

Do you have your
PAWS
on marketing
success?

sitesdøneright

Getting started

The path to inbound marketing success is littered with ups and downs.

Your 'stickability' to the process is what really helps to deliver returns.

The path to inbound marketing success is littered with ups and downs.

Finding the right marketing balance for your industry and business is what really helps deliver returns – alongside a carefully planned, well executed strategy.

Our guide helps outline the key steps on this exciting journey, namely:

- Pulling in traffic to your site
- Appealing to visits and converting them to leads
- Winning more and better business
- Satisfying users at each stage

We hope you enjoy!



1. Pulling in traffic

Overview

How do I get more traffic to my site every day?

How do I ensure a good balance of visits from Google, social media and other referrals?

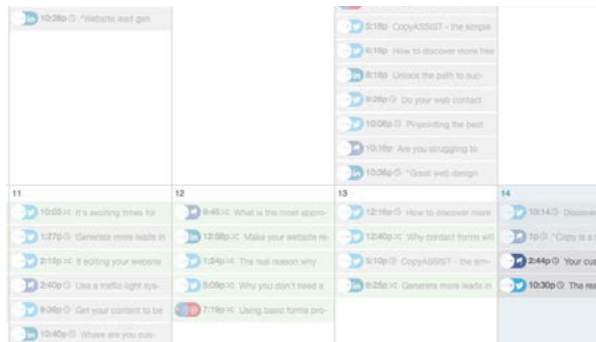
It's all about pulling more traffic from search engines and offline with the right blend of SEO, social and content strategy.

You'll want to start with great content that is relevant and produced regularly. Whilst it takes time, the end result is a self-perpetuating engine of new traffic that is engaged with your site.

1. Pulling in traffic

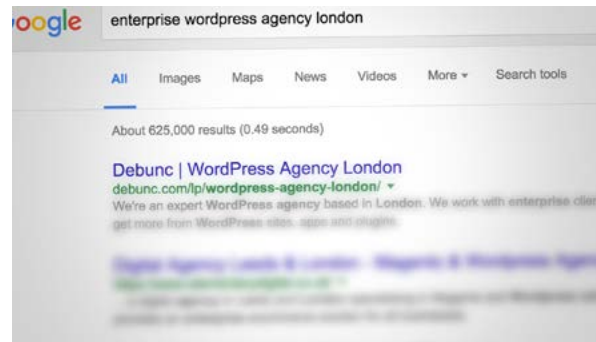
What's involved?

Typical services



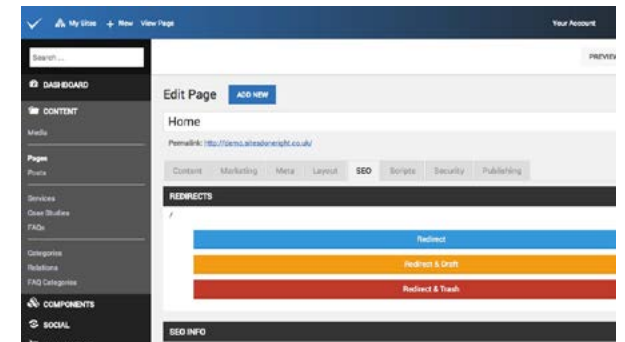
- SEO + PPC
- Social media optimisation
- Content creation i.e blog
- Post on forums + 3rd party sites

The benefits



- Improved search rankings
- Increased number of site visitors
- A higher quality of site visitor
- 'Snowball' effect

With Sites Done Right



- Test SEO before publishing
- Dynamically set your meta information
- Rich templates automatically check headings, alt tags etc.

