Local Enterprise Office
The Marketing Crowd
How Plan A New Website

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

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

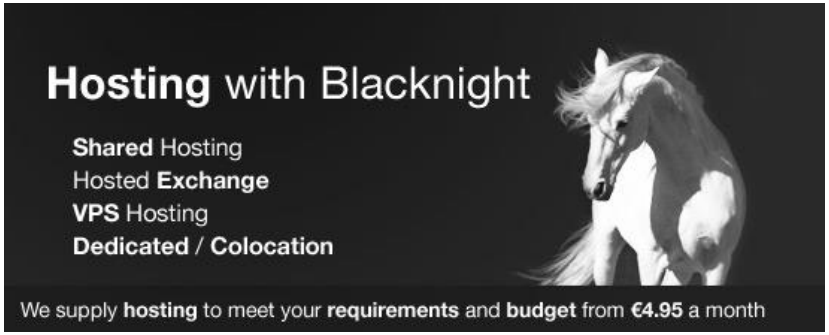
How to choose a hosting provider

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



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?

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?

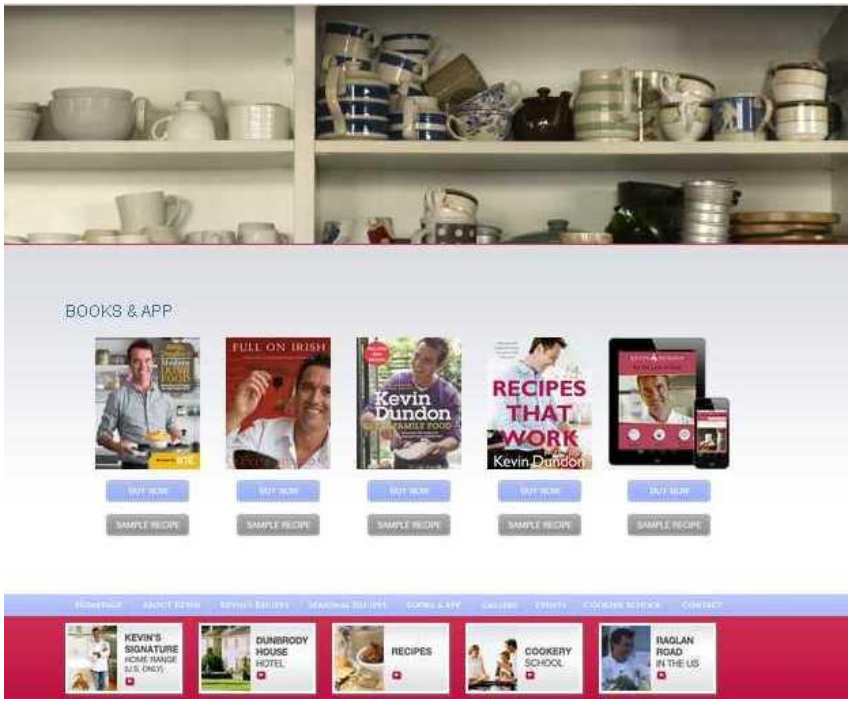
2. You want to sell online

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 Woo Commerce (Wordpress) or Magento or OS commerce

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 unique to you – this is important for businesses such as hotels who want high visual impact and unique design tailored to their brand

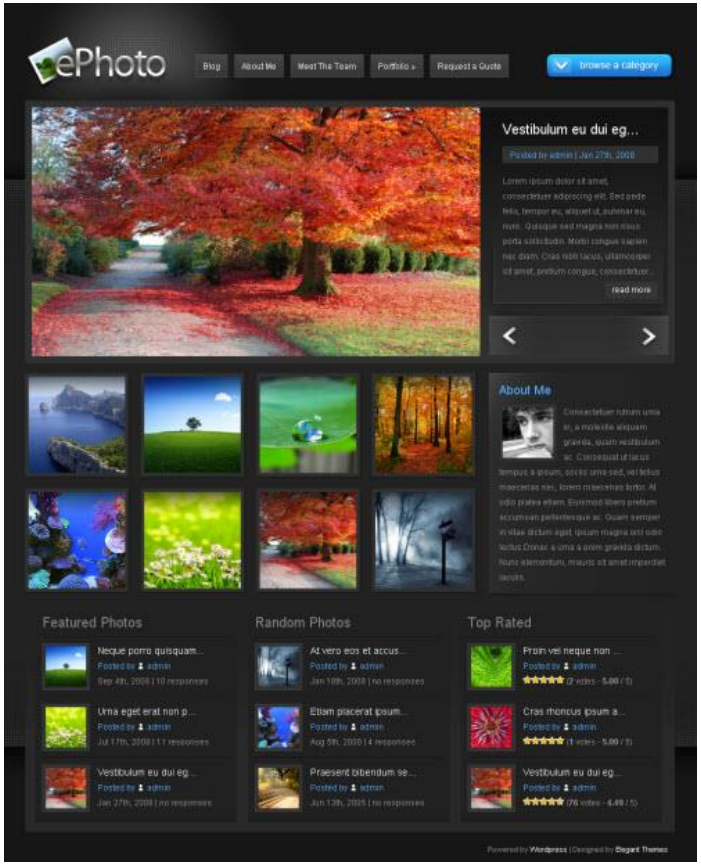
Factors which impact price

- 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

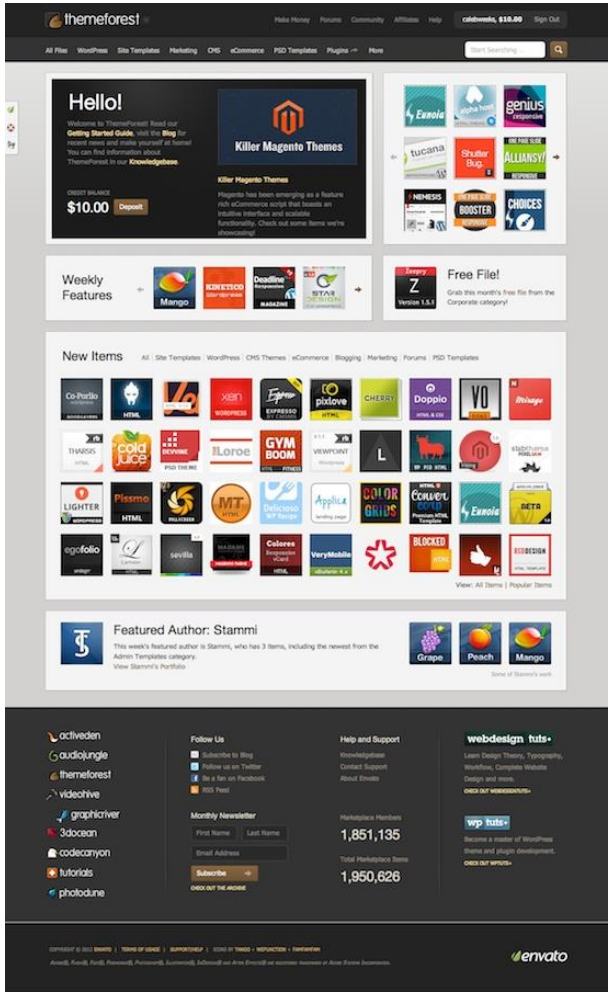
How to get a theme

- 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.

