



# How To 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. 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



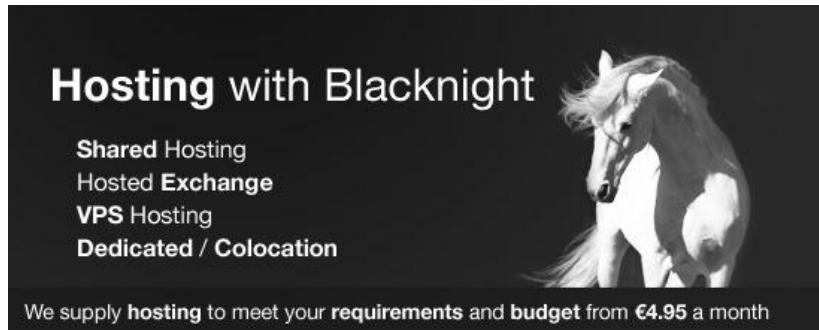
## Tips when setting up hosting

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

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

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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

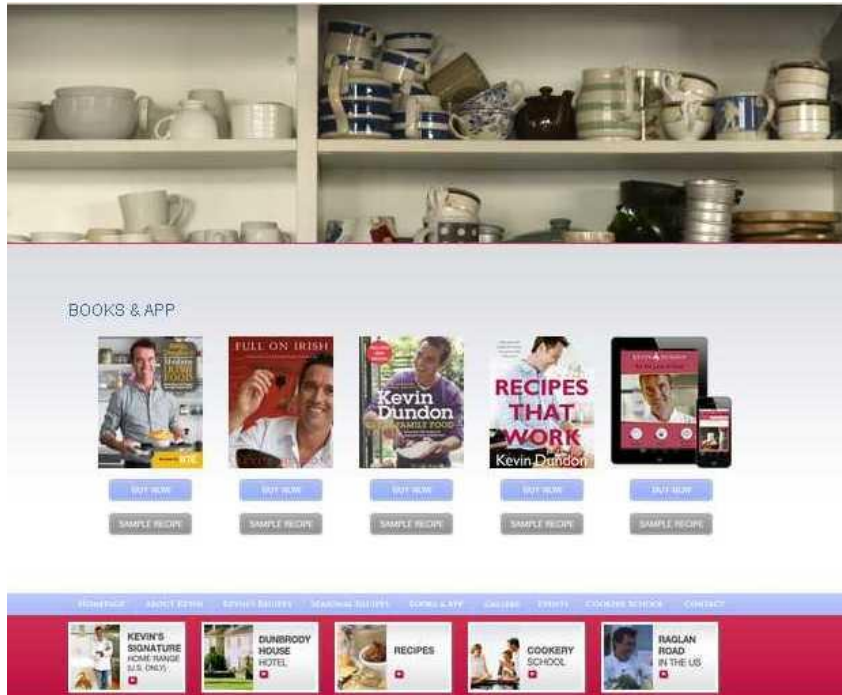
### Option 1 – You're selling lots of products

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

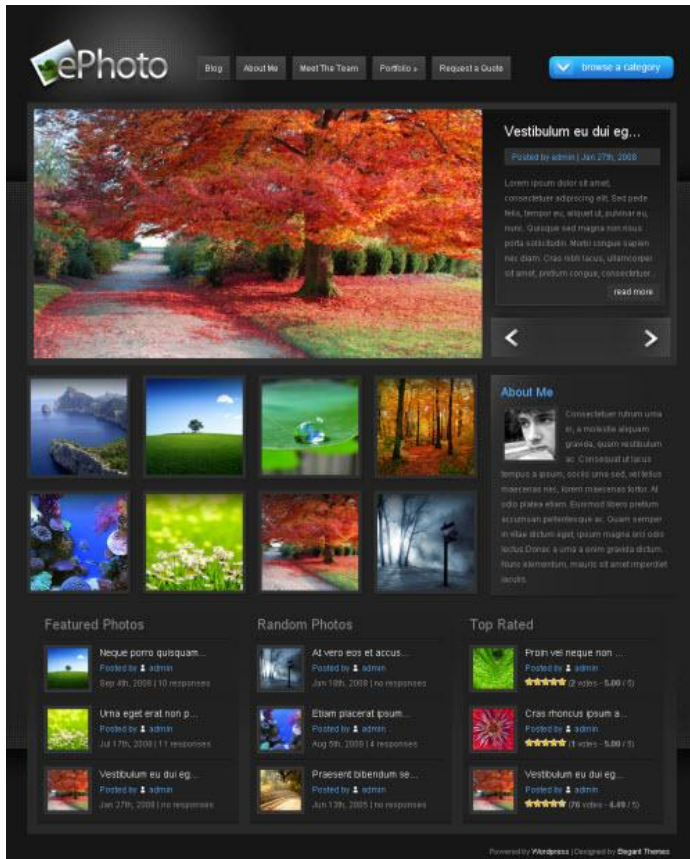
### Factors which impact price

- 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

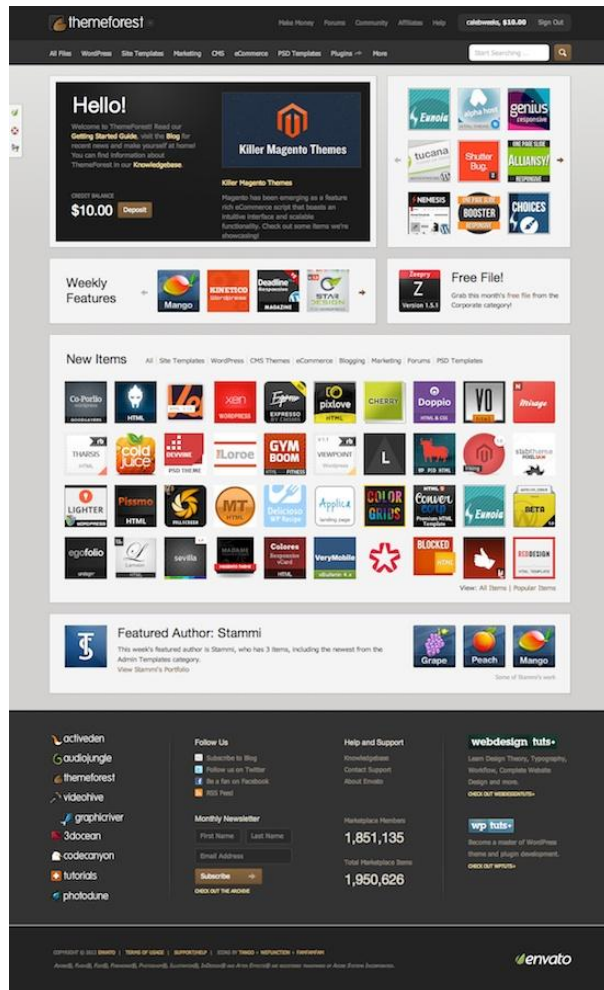
### How to get a theme

- 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.

- Search in Google for "premium Wordpress themes for (Your sector) e.g.. "premium Wordpress themes for dentists"
- Go to themeforest.net

Then search for themes to do with your sector

- If you find a site that you like, use [wpthemedetector.com](http://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](https://www.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

