

10 Strategic Steps for Digital Marketing on your Website

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Sideways8

Websites
Marketing
Automation

<http://sideways8.com>



SIDEWAYS
EIGHT

interactive

Call to Action

Call to Action



<https://knowledge.hubspot.com/cta-user-guide-v2/call-to-action-best-practices>

One main one per page, up to 2 additional

Call to Action



- Visually striking with copy that compels you to click the offer
- Brief: A couple of words is best, no more than five is ideal
- Action-oriented: Begin with a verb like "Download" or "Register"
- Located in an easy-to-find spot that follows organically from the flow of the webpage
- In a contrasting color from the color scheme of the webpage
- Large enough to see from a distance
- Easy to understand and clear

Newsletter Signup

Newsletter Signup



<https://socialtriggers.com/email-signup-forms-build-list/>

If you only have one call to action, make sure it's driving people to sign up for your mailing list.

Newsletter Signup



- Feature Box
- Top of Sidebar
- Below Single Post
- Footer of your Site
- On your About Page
- The Little Bar Across the Top Of Your Site
- The Dreaded Lightbox Pop-up

Search Engine Optimization

Search Engine Optimization



<https://moz.com/beginners-guide-to-seo>

The fundamentals have not changed in years, keep it simple.

Search Engine Optimization



- Indexable Content
- Meta Tags
- Sitemap
- Title Tags
- Alt Tags
- Page URL

NO Sliders or Hidden Content

NO Sliders or Hidden Content



<https://yoast.com/opinion-on-sliders/>

NO Sliders or Hidden Content



- 1% actually click on the slide vs a button, usually the first slide
- Ignored cause of banner blindness
- Poor mobile behavior
- Hidden content :(

Recommended Products

Recommended Products



<https://thegood.com/insights/ecommerce-product-recommendation/>

Recommended Products



- Similar Products
- People who purchased this also purchased
- Associated Products
- Best Selling Items
- Tripwires
-

Custom Photography & Video

Custom Photography & Video



<https://www.wix.com/blog/photography/2017/02/20/how-to-optimize-images-for-website/>

<https://www.shopify.com/blog/7412852-10-must-know-image-optimization-tips>

Custom Photography & Video



- Not stock
- If stock, consider brand guidelines
- Creative ideas
- Use to bring the user in or show them your products
- SEO

Sales funnels

Sales funnels



<https://sellyourservice.co.uk/2017/09/the-6-best-resources-for-building-the-perfect-marketing-funnel-and-theyre-free/>

Sales funnels



- Map user flow
- If this, Then that
- Unique offers per path

CRM Integration

CRM Integration



<https://www.zoho.com/crm/help/website-integration.html>

CRM Integration



- Capture user information directly into your CRM through forms
- Trigger events - Emails, Reminders, Process Categories
- Automation!

Google Analytics

Google Analytics



<https://blog.kissmetrics.com/15-google-analytics-tips/>

<https://developers.google.com/tag-manager/quickstart>

Google Analytics



- Tags & Tag Manager
- Reports
- Goals - Goal Page, Value, Funnel
- Custom Segments

Split testing or A/B testing

Split testing or A/B testing



<https://www.optimizely.com/split-testing/>

Split testing or A/B testing



- Visual elements: pictures, videos, and colors
- Text: headlines, calls to action, and descriptions
- Layout: arrangement and size of buttons, menus, and forms
- Visitor flow: how a website user gets from point A to B

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Download @ <http://bretwp.com/tgsdigitalmarketing>