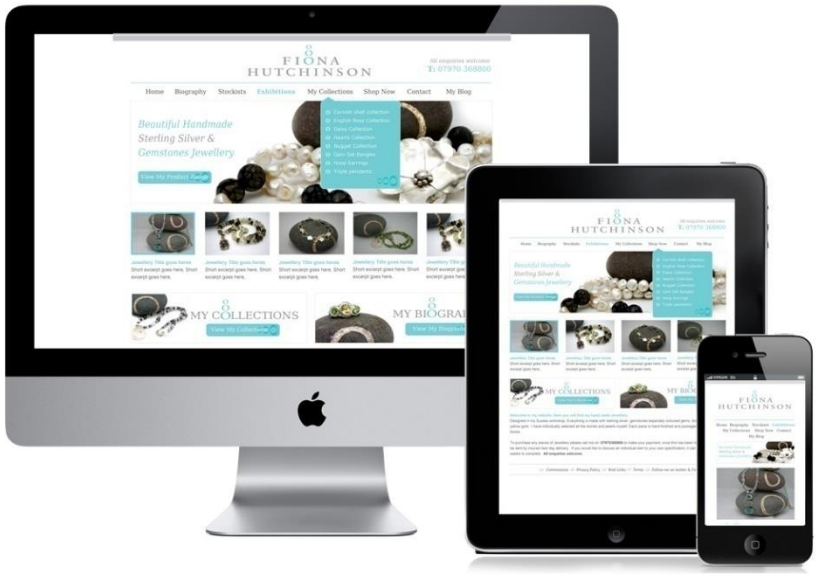
a) Search in Google for "premium Wordpress themes for (Your sector) e.g.. "premium Wordpress themes for dentists

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

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:

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

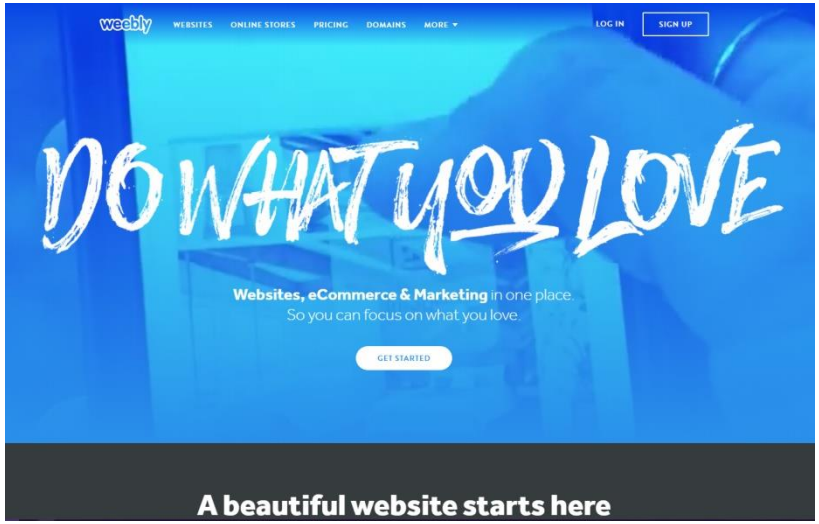
How could you create a low cost but high quality website

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 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/Kerry/Financial-Supports/Trading-Online-Vouchers/

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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.

1. Get a website and ensure it has important components

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

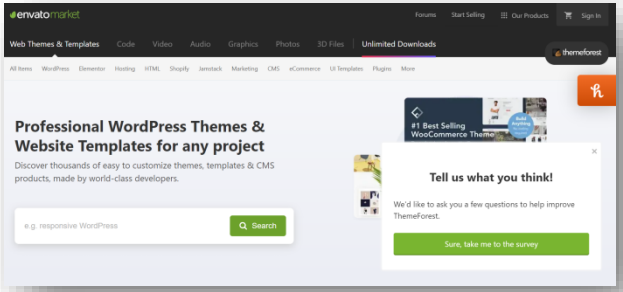
1. Get a website and ensure it has important components

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



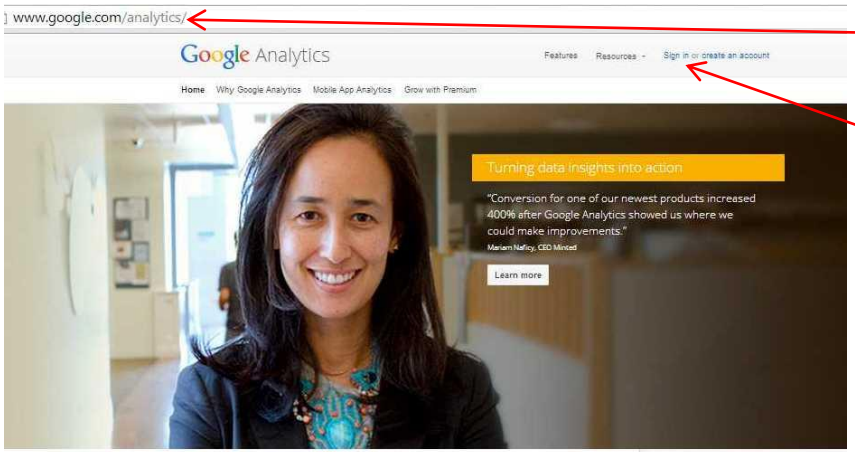
2. Wordpress Theme / Template

- 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
- **If you have a Google account** click "sign in" top right and sign in. You have a Google account it 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.

What you need to know in 2023

Currently there are 2 versions of Google Analytics

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 which reports what is happening on your website and app (if you have one) and the reports are quite different

GA4 will fully replace Universal Analytics in July 2023

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 day s, 60 days.*

3. *After the audience starts building over time, you then create an ad set for your campaign targeting this audience*

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

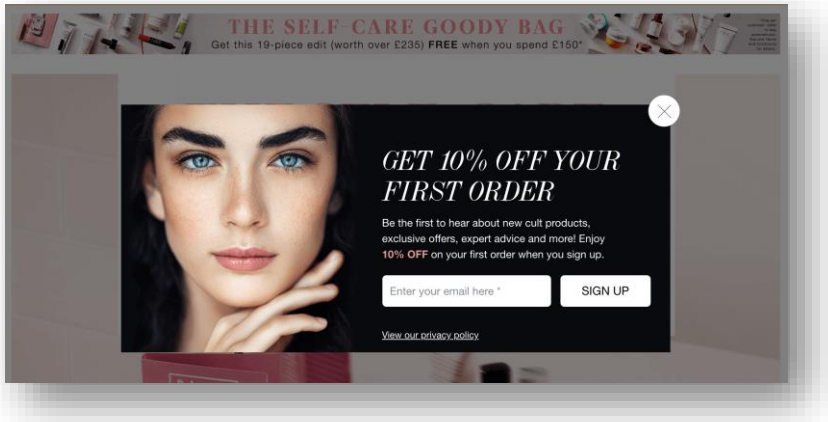
If 97% of your website visitors don't enquire or purchase wouldn't you want to get back in front of them again?

