



# How Plan A New Website





# Oifig Fiontair Áitiúil

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## Local Enterprise Office



Clár Chisti Eorpacha Struchtúrtha  
agus Infheistíochta na hÉireann  
2014–2020

Co-funded by the Irish Government  
and the European Union



**European Union**  
European Regional  
Development Fund

# What We Will Cover

## **1. Purchasing a domain and hosting package**

- How to choose and register a domain name
- How to choose a hosting provider

## **2. Consider the main types of websites**

- What type of website best suits your goals
- How much should you pay for a new website to be designed

## **3. What are the main options for creating low cost but high quality websites**

- Ask a local web designer
- Buy a Wordpress theme and get it tailored to you
- Create your own site using site builder services

## **4. Overview of the Trading Online Voucher**

## **5. What needs to be on your site for effective digital marketing**

- Ensure you have some fundamentals in place on your website
- How search engines work and why you need to think about it when planning your site.
- Why a well designed website helps you get more out of Social Media Marketing
- What stimulates visitors to enquire or purchase and why you need to think about it now?

# How to choose and register a domain name



## Pitfalls to avoid

- When it comes to picking a domain name, avoid creative spelling. It makes it hard for potential customers to guess your domain name.
- Avoid hyphens – it looks like you didn't get the name you wanted
- Any words you would have to spell out to a client are also bad. Your domain name should be intuitive so people can find your website easily.
- Don't obsess over getting keywords (e.g. Attic Insulation Dublin ) in your domain to help your Google rankings. This has much less of an impact now than in the past. If your website content is strong, the domain won't matter.

# How to choose and register a domain name



## A .com or a .ie ?

### Advantages of a .com

- Cheaper than .ie (typically €8 / year Vs €20 / year )
- Best option if you plan to target foreign customers in the future

### Advantages of a .ie

- Easier to find a domain that isn't taken
- Immediately conveys you are an Irish business

# How to choose and register a domain name



## Where do you buy a domain name?


**Blacknight.com**  
**Register365.com**

I recommend blacknight.com for their competitive prices and great customer service.

Note: When you buy a domain name you need to renew it every year. It is not a once off purchase – if you don't renew it each year you will lose it.



# How to choose and register a domain name



*Top  
Tips*

## Final tips when buying a domain

- If it is going to be the main web address for your business – and not just a domain you think you “might use” – buy it for 5-10 years as this will help your SEO
- Set it to automatically renew – not manually renew. This will avoid you ever losing your domain because renewal emails went into your spam folder

# How to choose a hosting provider



## What is hosting?

In order for your website to appear on the internet it needs to be on server

Rather than buy a server which is very expensive you can buy space on a server and it is called "Hosting".

It typically costs between €50 - €100 per year and has to be paid every year.

When you buy hosting you can also setup email accounts on your domain name e.g. sales@yourcompany.com



# How to choose a hosting provider

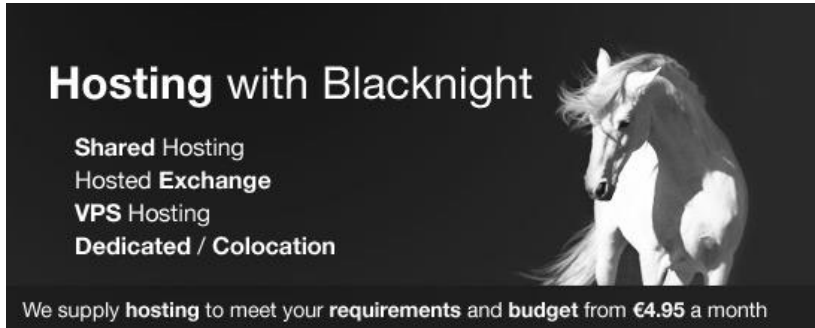


## Tips when setting up hosting

Although it might seem easier to have your web design company provide the hosting – don't go down this route.

- You will pay more than if you simply bought it yourself
- Buying it yourself is very easy
- Owning your own hosting means you are never at the mercy of your web design company – you control the website and can easily give them access to it whenever you wish
- It makes it much easier for you to move away from a web design company in the future

# How to choose a hosting provider



**Hosting with Blacknight**

- Shared Hosting
- Hosted **Exchange**
- VPS Hosting
- Dedicated / Colocation

We supply **hosting** to meet your **requirements** and **budget** from **€4.95** a month

## Where can you get hosting?

**Blacknight.com**  
**Register365.com**

I recommend blacknight.com for their competitive prices and great customer service.

On Blacknight.com choose the Linux Minimus package for around €50 + Vat per annum

Note – set it up to automatically renew each year to avoid your site going down if you miss the renewal notice

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# What type of website suits your goals?

**ETS ELECTRICAL CONTRACTORS**

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Your Complete Electrical Resource For Reactive And Planned Maintenance

ETS Electrical Contractors are one of Cork's leading Electrical Companies

We provide quality Electrical Installation and Maintenance services to our varied range of clients including Healthcare, Education, Entertainment, Commercial, Retail and Residential.

Our well established company, our excellent reputation and over 30 years experience ensures we provide a complete service to all our clients while giving them value for money. We pride ourselves on honest business and personal contact with each client, many of whom are with us for over ten decades.

Our dedicated team, headed up by our Managing Director, Brendan Broughan is prepared to our clients needs. We ensure your business that our client's requirements are carried out in a professional manner and that all works are compliant with all I.S.I. standards.

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Choose a Service

- Maintenance
- Installation & Contracting
- Energy Saving
- Testing and Inspection

RECI | L.L.C.I.C. | PACE | EWS

Designed by The Marketing Doctor

## 1. Informational website

This is where you just want to convey information about your product or service without selling anything. It could only be a few pages or be contain hundreds of pages.

### Recommendation

Whether it is a small site or a large site you should aim for a content management system that uses software such as Wordpress. It enables you to add as many pages as you like (stored in a database) plus they can be easily be updated by logging into an administration panel.

# What type of website suits your goals?



## 2. You want to sell online

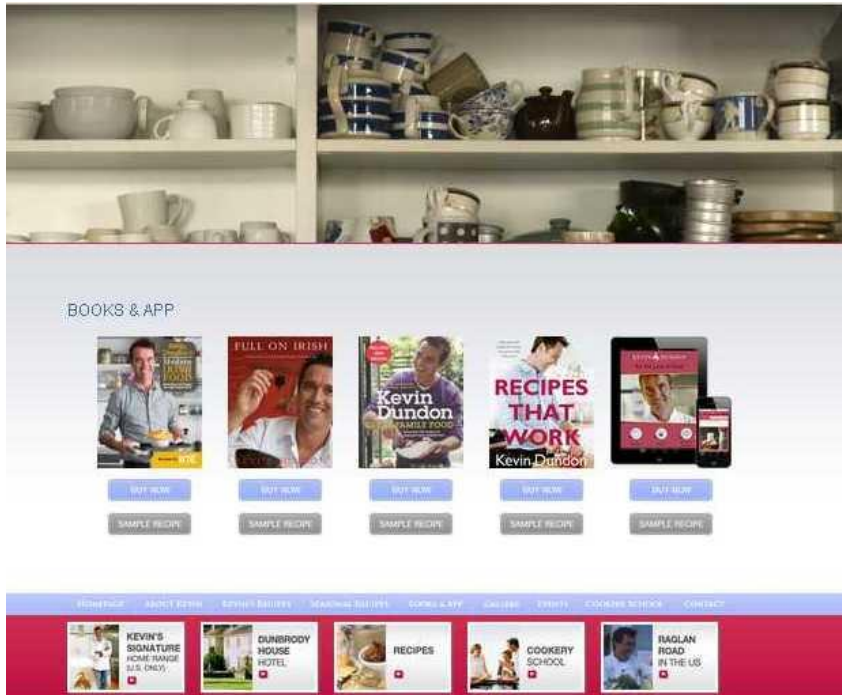
### Option 1 – You're selling lots of products

If you wish to sell many products online you need an e-commerce website. This type of site is much more involved as you'll need a shopping cart, payment gateway, and possibly a merchant account or PayPal. You'll also need to calculate the tax and shipping fees for each item you're selling.

### Recommendation:

You need an ecommerce system which has all the features of an online shop. Best options are WooCommerce (WordPress) or Magento or OScommerce

# What type of website suits your goals?



## 2. You want to sell online

### Option 2 – You only have a few products

If you only have a few products then an easier and much cheaper solution is to sell products using PayPal buy now buttons on your site.

PayPal takes care of the whole transaction process without purchasing each of the services separately. You simply pay a small fee to them for each transaction.

