3 Pages Every Web Site Needs

What do you do when you hear about a business?

69% of people search for a local business at least one time per month

AND, a whopping 94% of a business's potential prospects turn to online search engines as a first step in their research.
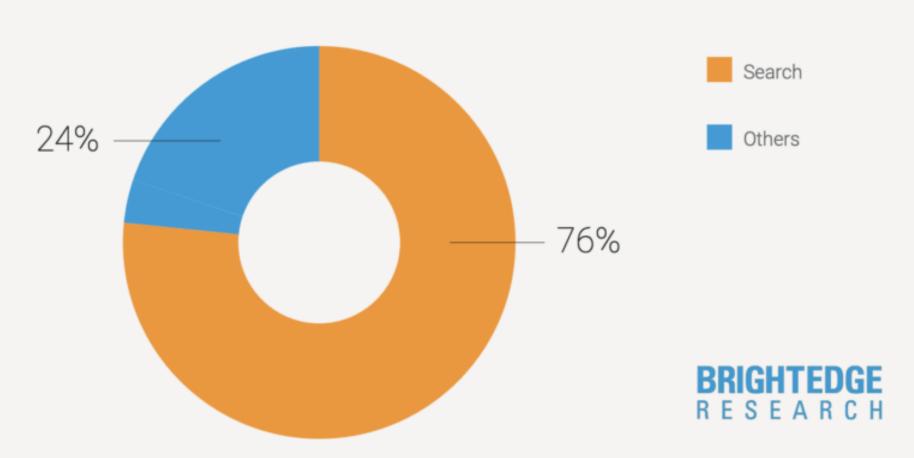
According to a study BrightEdge conducted, they found that 53% of B2C website traffic and 64.1% of B2B traffic comes from organic search results

Vertical Segments	Avg Organic Visits	Avg Other Channel Visits	Avg Paid Search Visits	Avg Social Visits
Retail & eCommerce	41.0%	23.2%	23.6%	5.1%
Media & Entertainment	53.0%	32.7%	6.2%	8.2%
B2B	64.1%	20.6%	12.3%	3.0%
Technology	59.8%	27.8%	9.7%	2.7%
Travel & Hospitality	41.4%	30.7%	23.4%	4.6%
Average	53.3%	27.0%	15.0%	4.7%

24%

76%

- Search
- Others

BRIGHTEDGE
RESEARCH

Google owns more than 94% of the US search market; sending 10x as much traffic as the next leading referrer, Facebook

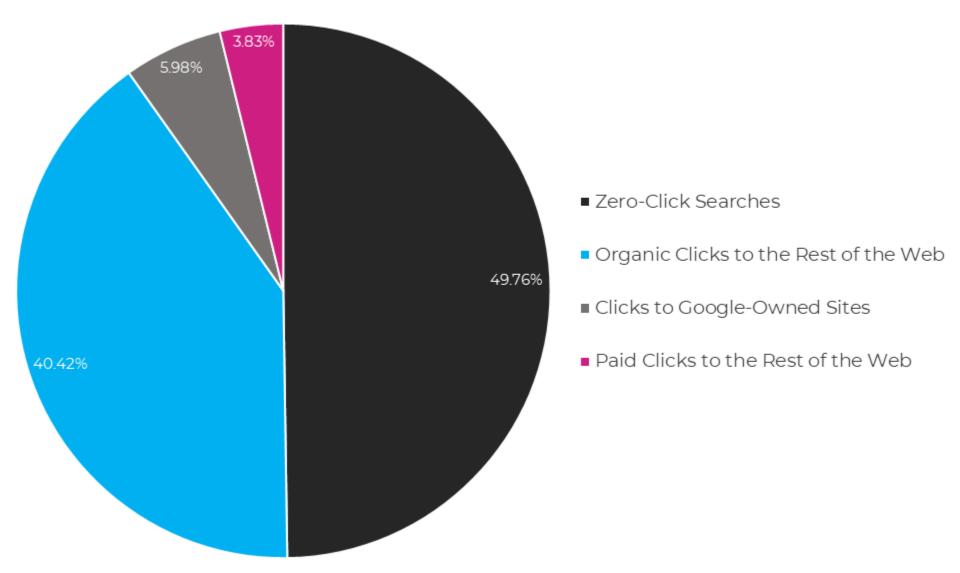Source https://sparktoro.com/blog/less-than-half-of-google-searches-now-result-in-a-click/

50% of Google searches result in no clicks– the rise of "No Click Searches"

Source https://sparktoro.com/blog/less-than-half-of-google-searches-now-result-in-a-click/

Where Google's Searchers Click (Q2 2019)

data from 140M+ browser-based searches on millions of mobile and desktop devices in the United States

3.83%

5.98%

49.76%

40.42%

- Zero-Click Searches
- Organic Clicks to the Rest of the Web
- Clicks to Google-Owned Sites
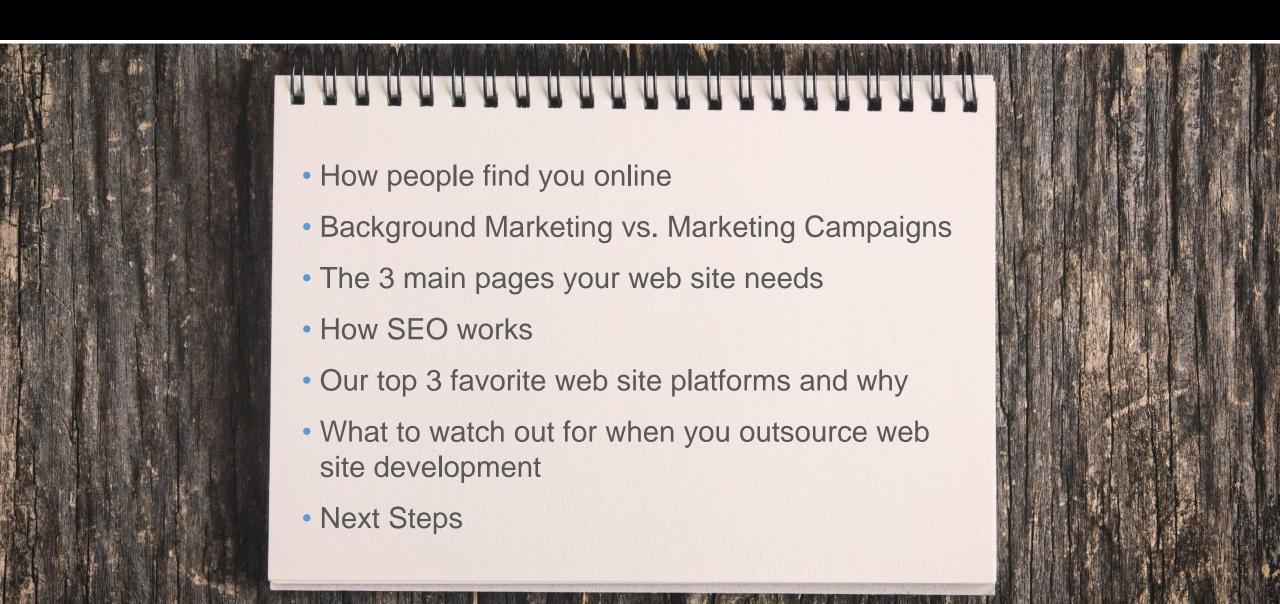- Paid Clicks to the Rest of the Web