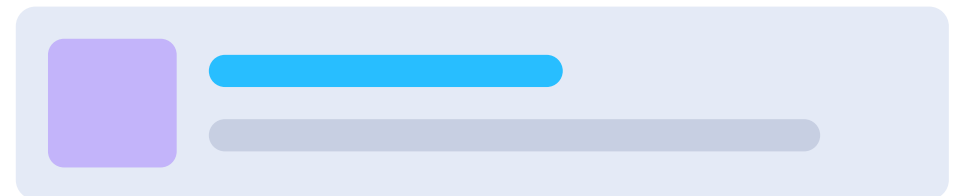
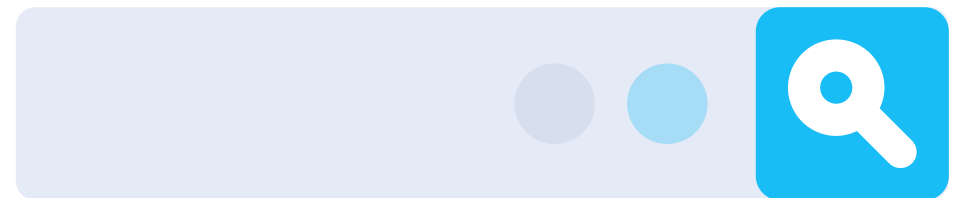
1. Pulling in traffic


When it's done right

Finding quality traffic to direct to your site is never an easy task.

Without relevance, frequency and quality you'll see ebbs and flows in web traffic. Why not focus on:

- 2-3 blog posts per week
- 1-2 rich content pieces per month (infographic, cheat sheet etc)
- 10-15 target keywords with page 1 results
- 40+ social posts each week covering internal news, industry talk and engagement





“Good website practice and optimizing for conversion usually makes for good search engine optimization. These work together to ensure you drive quality traffic and can persuade that traffic to help you meet your business goals.”

Marc Ostrofsky, Entrepreneur + VC



2. Appealing to and engaging visitors

Overview

**Now I've got visitors to my site,
how do I keep them there?**

**How do I capture meaningful
information to convert visits into
leads?**

Many of the small businesses we speak to have issues with efficiency in marketing campaigns. If it's not high overheads to get started, then the drain on time becomes a concern.

You should focus on creating a conversion optimisation plan, quality landing page design and build, plus regular audit and assessment in order to increase the calibre and number of leads generated every day from your ongoing content publishing.

What's involved?

Typical services



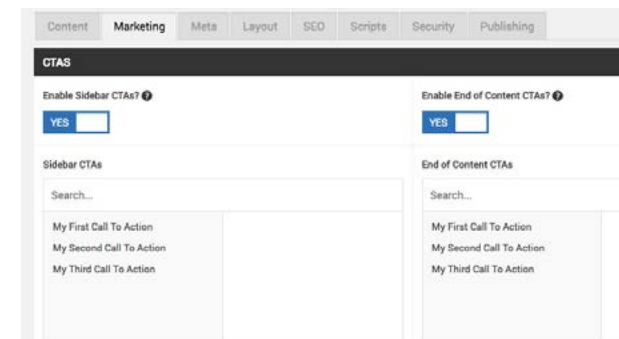
- Landing page design
- CTA creation + conversion management
- Capture form setup
- Advanced analytics

The benefits



- Increased number of leads via new channel for lead generation
- Landing pages great for SEO/PPC

With Sites Done Right



- Form management inc. routing autoresponders
- CTA manager
- Event tracking as standard on all components

2. Appealing to and engaging visitors

When it's done right

Converting site visitors into marketing qualified leads can take time and effort. When you get the right balance however, both the number and quality of actionable requests will increase. Focus on:

- 1 targeted campaign each month inc. landing page
- Create integrated contact forms on your site pages
- 2+ rich CTA's a month





3. Winning more and better business

Overview

How do I get more sales-ready leads together?

How do I nurture prospects that aren't ready for sales yet?