# How much should you pay for as new website?



## Custom design website

### Typical prices:

5 page site €600 - €900 + VAT

10 page site €1,100 - €2,000 + VAT

Ecommerce site € 3,000 - €5,000 + VAT



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# What are the main options for creating low cost but high quality websites



## Option1: Custom design website

### Why custom design?

- You get to have full control of the design of every page.
- You can specify anything that you want on the site
- You know that your site will be unique to you – this is important for businesses such as hotels who want high visual impact and unique design tailored to their brand

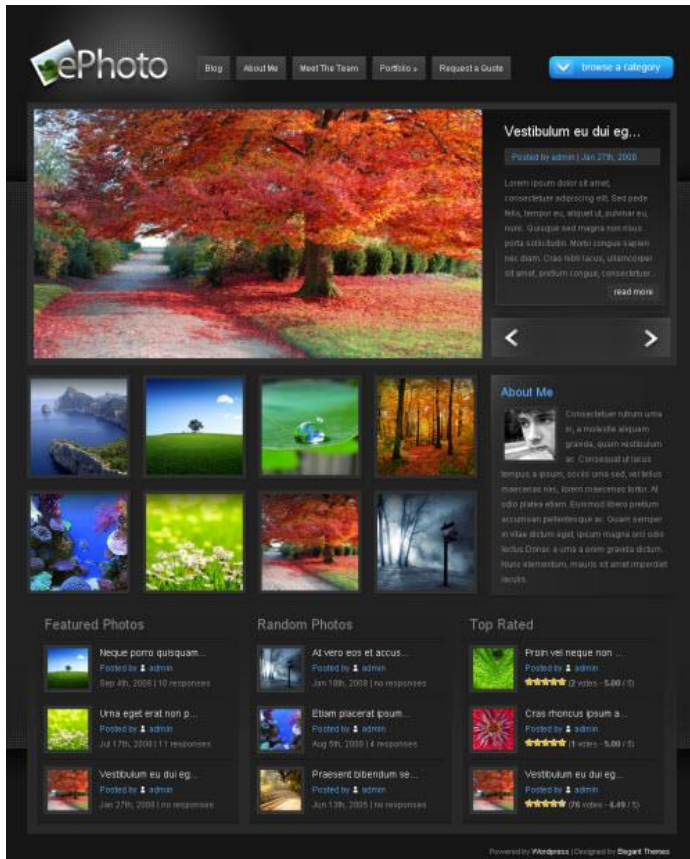
### Factors which impact price

- The quality of the designer – some designers are excellent and some are very average. Remember that people will judge your business based on the design
- The number of pages – the more pages the more work involved.
- Any bespoke features that require programming
- Whether the content needs to be programmed into a content management system so you can update the site

### When choosing a web designer ...

- Ensure they appear high up in Google for their own website
- Check that their client websites appear high up in Google
- Check with previous customers that they are nice to deal with

# What are the main options for creating low cost but high quality websites



## Option 2: Wordpress Themes

### What is a Wordpress theme?

- Predesigned website template which is also pre-programmed
- There are superb quality themes available, with lots tailored to your business sector
- Much cheaper than custom designing a site. You could get a site up and running from between €100 + VAT - €700 + VAT, depending on how much work you do yourself in terms of setting it up

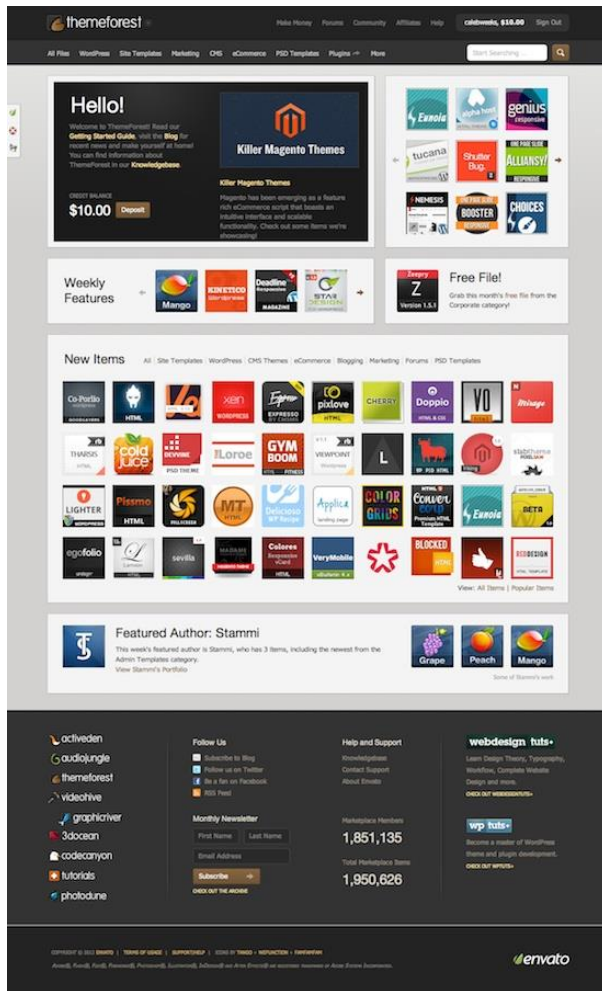
### How to get a theme

- The web design company tells you they are using themes and ask you to choose one

Or

- You purchase one yourself and then ask a web design company to set it up on the server for you and input your content

# How could you create a low cost but high quality website



## 1. Find a premium Wordpress theme

Never get a free Wordpress theme. They usually have spyware,. Viruses and are not secure in terms of hacking.

a) Search in Google for "premium Wordpress themes for (Your sector) e.g.. "premium Wordpress themes for dentists

b) Go to themeforest.net

Then search for themes to do with your sector

c) If you find a site that you like, use wpthemedetector.com to see if it is a Wordpress theme and where you could buy it.

# How could you create a low cost but high quality website



## 2. Preview the demo and ensure it is responsive

Ensure you can preview a demo version of the theme

Test it to ensure it is responsive

# How could you create a low cost but high quality website

## Hire



 **WORDPRESS**  
**Programmer**

### 3. Purchase the theme

Purchase the theme and once purchased download the files

### 4. Get someone technical to configure the site

Do a Google search for a web designer and ask them for a quote to:

- Take your Wordpress theme and put it on your hosting account
- Configure the theme to the point where you can add your own content
- Provide you with some training on how to use Wordpress (or you can access an online course at [udemy.com](https://www.udemy.com/) )
- Link your domain name to your website in order to put the site live when it is ready

# How could you create a low cost but high quality website

## Hire



 **WORDPRESS**  
**Programmer**

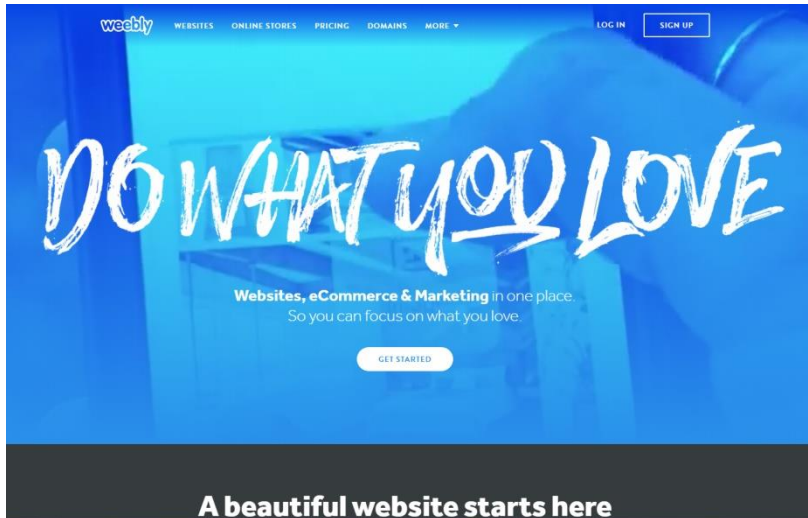
**If you can't find a local  
Wordpress programmer to do this**

...

- a) When you purchase the theme on themeforest.net they will recommend freelancers who will do this for you. Typical price is around €100 - €150
- b) Or go to [www.fiverr.com](http://www.fiverr.com) and search for Wordpress programmer



# What are the main options for creating low cost but high quality websites



## Option 3: Build your own using sitebuild websites

There are many sites you can go to where you can easily tailor one of their templates. Very easy to upload your images and copy and paste your text.

It's a cheap and cheerful way to get a web presence and ideal for someone starting out on a small budget.

Check out:

- Wix.com
- Weebly.com
- Squarespace.com

For ecommerce sites definitely check out shopify.com which is excellent.

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# Trading Online Voucher



Please refer to the local Enterprise Office Website for full details.

Simply click this link

<https://www.localenterprise.ie/Westmeath/Financial-Supports/Trading-Online-Voucher-Scheme/>

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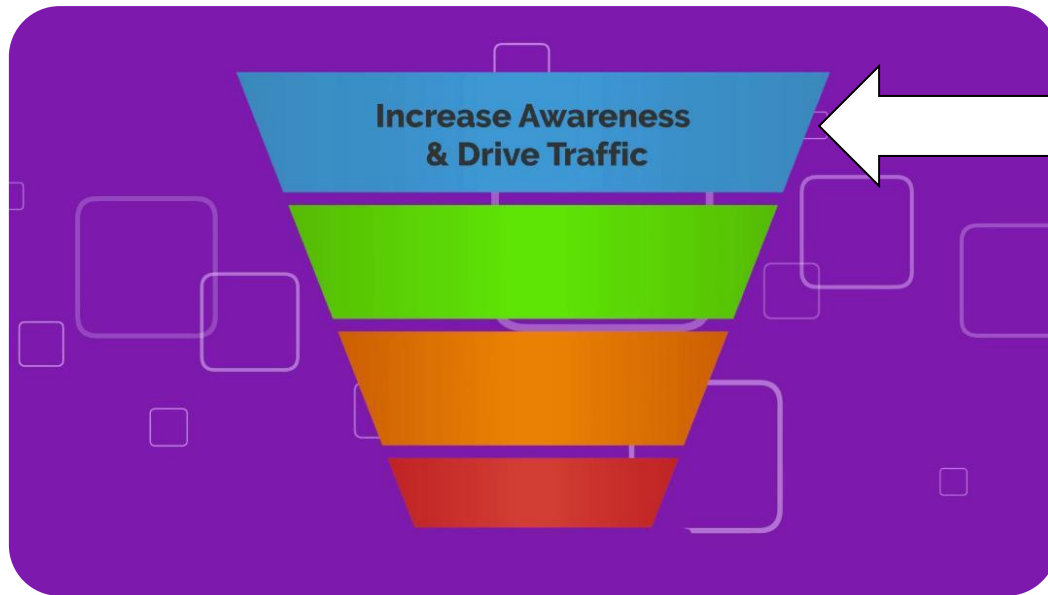
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# The Main Digital Marketing Elements – How they fit together



- Your website is at the centre of your Digital Marketing. It is your sales environment that you control. Without a website you will find it hard to get the most out of digital marketing.
- You need to ensure that this website is designed to turn visitors into enquiries and sales.
- Visualise Google, Social Networks and Email marketing as channels that you will use to drive traffic into your sales environment.

