO

Would their customers be able to easily find that information once they actually got to the site? NO

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TRADITIONAL WAYS ARE CHANGING

Old forms of advertising are becoming less and less effective.

- Fly Fishing by JR Heartly.. Yellow Pages anyone?

Social media channels are being embraced to get the message out there.

New routes to the customer are being looked for the whole time.

Ad execs from NY Times etc expect huge changes over the next few years.

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MAKE YOUR CONTENT INTERESTING!

In order to stand out in the melee online, we all now need to create content that is:

Interesting and or humorous,

Tells a story

Engages with your community of customers online and in the real world

Possibly even educate!

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DISRUPTIVE INNOVATIONS
- THINK OUTSIDE OF THE BOX!

You enter an established traditional sector, and then turn it upside down.

Obviously we cannot all be the next Amazon, Apple iPhone/iPod designer, or do what Uber has done to the taxi trade, but look at the fashion blogger & Youtube celebrity;

Michelle Phan – 7.5million followers on Youtube alone.

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MICHELLE PHAN – YOUTUBE CELEBRITY

Makeup tutorial videos aimed at millenials (generation Y'ers)

- Started in 2005 with a fashion blog and only started on YouTube in 2006.
- Lancôme made her their official video make up artist in 2010
  - She was using their products in some of her videos…
- L'Oreal launched a cosmetic line called "em" by Michelle Phan in 2013
- Launched a music label in 2014 called Shift Music Group
- Net worth now estimated at about $5 million

www.youtube.com/user/MichellePhan



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WHY I'VE TALKED ABOUT ALL THIS

Target That Content to Your Audience!

If, for example, your customers are parents of young children, consider the variety of local community & Mum/parent driven sites out there.

Look at relevant Facebook groups to interact with, or to be recommended on.

Think about what parents of young kids are interested in reading about.

If the audience is the younger "millenial" group, content needs to be available across more of the social media platforms, more video content being consumed than ever before, picture following via Instagram for example..?

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CHANNELS TO CONSIDER

Facebook

Set up your page, grab that Facebook URL once past 25 likes

Keep that community informed and engaged

Post good pictures, encourage discussions

Get your clients to work for you – ask them to leave testimonials on your page – **very useful on LinkedIn too!**

Twitter

Post regularly, try not to repeat yourself too much, research what your customers are talking about

Post relevant content, use interesting #hashtags to make keywords stand out

Use tools like Hootsuite to help you manage the information feed (it's free!!)

Set up alerts for certain keywords so that when people are talking about them, you can join in.

Check out the Old Spice Twitter feed - @oldspice

Hardly ever mentions the actual product but incredibly amusing and regularly is widely retweeted and favd.

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TWITTER CHECKLIST

Your Twitter Bio:

- Does your profile describe what you do and where you do it?
- Does your profile link back to your website?

Are you/Do you?

- Do you tweet more than once a day?
- Are your tweets less than 120 characters in length including any media or links?
- Do you reply to those that share and engage with your content within 24 hours?
- Do you use relevant hash tags that tell the reader the subject?
- Are you monitoring the mentions of your brand on Twitter?
- Are you sharing relevant content with others?
- Are you spreading the word about your Twitter presence to existing network/customers?
- Are you finding conversations such as questions or debates in your industry/target market?

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SOME USEFUL TWITTER TOOLS

To help you manage your Twitter feed:

Hootsuite and Tweetdeck

Make sure you have a Mentions stream, and a keyword alert stream for your industry relevant keywords

Tweetchat (http://tweetchat.com) for Twitter group chats

Hashtagify.me (http://hashtagify.me) for finding tags trending on particular subjects. Enter the subject and it will show you the popular tags being used at the time.

Tagboard (https://tagboard.com) does the same thing but checks cross platforms for the trending tags.

Hashtags.org (https://www.hashtags.org) – interesting to see how certain tags are trending.

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CHANNELS TO CONSIDER – PART 2

YouTube

If relevant YouTube, can be a very interesting way to get your content out there, potentially earn some revenue from displaying ads on your videos.

More and more searches will be made through video channels and Google produce more search results that link to video content.

Instagram/Pinterest

If your content is more visually driven these platforms are perfect.

Fashion bloggers, designers, photographers, even professional poker players have raised their profile to such a level that they are now appearing in films & TV ads.

(Dan Bilzerian on Instagram – made a fortune playing poker, posts pics of cars, guns, ladies of negotiable value, and his goat.... 7million followers...!)

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USEFUL LINKS

Best and worst times to post social media

http://www.adweek.com/socialtimes/best-time-to-post-social-media/504222

http://www.fastcompany.com/3036184/how-to-be-a-success-at-everything/the-best-and-worst-times-to-post-on-social-media-infograph

Google responsive website test

www.google.co.uk/webmasters/tools/mobile-friendly/

This change will be rolling out globally over the next few weeks. A page is eligible for the "mobile-friendly" label if it meets the following criteria as detected by Googlebot:

- Avoids software that is not common on mobile devices, like Flash
- Uses text that is readable without zooming
- Sizes content to the screen so users don't have to scroll horizontally or zoom
- Places links far enough apart so that the correct one can be easily tapped

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Reaper Enterprises have been providing website design, digital & IT solutions since 2000.

Creating an online presence that works for you.

Consumers are going online to source products and services so it is important that your website links in with other marketing efforts and accurately represents your business. We offer a full service solution; domains, hosting, design, development, maintenance, & digital marketing.

Strategic consultancy, evaluation services, & solution design

From sketching it out on a piece of paper through to design and maintenance, Reaper Enterprises is a "one-stop shop", ensuring you are not chasing multiple suppliers.

Working with Reaper

When you work with us, you actually work with us, no outsourcing to other countries. We try to make the process as enjoyable as possible, so we have a pretty straightforward design & development process.

Check out our portfolio at www.reaper.com/portfolio.

Have a chat!

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