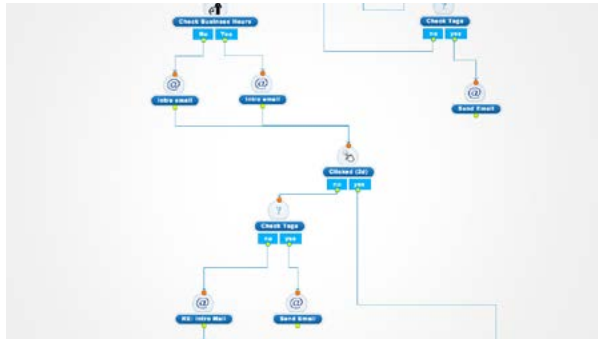
Do you have a disconnect between marketing and sales? Are the leads generated of a poor quality, or not being qualified well enough before the sales team takes over?

If you face problems similar to this, then your lead nurture and automation workflow may be lacking.

A focus on quality sales and education content is another great way to get those in the sales funnel to understand your solution, as well as what makes you the perfect provider to deliver on their needs.

What's involved?

Typical services



- Email campaigns
- Marketing Automation
- Sales-led collateral (guides)
- Smart/personalised content

The benefits



- Increased top-line success
- Better alignment between sales + marketing
- Stronger lead education
- Reduced sales cycles

With Sites Done Right

Enable Analytics	Enable Agile CRM?
CRM	<input checked="" type="checkbox"/>
JS	
	Domain
	<input type="text" value="sitesdoneright"/>
	API Key (JS)
	<input type="text"/>
	API Key (REST)
	<input type="text"/>
	JS URL
	<input type="text"/>

- Create rich CTA's
- CRM integration
- Content personalisation
- Powerful email templates

When it's done right

Every business should know that a strong sales pipeline is the core of continued growth. To get there, it's not only about having a large list of

leads to follow up with – it's also about the qualification and nurture process along the way.

- 3+ marketing automation workflows targeted by industry
- 2+ sales education pieces per month
- 2+ targeted email campaigns per month





4. Satisfying users at each stage

Overview

How do I build a customer base that loves me, not just needs me?

How do I increase referrals from existing customers?

Do you have a disconnect between marketing and sales? Are the leads generated of a poor quality, or not being qualified well enough before the sales team takes over?

If you face problems similar to this, then your lead nurture and automation workflow may be lacking. A focus on quality sales and education content is another great way to get those in the sales funnel to understand your solution, as well as what makes you the perfect provider to deliver on their needs.



“It’s good netiquette to empathize with others online. It builds strong internet relationships.”

David Chiles, *The Principles Of Netiquette*

4. Satisfying users at each stage

What's involved?

Typical services



- Social media monitoring
- Content creation for customer education
- Social + analytics audits and review

The benefits



- Build a customer base that loves you
- Improve lead quality
- Increase referrals from loyal users

With Sites Done Right

The screenshot shows a FAQ management interface. It includes a header with 'ADD NEW', 'Column View', and 'Default'. Below the header, there are filters for 'Bulk Actions', 'APPLY', 'All dates', 'All relations', 'FILTER', 'EDIT COLUMNS', and 'INLINE EDIT'. The main content is a table with columns: TITLE, RELATIONS, DESCRIPTION, IN MENU?, and IN SEARCH. Two FAQ items are visible, both with green checkmarks in the 'IN MENU?' and 'IN SEARCH' columns.

TITLE	RELATIONS	DESCRIPTION	IN MENU?	IN SEARCH
<input type="checkbox"/> What makes your platform better for SEO?			✓	✓
<input type="checkbox"/> I'm currently in the middle of a web redesign, should I trial your platform now?			✓	✓