# Use the sales funnel as the structure for your Digital Marketing Plan

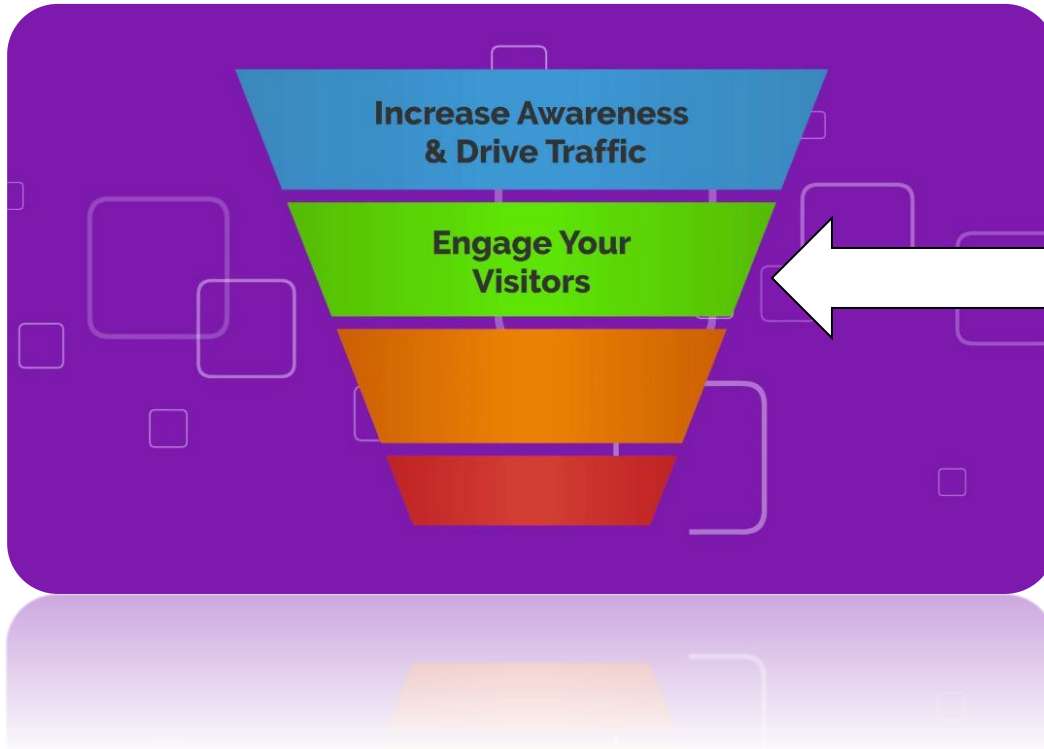


All of our businesses have a sales funnel whether we realise it or not.

**At the top of the funnel there are millions of customers who have never heard of us. We need to use digital marketing to get discovered and drive people to our website.**

This involves getting found through Google, social media, advertising etc.

# Use the sales funnel as the structure for your Digital Marketing Plan



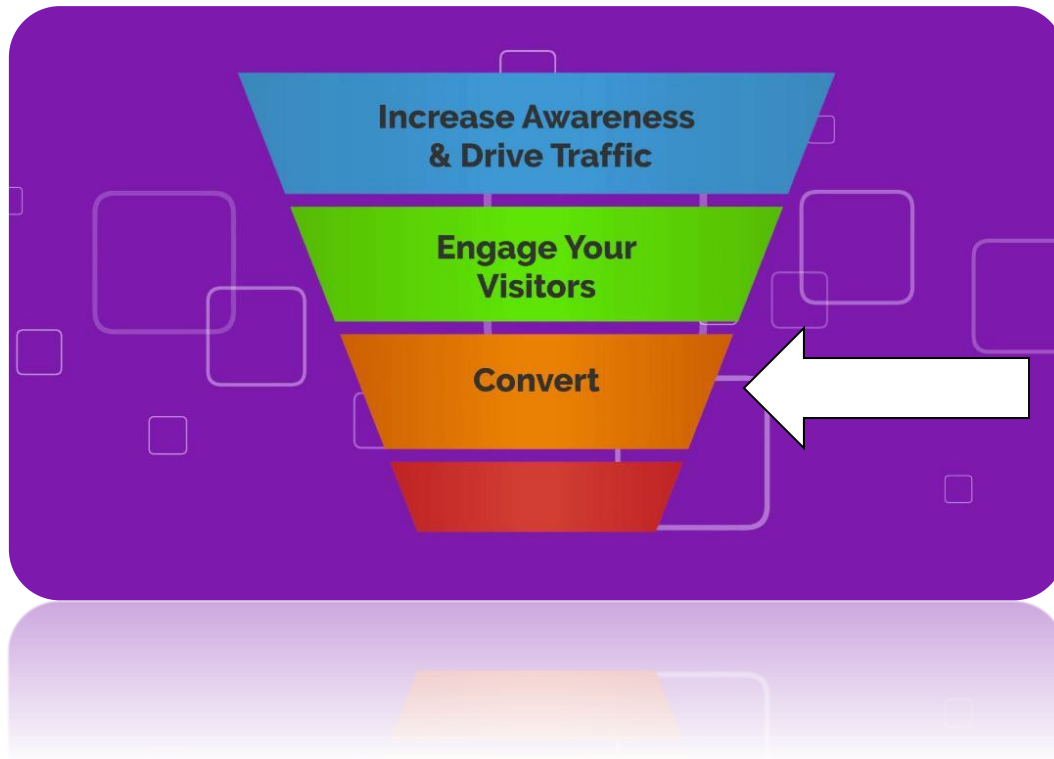
**When people land on your website you need to work hard to get them to engage or else they will bounce off.**

Therefore you need to ensure your website employs a range of tactics that makes visitors think:

- This is what I am looking for.
- This company looks credible and trustworthy.
- I'll browse some other pages



# Use the sales funnel as the structure for your digital marketing plan



**Once people engage and start browsing your site you now have a greater chance of converting them.**

You need to employ a range of tactics that will make people think:

- This product service is exactly what I was looking for.
- Other customers say it's great.
- Now would be a great time to buy it.
- I'll enquire and ask a few questions about it or I'll order it now.

A typical conversion rate is 1%-3%



# Use the sales funnel as the structure for your Digital Marketing Plan



- Once people buy your product or service you need to focus on building customer loyalty and repeat purchases.
- You should have a database of these customers and you should keep in touch with them through a variety of channels in order to up-sell and cross-sell other products and services.

# Use an AI tool like Chat GPT to help you plan your website

ChatGPT 3.5 ▾



act like a website marketing expert and recommend the pages I should have my website for a dental practice



Absolutely! For a dental practice website, you'll want to ensure it not only showcases your services but also builds trust with potential patients. Here are some essential pages you should consider including:

1. **Home Page:** This is the first impression visitors will have of your practice. It should be welcoming, informative, and provide a clear overview of your services and what sets your practice apart.
2. **About Us:** Share your practice's story, mission, and values. Include information about your dentists, their qualifications, and any specializations or areas of expertise.
3. **Services:** Detail the range of dental services you offer, from routine cleanings and exams to specialized treatments like orthodontics or cosmetic dentistry. Make sure to include descriptions of each service and any relevant images or videos.

Message ChatGPT



ChatGPT can make mistakes. Check important info.

Go to [chatgpt.com](https://chatgpt.com)

Ask it: act like a website marketing expert and recommend the pages I should have my website for a dental practice

# 1. Get a website and ensure it has important components



1. Get a quality website that showcases your products and services.

# 1. Get a website and ensure it has important components



Google Analytics



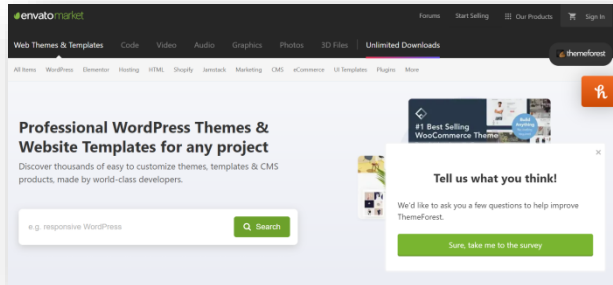
1. Get a quality website that showcases your products and services.
2. Add Google analytics to this website – This will allow you to see what is happening on your website - what is working and not working - and what needs to be improved.
3. Add remarketing code –Facebook remarketing pixel. This will enable you to get back in front of website visitors through retargeting ad campaigns.
4. Add ways to motivate visitors to leave their email address (lead magnets)

# Recap on the 3 big options for getting a high quality website



## 1. Local Web Designer

- Get a custom website designed
- Typical cost ranges from €1,500 - €5,000
- LEO grant available – Trading online voucher



## 2. Wordpress Theme / Template

- Find one on a site like Themeforest.net . Usually \$65
- Find a freelance web designer to tailor it – usually €300 . Find one locally or on Fiverr.com

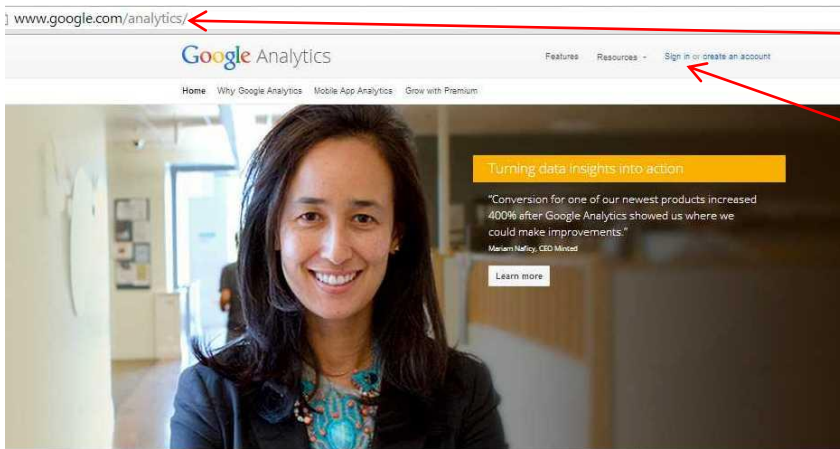


## 3. Build your own using Site build platforms

- Look at templates on wix.com , weebly.com, squarespace.com Easily tailor these yourself. No web designer. Typical cost is €25 / month
- Look at shopify.com for an ecommerce website. Typical cost is €30 / month



## 2. It is essential that Google analytics is installed on your site



### Install Google Analytics

- Go to [google.com/analytics](https://www.google.com/analytics/)
- **If you have a Google account** click “sign in” top right and sign in. You have a Google account if you have a gmail, YouTube or Google adwords login
- Sign in and then complete the form and get your Google analytics code
- Install the code on your website

***Note: You can ask your web designer to do this for you or you can add the code yourself.***

# Universal Analytics was replaced by Google Analytics 4 in July 2023



The screenshot shows the top of a webpage with the Google logo on the left and the Analytics logo on the right. Below the logos is a yellow banner with the text "The new Google Analytics". Underneath the banner, the main heading reads "Google Analytics 4 is replacing Universal Analytics". A paragraph of text below the heading states: "Google Analytics 4 is our next-generation measurement solution, and is replacing Universal Analytics. On July 1, 2023, Universal Analytics properties will stop processing new hits. If you still rely on Universal Analytics, we recommend that you complete your move to Google Analytics 4."

