

Online Marketing Success Guide

A close-up photograph of a hand holding a smartphone, with a strong red color overlay across the entire image. The text "What to consider before your website redo." is centered in white.

What to consider before
your website redo.

What you'll learn from this eBook.



Looking at your circa 2000 website and considering an extreme make over? Or at least a 21st century update?

Take note: Today's environment requires considerations for this undertaking that have changed dramatically from your last encounter with digital marketing. For those about to embark on investing in a website redo, we offer 10 common perceptions worth another look.

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Where to from here?

1. Your website's a one time event.



You know you're in the business of _____ (fill in the blank). But, like it or not, now you're in publishing too. That's right, even you now have to address today's new business demand to create engaging, informative and useful content that your prospects will find both relevant and valuable.

Not interested? Never gonna do that? Well don't bother with your new website because your competitors are going to meet this new online requirement. And as a result, they'll position you by default as a less visible, harder to find resource that a prospect seeking your product or service may perceive as less qualified.

Why? Because you're not adding value to your product or service that enables your prospects to see you as trusted, transparent and continuous provider of content that helps them address their unique challenge or pain.

2. A website's a no brainer.



With that attitude and approach like that, you're website might never make it off the launch pad.

Why? Because you'll get exactly what you pay for. And a DIY solution will not meet today's requirements of integrating a robust Content Management System (CMS), a blog, social media channels, search engine optimization and responsive delivery to mobile devices.

But hey, if you think just anyone can build a website and seamlessly integrate all the different brand positioning, messaging, brand identity, SEO, marketing automation and analytic components, we wish you best of luck with your endeavour.



3. I don't have time to blog.



If you fail to integrate this essential component that enables the ability to add virtually any kind of content on demand with ease, you're going to regret it. Who wants to talk to a designer or a web developer every time you want to make a content addition to share with your customers, prospects or community.

Without a doubt, a blog is the "have to have" component for a modern website and a foundation for Content Marketing. Leave this out and embrace obsolescence while you watch your website investment quickly become irrelevant because it's dormant.

Google places a high value on web sites that are continually adding content for them to crawl so that they can serve up search results that are optimized with your keywords. And sites that have more well constructed and populated pages will always end up in a higher search results ranking than a website with only a few static pages that never change.

4. What's Social Media have to do with it?



More than ever, content today is meant to be shared, commented on and enhanced by others. So if you fail to integrate the ability to easily enable sharing, commenting and pass along to others, you will have passed over a giant opportunity that more and more of your competitors are taking advantage of every day.

Google and other search engines also look at content that is shared from your site and rank the importance of your site pages based on this sharing activity.