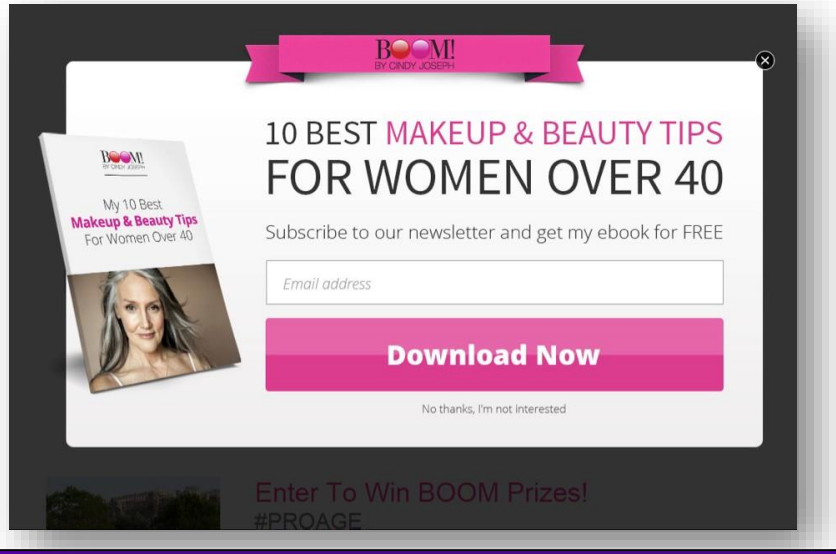
If you can motivate your website visitors to leave their email address you then have the chance to follow up with monthly emails containing helpful content and special offers.

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





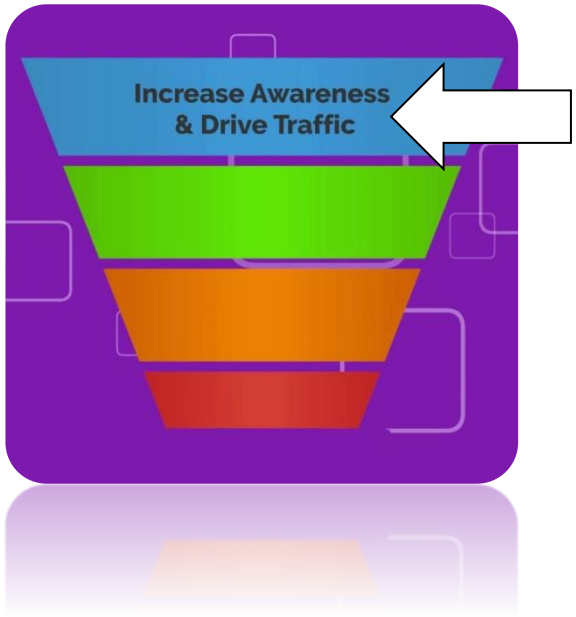
Examples of ways to capture email addresses.

- 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

1 Get found in Google organic search results

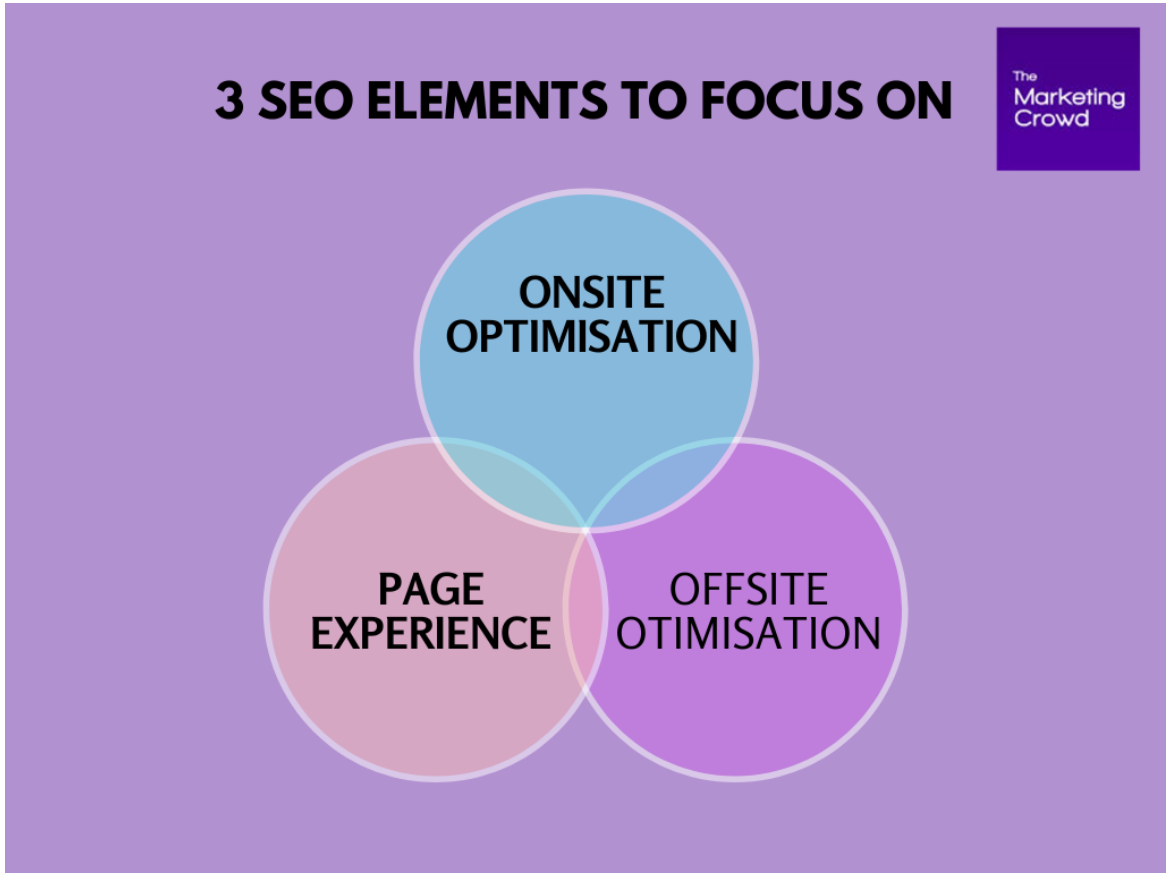
When it comes to driving traffic to your website, getting found high up in Google search results needs to be your top priority. Even though I have included getting found on Google as something you would really focus on after you have setup your site for conversion and engagement, in reality, you should be thinking abut 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.