jumpshot

SparkToro

Your web site is your digital marketing hub: it should be the coordination point and the main resource all other online marketing efforts direct potential employees, vendors, and partners to.
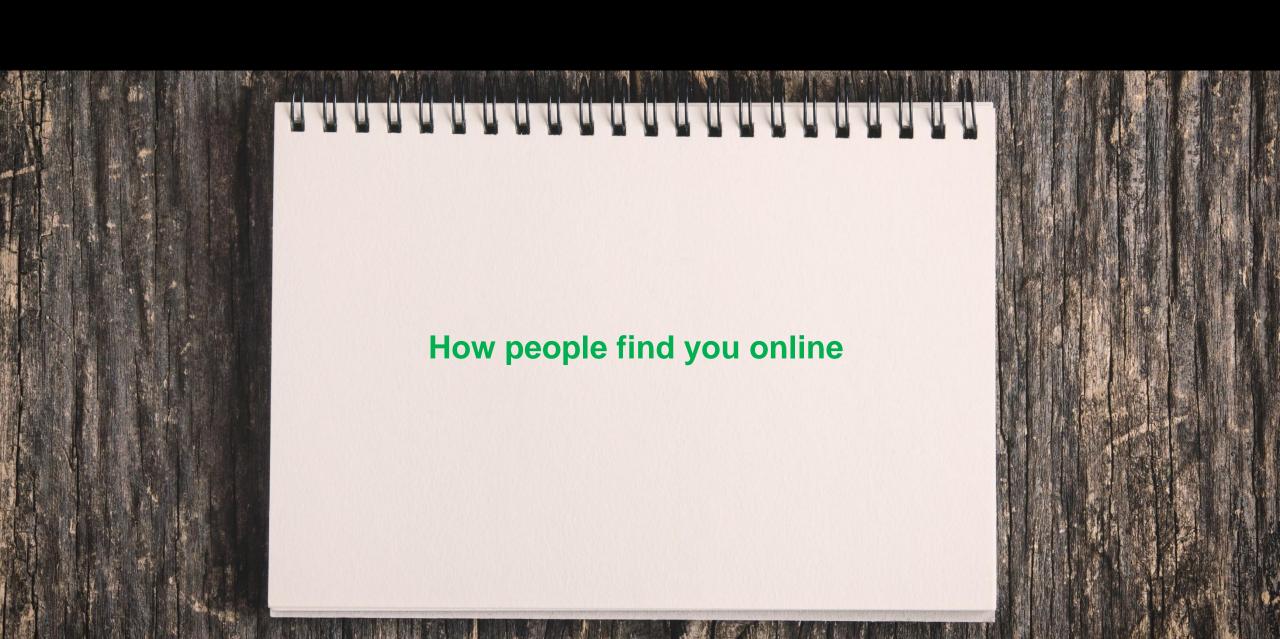
AND it also determines a LOT of what search engines display about your company on the search results page

Today's Agenda

- How people find you online

- Background Marketing vs. Marketing Campaigns

- The 3 main pages your web site needs

- How SEO works

- Our top 3 favorite web site platforms and why

- What to watch out for when you outsource web site development
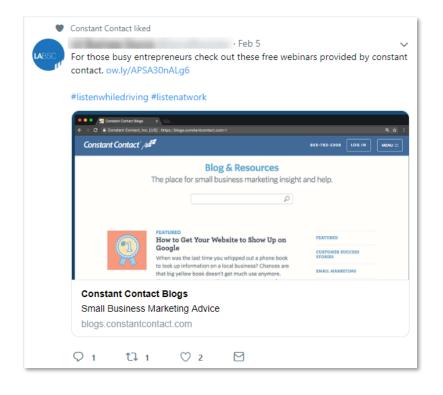
- Next Steps

How people find you online
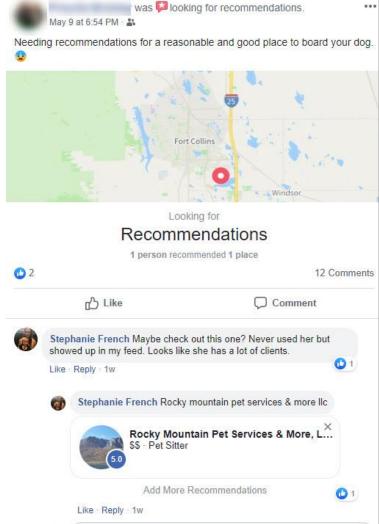
Business is built on relationships
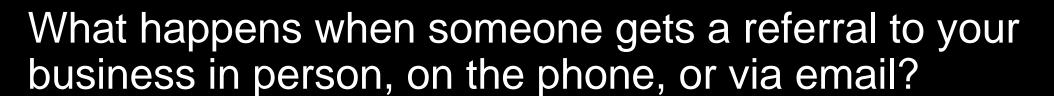
Word of mouth happens online and off-line

What happens when someone gets a referral to your business in person, on the phone, or via email?

