

# How to get visitors to your website



ANTIQUES  
WEB DESIGN.com



# CONTENTS

*Get visitors to your website, and get them spending!*



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# INTRODUCTION

Here's some advice on how to make the most out of your website, get visitors to it, reach your target audience and make sales online.

## What is marketing?

**Marketing is essential to selling online.** This includes everything from your logo & branding, how you communicate, the design of your website, your photography, market research, advertising your business, promotions, understanding the psychology of your customers, and measuring results. The overall strategy is called your Marketing Plan.



## Why you need to do it

Firstly, marketing doesn't usually happen all by itself. There is a lot of competition out there on the internet; in January 2017 reputable internet monitoring websites reported that there were **almost 1 billion websites live and active**, so no matter what industry you are in or who you are selling your goods and services to, you are likely to have **strong competition** on the Internet.

Having competition is healthy for any business but how do you compete if you are new to the Internet? Remember, it *doesn't matter* if you've been in business for decades:-

If you've never had a website before,  
the internet will see you as a new business.

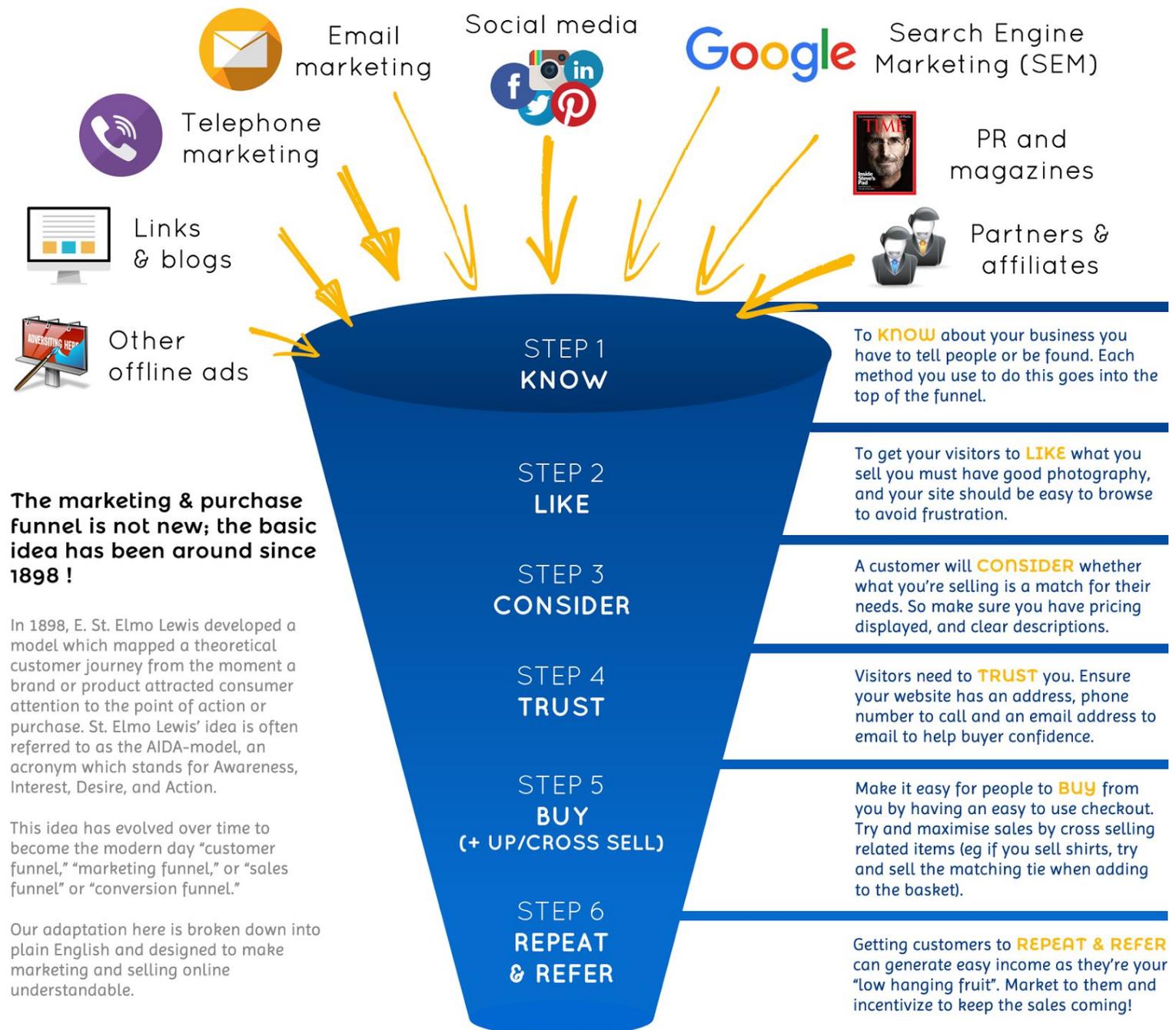
**So what can you do to compete and be noticed?** This document will hopefully help you understand what your new website is doing already, what free and easy methods you can do to help market it, and what other marketing services are available to get the very best out your website.

