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Web Site Marketing

Based on services offered by Dave Carr
see [links page](#) for details...

For many businesses, the whole purpose of having a website is to ultimately create an additional revenue stream. Even if the site is not an e-commerce site where products are sold online, simple information sites still need to entice people to pick up the phone and call *you*, not the competition. If you have a website already or are considering having one built for your business you may want to consider one or more of the following strategies of performance improvement.

There are two key categories of activity:

1. Getting Visitors to Your Website
2. Converting Website Visitors into Customers

Whilst I have provided indicative costs against each element, each business is different and not all of these will be suited to every business. Hopefully the items will give you food for thought on getting the best out of your website.

One thing is for sure, whether you wish to adopt some of these strategies or not, regular updates and changes will be needed on your website to ensure that the content stays relevant in the eyes of the Search Engines and your prospective customers. If Google checks your site on a monthly basis and detects no changes, it will gradually 'demote' your site in the rankings. To that end I urge you to **continually nurture and develop your site**.



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Getting Visitors to Your Website

Having a website built then sitting back and waiting for the visitors to arrive will leave you disappointed. A website needs to be optimised so that it is recognised by the Search Engines.

1. Keywords

The text on your site needs to be written so that your company will be found against the words people are actually searching for. Keyword Research is the starting point for this activity. It involves identifying the words that are being typed into the search engines together with a competitive review of companies that will also be found under those search terms. It helps to target key words and phrases that will help you move up the search rankings.

Although there is never a guarantee of being listed on page 1 of Google, this research will make a big impact on being found against the right phrases.

Guideline costs between £250 and £750.

2. Link-Building

A website that has incoming links from other sites is deemed more credible by the search engines; therefore a link-building program will create quality incoming links from credible online directories and associations. This aspect of optimisation takes a few weeks to take real effect, but is worth the effort. It is a massive factor in moving up the rankings.

Costs for this activity range from £250 - £500

3. Google Shopping

For e-commerce sites, Google Shopping is a great way to get your products found. This involves the creation of a database file that is then formatted and submitted to Google. Continued updates to this file will certainly get you found on a regular basis.

Costs for creation of the necessary files start at £300

4. Social Marketing

Social Media plays a huge role on the internet with both Facebook and MySpace getting more traffic than Google. Playing an active role in this area helps drive traffic to your site and indeed helps with additional link-building too. Creating lenses, Blogs and Videos could make an immense difference to the traffic on your site.

This area is complex and would require an individual plan for any business, however lenses and Blogs can be created from £50 each.

5. Digital Stationery

Creation of an email template that is used every time you send email out on behalf of your company will help drive traffic to your site. It acts as an electronic letterhead with clickable links through to specific pages in your site.

Costs range between £50 - £200 for design and may be subject to a £50 per user annual licence. Please enquire.



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6. Pay-per-Click

Pay-per-Click advertising is the Sponsored Links that you will see on a Google page and can help drive traffic to your site against some keywords that you want to be found under. Essentially, you place bids on these keywords which can cost between £0.03 and £30.00 per click. It can therefore be a costly exercise if not planned correctly as you are obviously not guaranteed a sale when someone clicks onto your site. However a well planned campaign can be cost effective, but should be researched properly.

Setup cost from £100 plus the monthly advertising pay-per-click spend that can be capped at whatever limit you feel is suitable.



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Converting Visitors Into Customers

Once you have got visitors coming to your site, 99% of them take no action whatsoever. So if you could improve that by just 1% then you have doubled your conversion rate. It really is a numbers game and is therefore important to keep track on how much business comes in via your site.

Firstly, a website has to contain useful information for people or they'll never return again. It is also essential to try to capture contact details from your website visitors, so that you begin to build up a database of prospective customers for ongoing marketing.

1. Electronic Brochures

This is a brochure that replaces traditional online PDF or Word documents and complements or replaces the use of expensive glossy printed brochures. They can be sent within an email (and not as an attachment that gets caught in SPAM filters), sent out on CD or ordered via email or text messaging.

Standard Cost of Production is £150 setup charge and between £25-£50 per page.

2. Brochures by Email

This is an alternative to using downloadable PDF documents from a website. As a website owner, you need to know who has downloaded these documents, so you can follow-up this sales lead.

A Brochure by email captures the email address of the person requesting the brochure. Two things then happen;

They get your brochure delivered to their inbox within 30 seconds, and then you get the email address of the enquirer for subsequent follow-up.

Rigidly doing a follow-up will significantly increase your conversion rates.

To use this service, requires the above digital stationery and electronic brochure. The cost of the service is £299 setup charge plus £35 per month.