Here's what they may find…

Paid ad

Organic result
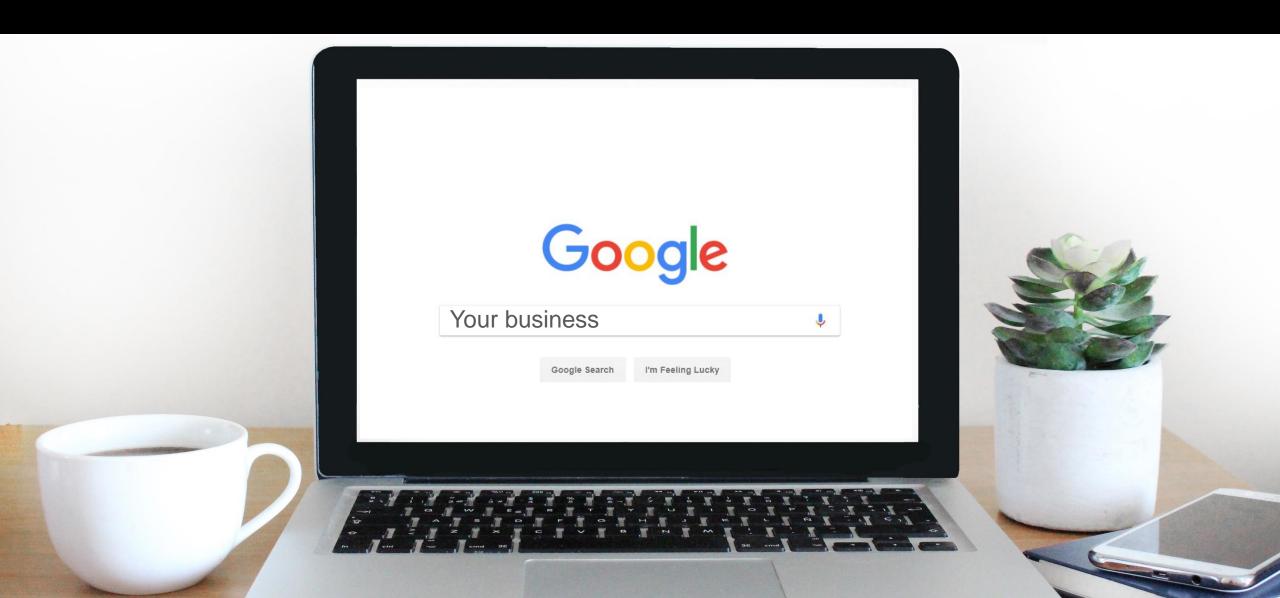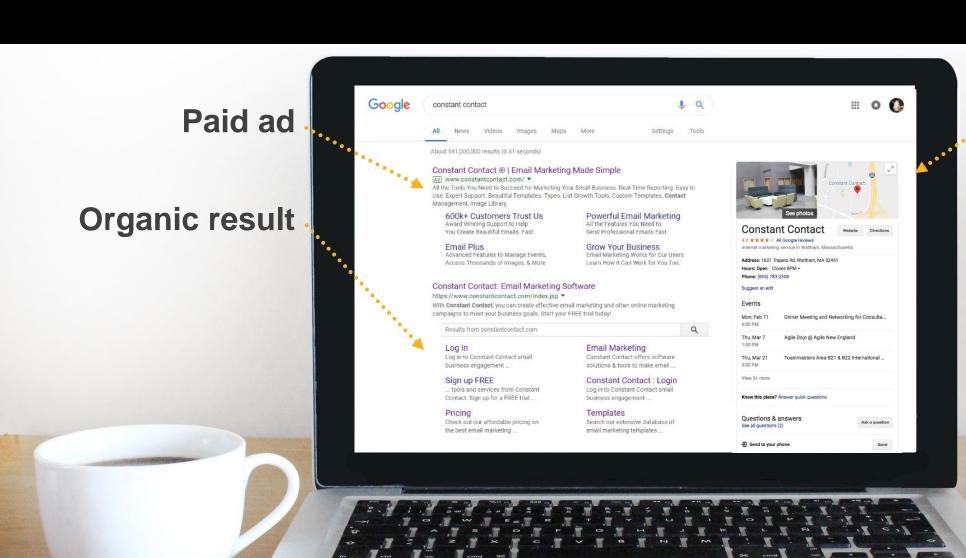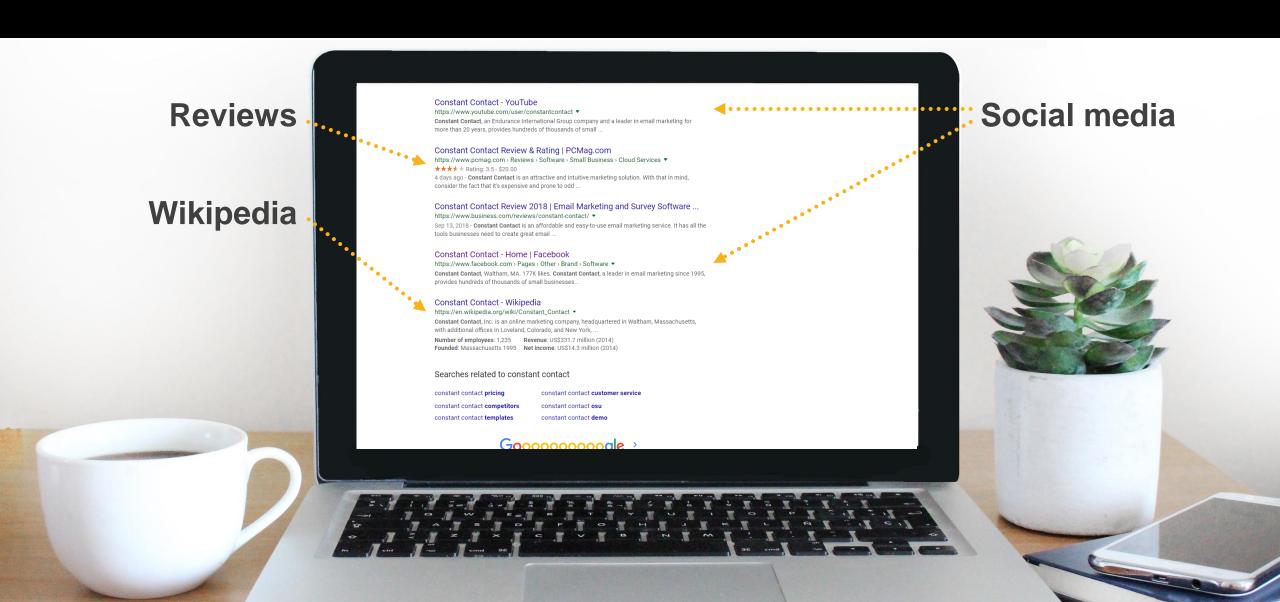
Google My Business listing

Here's what they may find...

Reviews

Social media

Wikipedia

And increasingly, they may find a Google Featured Snippet:

Providing information without leaving the search property

Google

best event marketing platforms

Ad · www.splashthat.com/ ▼

Splash | Event Marketing Platform | splashthat.com

Streamline Your Team And Process From Start To Finish. B2B and B2C **Events**.

Ad · www.localist.com/Event-CMS/Platform ▼ (833) 907-1613

Event Promotion Platform | Centralize Your Event Workflow

Our CMS Centralizes **Event** Content Workflows So Your Team Can Focus On Making **Events** Great.

Compare Event Management Platforms

- **Cvent**. (1,191)4.2 out of 5. ...
- Eventbrite. (606)4.4 out of 5. ...
- Bizzabo. (117)4.7 out of 5. ...
- Splash. (92)4.7 out of 5. ...
- Odoo Events. (16)4.7 out of 5. ...
- Bevy. (62)4.8 out of 5. ...
- EventMobi. (110)4.6 out of 5. ...
- Townscript. (101)4.7 out of 5.