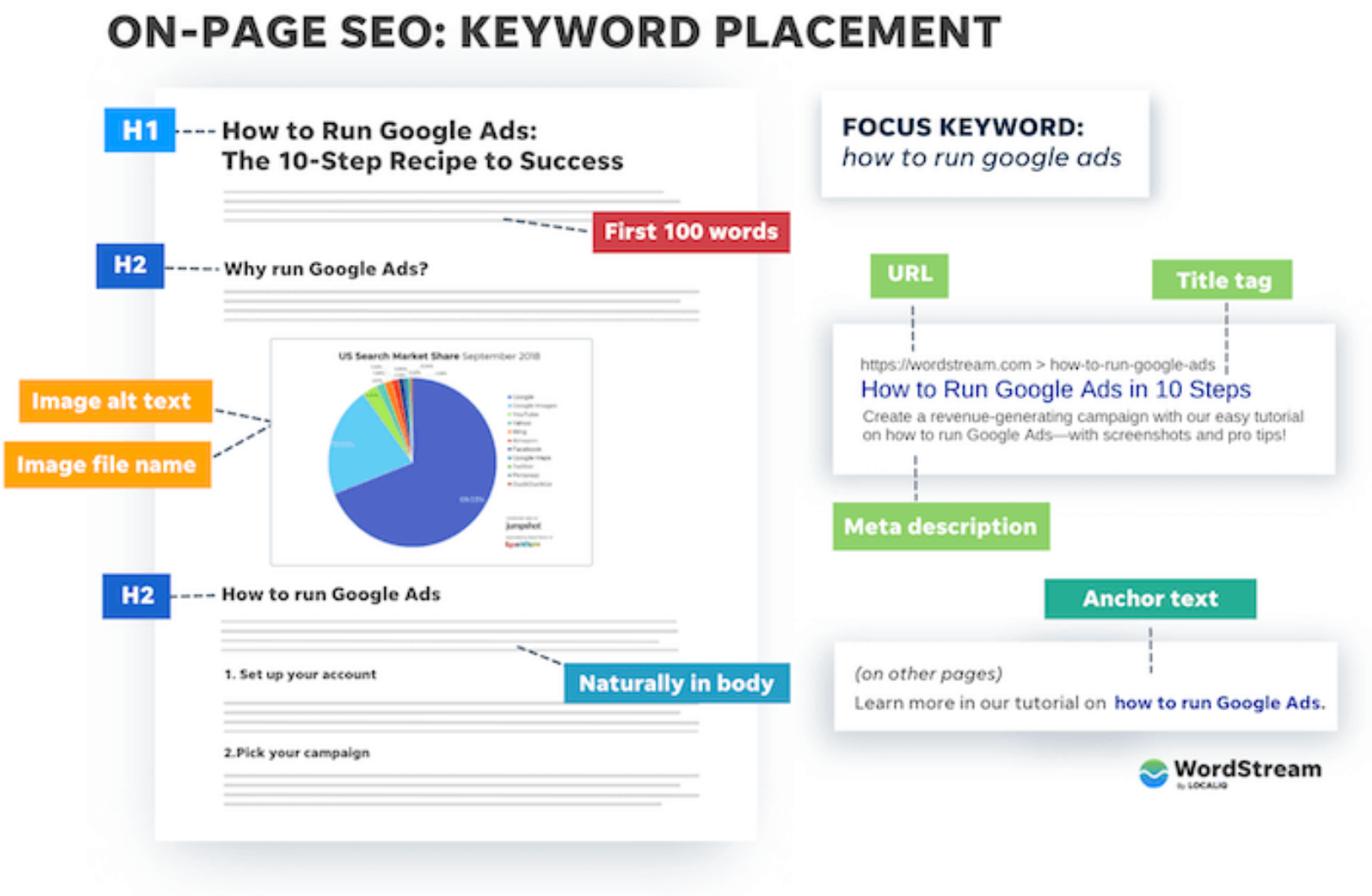


1 Get found in Google organic search results

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

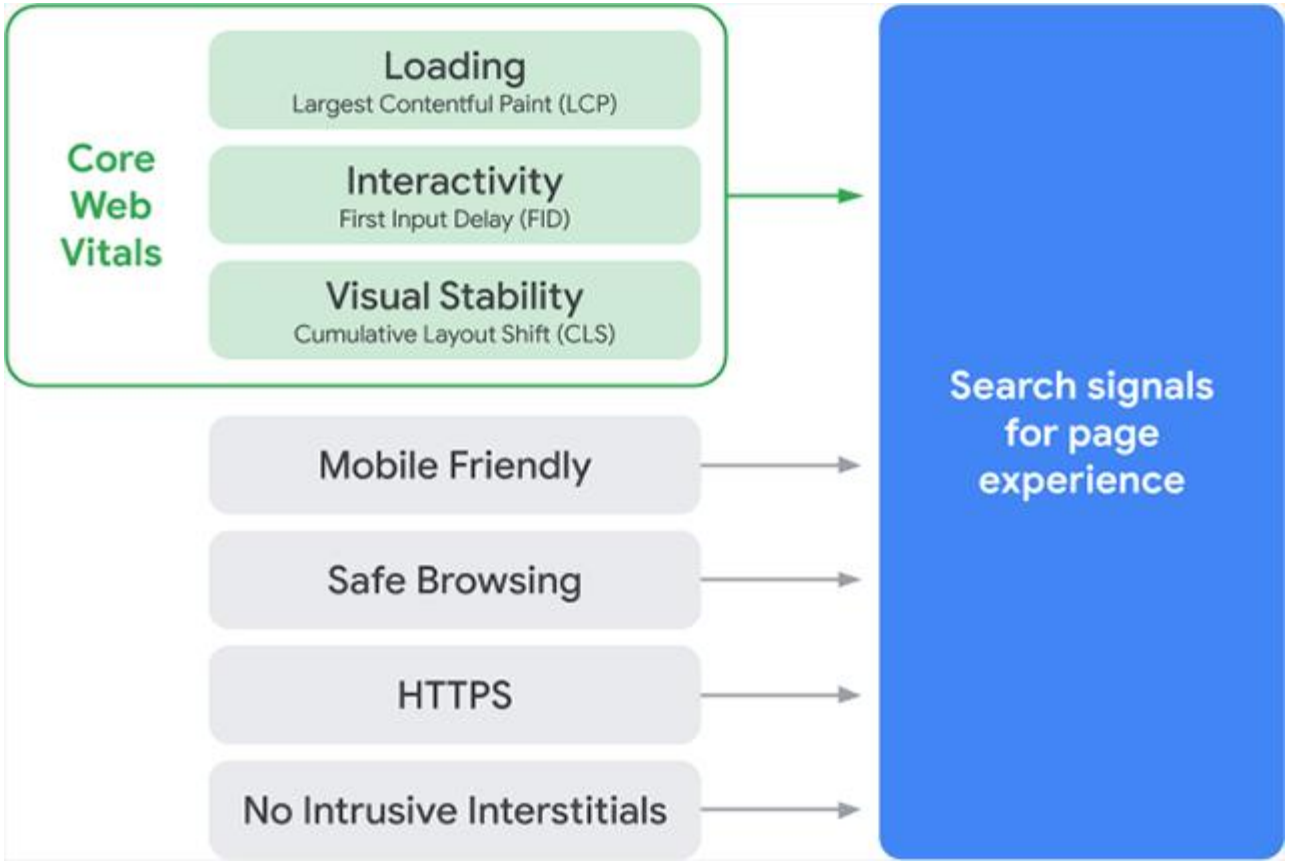


Organic SEO – What you need to know for 2023



Organic SEO – What you need to know for 2023

Page Experience elements



3. Key actions to provide a good page experience

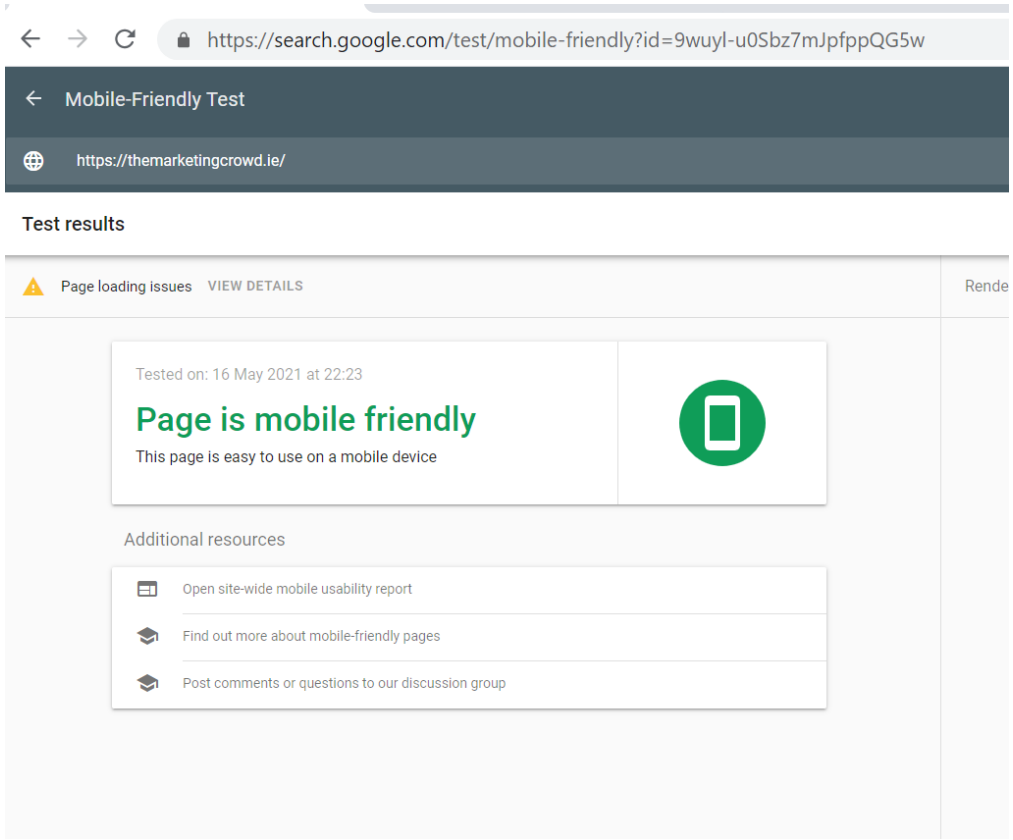
GOOGLE'S PAGE EXPERIENCE UPDATE

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



Use the Google tool that 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 Google's test

https://search.google.com/test/mobile-friendly