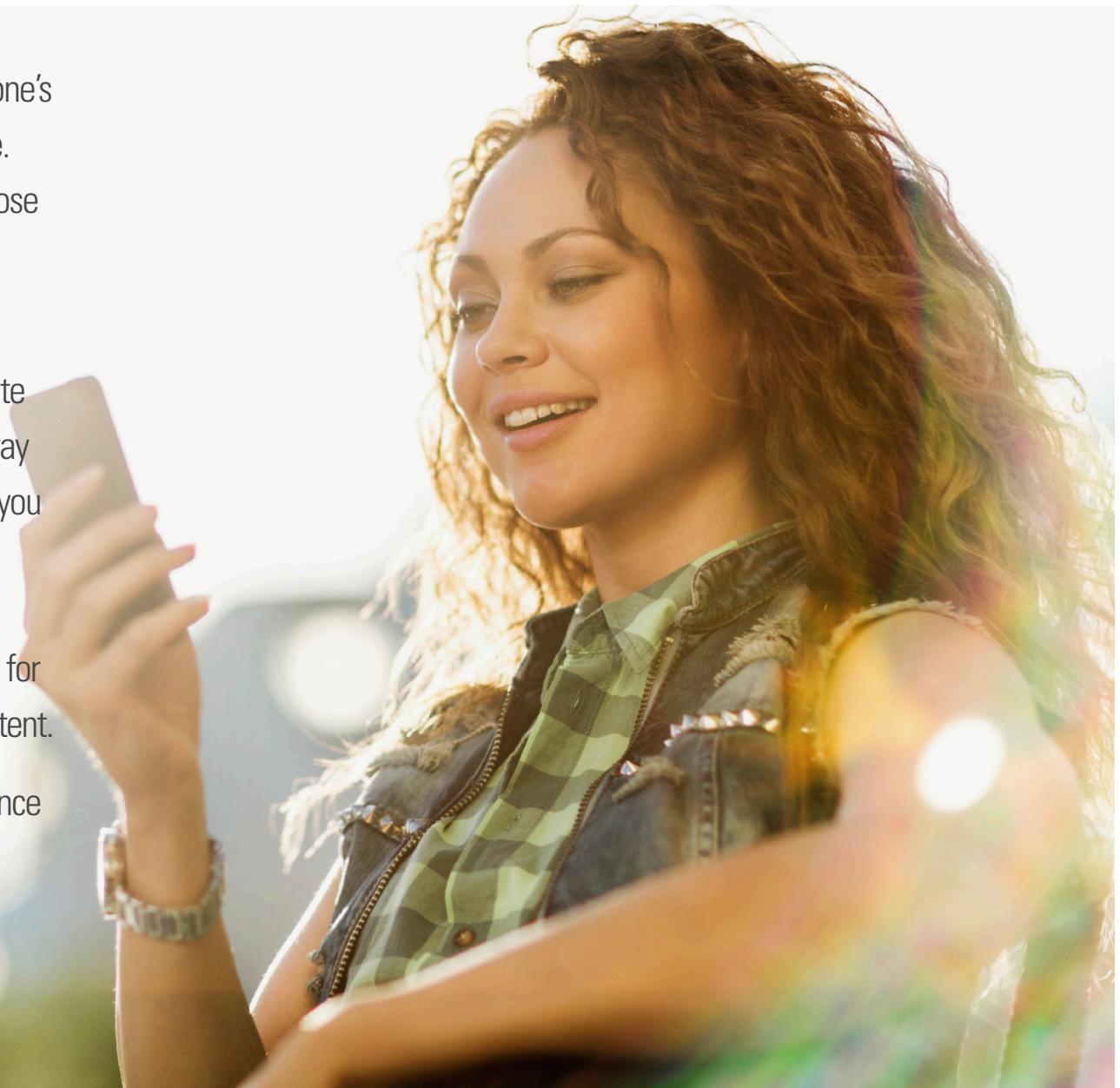
5. A few people might look at my site on a phone.



It's not an overstatement that virtually everyone's looking at some sort of mobile digital device. Recent research shows that over 90% of those mobile device users are looking at content they're interested in on the Internet.

So if you're not planning to build your website to present your value to these people in a way that is optimized for their hand held device, you might want to revisit that. Consider that the growth of mobile devices and access to the internet on them is the fastest growing way for people around the world to find and get content.

So you need to provide a great web experience that meets both their expectations and the limitations of their device.



6. Someone else will do all of the work.



Just hand this off to a resource and they'll do all the heavy lifting and deliver a great website in a snap. Right?

Wrong. A quality web site today has a much higher level of complexity than sites that were developed and deployed just a few years ago. Consider that your site should:

- Position your brand
- Express your unique value and brand voice
- Reflect and integrate your brand graphic identity
- Provide the ability to easily publish virtually any content including: text, images, video, sounds, graphics and more
- Be easily found through internet search
- Integrate all of your social media channels
- Provide analytics on your visitors, content, traffic referral sources and more

Expect active participation and effort to get the kind of web property that will deliver long term value for your organization.

7. I know what my competitors are up to.



RESEARCH

If you haven't done the necessary homework to assess the keywords that your competitors are using to promote their product or service, you'll never be able to develop a credible strategy to improve your search results ranking. But that's not important. Right?

Wrong. More than ever, people today start the purchasing process in the search box to find, research and evaluate products and services. According to

research by Edelman's Strategy One, American's conduct over 20 billion searches a month and rely on search as the #1 way to find content.

So without a keyword analysis and strategy, to guide the implementation of keywords in your site, you're ensuring that people searching on the internet won't be able to find your value. But chances are good they'll find your competitor instead. And that's not good.

8. Who needs a USP?



USP

Your website should make the value you're offering your target customers crystal clear. Unfortunately, you're now competing with billions other sites and blogs for an online audience that's overwhelmed with choices, has limited attention and way too much to see and absorb.

Like never before, it's essential for a brand's online presence and activities to support a well crafted and differentiated brand positioning. What's that?

A brand positioning should provide a relevant and compelling summary of the value that you offer. It should be documented in a structured format that summarizes and simplifies the primary reason a prospect should consider your solution over competitors.

If you don't have this, your going to need it to develop a successful website. Why? Because it will become the foundation of the content that will need to be created for the site. Think of it as a set of strategic guidelines and a measuring device for the success of your content.