Google Universal Analytics (UA) is what most people have been using for the past 12 years.

It mainly reports what is happening on your website.

They launched Google analytics 4 in 2021 which reports what is happening on your website and app (if you have one) and the reports are quite different

GA4 will fully replaced Universal Analytics in July 2023

# Access our free mini course on Google analytics 4

← → ↻ 🔒 themarketingcrowd.ie/free-google-analytics-4-mini-course/

**You'll learn how to answer important questions regarding what is working well in your digital marketing and website using Google Analytics 4**

If you use Google Analytics it's important to know that the current version is being discontinued in July 2023 and you need to switch to the new version which is Google Analytics 4.



If you would like to understand some of the reports in Google Analytics 4 you can sign up for our free mini course here

<https://themarketingcrowd.ie/free-google-analytics-4-mini-course/>

### 3. You will want to advertise to recent website visitors so install the Facebook Pixel.

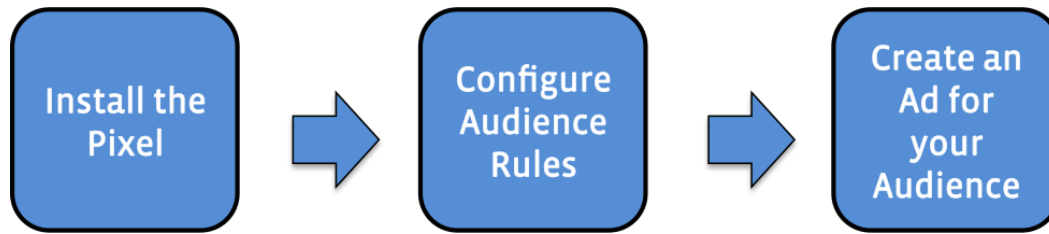


If 97% of your website visitors don't enquire or purchase wouldn't you want to get back in front of them again?

Remarketing using ads on Facebook and Instagram is a powerful way of targeting people who have visited your website recently. These people are interested in your product or service but might not have been at the point of purchase.

By retargeting them you are keeping your brand top of mind and re-prompting them to consider your product or service

# How to target your website visitors



*How it works:*

- 1. You generate a tracking pixel and you (or web designer) adds it to your web pages*
- 2. You configure the audience rules e.g. are you targeting all visitors to the site or just specific pages. Over what time period 30 days, 60 days.*
- 3. After the audience starts building over time, you then create an ad set for your campaign targeting this audience*

# How to setup conversion tracking – Add your pixel



## Step 1: Add your Facebook Pixel to your website

You have to have the Facebook pixel on your website in order for this to work.

Watch my tutorial videos which show you how to setup retargeting audiences and how to get the pixel

<https://themarketingcrowd.ie/how-to-start-retargeting-your-website-visitors-on-facebook-instagram/>

# 4. You will want to email your website visitors so incorporate ways to capture email addresses

mailer **lite**

Email marketing platform



Email campaigns



Surveys



Automations



Landing pages



Pop-ups



A/B testing

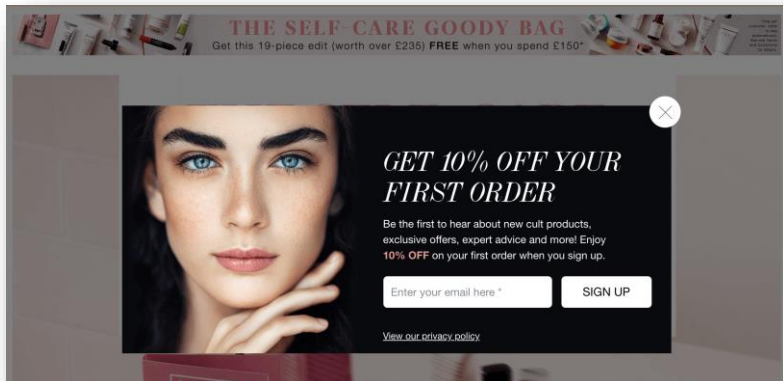
If 97% of your website visitors don't enquire or purchase wouldn't you want to get back in front of them again?

If you can motivate your website visitors to leave their email address you then have the chance to follow up with monthly emails containing helpful content and special offers.

You will need an email marketing tool

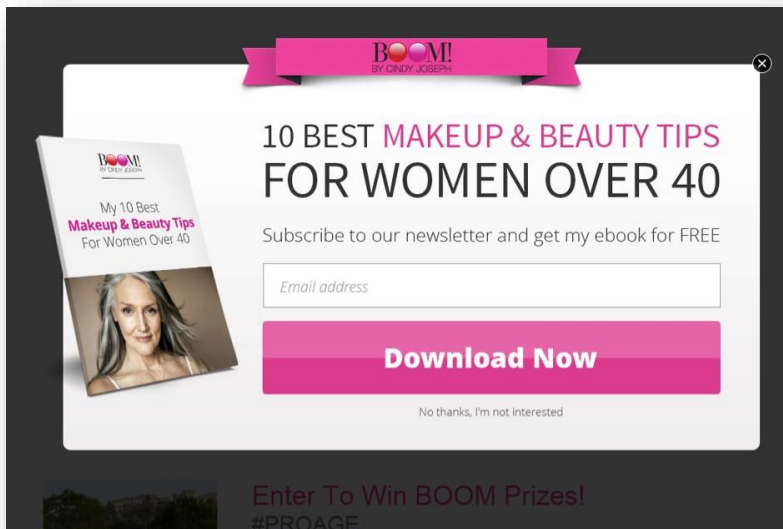
I recommend Mailerlite.com which is free to use if you have less than 1,000 email addresses.

# 4. You will want to email your website visitors so incorporate ways to capture email addresses



## Examples of ways to capture email addresses.

- Offer a discount on the first order
- Sign up for our monthly news and offers
- Download our guide which shows you 20 ways to do x







# Use an AI tool like Chat GPT to help you

ChatGPT 3.5 ▾ ↑ E

my email list for my dog grooming business

 Building an email list for your dog grooming business is crucial for staying connected with your customers and nurturing relationships. Here are 20 effective ways to grow your email list:

1. **Offer a Newsletter Signup on Your Website:** Place a prominent newsletter signup form on your website's homepage and other key pages, offering exclusive grooming tips, pet care advice, and special promotions to incentivize signups.
2. **Run a Contest or Giveaway:** Host a contest or giveaway where participants can enter by providing their email address. Offer prizes such as free grooming sessions, grooming products, or discounts on services.
3. **Provide Incentives for Signups:** Offer a discount or freebie to new subscribers as a thank-you for joining your email list. For example, offer a percentage off their first grooming appointment.
4. **Use Pop-up Forms:** Implement pop-up forms on your website to capture visitors' attention and encourage them to subscribe to your email list. Ensure the pop-ups are strategically timed and not overly intrusive.
5. **Create Lead Magnets:** Develop valuable content such as grooming guides, pet care e-books, or grooming checklists that visitors can download in exchange for their email address.

Message ChatGPT 

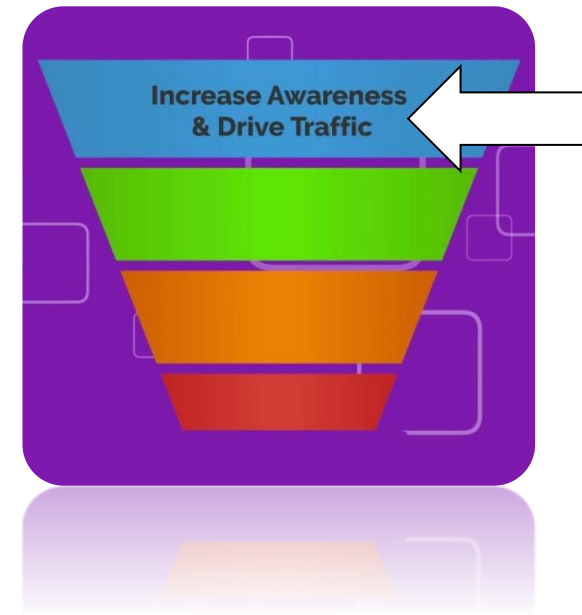
Go to [chatgpt.com](https://chatgpt.com)

Ask it: act like an email marketing expert and brainstorm 20 ways I can build my email list for my dog grooming business