## Hire



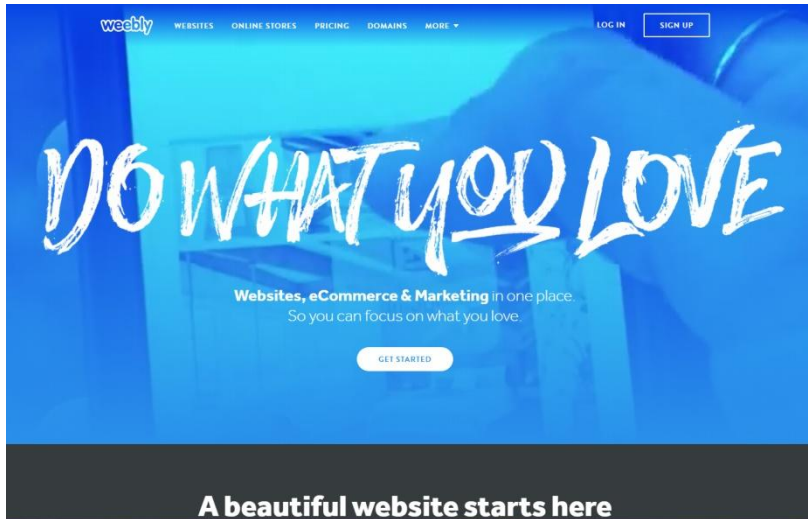
 **WORDPRESS**  
**Programmer**

**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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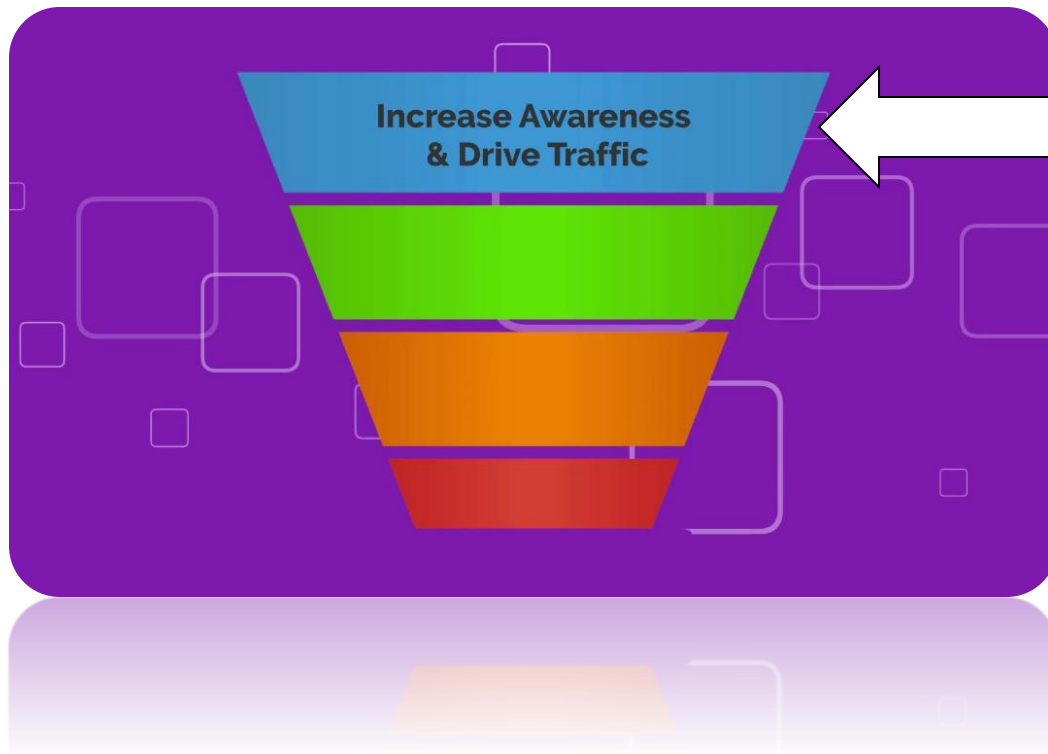
- Ensure you have some fundamentals in place on your website
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# The Main Digital Marketing Elements – How they fit together



- 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

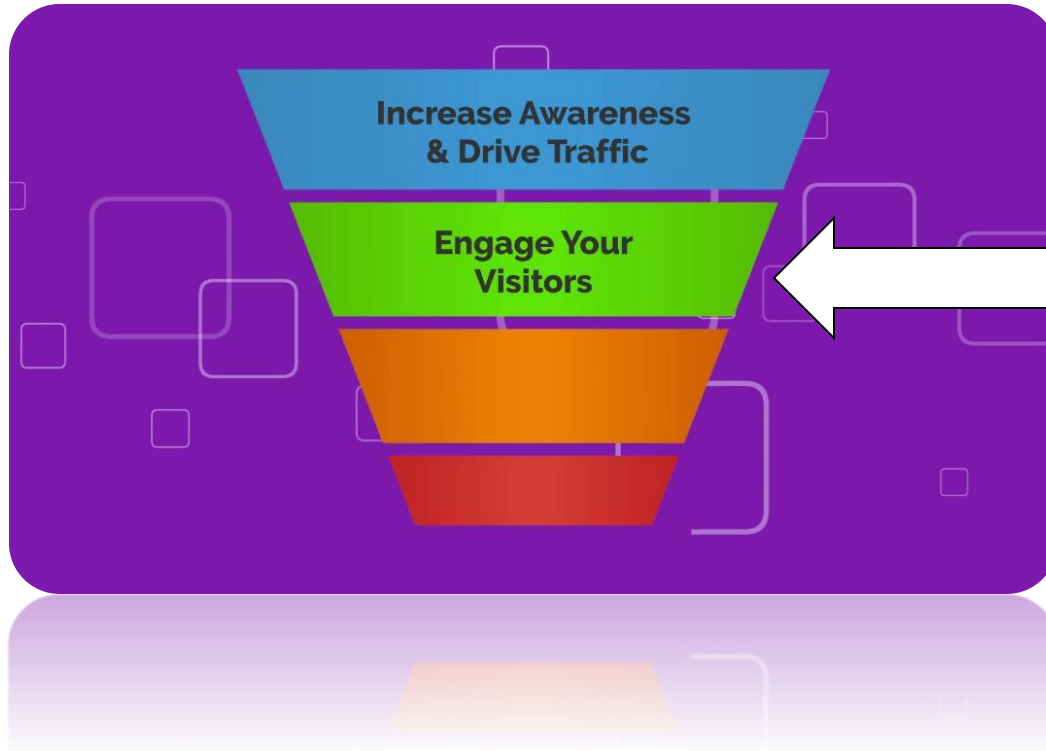


All of our businesses have a sales funnel whether we realise it or not.

**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

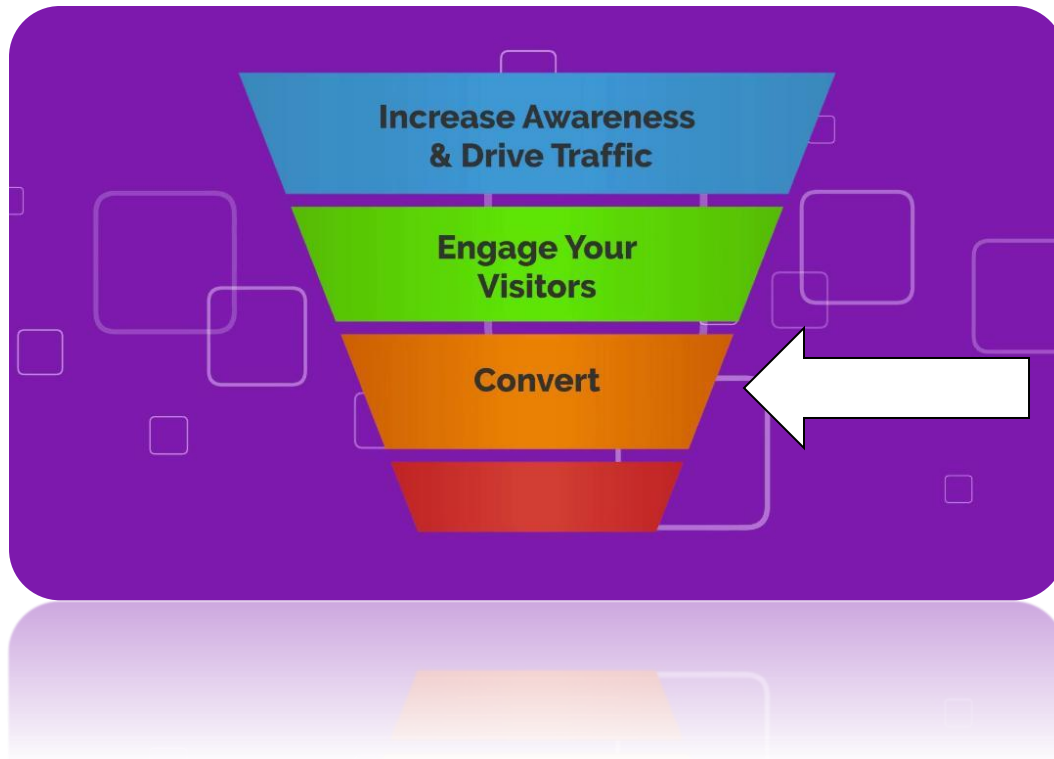


**When people land on your website you need to work hard to get them to engage or else they will bounce off.**

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.



There is a free and a paid version of Chat GPT



**ChatGPT**

### **1. Chat GPT Free Version**

Create some custom instructions that you copy and paste and use when you are developing digital marketing ideas.