A new website is like a shop in the middle of an empty desert, unless you're actively marketing it; you won't be making sales

# THE SIX STEPS

The following represents the six steps to marketing, which are often referred to by marketers as “the marketing funnel”. It’s not a new idea; it originates from 1898 and you’ll see the below explanation given by marketers all around the world in varying ways.

To make it relevant to you however, the diagram we’ve created below is specifically in the context of marketing a website in the 21st century. Over the next few pages, we’ll explain each step in more detail. The reason it’s drawn as a funnel is based on the idea is that you’ll have more people going into the top than come out of the bottom (eg more people that might see an advert or visit your website, than will actually buy something). Some of the tips in this document are aimed at maximising that ratio.



**The marketing & purchase funnel is not new; the basic idea has been around since 1898 !**

In 1898, E. St. Elmo Lewis developed a model which mapped a theoretical customer journey from the moment a brand or product attracted consumer attention to the point of action or purchase. St. Elmo Lewis’ idea is often referred to as the AIDA-model, an acronym which stands for Awareness, Interest, Desire, and Action.

This idea has evolved over time to become the modern day “customer funnel,” “marketing funnel,” or “sales funnel” or “conversion funnel.”

Our adaptation here is broken down into plain English and designed to make marketing and selling online understandable.

# STEP 1 ) KNOW

To **KNOW** about your business you have to tell people or be found. This is usually from some kind of advertising. In this section we'll cover these methods:-

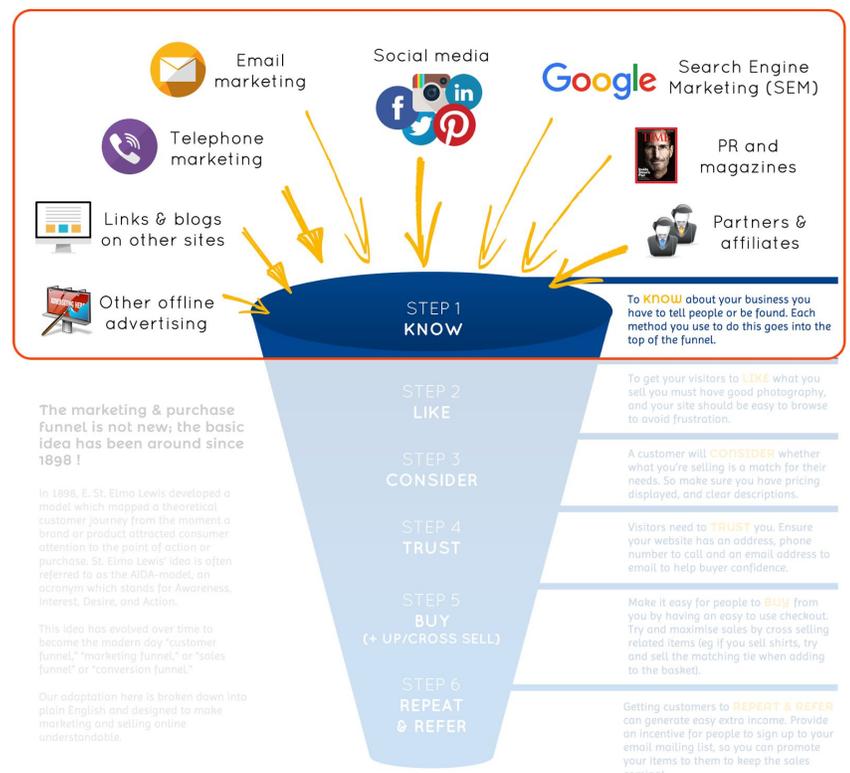
a) Social Media

b) Google Search Engine Marketing (SEM)

c) PR and magazines

d) Email marketing

e) Blogs and links on other websites



## KNOW

### a) Social Media



### Use the right social media platforms for your industry

There's tons of social media platforms out there but you don't need to use them all! If you're selling items / products for sale, then generally the best platforms for you are:-

- Instagram
- Facebook
- Pinterest
- Twitter

### How to get Instagram followers, and get them to your website

We could talk for hours on this subject, so we wrote a separate guide on just this!

