

Promoting your New Website

Getting a website built is the easy part of getting new business from the internet. A website requires ongoing monitoring and promotion to deliver you new business every month. This quick guide will help both business owners with new websites and also those who have upgraded their website get an even bigger return from their investment.

For those starting out.

As part of your web design package many of these items may already be done for you. If not, you can use this checklist to kick-start your online success.

- Set up a Google My Business Page. <https://business.google.com/create>
- Get reviews for your business. “Google My Business” + “Tripadvisor” & “Facebook” reviews can all help your search ranking.
- Using the keywords you gave to your developer monitor the position of those keywords over the next few months. Here is a handy document you can update to keep a record of your improvements.
<https://docs.google.com/spreadsheets/d/1rA0ASS4RaPcaKYNu1PuEvViB9H9GIB3-IFC8K-SuAr4/edit?usp=sharing>
Remember, SEO can take time, sometime month the gain rankings.
- Set up social media channels to target your target market.
- If you are looking for quicker results consider setting up a Google Adwords Campaign. This will deliver your qualified traffic within hours.
- Start building links to your website.
- Start building an email list of people who visit your site.
- Set up remarketing. As a new business people may not of heard of you. Do increase your brand awareness consider setting up a remarketing campaign targeting people who have visited your website.
- Monitor your Google Analytics.
- Give people a reason to visit your site.

For those upgrading an existing site.

- Prior to your website launch note your position of search engines for your keywords that deliver you the most traffic. Monitor your position post launch for your position on these keywords.
- Email your contact/customers about your recent upgrade.
- Share your upgrade on social media.