### **2. Chat GPT – paid version**

If you have the pro version of Chat GPT (€20 / month) you can create a custom GPT that specialises in your digital marketing

And there are other Generative AI tools that have emerged in the market

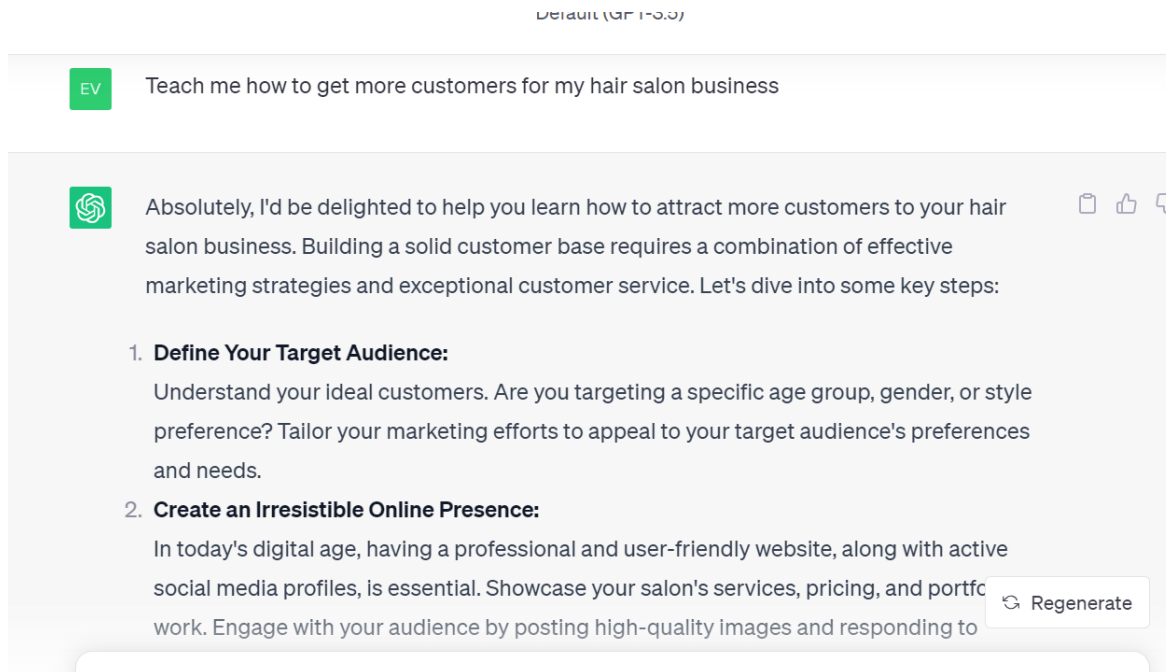


## Google (Gemini)

Google has their alternative to Chat GPT called Google Gemini

<https://gemini.google.com/app>

# Some prompts you should be aware of



## Teach Me:

Ask ChatGPT to provide an explanation or teach you about a specific topic.

Example: "Teach me how to get more customers for my hair salon business."

# Some prompts you should be aware of

EV

Can you give me a step by step guide to building an irresistible online presence for my hair salon business?



Certainly! Building an irresistible online presence for your hair salon business is crucial in today's digital age. Follow this step-by-step guide to create a compelling and engaging online presence that attracts potential customers and keeps them coming back for more.



## Step 1: Define Your Brand Identity

1. **Identify Your Unique Selling Proposition (USP):** Determine what sets your salon apart from competitors. Is it your specialty services, personalized consultations, or trendy styles?
2. **Create a Brand Persona:** Develop a consistent brand voice and personality that resonates with your target audience. Decide whether your brand is sophisticated, friendly, edgy, ...

Regenerate

Send a message



**After getting a reply to “teach me” ...**

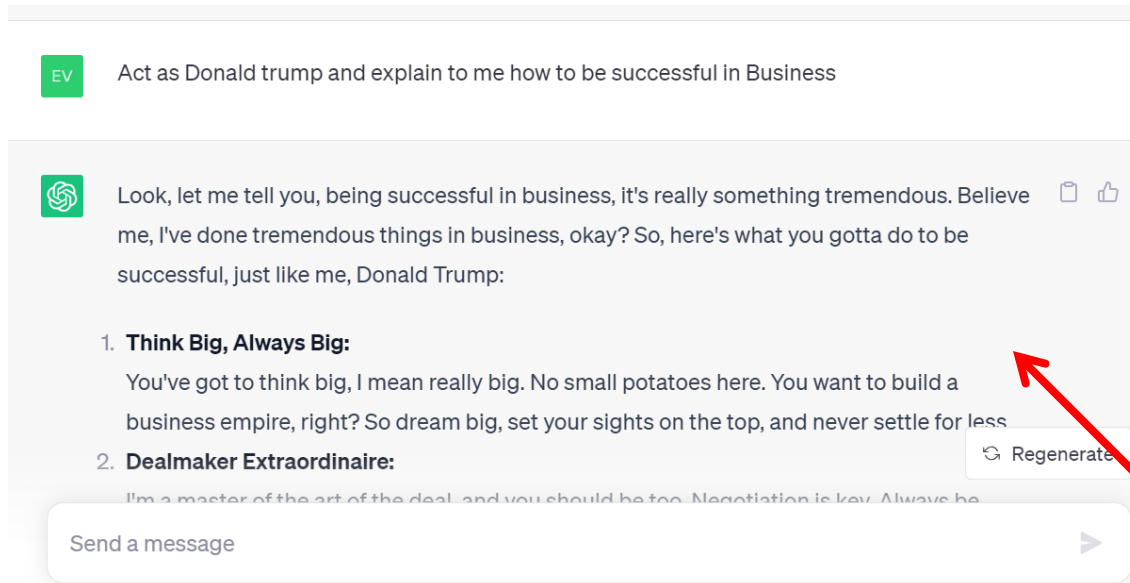
**You could then Iterate / delve deeper**

Delve deeper into one of the points Chat GPT has given you. For example

Can you give me a step-by-step guide to building an irresistible online presence for my hair salon business?

Then ask it about other points and you will get more detail.

# Some prompts you should be aware of



## Act as

In this type of prompt, you instruct ChatGPT to respond as if it were a specific person, character, or entity.

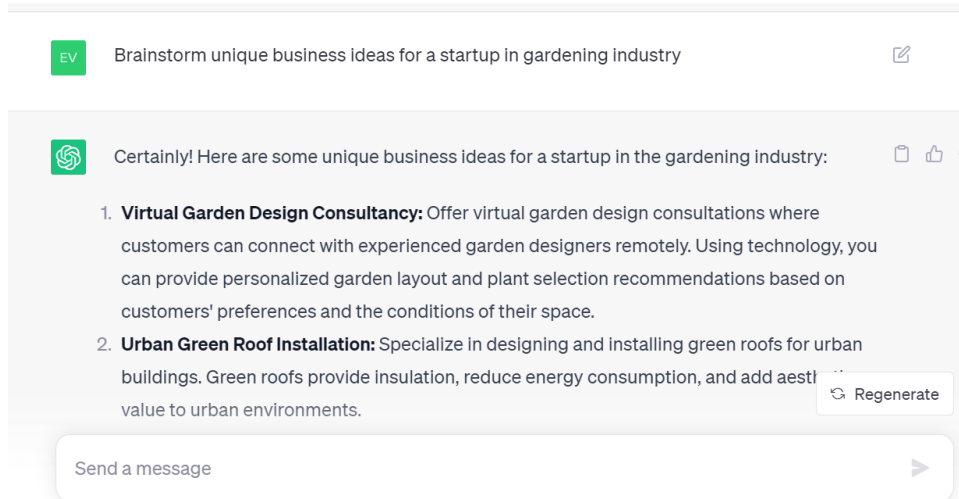
Example: “Act as a recruitment expert and explain 10 pitfalls to avoid when hiring a social media manager”

The content will be written in a more expert voice and will have more detailed expertise

Example: Act as Donald trump and explain to me how to be successful in business “

The content will be in Donald Trump’s tone and language

# Some prompts you should be aware of



## Brainstorm Ideas:

Explanation: Ask ChatGPT to brainstorm ideas on a given topic.

Example: “Brainstorm unique business ideas for a startup in gardening industry.”

Then delve deeper. Eg.

“Can you explore the idea of gardening workshops for kids. Can you give me a list of 10 topics I could cover in the workshops?”



# 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 on my website for a dental practice (insert your type of business)



# How you can use Chat GPT for website planning



You could use Chat GPT of Gemini to help you with this

## **Get help with defining your website goals and strategy**

I'm creating a new website for my business. Act like a website marketing expert and help me define the main goals and features I should include to attract customers and generate sales.