Read it for free at

[https://www.uporium.com/en-GB/how-to-use-instagram-to-make-more-sales/blog\\_10083](https://www.uporium.com/en-GB/how-to-use-instagram-to-make-more-sales/blog_10083)



## Facebook paid-for advertising

# facebook Ads

Facebook paid-for advertising (eg placing adverts on Facebook) can be a brilliant way to get people to know about you and direct them to your website. You can create an advert yourself at [www.facebook.com/advertising](http://www.facebook.com/advertising), or use companies like us to manage your Facebook adverts for you.

## Boost your social media presence

- **Share your new items / products**

Don't just have your items on your website! Our websites allow you to easily share your new stock onto social media, with a link back to your website. It takes just a second, so there's no excuse!

- **Write news articles and share them**

Add news articles about what your business is doing, or provide tips & advice, and then share these on social media. These help you become an "authoritative" figure in your industry, and who people think of.

Our websites have a built in feature allowing you to share your news/blog entries onto social media.

- **Instagram page**

Why not display your instagram feed on your website itself? This can help engagement.

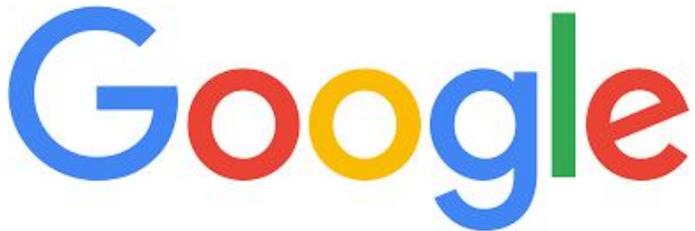
## Having someone manage your social media for you

If you don't have the time or expertise to manage your own social media campaigns and advertising, there are a variety of companies out there who can do it for you.

Do be cautious however; there are no qualifications required to be a "social media expert" and there's quite a few businesses out there offering empty promises. So if you're considering having someone manage your social media for you, find a local business that has a good reputation and reviews.

## KNOW

### b) Google Search Engine Marketing (SEM)



*“It’s not 2001 anymore. So just having a well optimised website does **not** mean that you’re going to appear at the top of Google”*

## Ensure your website is properly search engine optimised (SEO)

If you have one of our latest websites, then it’s already very well search engine optimised. If you don’t, here is what we’d recommend:-

- **URLs (web addresses) should have your item names in**

So let’s say you have an item called “Lovely wooden chair”, then you would want to make sure the name of it features in your website address, eg [www.yourwebsite.com/lovely-wooden-chair](http://www.yourwebsite.com/lovely-wooden-chair)

- **Tags**

Use tags such as h1, h2, h3, title and alt tags. We also ensure meta description tags are populated

*Note - Whilst a meta description tag is useful, meta tags have been largely ignored for ranking purposes by the major search engines for **several years** so aren’t as relevant as they used to be and shouldn’t form a major part of marketing strategy. This is probably the most common misunderstanding of SEO.*



- **Speed**

Google judges your website on how quickly it loads. So ensure your website is fast loading. If Google finds that your website is slow to load it will give a negative overall appraisal and in certain cases actually assign a 'SLOW' tag to your website. If you're using one of our websites you don't need to worry as we don't use cheap hosting and make sure our websites are built to load fast.



- **Multilingual**

Having copies of your website in multiple languages can help you get found by more people, in more locations.

To make this work you'll need to make sure you have a copy of every page on your website in each language you want to appear in. This is available on our websites with our multi-language feature, and translations can either be done manually, automatically, or a combination of the two.

These techniques change from time to time as Google updates the way it works, so it's essential your web design company keep your website up to date. This is why we push out updates to our ready-made website platform to keep up with Google.

## Get other websites to link to yours

Google judges your website's popularity by how many other websites link to yours.

So ask suppliers, clients, trade organisations, local directories, and anyone else you know with a website to put a link to your website on theirs; ideally featuring key phrases relating to the products you sell. More about this is covered in our **“Blogs and links on other websites”** section.