More items...

www.g2.com › Event Management Software

Best Event Management Platforms in 2020 | G2
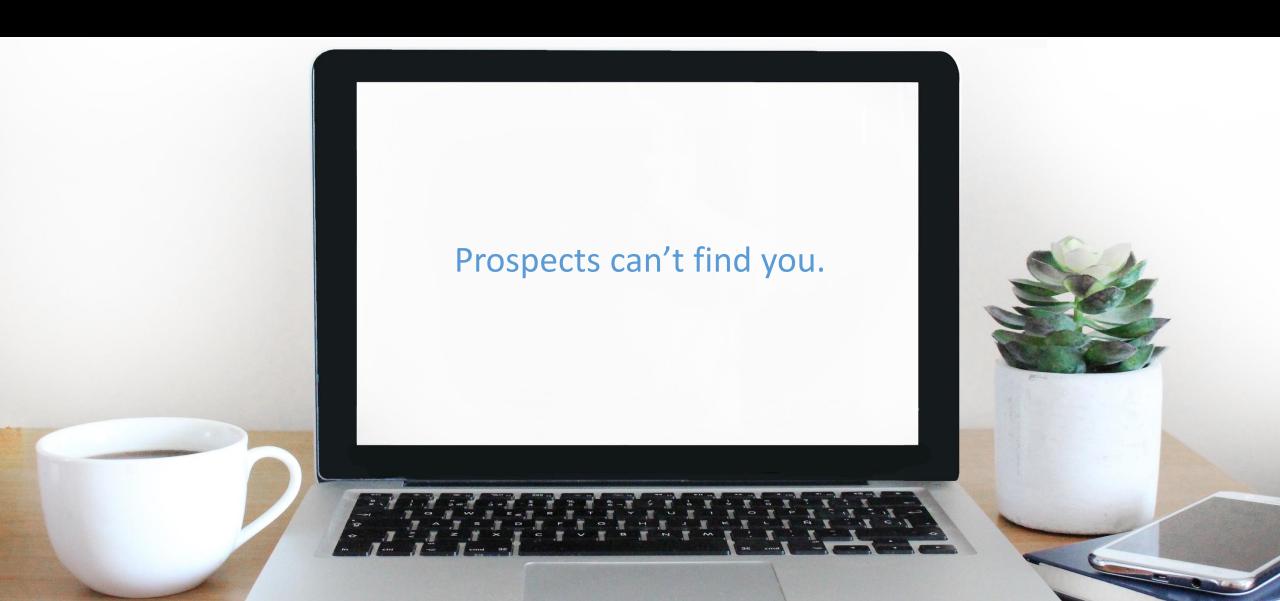
Where does Google pull SERP information from?
1. Descriptive information in the title tags for each page
2. Descriptive information in the meta tags for each page
3. Included elements that can be used in "rich results" A *rich result* is a result that contains graphical elements, including review stars, thumbnail images, or some kind of visual enhancement.

Source: Google

Prospects can't find you.
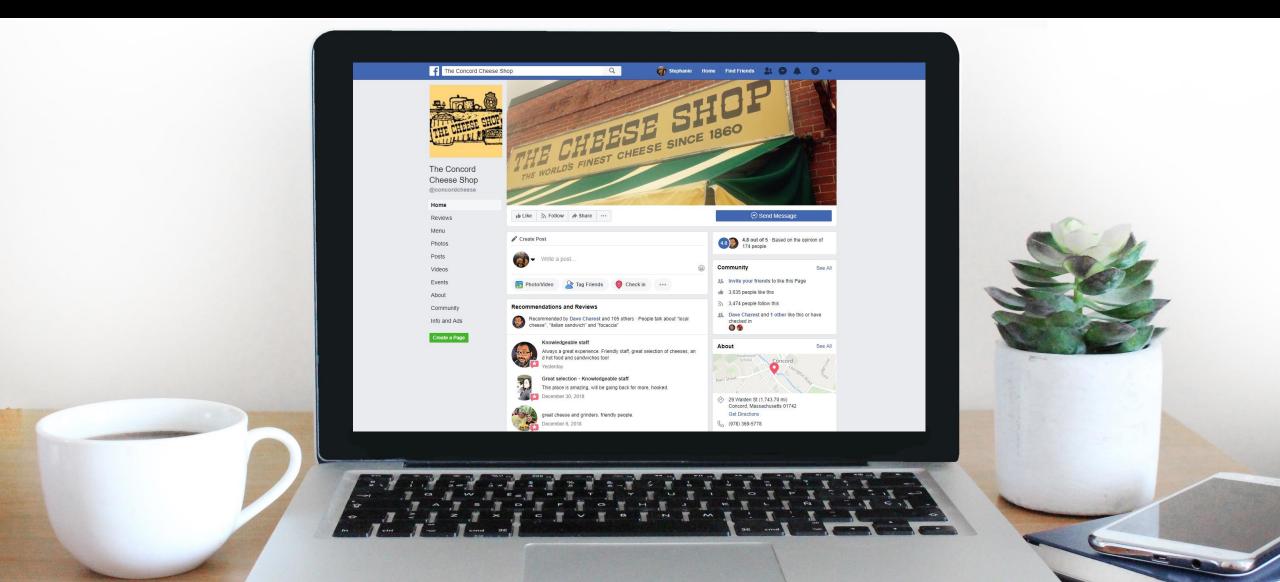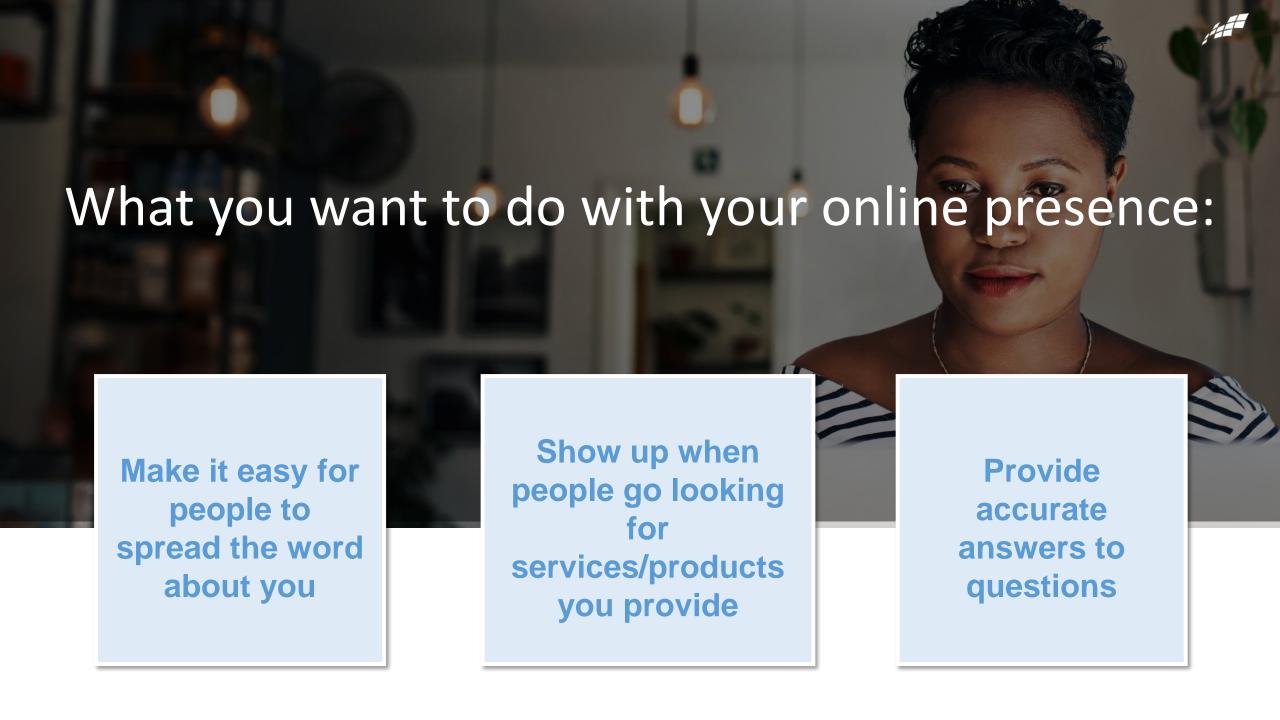
Why Can't I just have a Facebook Site?