## **Get help with creating a website brief for a web designer**

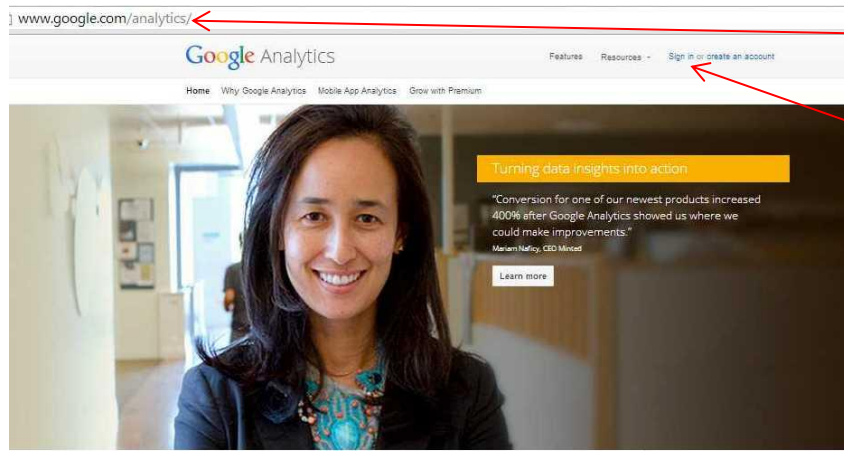
Act like a website marketing expert and create a website brief for my website, including homepage layout, key pages, color scheme, and functionality recommendations."

# 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)

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

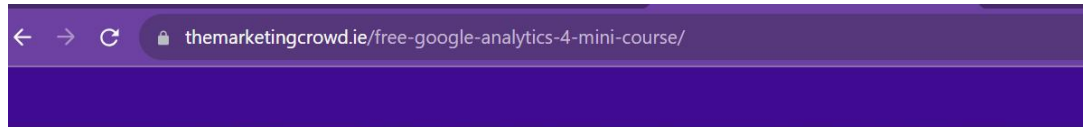


### Install Google Analytics

- 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.***

# Access our free mini course on Google analytics 4



**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.

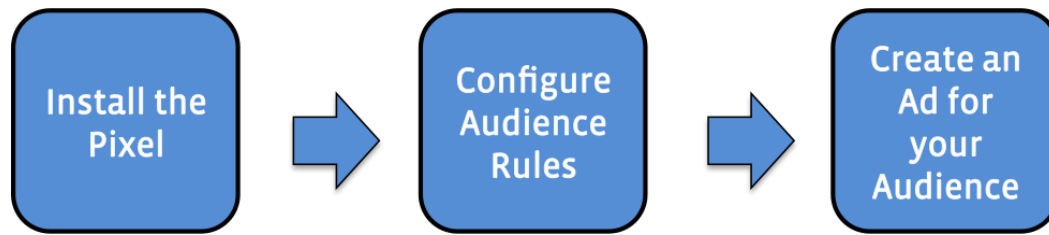


If 97% of your website visitors don't enquire or purchase wouldn't you want to get back in front of them again?

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



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

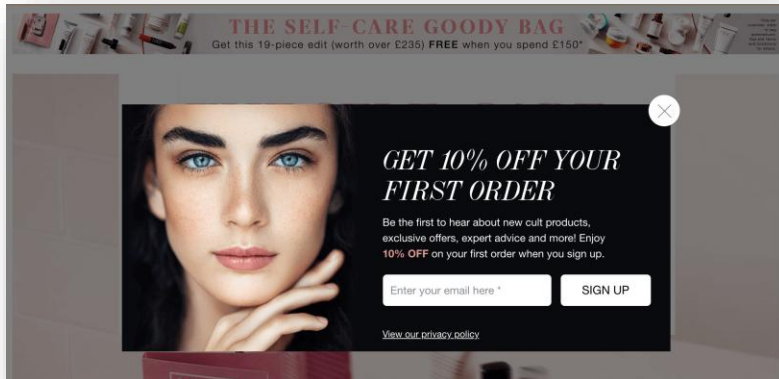
If you can motivate your website visitors to leave their email address you then have the chance to follow up with monthly emails containing helpful content and special offers.

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.

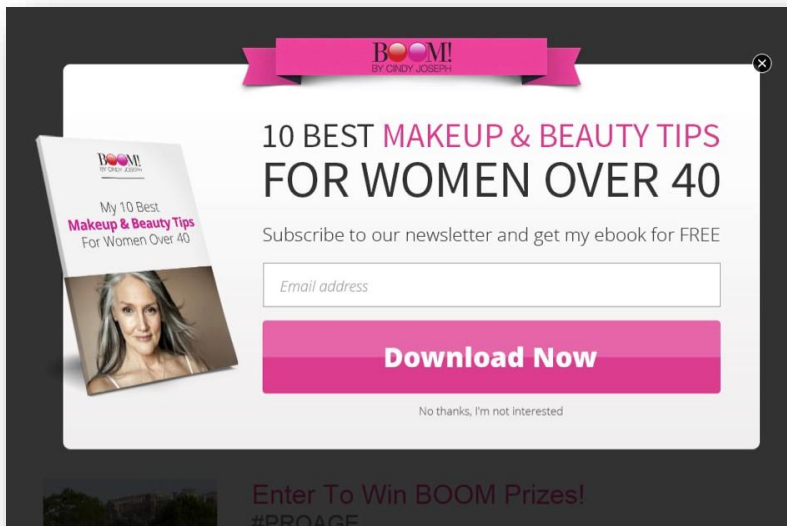


## 4. You will want to email your website visitors so incorporate ways to capture email addresses



### 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

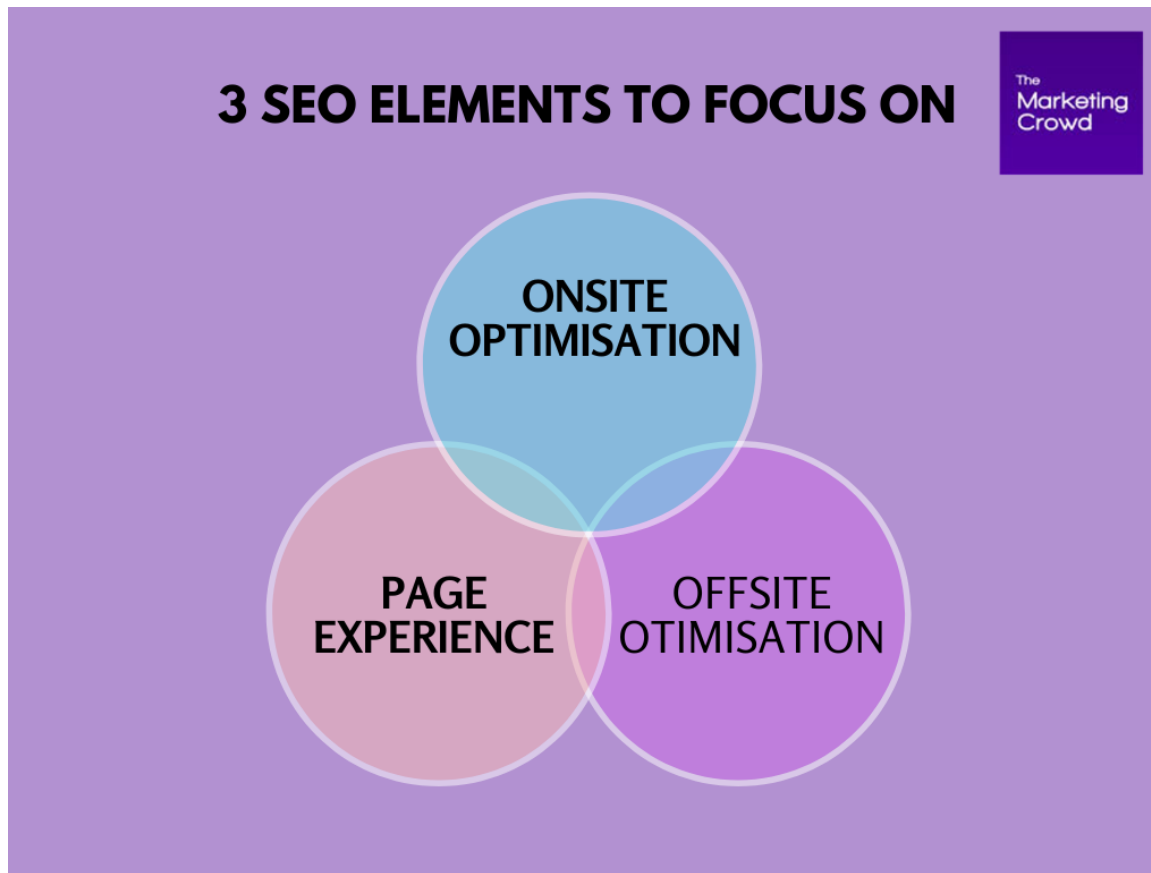
When it comes to driving traffic to your website, getting found high up in Google search results needs to be your top priority. Even though I have included getting found on Google as something you would really focus on after you have setup your site for conversion and engagement, in reality, you should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