Avoid paying for link directories, link farmers, or link distributors as these can often result in “bad” links. The same can often be said with SEO companies which contact you from abroad offering you the world for a very cheap price. No matter what these companies might tell you, more often than not the work or links they provide will usually do your site more harm than good.

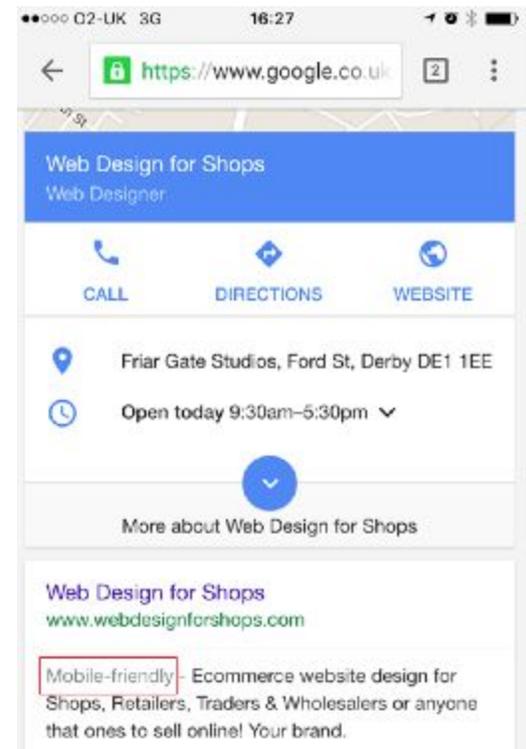
## Ensure your website is mobile friendly

*If your website isn't mobile friendly, you are likely to be losing business!*

In mid 2015 Google announced that in 10 countries throughout the world more searches had been made in a month on a mobile device than a full screen desktop or laptop computer. This report proved a massive change in consumer behaviour and a huge shift in attitude towards mobile commerce.

A website being Mobile Friendly or 'responsive' is absolutely critical. It's so critical that Google announced that it would be giving preferential treatment to websites that were mobile friendly, some marketers dubbed this move 'Mobilegeddon!' as non-responsive websites which had previously enjoyed good rankings suddenly slide down the results pages.

If you have a website built by us from approx 2013/2014 onwards it will most likely be fully mobile and tablet responsive already. If you have an older website, we'd recommend upgrading!



## Make your website's content relevant and keyword rich

Google's main priority is to serve up the websites people are looking for quickly and efficiently, and to ensure that the websites it lists are relevant to what has been searched for.

**Q: How can you make sure that your website is relevant to people searching?**

**A: Have relevant content in the right places!**

**Here's some tips to help make sure you have the right content, in the right places:-**

### **1. Put text on your home page**

Ensure you have some text on your homepage with keywords and phrases that are relevant to the items you sell. Ideally feature names of categories (and link to the category) and feature keywords and phrases relevant to your most popular products.

### **2. Set the page title for your home page**

The home page is arguably one of the most important pages when it comes to Google. And the page title (the title which appears in Google's search results and your web browser's title bar), is critically important. So ensure you set it to be relevant.

To edit this with one of our websites, go to the page editor in the website manager, and edit the home page. You'll see there is a section which most likely looks like this:-

**Title & Meta Tags**

The area below controls what the page name is displayed as both in the web browser, and in Google. If a page title is displayed then the name of the page combined with your web site name is used.

Please note - this is IMPORTANT for Google. So if in doubt, leave it blank and the web site will populate it for you. For home page do \*not\* simply put in something like "Home Page"

**Page Name**

**Page Title**   
[Click here for guides & tips on page titles](#)

**Meta Description**

Set your page title to something relevant. So let's say you sell cheaply priced cookware and your business name is "RW Supplies", then your page title might be:-

**"Cheap cookware from RW Supplies"**

### 3. Set the meta description for the home page

The meta description *does not* affect your rankings in Google (and hasn't done for many years now), *but* it can appear in search results so it's a good idea to update it with a description of your business and the products you sell. This can be edited in the same place as the page title

[LVS Decorative Arts - Fine Decorative Antiques](#)

[www.lvsdecorativearts.co.uk/](http://www.lvsdecorativearts.co.uk/) ▼

Dealers in Fine Decorative Antiques. Based in Suffolk, UK and ship internationally.