What you want to do with your online presence:

Make it easy for people to spread the word about you

Show up when people go looking for services/products you provide

Provide accurate answers to questions

Background Marketing vs. Marketing Campaigns

- Ongoing, not related to a promotion, product launch, or special campaign

- The routine experience someone encounters when they look for a service/product you provide

- The routine experience someone encounters when they look for your company by name or key employee of your company

What is a "Marketing Campaign"

- Shorter duration promotion, product launch, or special campaign around an event, such as a user conference, new product launch, etc.

- Very specific goals related to what the campaign is promoting

- Ties in and leverages your ongoing marketing efforts and platform
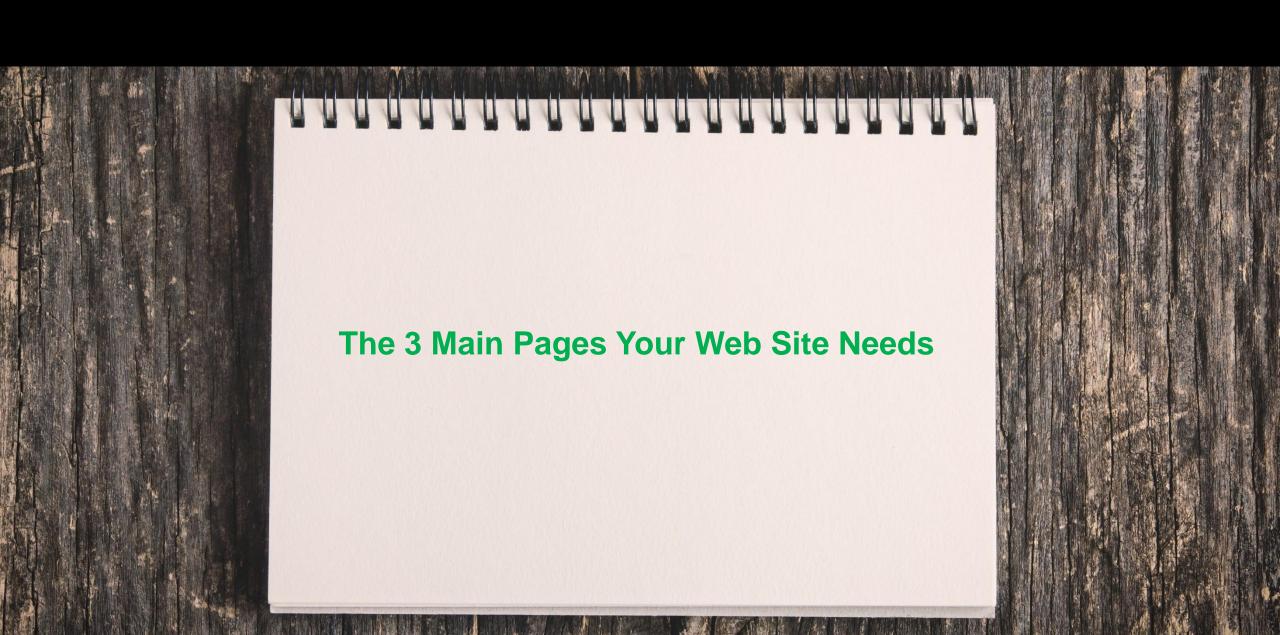
Background Marketing!!!!!!

Some brands only run 1 or 2 campaigns a year, some never with a discount and are VERY successful, but all have a consistent experience year-round through their online marketing, **with their web site being their main destination** (what everything else points to)

The 3 Main Pages Your Web Site Needs

What are the 3 Must Have Pages for a Web Site:

Home Page

About Page

Contact Us Page
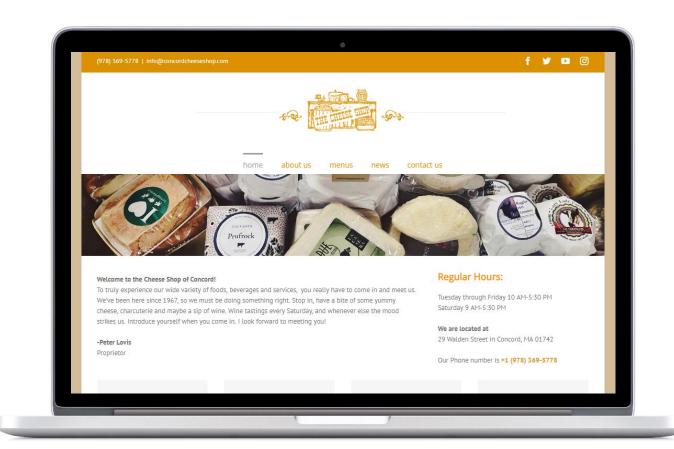
Homepage: Your front door needs to match your brand

What is your product or service?

Who is it for?

So what?

What should they do next?
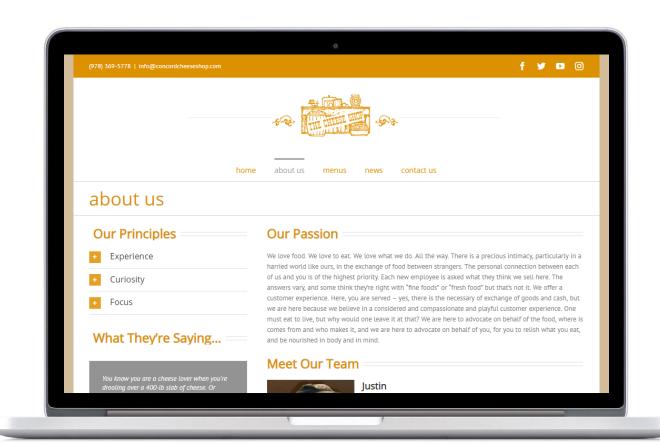
About page: Your story

What is your story?

Why should people care?