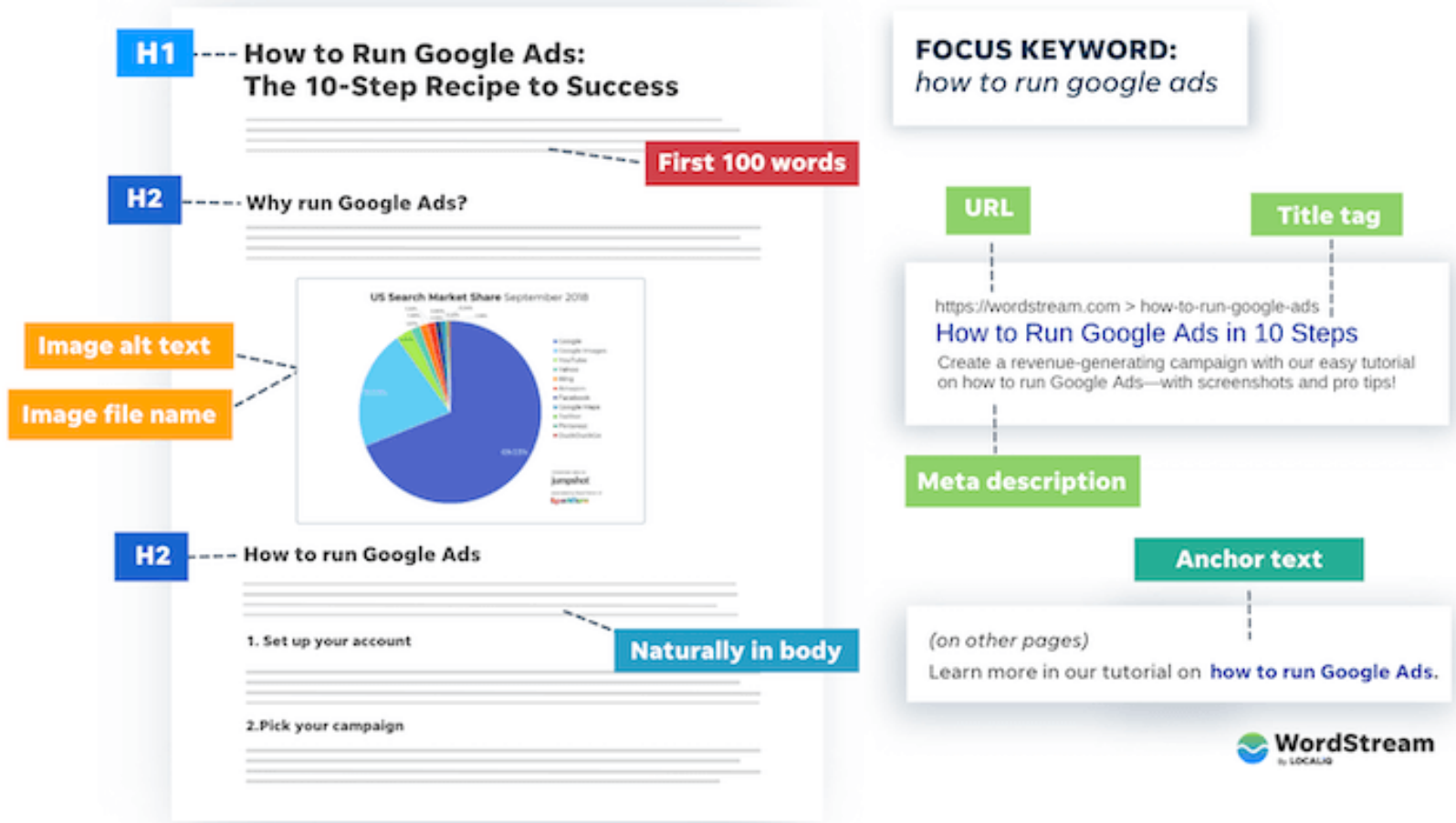
# 1 Get found in Google organic search results

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



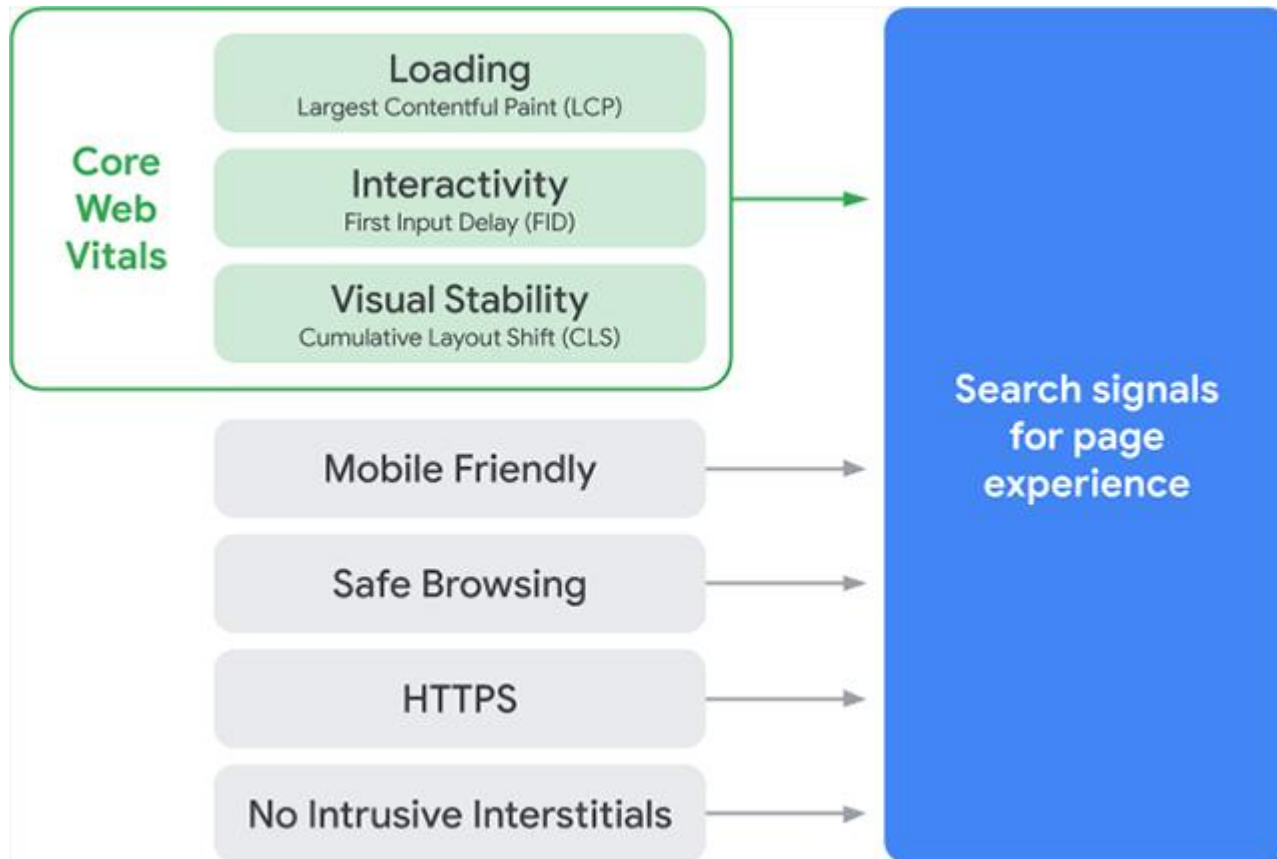
# Organic SEO – What you need to know

## ON-PAGE SEO: KEYWORD PLACEMENT



# Organic SEO – What you need to know

## Page Experience elements



# Use an AI tool like Chat GPT to help you

ChatGPT 4o ▾



act like an SEO expert and tell me the top 20 search terms people use when searching for my dog sofas



Searched 5 sites

To optimize your website for search engines when selling dog sofas, you need to incorporate the top search terms that potential customers are using. Based on current trends and popular search queries, here are the top 20 search terms for dog sofas in 2024:

1. Dog sofa
2. Dog couch
3. Pet sofa
4. Dog bed sofa
5. Luxury dog sofa
6. Orthopedic dog sofa
7. Small dog sofa
8. Large dog sofa
9. Dog sofa bed



Message ChatGPT



Go to ChatGPT...