# 1 Get found in Google organic search results

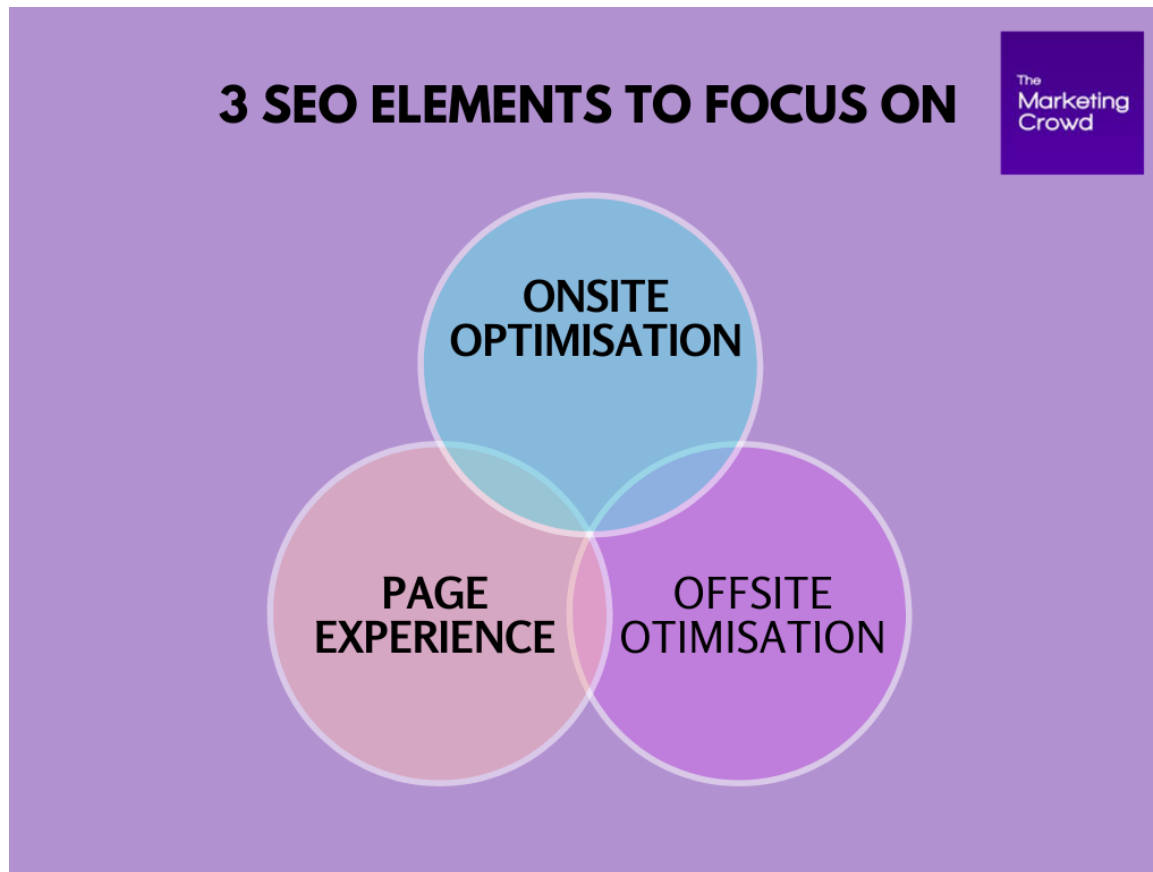
When it comes to driving traffic to your website, getting found high up in Google search results needs to be your top priority. Even though I have included getting found on Google as something you would really focus on after you have setup your site for conversion and engagement, in reality, you should be thinking about SEO BEFORE and not after you build your website.

The essence of SEO is that you have a page for every big topic you want to be found for. Therefore, you will need a dedicated page for all of your main products/services and some other topics that customers might be searching for.



# 1 Get found in Google organic search results

In order to get found high up in Google's organic/free search results you need to focus on...



# Organic SEO – What you need to know

## ON-PAGE SEO: KEYWORD PLACEMENT

**H1** --- How to Run Google Ads:  
The 10-Step Recipe to Success

First 100 words

**H2** --- Why run Google Ads?

Image alt text

Image file name



**H2** --- How to run Google Ads

Naturally in body

1. Set up your account

2. Pick your campaign

**FOCUS KEYWORD:**  
*how to run google ads*

URL

Title tag

https://wordstream.com > how-to-run-google-ads

**How to Run Google Ads in 10 Steps**

Create a revenue-generating campaign with our easy tutorial on how to run Google Ads—with screenshots and pro tips!

Meta description

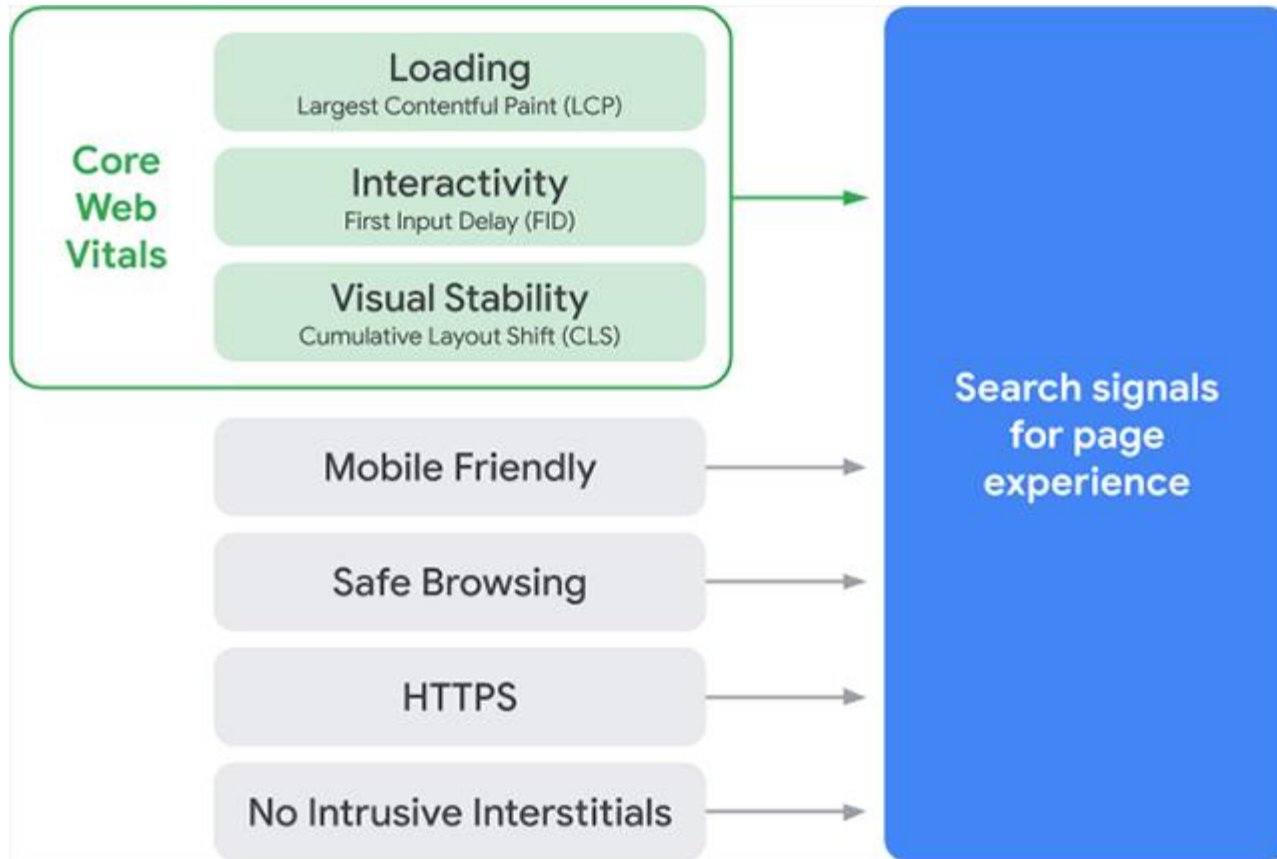
Anchor text

(on other pages)

Learn more in our tutorial on [how to run Google Ads](#).

# Organic SEO – What you need to know

## Page Experience elements



## 3. Key actions to provide a good page experience



GOOGLE'S  
PAGE  
EXPERIENCE  
UPDATE

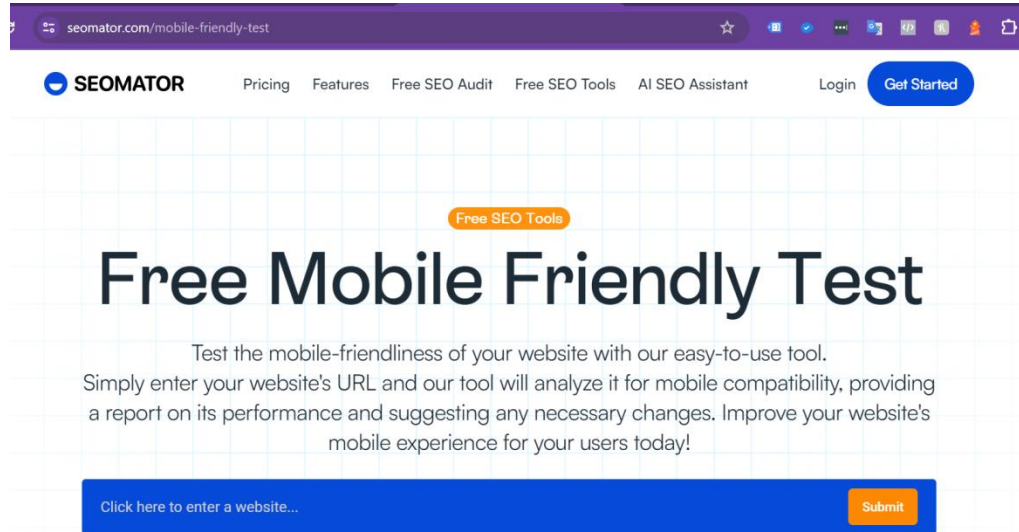


### Whether Google thinks your page provides a good experience

It isn't sufficient to just be trusted and relevant

Your site also needs to be secure, mobile friendly and needs to pass some "Core web vitals" tests such as page load speed and page responsiveness.

# Next Steps: 1 – Check that Google Sees your site as mobile friendly



The screenshot shows the Seomator website's mobile-friendly test tool. The browser address bar displays "seomator.com/mobile-friendly-test". The navigation menu includes "SEOMATOR", "Pricing", "Features", "Free SEO Audit", "Free SEO Tools", "AI SEO Assistant", "Login", and a "Get Started" button. A "Free SEO Tools" badge is positioned above the main heading "Free Mobile Friendly Test". Below the heading, a paragraph explains the tool's purpose: "Test the mobile-friendliness of your website with our easy-to-use tool. Simply enter your website's URL and our tool will analyze it for mobile compatibility, providing a report on its performance and suggesting any necessary changes. Improve your website's mobile experience for your users today!". At the bottom, there is a blue input field with the placeholder text "Click here to enter a website..." and an orange "Submit" button.