If your site fails this test contact your Web developer

Next Steps: 2 – Ensure you have an SSL cert on your site

Google wants all websites to handle data that is input by users securely e.g. email, Eircode etc.

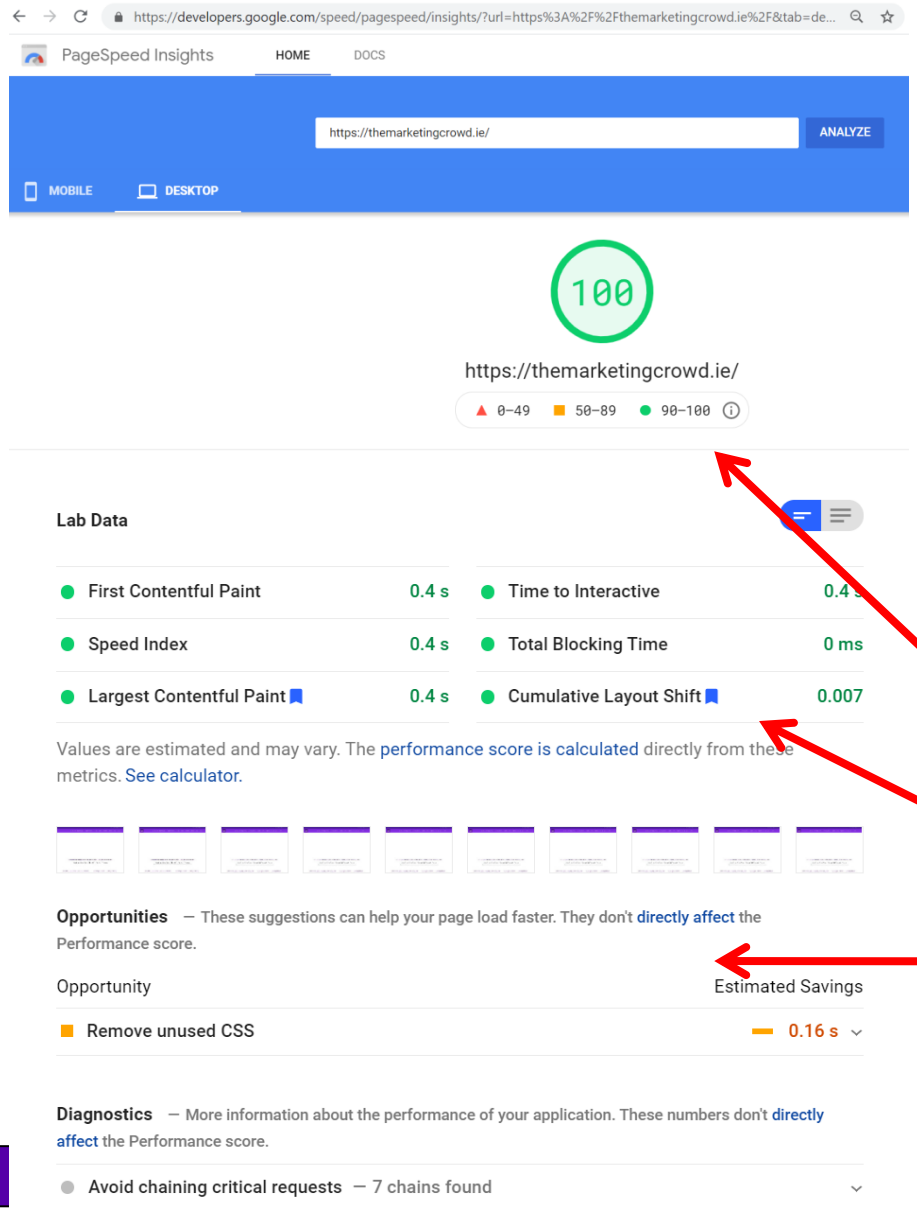
In order to be secure you must have an SSL cert which also then means your address starts with HTTPS

For websites that have a HTTPS protocol, the search bar in the browser display a lock symbol, and on Google Chrome, the word “secure”.

However, if it isn’t on HTTPS, you won’t see the symbol

Check your site and ensure you get an SSL cert added. Ask your web designer or hosting company to add it.