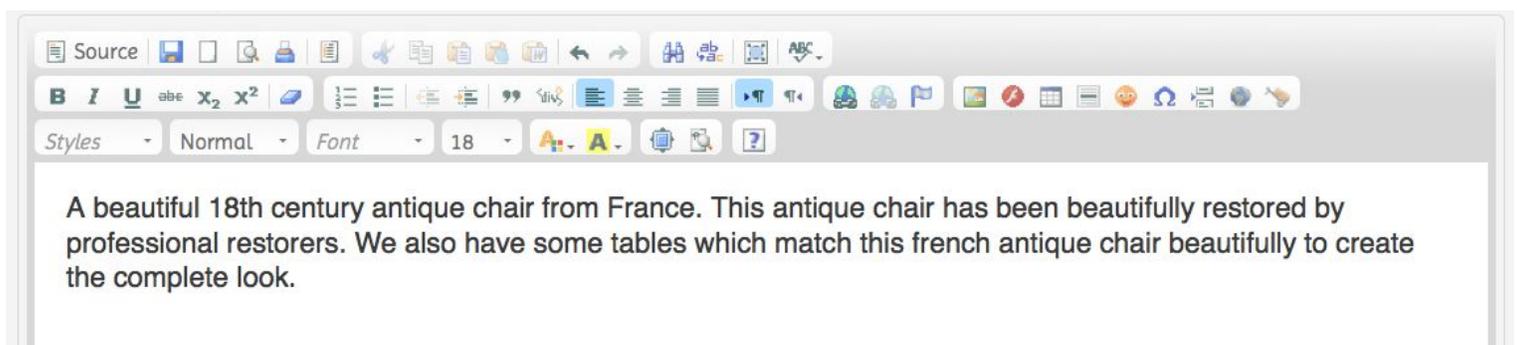
#### 4. Ensure your items have detailed and relevant names and descriptions

So let's say you're an Antique Dealer and you've just listed a chair on your website. You've set the name of the item to "Chair" and in the description you've written "In good condition, see pictures". Now whilst this may be accurate, it doesn't give Google much relevant content to index.

So instead, be descriptive in the name of the item. This is beneficial not just for content, but also because the name of the item appears in various tags on the page of your item, such as the page title, h1 tag, alt tags etc.

For example, if the item is an 18th century chair, and it's french, then list the product title as "18th century antique french chair". This gives Google much more relevant content to help you appear well.

In the description of the item, apply the same logic. Where possible, also mention other items which may complement it. So your description might be something like the screenshot below. Notice how we've dropped in words like "antique", "chair" and "french" a few times (although don't go too overboard!)



## Make sure you have a fast website

### Slow websites = lost customers

A website that loads quickly is important. For two reasons:-

#### 1) People are impatient

If you want to keep your customers on your website and keep them coming back your website needs to be well organised and fast to load each page. People are impatient and likely to close a website which takes too long to load.

#### 2) Google doesn't like slow websites either

Fast opening and easy movement is now considered so important by Google that they penalise slow websites by adding a tag **Slow** tag to search results on mobile devices warning users that the website they are attempting to view may be slow to load.

This is why we don't use cheap hosting and make sure our websites are programmed so that they load fast.

Top cop Neeraj Kumar grills Arvind Kejriwal with poem - YouTube

**Slow** [m.youtube.com/watch?v...](https://m.youtube.com/watch?v...)

Corrupts like **Neeraj Kumar** sacred with Arvind, He shows his level, which is below level. Stupid fellow.

Professor Neeraj Kumar - Google Scholar Citations

**Slow** [scholar.google.co.in/citations?...hl...](https://scholar.google.co.in/citations?...hl...)

Ferroelectric phase stability studies in potassium nitrate: Polyvinylidene fluoride composite films. N **Kumar**, R Nath.

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## How to boost your presence in Google using Google AdWords