Use the a tool to check if Google sees your site as mobile friendly. It isn't sufficient to thing it is mobile friendly - it might look mobile friendly but could still fail

<https://seomator.com/mobile-friendly-test>

If your site fails this test contact your Web developer

# Next Steps: 3 – Check your Core Web Vitals (Page speed ) scores

The screenshot shows the Google PageSpeed Insights interface. At the top, the URL <https://themarketingcrowd.ie/> is entered in the search bar, and the 'ANALYZE' button is visible. Below the search bar, the overall performance score is displayed as a large green circle containing the number '100'. A legend below the score indicates that scores of 90-100 are represented by a green circle. The 'Lab Data' section lists several Core Web Vitals metrics, all of which are in the green 'Good' range:

Metric	Value
First Contentful Paint	0.4 s
Speed Index	0.4 s
Largest Contentful Paint	0.4 s
Time to Interactive	0.4 s
Total Blocking Time	0 ms
Cumulative Layout Shift	0.007

Below the metrics, there is a section for 'Opportunities' with one suggestion: 'Remove unused CSS' which could save 0.16 s. The 'Diagnostics' section is partially visible at the bottom, showing 'Avoid chaining critical requests' with 7 chains found.

1. Use Google's Page Speed Insights tool to check your scores

<https://developers.google.com/speed/pagespeed/insights/>

Or use <https://gtmetrix.com/>

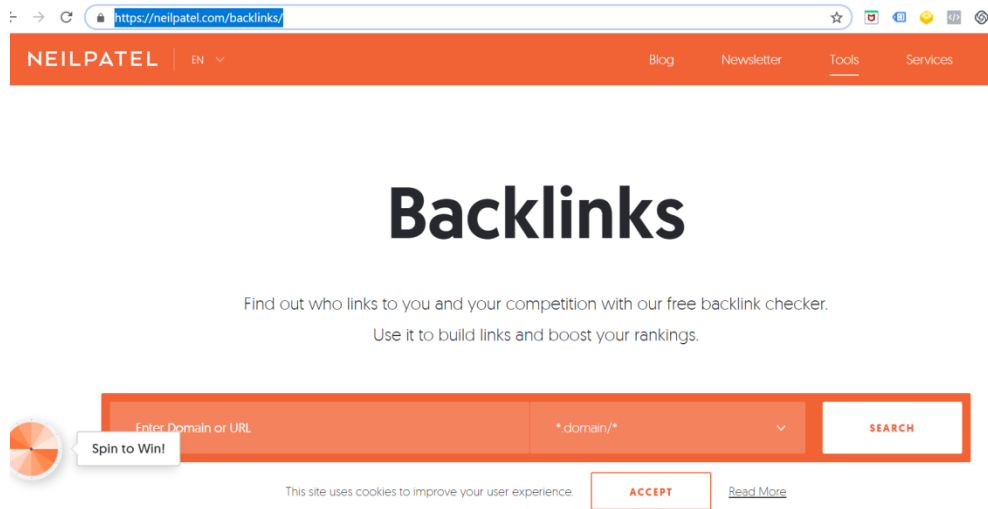
It will give you an overall score out of 100 for both mobile and Desktop

When you scroll down it will tell you your core vitals scores

It will also indicate what you should work on to improve your scores



# Check how much Google currently trusts you using Link Explorer (Domain authority)

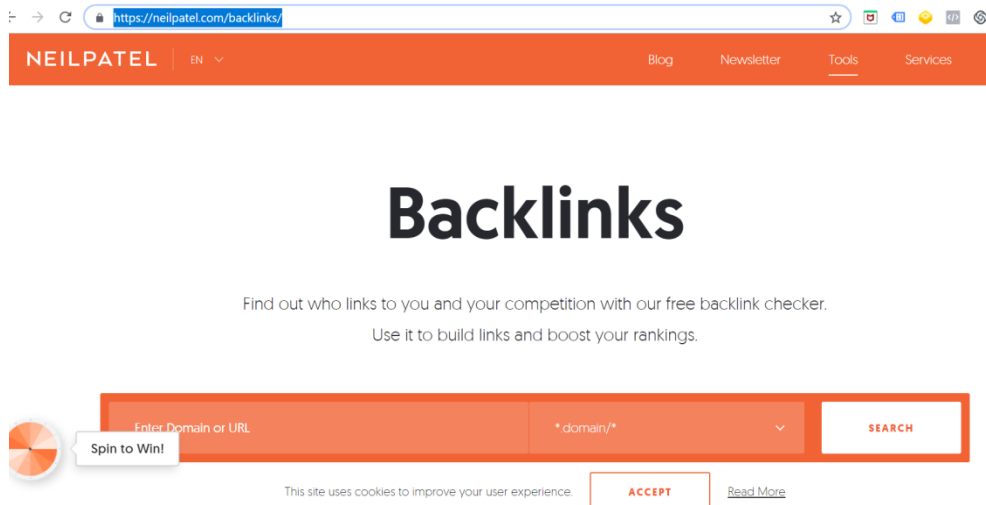


The screenshot shows the Neil Patel Backlinks tool interface. At the top, there is a navigation bar with the Neil Patel logo and links for Blog, Newsletter, Tools, and Services. The main heading is "Backlinks". Below the heading, there is a sub-heading: "Find out who links to you and your competition with our free backlink checker. Use it to build links and boost your rankings." The central part of the interface is a search form with a text input field labeled "Enter Domain or URL", a dropdown menu with the placeholder text "\*domain/\*", and a "SEARCH" button. A "Spin to Win" wheel icon is visible on the left side of the form. At the bottom of the form, there is a cookie consent banner that says "This site uses cookies to improve your user experience." with "ACCEPT" and "Read More" buttons.

## How to check Domain Authority for your site

You can check your domain authority on <https://neilpatel.com/backlinks/>

# Look at how many backlinks you have and the quality – using Neil Patel's Backlink Checker tool

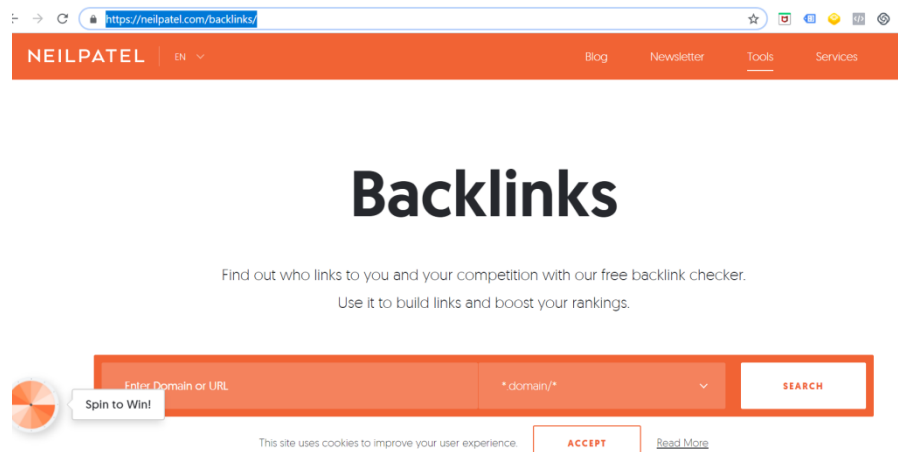


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You can check your backlinks on <https://neilpatel.com/backlinks/>

Sign in with your Gmail address and you will see all the backlinks – not just the first 10

**Also look at your key competitors and the sites appearing high up on page 1. Look at how many links these sites have and the quality**

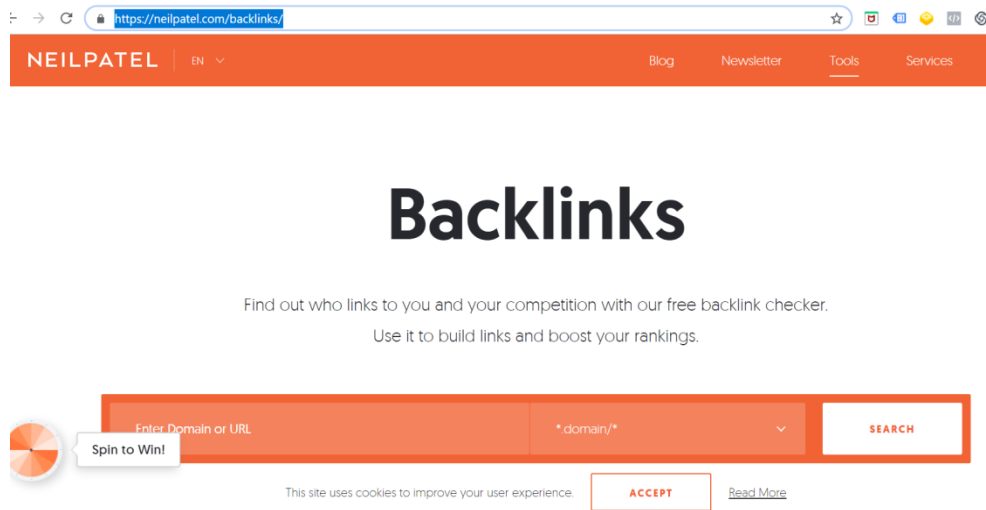


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## **Look at competitors backlinks**

Also look at your key competitors and the sites appearing high up on page 1. Look at how many links these sites have and the quality