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Ask it: act like an SEO expert and tell me the top 20 search terms people use when searching for my dog sofas  
(insert your product / service name)

# Use an AI tool like Chat GPT to help you

ChatGPT 4o ▾

Group these search terms into topics



Grouping the search terms into related topics can help you organize content and target specific segments more effectively. Here are the grouped topics for the search terms:

## Types of Dog Sofas

1. Dog sofa
2. Dog couch
3. Pet sofa
4. Dog bed sofa
5. Dog sofa bed
6. Pet couch bed

## Sizes of Dog Sofas

7. Small dog sofa
8. Large dog sofa



Message ChatGPT



ChatGPT can make mistakes. Check important info.

Ask it: Group these search terms into topics

This will now give you a very good idea of the pages you need on your website because you should have a page for every relevant topic that you want to be found for eg. Small dog sofas, Large dog sofas

# Use an AI tool like Chat GPT to help you

ChatGPT 4o ▾



Act like an SEO expert and recommend the pages I should have on my Dog sofa website



To create an effective dog sofa website optimized for SEO, you should have a variety of well-structured pages that target different search intents and provide valuable information to your visitors. Here's a recommendation for the essential pages:

## 1. Home Page

- **Purpose:** Introduce your brand and highlight your top products.
- **Content:** Overview of your dog sofas, key features, best sellers, customer testimonials, and a call-to-action.

## 2. Product Pages

- **Purpose:** Showcase individual dog sofas with detailed descriptions.
- **Content:**
  - **Types of Dog Sofas:** Separate pages for different types such as standard dog sofas, dog beds with sofa style, and elevated dog sofas.
  - **Sizes:** Pages for small, medium, and large dog sofas.



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ChatGPT can make mistakes. Check important info.

Ask it: Act like an SEO expert and recommend the pages I should have on my Dog sofa website



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



GOOGLE'S  
PAGE  
EXPERIENCE  
UPDATE

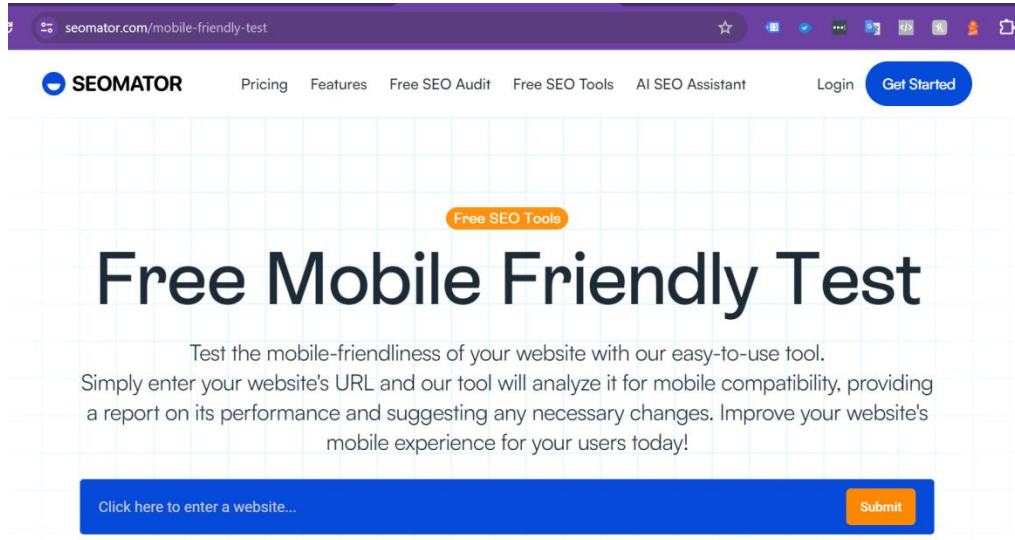


**Whether Google thinks your page provides a good experience**

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



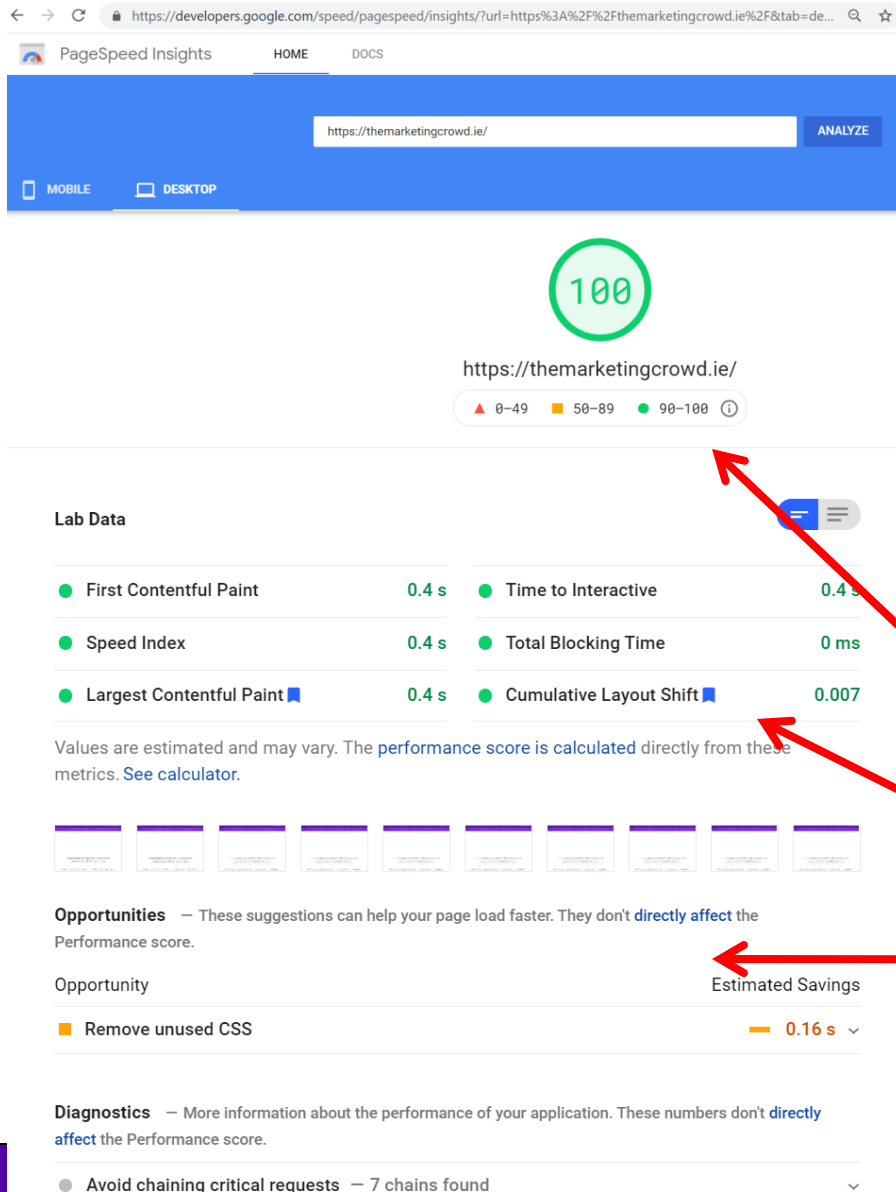
The screenshot shows the Seomator website's mobile-friendly test tool. The browser address bar displays 'seomator.com/mobile-friendly-test'. The navigation bar includes the Seomator logo, links for Pricing, Features, Free SEO Audit, Free SEO Tools, AI SEO Assistant, Login, and a Get Started button. The main heading is 'Free Mobile Friendly Test' with a 'Free SEO Tools' tag. 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