9. My free logo rocks.



Some online providers promote the idea that you can create a successful brand identity from the effort of thousands of people who “play” in a contest. Each of these “players” submit designs to solve an organization’s branding and identity objectives.

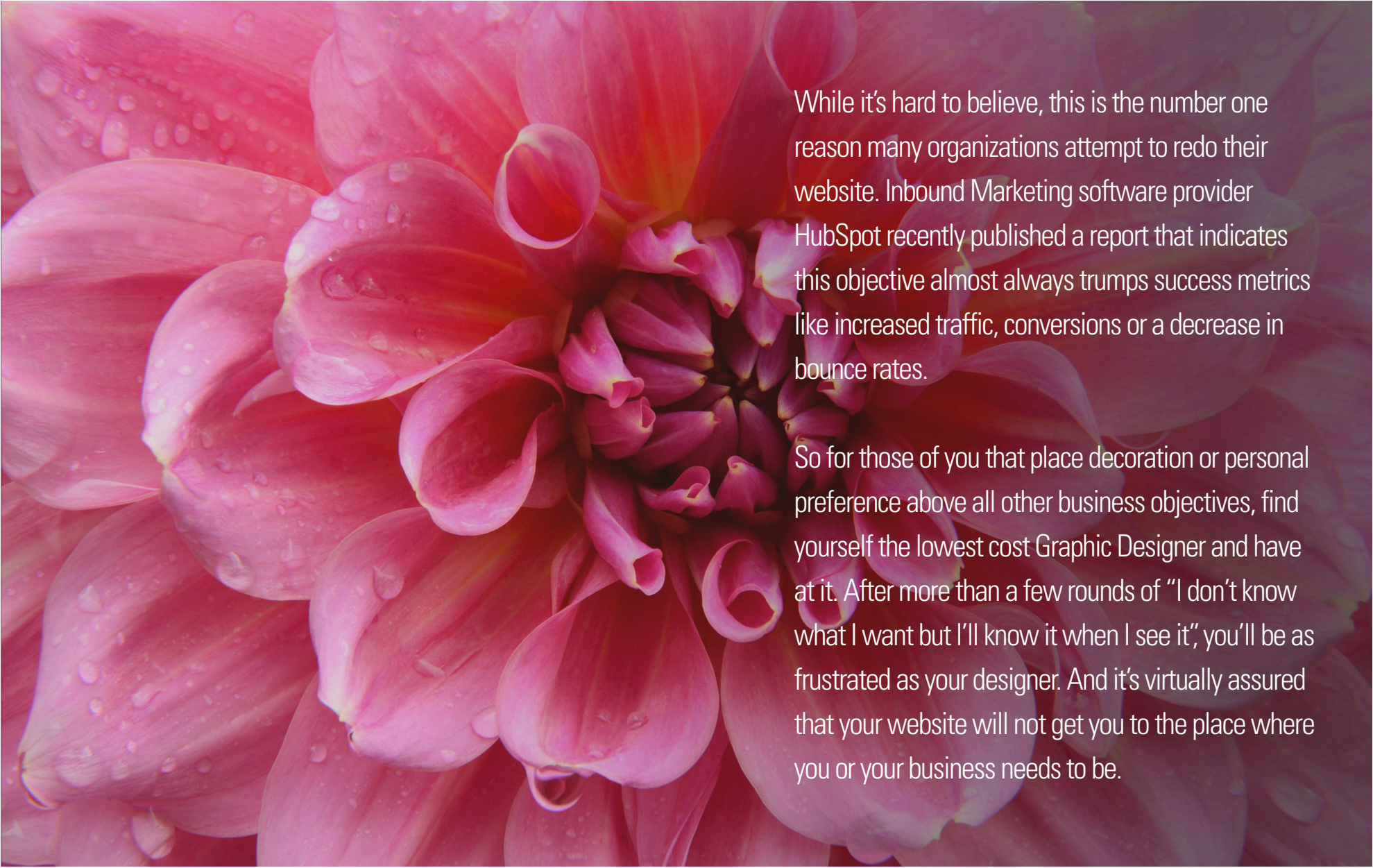
These sites guarantee lots of choices and they deliver. Unfortunately, their solutions rarely reflect the value of the brands participating in this exercise.

In case you weren’t sure, it’s better to trust your accounting to an accountant. And it’s better to trust your branding and how you present your solution to your target audience to someone who brings a proven track record of success to the table.

Their experience will help you understand if your brand identity will further your marketing objectives or inhibit them.