# 2 - Check how much Google currently trusts you using Neil Patel's Backlink Checker tool (Domain authority)

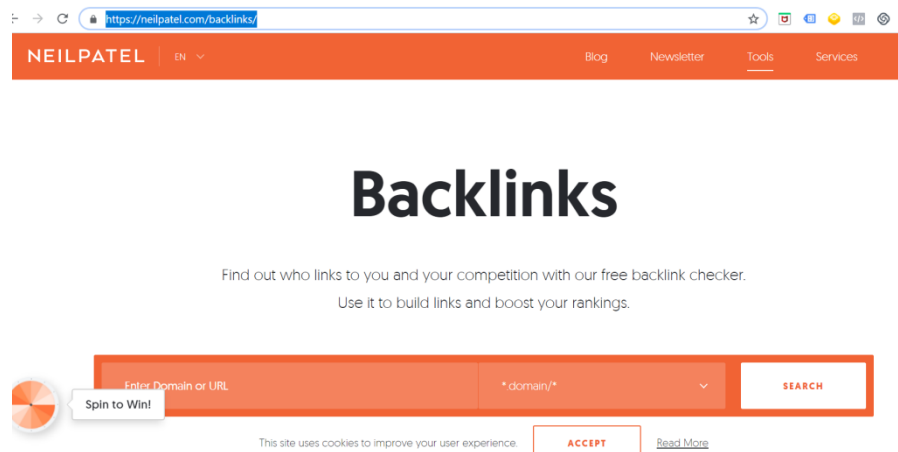


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# Use an AI tool like Chat GPT to help you


Go to [chatgpt.com](https://chatgpt.com)

Ask it: act like an email marketing expert and brainstorm 20 ways I can build my email list for my dog grooming business


# Use an AI tool like Chat GPT to help you

ChatGPT 3.5 ▾ ↑ E

my email list for my dog grooming business

 Building an email list for your dog grooming business is crucial for staying connected with your customers and nurturing relationships. Here are 20 effective ways to grow your email list:

1. **Offer a Newsletter Signup on Your Website:** Place a prominent newsletter signup form on your website's homepage and other key pages, offering exclusive grooming tips, pet care advice, and special promotions to incentivize signups.
2. **Run a Contest or Giveaway:** Host a contest or giveaway where participants can enter by providing their email address. Offer prizes such as free grooming sessions, grooming products, or discounts on services.
3. **Provide Incentives for Signups:** Offer a discount or freebie to new subscribers as a thank-you for joining your email list. For example, offer a percentage off their first grooming appointment.
4. **Use Pop-up Forms:** Implement pop-up forms on your website to capture visitors' attention and encourage them to subscribe to your email list. Ensure the pop-ups are strategically timed and not overly intrusive.
5. **Create Lead Magnets:** Develop valuable content such as grooming guides, pet care e-books, or grooming checklists that visitors can download in exchange for their email address.

Message ChatGPT 

Go to [chatgpt.com](https://chatgpt.com)

Ask it: Act like an SEO expert and teach me how to do SEO for my dog grooming business

# Think of Pragmatic ways to build links

1. Look at competitor sites and see which sites are linking to them. Use the Open Site explorer tool to view these links. Approach these sites for a link.
2. Ask suppliers to link to you. Offer a customer testimonial to place on their site with a link to yours.
3. If you advertise with local newspapers or radio stations request a link.
5. Sponsor a local charity and ask for a link in return – many charities have a “thank you” page
6. Approach related companies in your chamber of commerce and request reciprocal links



# Focus on What Google wants sites to do

## **Create Useful content**

Create powerful content that other sites will want to link to or people on social media will want to link to. Examples include:

- Write your own blog articles / tips
- Create "How to videos" which will help customers
- Create books which will help customers
- Generate a huge list related to your industry : 101 things you should know about something
- Generate a list of 200 useful blogs relating to your industry. This is something other sites will link to or people from Facebook / Twitter will link to
- Useful business tools – e.g. SEO tools, tax calculators, life expectancy calculator

**Note: The future of SEO is in creating great content that people will want to recommend and link to. These are the sites Google wants high up**

# What We Will Cover

## **1. Purchasing a domain and hosting package**

- How to choose and register a domain name
- How to choose a hosting provider

## **2. Consider the main types of websites**

- What type of website best suits your goals
- How much should you pay for a new website to be designed

## **3. What are the main options for creating low cost but high quality websites**

- Ask a local web designer
- Buy a Wordpress theme and get it tailored to you
- Create your own site using site builder services

## **4. Overview of the Trading Online Voucher**

## **5. What needs to be on your site for effective digital marketing**

- Ensure you have some fundamentals in place on your website
- How search engines work and why you need to think about it when planning your site.
- Why a well designed website helps you get more out of Social Media Marketing
- What stimulates visitors to enquire or purchase and why you need to think about it now?

# To get the most from social media you should drive people to your website where they will get more info and then enquire or purchase



Use social media platforms to establish a presence and grow your followers.

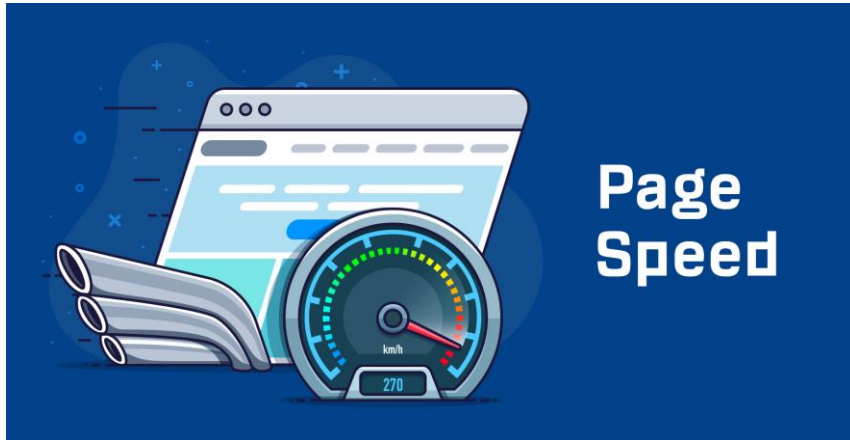
When followers see a post there is only so much information you can provide

They will want more details eg. Read testimonials, check returns policy, watch videos

So you need to send people from Social Media to your website.

**But you have to get some important things right ...**

# Ensure your website loads quickly



Facebook tells us that when people click on a link on Facebook, 40% of people abandon if it takes more than 3 seconds for a page to load

**Use [Gtmetrix.com](https://gtmetrix.com) to check your page speed**

# Ensure you drive them to a page that is just about what the post or ad was about



Never drive people to your homepage or a page that is about multiple products or services

Always drive people from social media to a page that is solely about that was in your post or ad

Therefore, the strategy from SEO about having a page for every topic also applies to Social Media

**When planning a website, Having a page for every product or service is crucial for Social Media and SEO**

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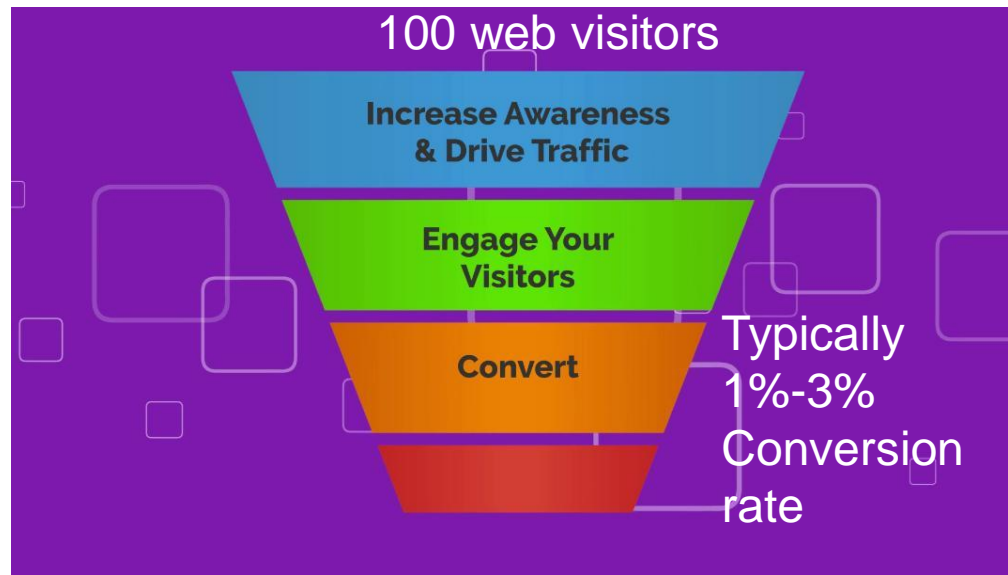
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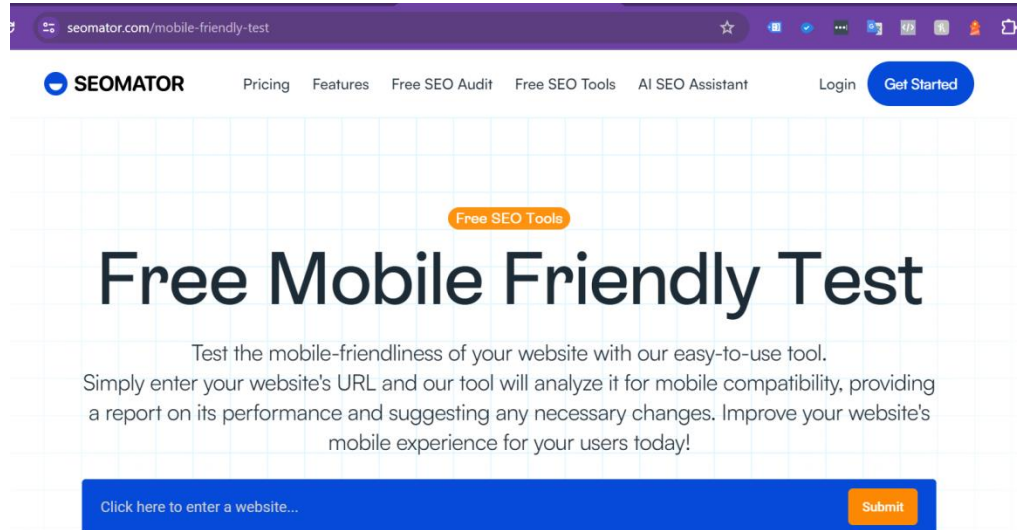
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# What can we do to get more website visitors to engage and convert?