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

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

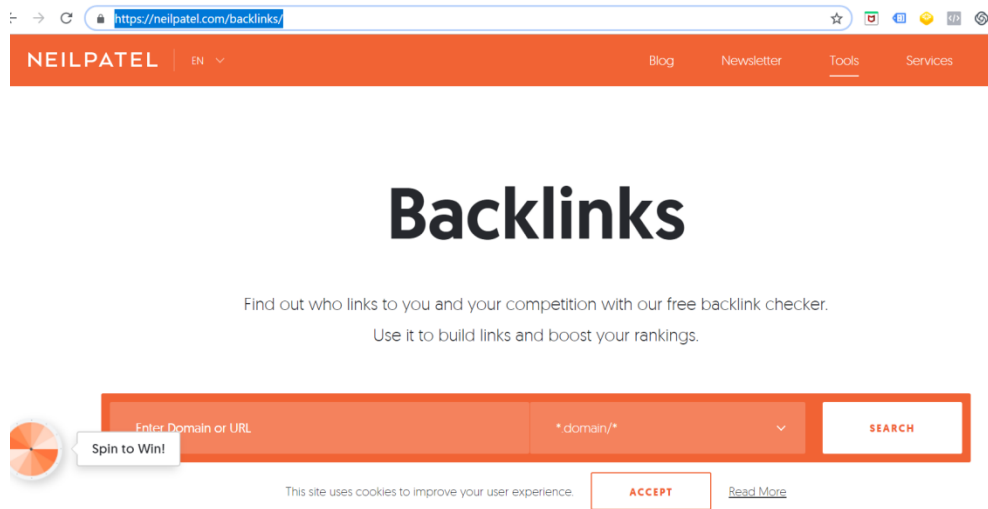
Or use <https://gtmetrix.com/>

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)

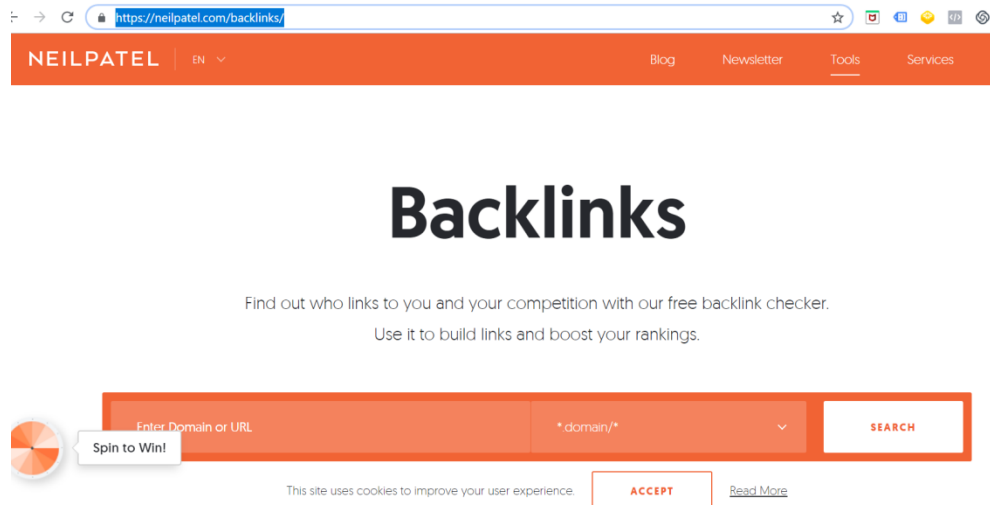


The screenshot shows the Neil Patel Backlinks tool interface. At the top, there's a navigation bar with the Neil Patel logo and links to Blog, Newsletter, Tools, and Services. The main heading is "Backlinks". Below it, a subheading reads: "Find out who links to you and your competition with our free backlink checker. Use it to build links and boost your rankings." The central part of the interface is a search form with an orange border. It contains a text input field labeled "Enter Domain or URL", a dropdown menu with the placeholder text "\* domain/\*", and a "SEARCH" button. To the left of the form is a "Spin to Win!" icon. Below 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



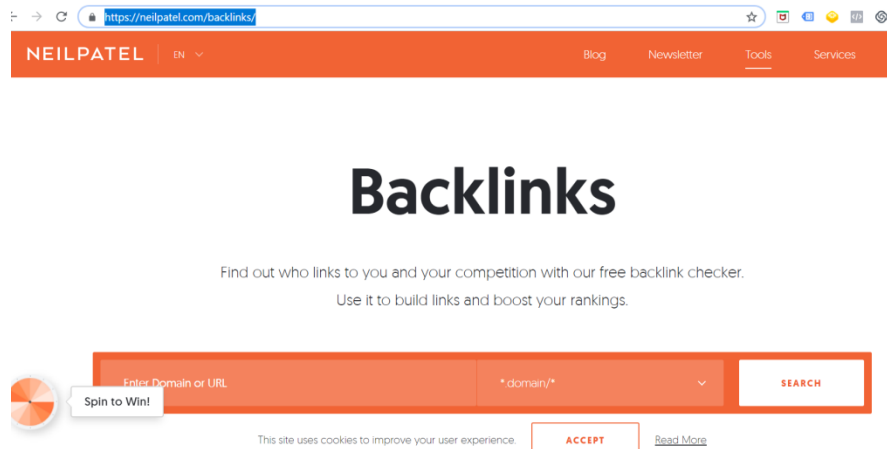
The screenshot shows the Neil Patel Backlink Checker tool. At the top is an orange navigation bar with the Neil Patel logo and links for Blog, Newsletter, Tools (which is underlined), and Services. The main heading is "Backlinks" in a large, bold, black font. Below it, a subheading reads: "Find out who links to you and your competition with our free backlink checker. Use it to build links and boost your rankings." The central feature is a search bar with an orange border. It contains a placeholder "Enter Domain or URL", a dropdown menu with "\* domain/\*", and a "SEARCH" button. To the left of the search bar is a "Spin to Win!" wheel icon. Below the search bar, a cookie notice states: "This site uses cookies to improve your user experience." with an "ACCEPT" button and a "Read More" link.

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**

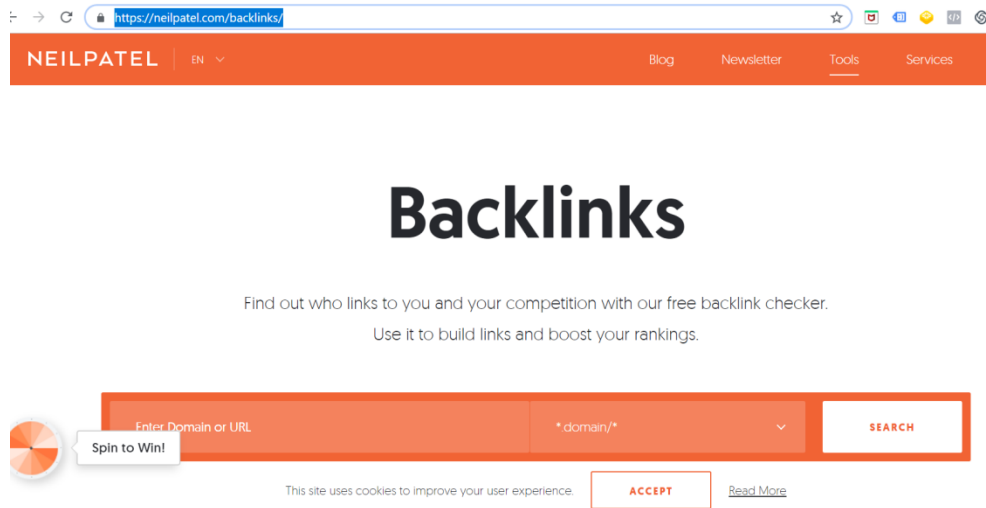


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## Look at competitors backlinks

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)

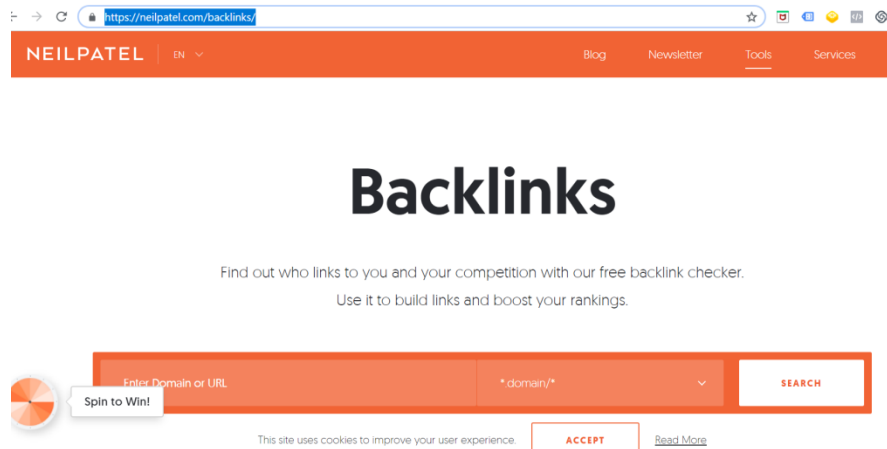


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### How to check Domain Authority for your site

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

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## Look at competitors backlinks

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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**

# Use an AI tool like Chat GPT to help you

ChatGPT 4o ▾



Act like an SEO expert and recommend ways I can generate backlinks for my Dog sofa website



Generating high-quality backlinks is essential for improving your dog sofa website's search engine rankings and driving organic traffic. Here are some effective strategies for generating backlinks:

## 1. Create High-Quality, Shareable Content

- **Blog Posts:** Write comprehensive and informative blog posts on topics like "Choosing the Best Dog Sofa," "Benefits of Orthopedic Dog Sofas," and "How to Clean Your Dog Sofa."
- **Guides and How-Tos:** Develop detailed guides on related subjects. For example, a guide on "Pet-Friendly Home Decor" can attract backlinks from interior design and pet blogs.
- **Infographics:** Create visually appealing infographics that summarize important information. These are highly shareable and can attract links from blogs and social media.
- **Videos:** Produce engaging videos demonstrating the features and benefits of your dog sofas, which can be shared on YouTube and embedded on other websites.