What makes you different?
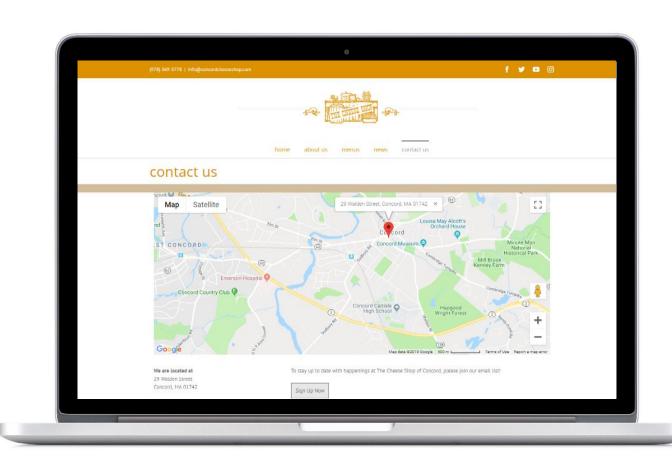
Contact page: Your chance to connect

Where to find you?

When can I find you?

How to contact you?
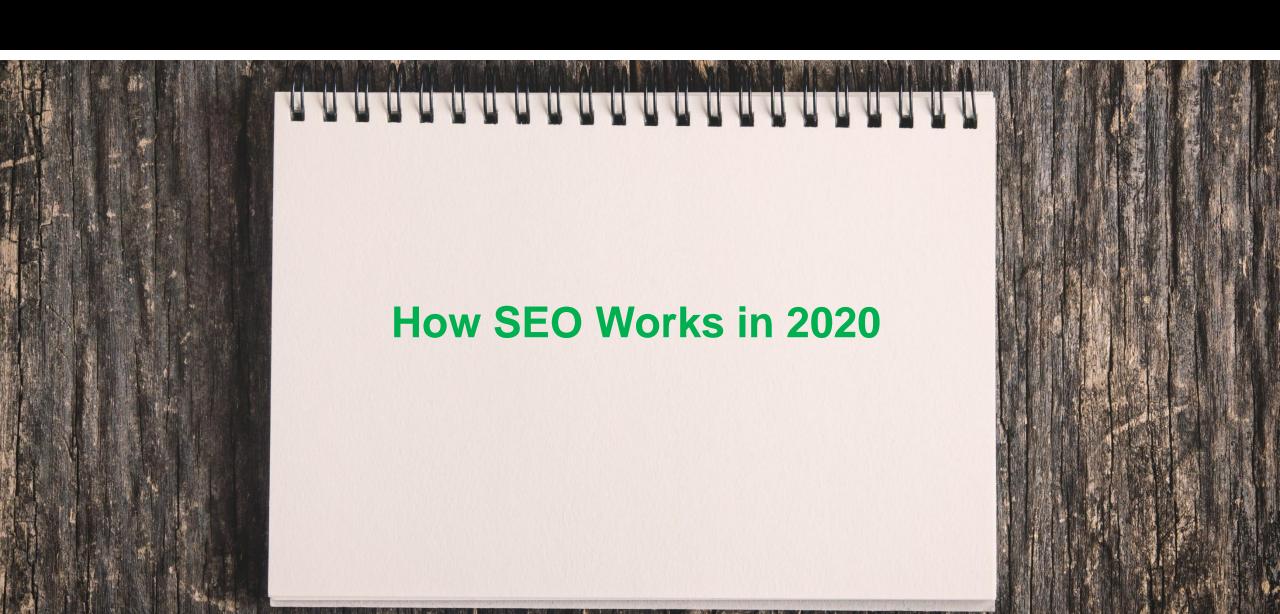
Images: More than pretty pictures- legitimize your business

Show success

Action shots with staff

Show physical location

Does this company look like I want to do business with them?

How SEO Works in 2020

SILVER TIGER
CONSULTING

SEO= Search Engine Optimization

In 2020, this is not only making your web site rank higher, but also providing enough relevant information to search engines that your business still gets contacted via zero click searches.

How Google Works- in this moment

1. Google's spiders (web site crawlers) crawl the web by visiting web pages (or you can submit your site directly to google for this)
2. Google indexes and catalogs optimized pages
3. When a person enters a search query, Google returns what it thinks are the most relevant results (the secret "algorithm") on their SERP (search engine results pages)
4. Person decides what to click on based on what is displayed- usually the first page only (less than 5% of clicks are 2nd page and beyond)

Top Ranking Factors

1. A Secure Site- SSL Certificate:

Since July 2018 with the release of Chrome 68, **Non**-HTTPS **sites are** now labeled as "**Not Secure**" right in the top browser bar.

Google's 2016 blog post advising on their push towards a more secure web experience:https://security.googleblog.com/2016/09/moving-towards-more-secure-web.html

Solution: Get your SSL Certificate Installed

Top Ranking Factors

2. Page Speed and Mobile Friendliness

Solution: use a tool/template that is already optimized for mobile devices and fast loading

Test your site:

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

Top Ranking Factors

3. Domain Age

How old is your domain? Newer sites tend to rank lower in keyword searches of products and searches according to most studies

Solution: Get your domain registered and pointed to your site

Top Ranking Factors

4. Search Quality Ratings:

a.)purpose of the page,

b.)expertise, authority and trustworthiness,

c.)content quality and amount,

d.)website info,

e.) website reputation

Affected by actual site content, meta tags, traffic volume, quality backlinks, etc.

On Page: Filling in Meta information, title tags, keywords, and page descriptions on every page via an SEO tool/plug-in
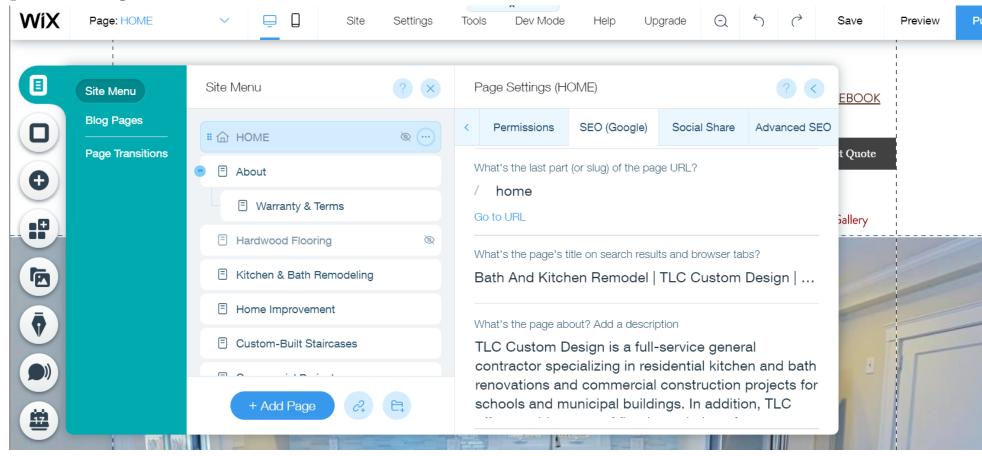
Solution(s)

Off Page- building reputable backlinks and traffic to your site with press releases; creating content that can be shared and includes links back to your site; guest writing on other blogs with links back; increasing traffic via paid ads, posting on social media with links back, etc.