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



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

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

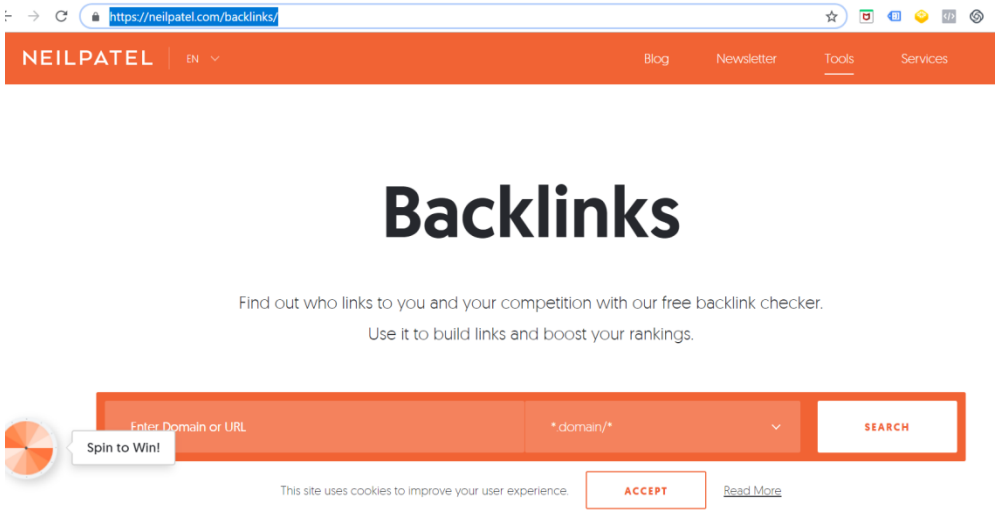
Or use https://gtmetrix.com/

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

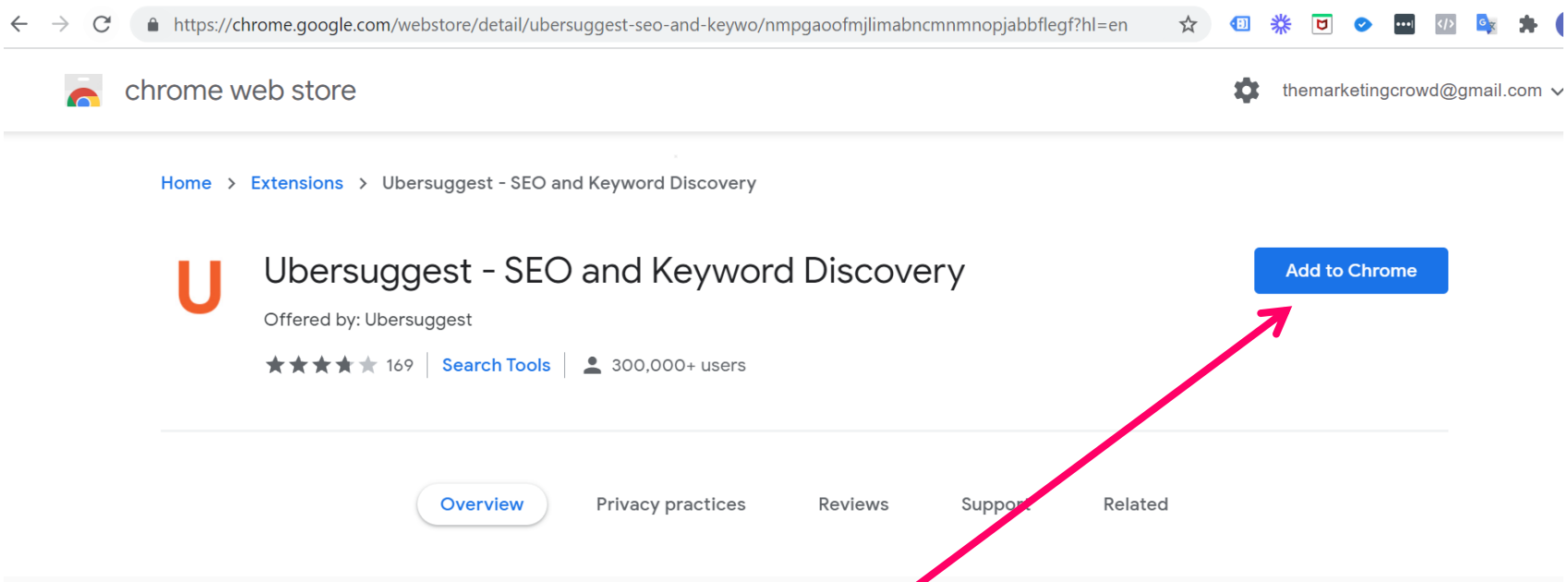
Check how much Google currently trusts you using Link Explorer (Domain authority)



How to check Domain Authority for your site

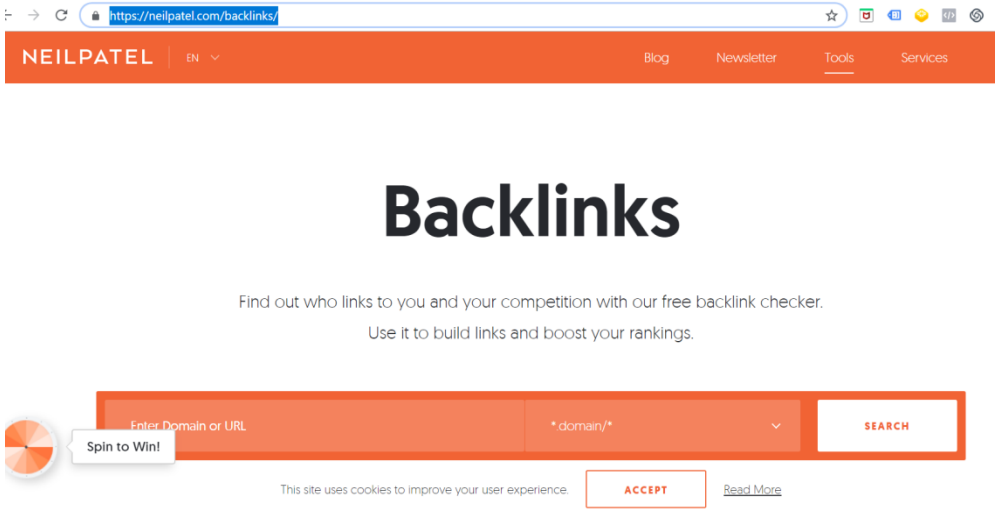
You can check your domain authority on https://neilpatel.com/backlinks/

How do you get this free Chrome extension?



When using Chrome browser, Google search “Ubersuggest chrome extension”
Click on the first search result in Google
Then click on “add to chrome”

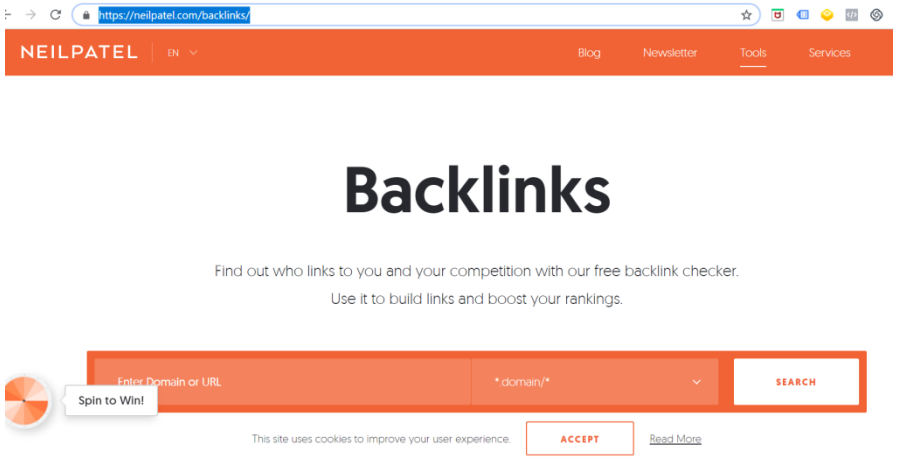
Look at how many backlinks you have and the quality – using Neil Patel's Backlink Checker tool



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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Organic SEO – What you need to know for 2023

SEO – What Google is focusing on in 2023.