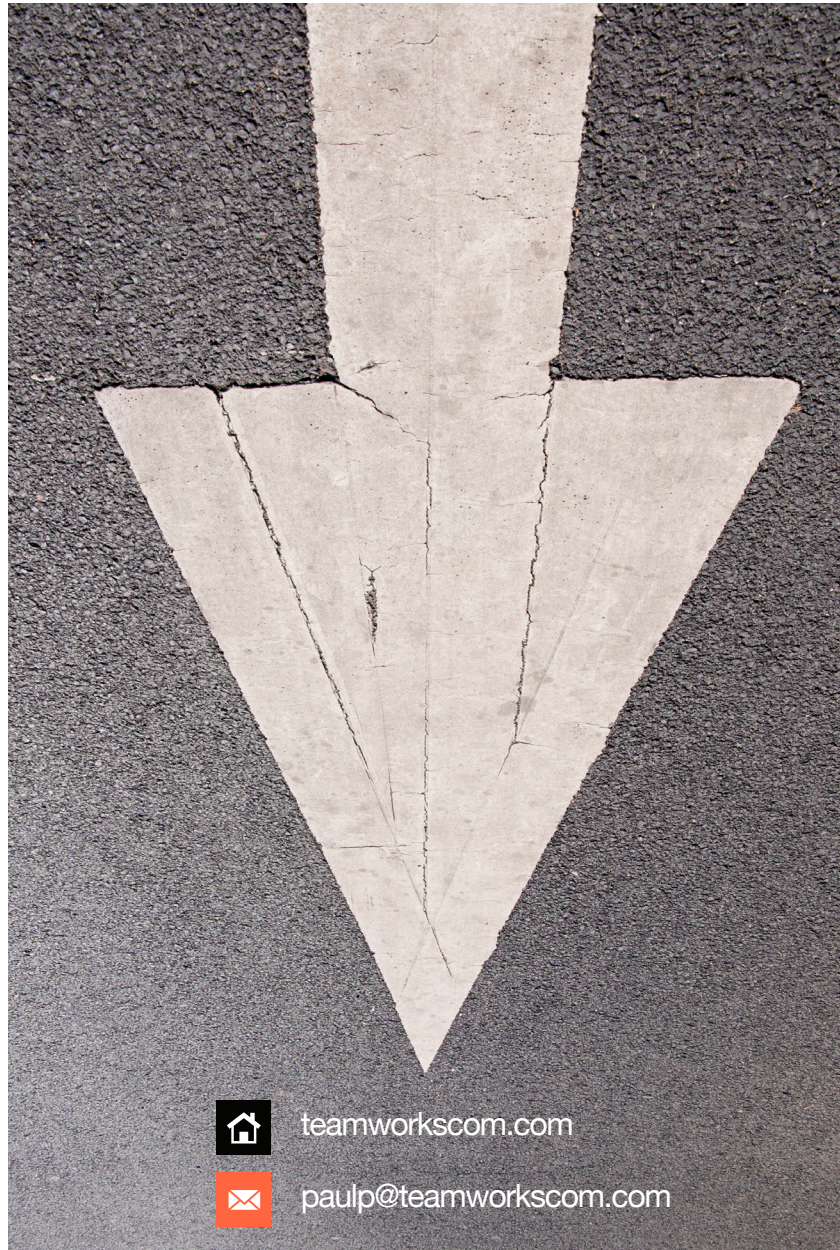
10. It just has to be pretty.



While it's hard to believe, this is the number one reason many organizations attempt to redo their website. Inbound Marketing software provider HubSpot recently published a report that indicates this objective almost always trumps success metrics like increased traffic, conversions or a decrease in bounce rates.

So for those of you that place decoration or personal preference above all other business objectives, find yourself the lowest cost Graphic Designer and have at it. After more than a few rounds of "I don't know what I want but I'll know it when I see it", you'll be as frustrated as your designer. And it's virtually assured that your website will not get you to the place where you or your business needs to be.

Where to from here?



If it's not obvious by now, the rules of marketing have changed forever. Marketing no longer works the way it used to because prospects are now in complete control.

Like never before, presenting your brand value in a well defined, clearly positioned and well executed website is a requirement for engaging with new prospects and retaining existing customers. And to succeed today, every business must now meet many more requirements and higher customer expectations than ever before.

So where are you? Are you considering a website upgrade, an extreme make over or at least a 21st century update? If you're ready to get serious about your online marketing, we should talk about how you can be more successful.

Since 1995, TeamworksCom has been developing brand strategies and stories, creating content to express customer value, and deploying integrated online and content marketing solutions to help organizations succeed.

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