SEO Built In Tools- Example: WiX
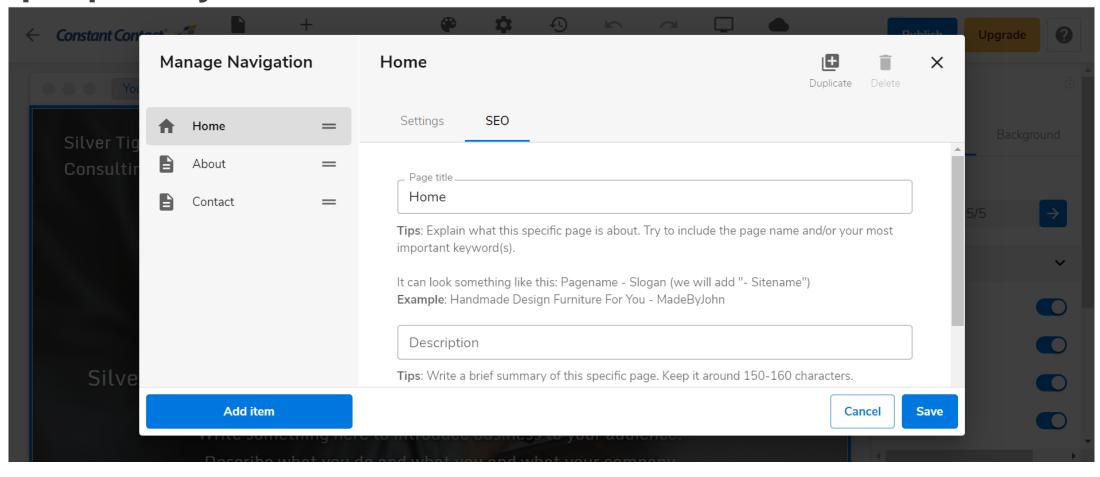
Drive people to your website

SEO Built In Tools- Example: Constant Contact Website Builder
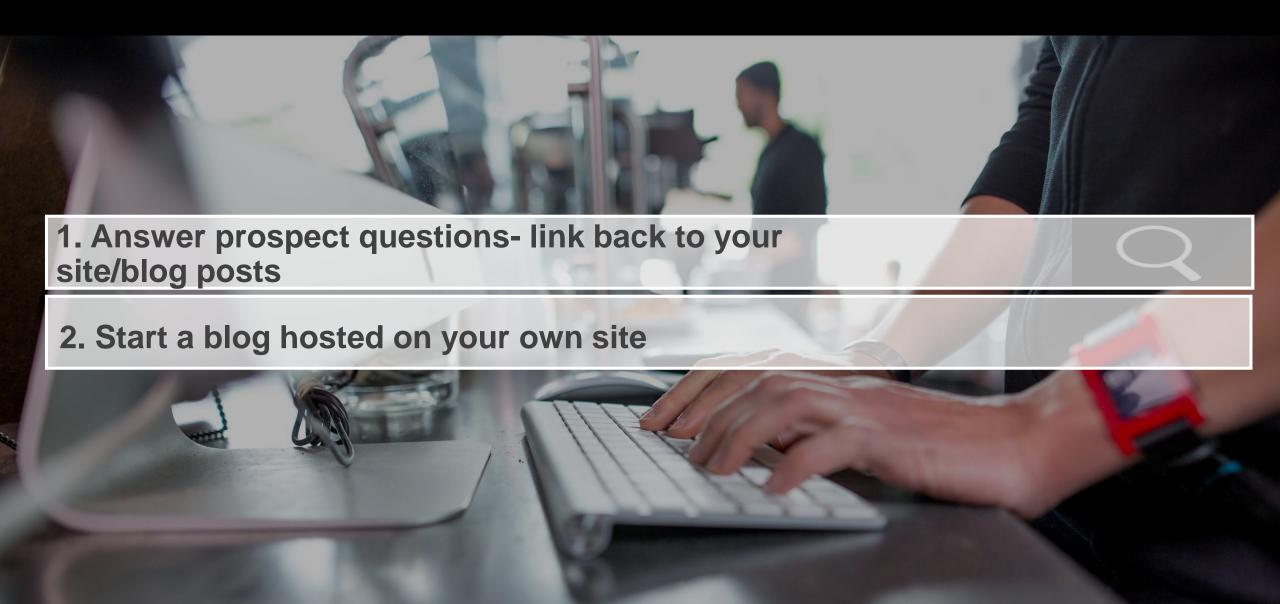
Drive people to your website
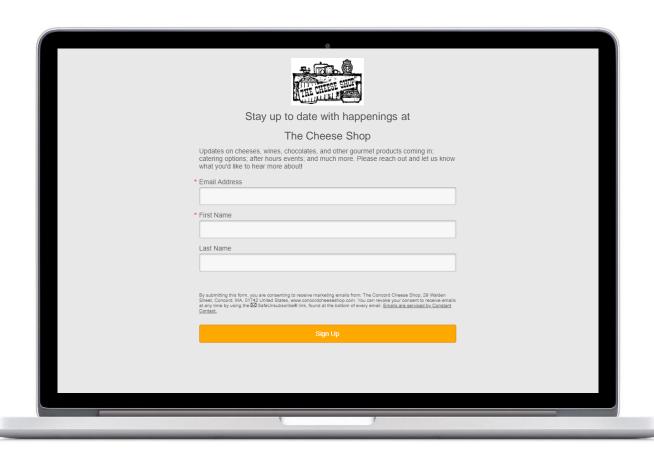
Content can result in free traffic- organic traffic rules