## 2. Guest Blogging

- **Identify Relevant Blogs:** Look for pet-related, home decor, and lifestyle blogs that accept guest



Message ChatGPT



ChatGPT can make mistakes. Check important info.

Ask it: Act like an SEO expert and recommend ways I can generate backlinks for my Dog sofa 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?

# 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.

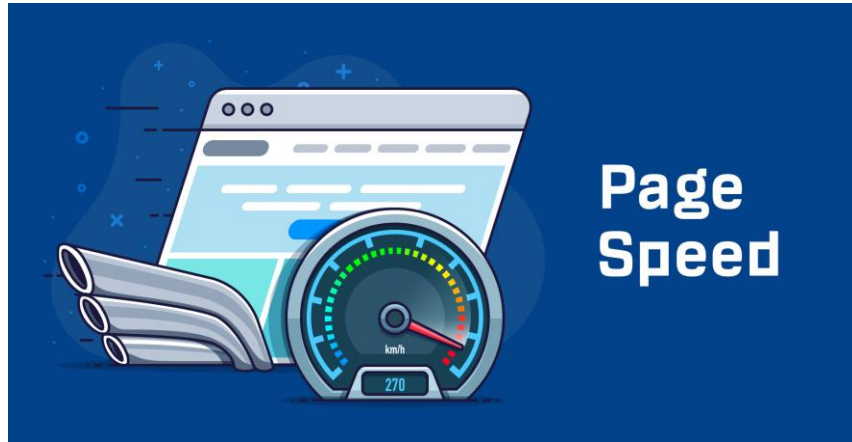
When followers see a post there is only so much information you can provide

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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# Ensure your website isn't a leaky bucket

Once you have a website It's tempting to focus on driving traffic to your website.

However, if you do, you could be spending lots of time and money driving traffic into a website that is not geared up to convert the traffic into enquiries and sales.

You could be spending lots of time driving traffic into a leaky bucket.

You should focus on employing tactics that will

1. Engage your website visitors
2. Then convert them into enquiries and sales



# Setup your website to engage visitors – Checklist of tactics for your website

## Tactics To Increase engagement

### Don't immediately scare or frustrate

- Ensure you have an SSL cert
- Ensure the page loads quickly

### Immediately resonate

- Write compelling headlines that quickly engage visitors who land
- Bullet point key features / benefits
- Embed Videos that will engage visitors

### Build credibility & Trust

- Highlight any media coverage you have received.
- Use statistics for number of customers, years in business etc.
- Highlight blog posts on key pages to engage and build trust

### Encourage Browsing

- Have image and text links to tempt visitors to browse around
- Make it easy for visitors to find what they want - Have a simple navigation
- Make it easy for visitors to find what they want Have site search

### Measure whether people are engaging or not – install Google analytics

Research how you compare with competitors and continually refine your site



# How to convert the visitors who engaged – checklist for your website

## Tactics to increase conversions

### Entice

- Test different offers
- Psychology – use limited time offers
- Psychology – use a countdown timer for your offers
- Psychology – scarcity can increase conversions

### Reassure

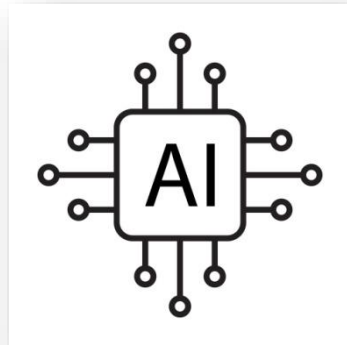
- Aim to get visitors to read testimonials – ways to best present testimonials
- Consider offering a satisfaction guarantee
- Create product / service videos that will convert visitors
- Explain what makes you different
- Ensure returns policy is better than competitors

### Encourage Action

- Ensure you have call to action buttons on all key pages
- Add Request a Call back buttons (if offering a service)
- Optimise your enquiry forms



# Use Chat GPT or Gemini to help figure out the top 5 things customers are looking for when choosing to buy your type of product or service



Gemini ▾

**T** I have a dog grooming business in Dublin, Ireland, Act like a marketing expert and tell me the top 5 things customer look for in my product when choosing who to purchase from.

Show drafts ▾ 🔊

## ◆ **Top 5 Things Customers Look For in a Dublin Dog Grooming Business**

As a marketing expert, I've identified the following as the top 5 factors that influence a dog owner's decision when choosing a grooming service in Dublin:

### **1. Expert Care and Safety:**

- Above all, customers want to know their beloved pet is in safe hands.
- Highlight your groomers' qualifications, experience, and any certifications.
- Emphasize a calm and gentle environment, free from stress for dogs.

### **2. Quality Grooming Services:**

- Offer a wide range of grooming services tailored to different breeds and coat types.

🗨 Enter a prompt here

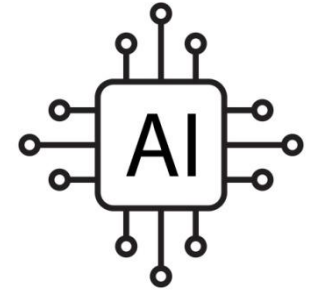


Gemini may display inaccurate info, including about people, so double-check its responses. [Your privacy and Gemini Apps](#)

## ***Adapt this prompt or your business***

I have a product which is a garden kneeler, Act like a marketing expert and tell me the top 5 things customer look for in my product when choosing who to purchase from.

# Use Chat GPT or Gemini to help figure out what type of videos you could create



ChatGPT 4o ▾

I have a guest house / B&B business in Limerick, Ireland, I want to create some videos for the main landing pages on my website that will increase engagement and conversion. Act like a video marketing expert and brainstorm ideas for videos and categorise them into those best for engagement and best for increasing conversion



Creating videos for a guest house or B&B business that drive engagement and increase conversions requires a thoughtful approach to storytelling, authenticity, and showcasing what makes your place unique. Here's a breakdown of ideas categorized into two key objectives: **Engagement** and **Conversion**.

## Videos Best for Engagement

These videos are designed to capture attention, foster emotional connection, and encourage sharing, commenting, and repeat visits to your site.

### 1. Guest Experience Storytelling

- **Content:** Feature short video interviews or vlogs from previous guests sharing their

## ***Adapt this prompt or your business***

***I have a guest house / B&B business in Limerick, Ireland, I want to create some videos for the main landing pages on my website that will increase engagement and conversion. Act like a video marketing expert and brainstorm ideas for videos and categorise them into those best for engagement and best for increasing conversion***

# Use Chat GPT or Gemini to generate offer ideas that you can test

ChatGPT 4o ▾

I have a hair salon business and I want to test different offers for new customers on my website to see which one works best. Act like a marketing expert and brainstorm 10 different offers I can try



Absolutely! When testing different offers to attract new customers to your hair salon, you want a range of incentives that cater to different motivations. Here are 10 diverse offers you can experiment with:

## 1. First-Time Discount

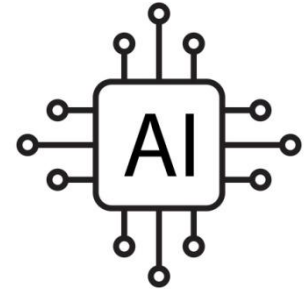
Offer a flat percentage discount (e.g., 20% off) for first-time customers. This is a classic and straightforward incentive that appeals to price-conscious individuals.

## 2. Free Add-On Service

Provide a complimentary add-on with their first appointment, such as a free deep conditioning treatment, scalp massage, or hair mask. This makes customers feel like they're getting extra value without directly discounting your core service. ↓



Message ChatGPT



## ***Adapt this prompt to your business***

***I have a hair salon business and I want to test different offers for new customers on my website to see which one works best. Act like a marketing expert and brainstorm 10 different offers I can try***