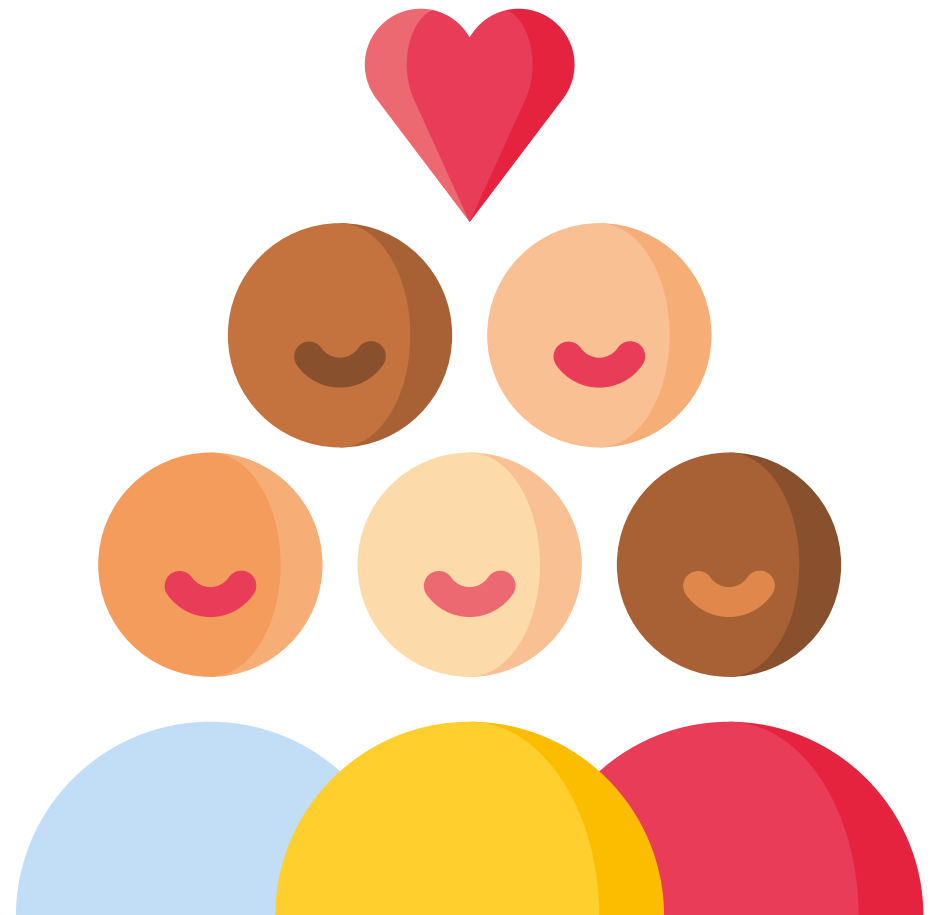
- FAQ manager
- Terms/Glossary management
- Multiple analytics integration
- Email notifications/routing

4. Satisfying users at each stage

When it's done right

Satisfying users at each stage takes time and effort. The dividends however are limitless when you have an audience that loves you, not just needs you!

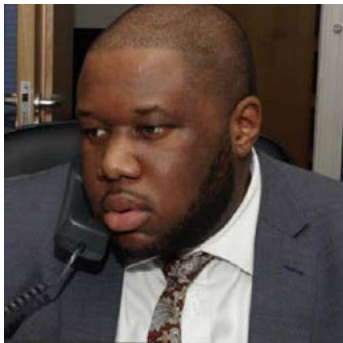
- Provide a fixed timeline to respond to queries
- Channel requests to the right person(s) in your team
- Have an up-to-date FAQ section on your site
- Use video and rich media to educate your users
- Leverage social media to turn questions into customer wins



Wrapping up

Thanks for reading

About the author - Simeon Stanford



Simeon is a founder at Sites Done Right and heads up the company's sales and partnerships.

His experience across business intelligence, data and websites make him a force to be reckoned with.

About Sites Done Right



There is no need to find 100's of separate tools to get quality traffic to your site and generate enquiries.

Our game-changing Software as a Service was built from the ground up to make creating a website that actually brings in business a breeze.

Visit <https://sitesdoneright.co.uk/>



WANT TO TAKE YOUR WEBSITE TO THE NEXT LEVEL?

Why not trial our platform built for small business that will help you generate more traffic and close more business in record time.

We offer a 14-day FREE trial (no credit card required), so why not try us out today?