1. Answer prospect questions- link back to your site/blog posts

2. Start a blog hosted on your own site
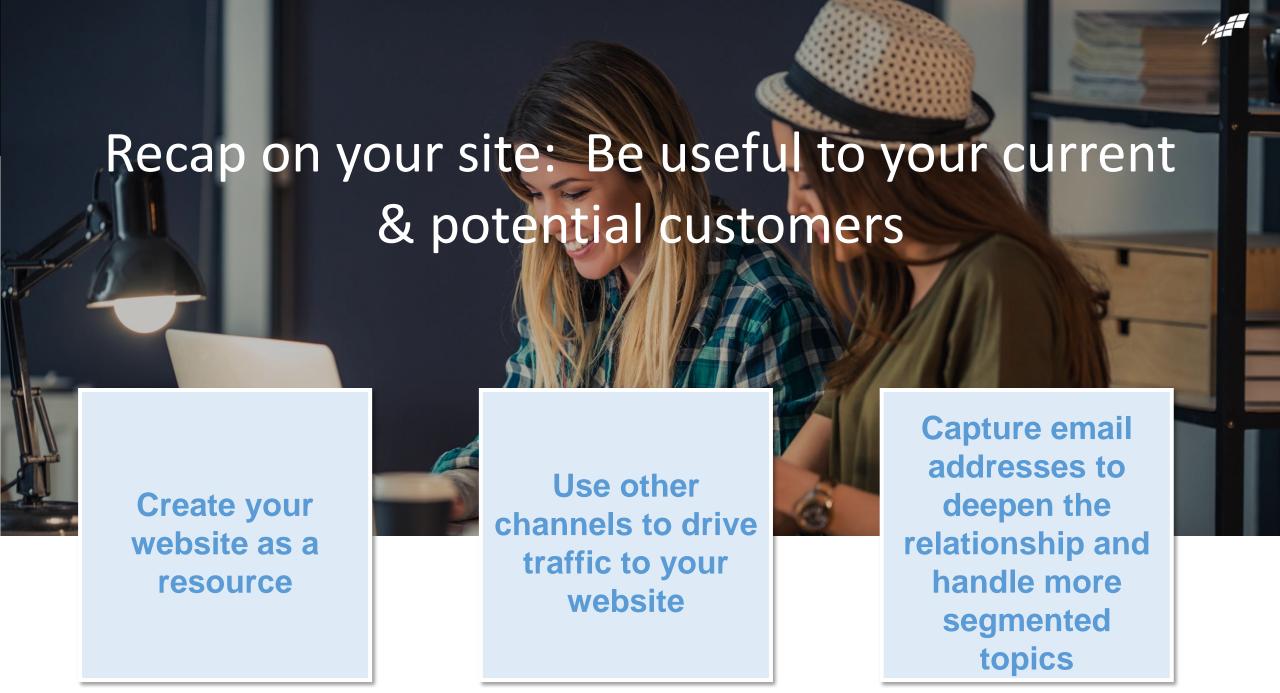
Collect email address during the site visit to take the conversation to a more meaningful level and keep in contact if they aren't ready to do business with you
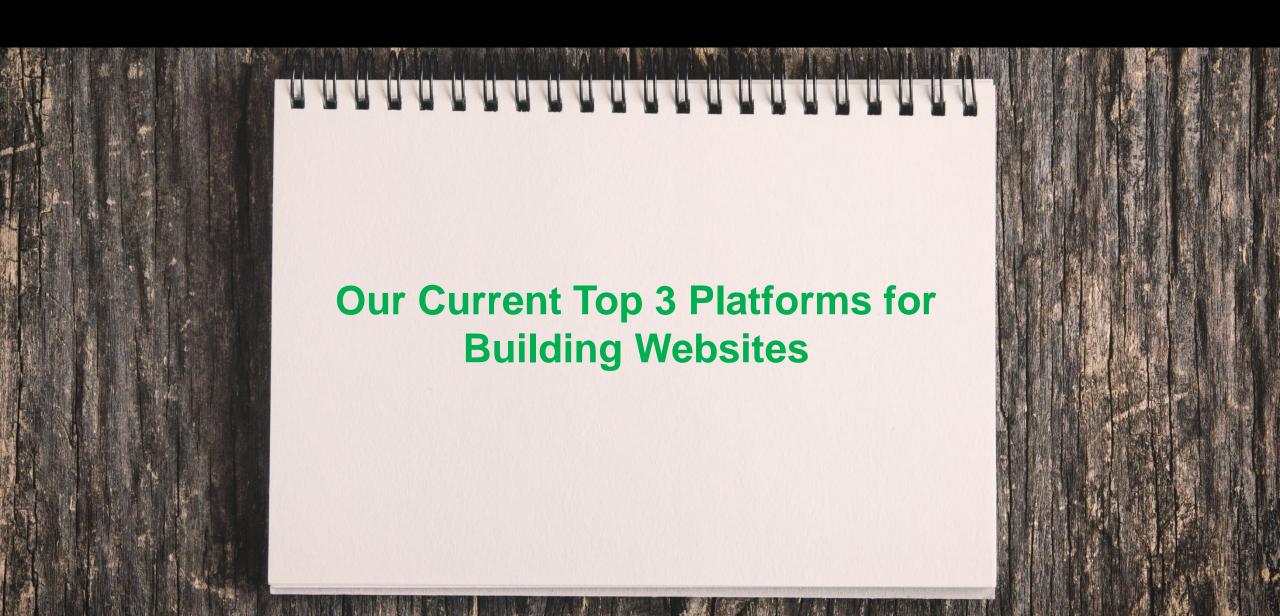
How will you know your site is working?

Are they visiting your website?

Are they joining your email list?

SIGN UP!

Are they contacting you?

Are they making purchases?

$

Recap on your site: Be useful to your current & potential customers

Create your website as a resource

Use other channels to drive traffic to your website

Capture email addresses to deepen the relationship and handle more segmented topics

Here's what we'll cover today

Our Current Top 3 Platforms for Building Websites

1. **Constant Contact's AI Builder-** $10/month
2. **WiX** – approx. $21/month - $249/year
3. **WordPress hosted on GoDaddy-** approx. $10-$50/month depending on options

Our must have requirements:

1. SSL certificate included without requiring transfer of domain or nameservers
2. Included Blog or easily installed blog widget hosted on your own domain
3. Built in SEO tool or easily installed SEO widget

What to Watch Out for When Outsourcing Web Development- Early Warning Signs

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Writing or copy editing of content is not being included in the pricing or project- Content drives SEO; using defaults is not acceptable

You will not have control or ownership access to the hosting account at the end- only being an "editor"

No SSL certificate installed/included, no SEO tool, early templates drafts are not mobile friendly in the testing tool

What should you really be paying for when you outsource web development?

WordPress:
Design
Design testing
Content Creation
SEO Optimization
Domain Configuration
Hosting Setup and Installation of Widgets
Integrations
Code Maintenance
$$$

WiX:
Design Modification
Content Creation
SEO Optimization
Domain Configuration
Installation of Widgets/Apps
Some Integrations
$$

Constant Contact:
Content Creation
SEO Optimization
Domain Configuration
Some Integrations
$

Need Help?
Silver Tiger Consulting has 3 Great Options to Kick Start Your Website building efforts

Option 1: We build it and write it for you- WordPress, Drupal, WiX, Constant Contact's website builder

Option 2: We build it and write it with you- private 1:1 sessions at Silver Tiger HQ in Wakefield, MA or via Zoom call: $125 90 Minute Sessions

Option 3: We'll teach you how to build it and write SEO optimized content – platform specific – WiX and Constant Contact AI Builder workshops and webinars

Our Next Workshop:

10AM-12PM at our HQ in Wakefield, MA

March 10th

2020 Marketing- A Simple Plan for Success

- Includes a free online presence audit

https://www.silvertigerconsulting.com/2020marketing

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Silver Tiger Consulting Member Forum: *NEW*
This group is for Silver Tiger Consulting Clients, workshop attendees, and partners to keep up to date on best practices and regulations, share tips & tricks, obtain discount codes on upcoming events and workshops, network with others, get the latest information on the technical applications we support and keep updated on best practices for Marketing, Recruiting, HR, Business Operations, and Financial Management:

https://www.facebook.com/groups/silvertigersupport/

Silver Tiger Consulting Facebook Page:
General Updates, Community Happenings, New Feature Announcements:

https://www.facebook.com/SilverTigerConsulting/

Thank You

Cori DiDonato

Founder and CEO
Silver Tiger Consulting

Questions after the event?
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