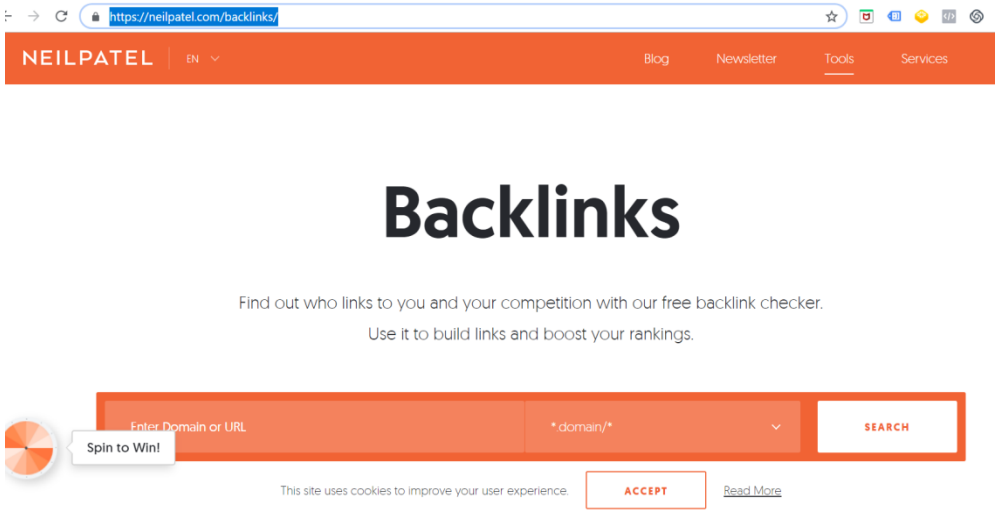
1. Increased focus on Page experience in 2023
2. Understand Google's position on AI generated content – especially given Chat GPT

Read this article

https://www.socialmediatoday.com/news/google-says-that-ai-generated-content-is-not-against-its-search-guidelines/642356/

3. Voice search becoming more prominent – we tend to use more words when using voice search

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



How to check Domain Authority for your site

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

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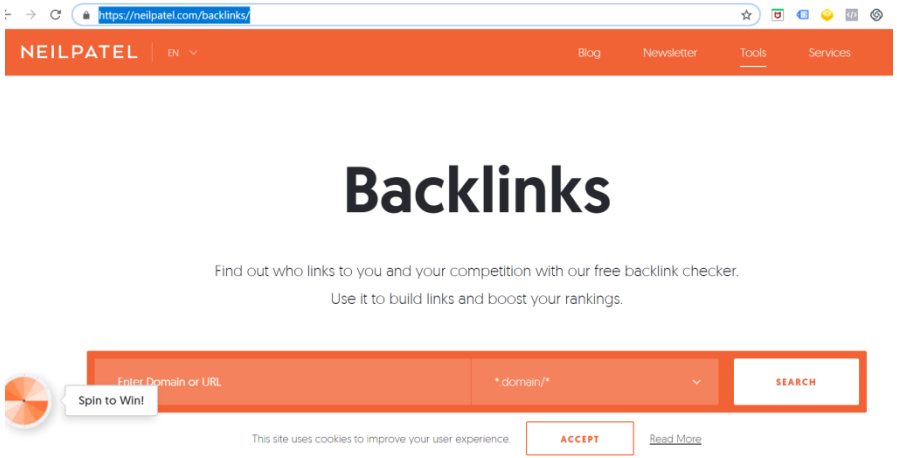

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Think of Pragmatic ways to build links

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 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 e.g. 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 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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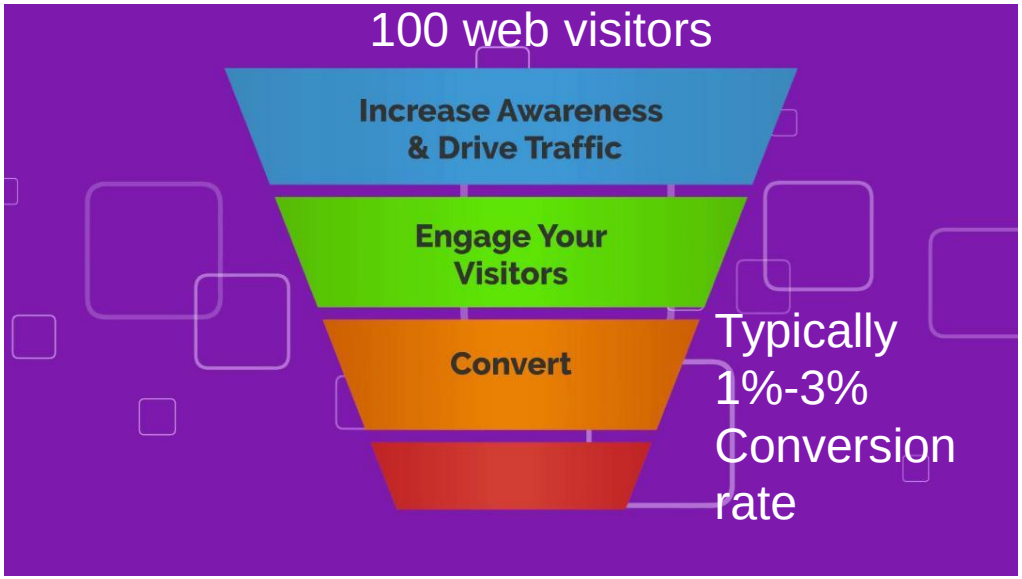
What can we do to get more website visitors to engage and convert?



Ensure you have an SSL cert on your site – or it could scare web visitors off

Google wants all websites to handle data that is input by users securely e.g. email, Eircode etc.

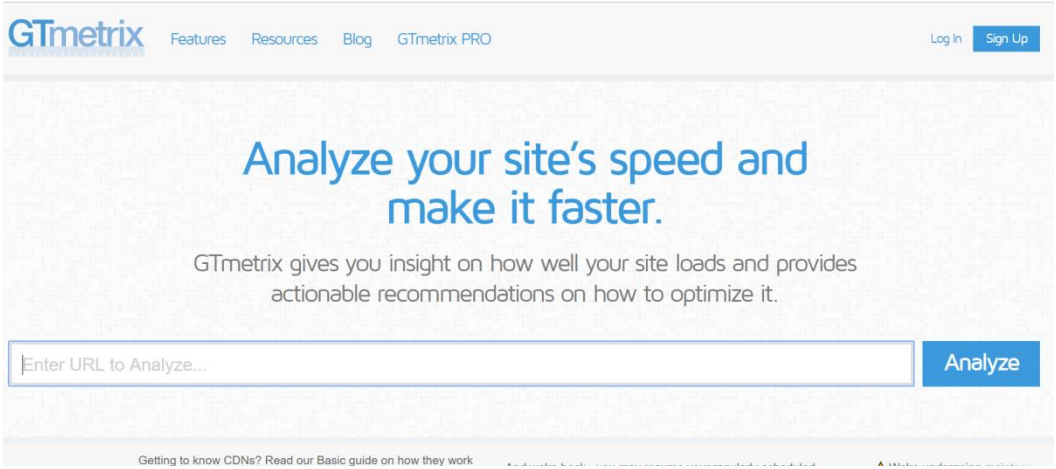
In order to be secure you must have an SSL cert which also then means your address starts with HTTPS

For websites that have a HTTPS protocol, the search bar in the browser display a lock symbol, and on Google Chrome, the word “secure”.