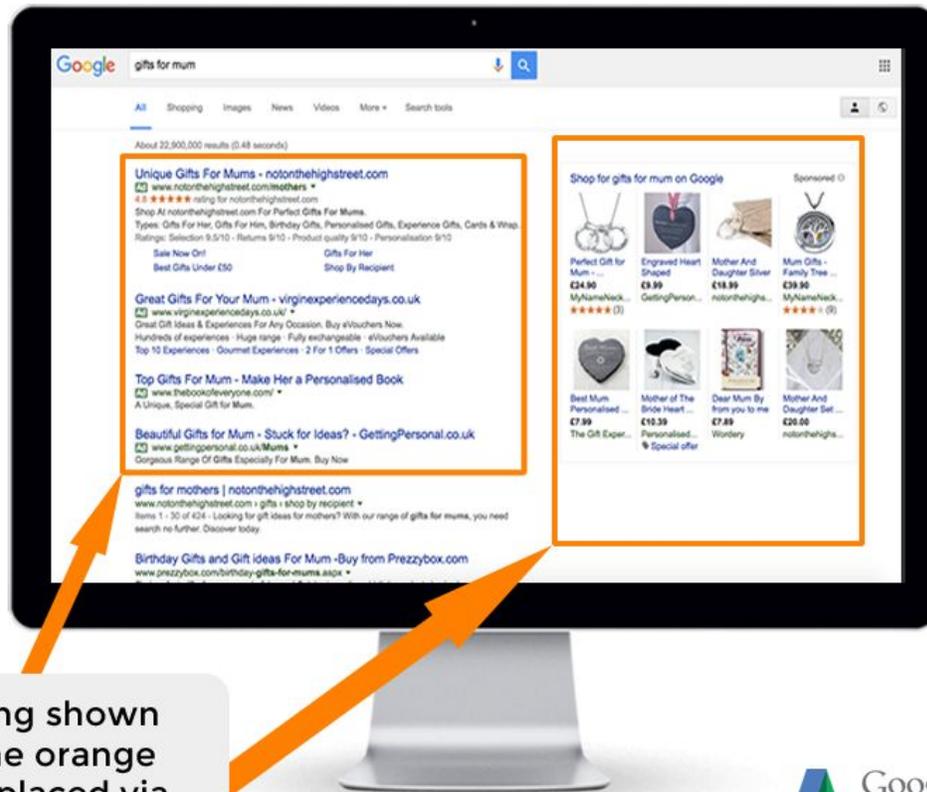
Relying on just your website being well optimised (SEO) is usually *not enough* to appear highly in Google and get sales from it, especially if your website is new.

In 2015 Google managed to achieve 100% monetization ‘above the fold’ for many search results. The phrase “above the fold” means everything you can see when searching without having to scroll. So this means that *\*ALL\** of the results displayed for these searches were Google’s paid for ads and someone searching would need to scroll down the page to find the free (“organic”) listings.

So if you’re interested in serious, measurable and sustained results then you’ll need to invest in Google AdWords. In order to get decent results with Google Adwords, we recommend a minimum budget of £500/month (including the cost of somebody like us managing it for you). Whilst this can be daunting for some, if your campaign is managed properly then you can see a decent return on your investment. So think of it as an investment and money maker, rather than a cost.

*On average, 41.1% of the clicks on page 1 come from the top 3 pay per click adverts, and sponsored ads can take 85.2% of the “above the fold” space.*

The screenshot below is a typical ‘above the fold’ search results page in Google when searching for: “gifts for mum”



Everything shown within the orange boxes is placed via paid ads, not free listings



Above the fold means what you can see on screen before needing to scroll. The areas in this screenshot highlighted in orange shows the space given to paid for advertising and the remaining space available contains just 2 organic search results out of the 14 links available. Google in particular are giving more space to paid for ads than ever before which is why it is increasingly difficult to gain those top positions organically.

## KNOW

### c) PR and magazines



## Magazine advertising

Placing adverts for your business in relevant local and national magazines can help add more potential customers to the top of the marketing funnel. Ensure that adverts are designed well and placed in a publication that is likely to be read by the type of people that typically buy your product. If you need adverts designing, then please get in touch. Note from the example above that each advert you place should contain some key factors:-

- A large clear image of the item the company are wanting to sell you
- A clear logo of the company that has placed the ad. In this case Rogers - a US telecommunications company
- An incentive for you to visit their website in the form of 'Get your FREE holiday gift...'
- A large title and explanatory text to add further trust and incentive for you to visit the website
- A clear web address to make it easy for a prospective customer to find you

With our websites you can use the promotions and discounts facility to create a special offer code which visitors can enter in on your website to get a discount. Use this to encourage readers of your ad to go to your website, and make each discount code relevant to each advert you've placed so you can track which adverts are getting you the most sales.

## PR

PR differs from advertising in that you're not (usually) paying for the exposure in magazines. This often comes in the format of things such as articles written about your business. Having this third party endorsement helps give you credibility too.