# Ensure the page is mobile friendly – so visitors can easily browse around when on their phone



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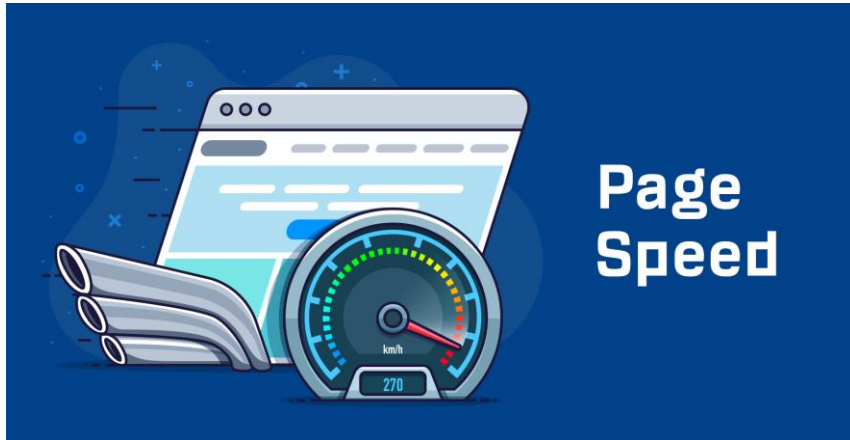
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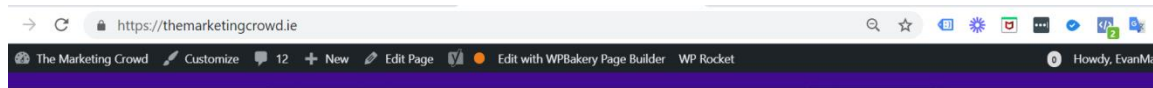
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# Have image links and text links on your main pages.- to get people clicking and browsing



Our online Digital Marketing School is designed to help Irish businesses increase their sales

You'll get a digital marketing plan and you will be shown how to implement it with immediate access to seven of our latest digital marketing courses (on demand video lessons) and you can also attend a [Live online Digital Marketing Course each month](#) with Evan using Zoom. This is ideal if you want to learn how to grow your sales through website & social media marketing.



You can get "remote" 1-1 training from the comfort of your home.

Watch the video to see how it works

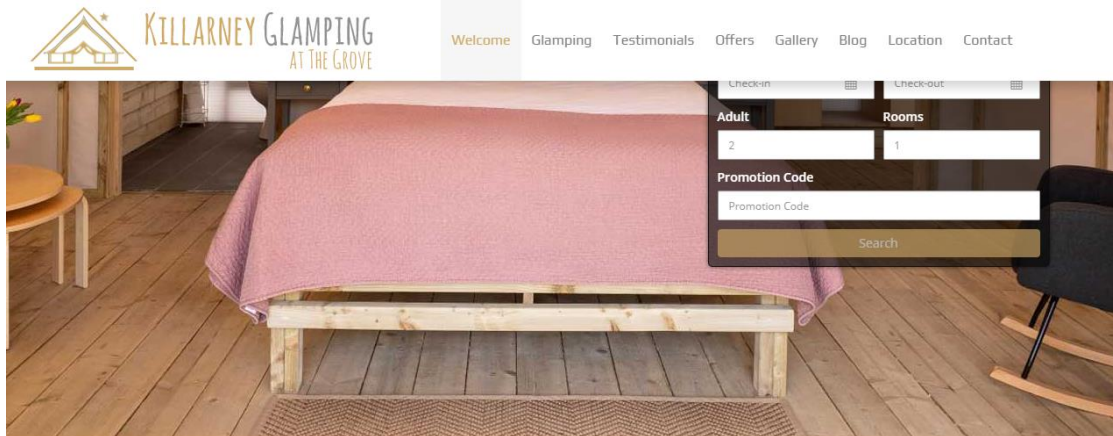


[View the 1-1 training options](#)

**Your goal is to get people browsing**

Adding text links and image links will prompt and tempt people to click through to the main pages of the site

# Have a banner highlighting media coverage you have received – to establish credibility and trust



AS FEATURED ON

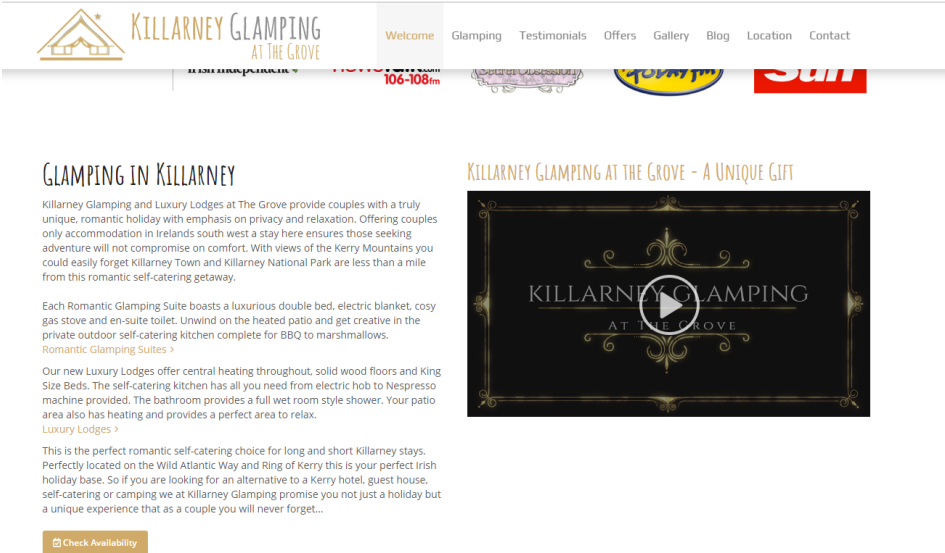


Include the logos of newspapers / radio stations that have written about your business.

It will immediately give your business credibility

Aim to get media coverage if you don't already have some

# Have a video on key landing pages – it increases engagement



## Increased website engagement:

Video generates a 400% - 700% increase in website visitor engagement and response rates compared to static text & graphics. (Source: Google / Double click)

# Explain what makes you different to your competitors



**Aim to make your product or service remarkable – or at least, it should be clear how it is different from competitors.**

The essence is that when your offering is so different from competitors in a way that people find remarkable – so different that they talk to friends or colleagues about it - then you are guaranteed success through word of mouth recommendations.

- You need to decide how you are differentiating the business and then you need to communicate that clearly to your potential customers on your website.

**Question.** Ask how you offer something different to your top two competitors. If your answer is “better quality and better value” then this is far too vague and waffly. You need to articulate the difference in more tangible and compelling terms

# Focus on the key benefits that customers are looking for.- so they immediately realise you have what they want



## Consider the triggers to purchase

When designing your website you need to make a list of the key triggers to purchase and then make them prominent on the site

- What are the key benefits that people are looking for? E.g.. Cheap, quality, guarantee
- What are the key features?

Ensure you know these key triggers and then make them very prominent on your page. Don't hide them in the middle of paragraphs of text. Have clear bullet points.

# Ensure you have testimonials on key pages – they increase conversions



Customer testimonials provide reassurance and trust

## **Avoid:**

- Quote from "Mary from Manchester" – they look made up
- Long detailed letters / paragraphs – keep the quote punchy and concise

## **Ideally**

- Get a video testimonial quote
- Use the company name / logo / photo of the testimonial
- Get the quote to focus on the key barriers / Triggers to purchase
- Or embed Facebook reviews on your main pages

# Try to have a product video on key pages – they increase conversions



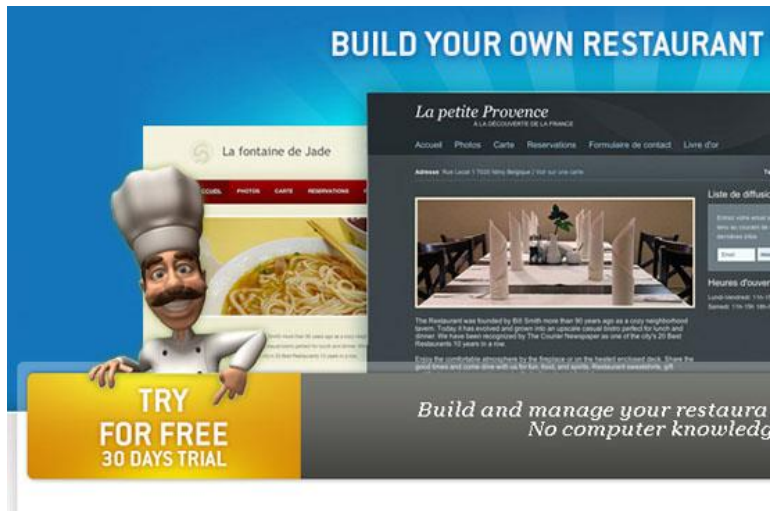
## Increase website conversions

Ecommerce sites sell more products when there is a video demonstrating the product

- Ebags.com – conversion increases 50.1% for those that clicked play and 138% for those who watched the entire video (source: ebags.com)
- Onlinegolf.co.uk saw an increase in sales of 88% for items that featured a video (source:internetretailer.com)
- Shoeline.com saw an increase in sales of 44% for product pages that had a video (source:internetretailer.com)



# Ensure you have a call to action button on every page



## Ensure your Call To Action buttons are well designed

Ask yourself – what is the next most logical thing a web visitor would want to do and then prompt them to do it e.g.. Request a free 10 minute chat

Best practice

1. Ensure the CTA button is very prominent and located above the fold.
2. Include a benefit message / incentive within the button



# Oifig Fiontair Áitiúil

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## Local Enterprise Office



Clár Chisti Eorpacha Struchtúrtha  
agus Infheistíochta na hÉireann  
2014–2020

Co-funded by the Irish Government  
and the European Union



**European Union**  
European Regional  
Development Fund