However, if it isn’t on HTTPS, you won’t see the symbol

Check your site and ensure you get an SSL cert added. Ask your web designer or hosting company to add it.

Ensure the page loads quickly – so visitors don't abandon before they arrive



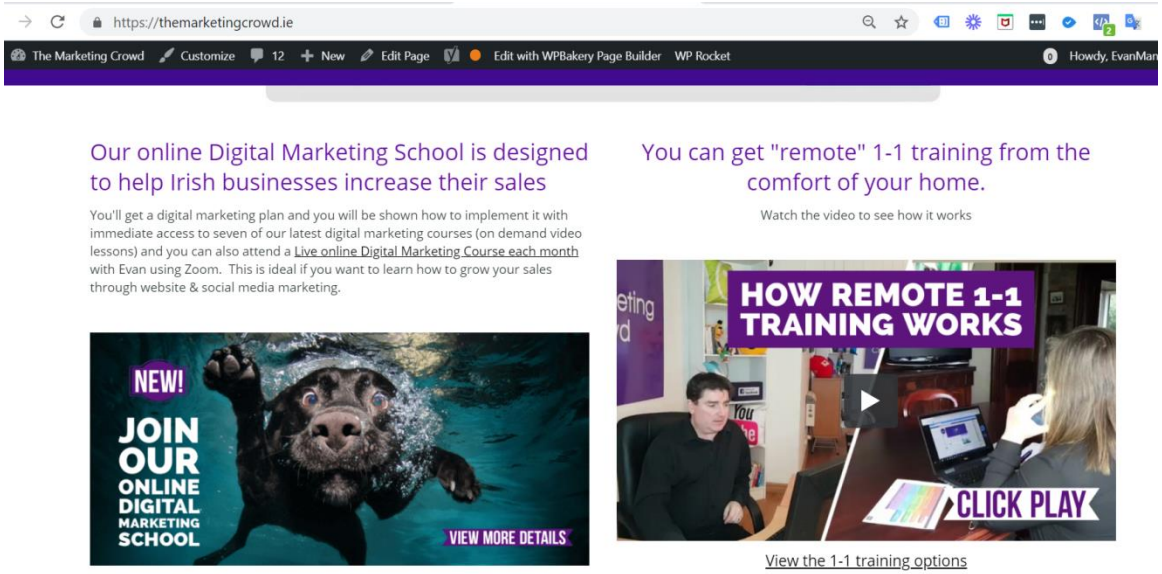
If the page loads slowly you will lose visitors before they even land on your site.

You can easily evaluate and improve your site's loading speed using a tool like GT Metrix.com

https://gtmetrix.com/

Wordpress plugins WP Rocket and WP Smush It can help speed things up.

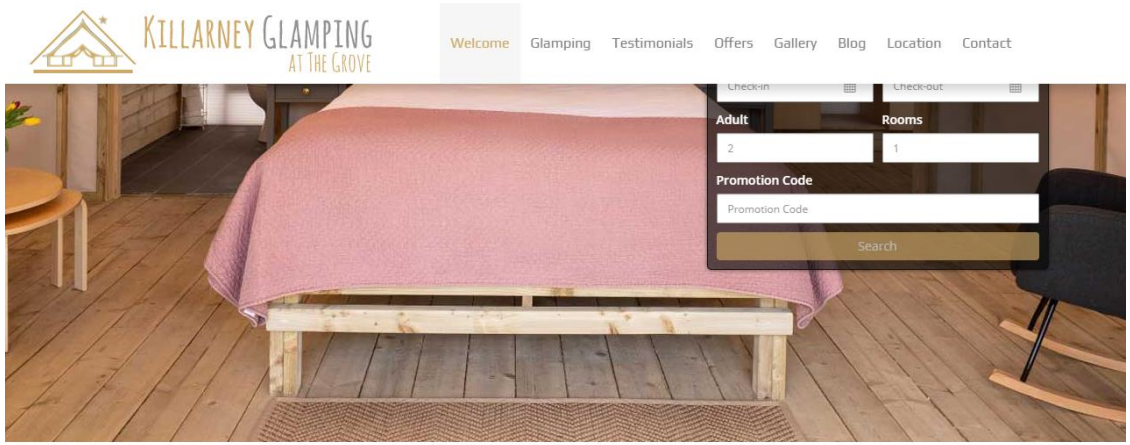
Have image links and text links on your main pages.- to get people clicking and browsing



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

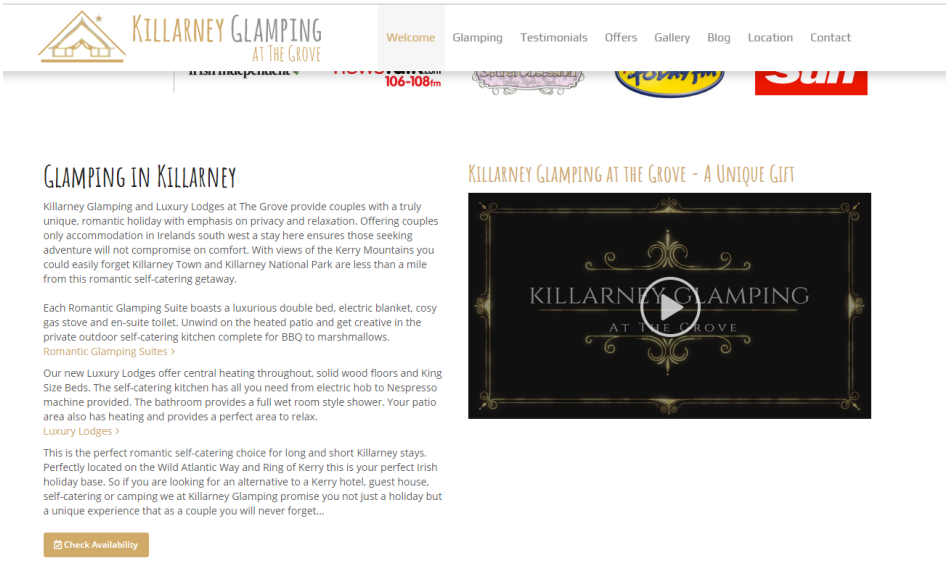
RSVP · Horse Countryside · Irish Examiner · Irish Mirror · Irish Brides Magazine · Irish Independent · newstalk.com 106-108fm · Secret Obsession · 98 103 Today fm · The Irish Sun

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

ANY QUESTIONS?