

Podcast #1 – Marketing your new website

October 27th, 2012



As a web designer, there is nothing more I like to see than a site that I have helped to create hitting the right spot with its intended audience. However, some businesses and organisations think that a website will do all the marketing work for them.

It won't – there is still work to be done!

So as the first podcast from the Rusty Mango Design marketing series, I have decided to give five sure-fire tips to turbo-boost your site traffic today – even before Google gets a look in!

This information will be available as a downloadable PDF on the Rusty Mango Design website and a transcript of the podcast will be included in the RMD Blog.

Tip #1 – Get your site name out there and get traffic coming in!

If you are still waiting for Google to index your site – this can take up to a month or so depending on your web developer - get the word out there using more traditional means.

- If you are a non-profit organisation, get onto your local paper and ask them to announce or attend the launch of your website. While you are at it, why not try to squeeze an editorial out of them. Smaller papers like the Innisfail Advocate obviously need to support their local community and giving your non-profit organisation's website a "free" plug would be a great way to show it.
- If you are launching a business site, get on the radio or in the paper and give potential clients a "Call to Action" – that is – give 'em a reason to visit your site. Put a printable coupon on the front page of the site for visitors that redeemable for a free quote, cup of coffee or whatever ties in with your business.
- If your site has been launched and nothing is really happening, try the above steps anyway. You have nothing to lose and everything to gain.

Tip #2 – Get your Social Media happening today

Spend an hour or two setting up a [Facebook for Business](#) page along with a [Twitter](#) account. Not only are these social mediums a necessity in today's online world, but they are absolutely fantastic for getting information / deals announced immediately. With a bit of clever programming, or even some WordPress plugins, you can seamlessly integrate your Social Media with your actual website. This way, you can create instant content every time you update your Facebook or Twitter. Like buttons can also be used to grab a captive audience along with your "followers" on Twitter.

However, when a site has just been launched, use your social networks to get visitors to come to your website immediately. Announce the launch on Twitter and ask all your followers to "re-tweet" the message – like a little bit of "pyramid" marketing. Do the same on Facebook – ask your friends to visit and LIKE your website and pass the message on!

Using this simple tip, you could have an audience of 100's by the end of the first day (depending on the strength of your social network).

Tip #3 - Reciprocal Links

After your site has been launched, spend some time visiting some industry specific sites that may be able to "drive" traffic to your website. For example, I recently suggested to Glen from Innisfail Cycles and Sports that he should contact local bike clubs and let them know that his business is now online.

If these clubs have websites, now is the perfect time to ask for reciprocal links. A reciprocal link simply involves placing a link on each parties website – the bike club links to Innisfail Cycles and Innisfail Cycles links back to the Bike Club.

It's the age-old saying "You scratch my back and I'll scratch yours."

If your business has a selection of suppliers, ask them to create reciprocal links for you. Most suppliers will gladly add your business to their sites in return for a reciprocal link as you are already a valuable source of income to them and they should want to help in whatever way possible.

Tip #4 – Get your Web Address on everything

If you are serious about pushing your site to the next level, then start by looking at your stationery and signage right away. Your website address needs to be prominent on everything you do – business cards, invoices, shop fronts, you name it, it should have your address on it. TV and print advertisements should also have your website address clearly visible and radio ads should always include your address at the close of the ad.

A website is not meant to be a secret so shout it out and get people visiting today.

Tip #5 – Email Marketing

This one needs to be approached carefully as there are fairly stringent rules about spam that can end in grief if they are not handled properly.

For a stress-free email promotion, simply send out an email to your current client list with a special offer – free consultation, ½ price deals, 10% discount – in return for a visit to your new website. Add in a bonus, if they refer someone else through to the same offer on your website, give them another reward for their loyalty.

Using this method of email, you are only contacting clients that you already have a relationship with. Those clients then contact someone else on your behalf – this is important as the email does not come directly from you!

Only use this method sparingly as repeated usage will fall foul of the spam laws if anyone feels that you are abusing the email system.

Bonus Tip – Make sure your site is SEO friendly.

Once Google finally gets around to indexing or “reading” your site – you should have all the Search Engine Optimisation (SEO) completed. You can do by following this list:-

- Make you have used a scattering of “key words” – words that potential visitors will use to find your site via Google – throughout your pages.
- Check your META tags for titles, key words and descriptions or have your web developer check them for you.
- If you are using site based on WordPress, install the plug-in [All-in-One-SEO](#) and add details to each of your posts and pages.

By following the simple tips above, you can gather a healthy following for your site however this is only the beginning. Your site will require constant work to keep it fresh and to ensure that visitors return again and again. In the next Podcast, we will talk about the use of content to attract visitors and keep them coming back for more.