We're a web design company rather than a PR or print advertising company, so if you'd like to do some PR or print advertising for your business we would recommend that you find a reputable PR company local to you that has experience working with your industry. Always check to see what their reviews are like to ensure you're only working with people who can deliver results.

## KNOW

### d) Email marketing

Email marketing is one of the cheapest and most effective ways to drive people to your website



All of our websites come with an email marketing integration facility and we make it easy for visitors to join your mailing list. Our latest websites integrate with platforms such as CakeMail, MailChimp, Campaign Monitor and iContact meaning you can use industry recognised email marketing platforms such as these with our websites.

### Getting subscribers onto your mailing list

Before you can send any email marketing out, you need people (subscribers) on your list! Here's some ways to do this:-

- **Collect email addresses of customers you see in person**
  - Collect in your shop. You can either use signage or verbally prompt visitors in your shop to join your mailing list. This is particularly effective as the person signing up has already shown an interest in what you do by visiting in person. This works especially well by asking people to sign up when at the till.
  - Collect at trade/retail shows. If you exhibit at any shows it's always a good idea to have a tablet handy with an email signup app running and

on display. These apps are usually free or quite cheap and give you the opportunity to easily collect the email addresses of people showing an interest in your business

- In either case above; all the collected email addresses can easily be added in bulk to your email marketing list in seconds.

- **Gather via your website**

- When an enquiry is sent via one of the forms on your website, or a customer makes a purchase online via your site, they are asked to subscribe to your mailing list.
- Via our optional “Mailing list popup” feature, you can also randomly prompt visitors to subscribe to your mailing list.
- The majority of our websites also come with a mailing list signup form conveniently placed on your website so visitors can specifically and voluntarily subscribe to your mailing list at any time.

- **Buy an email mailing list**

- Obviously this costs money rather than being free, but it can give you a kick start or big jump. There are plenty of companies out there which can sell you targeted email marketing lists based on a specific sector. Do be careful however when purchasing email mailing lists to ensure that the subscribers have opted in to make sure you stay on the right side of the law.

## How to do email marketing

- **Send out latest, featured or sale items**



- One of the easiest types of email marketing you can do is to send out a mailshot with your latest items in it, featured items, or items that are on sale.
  - To do this with our latest websites, rather than having to manually put together a mailshot we have a great facility built into your website that allows you to select the items and send a mailshot straight out using an email marketing platform in 4 easy steps.
  - Each item is included in your mailshot with a picture of it, the name of it, and a link to view it on your website. The mailshot itself features your company name or logo, and your contact details. Best of all, you can do the whole thing in 2 minutes!
- **Be seasonal**
    - Try and send out mailshots which relate to particular seasons and events. This can include anything from Christmas to Valentine's day. Be creative and come up with a twist to get subscribers to your website, and use a time limited special offer to get them to buy.

- **Send out generic or special offer mailshots**
  - Using an email marketing facility you can send out regular mailshots with unique content. Each time you email a customer it's an opportunity to remind them who you are, what you do and why they should buy from you.
  - Try and make sure there's a reason subscribers would want to read your email mailshots. Be informative, establish yourselves as the experts and "go to" people in your industry, and create a "hook" to get people excited about what's in your emails or for them to want to go to your website and buy.
  - Good examples are:-
    - Special offers and seasonal promotions
    - Announcements such as new shop openings, new staff members etc
    - Informative emails with tips and advice
    - Invitations to trade/retail shows and other events you're exhibiting at

## Which email marketing platforms to use

We recommend using the following, all of which integrate with our platform:-

	Pros	Cons
 <a href="http://www.mailchimp.com">www.mailchimp.com</a>	<p>Probably the easiest to use.</p> <p>Free for up to 2,000 subscribers</p> <p>You can see who your most dedicated readers are, eg those subscribers to interact most with your emails</p>	<p>The free version inserts the mailchimp logo at the bottom of your email mailshots.</p> <p>The paid for versions can be a little more expensive than some of the competition.</p>
 <a href="http://www.cakemail.com">www.cakemail.com</a>	<p>We include a free CakeMail subscription with a 1,000 subscriber limit with every website</p>	<p>It's not the easiest to use</p>
 <a href="http://www.campaignmonitor.com">www.campaignmonitor.com</a>	<p>Less "quirky" than MailChimp and feels more business like.</p> <p>Interface is really simple and easy to use.</p> <p>Great support staff.</p> <p>You can do "pay per campaign" rather than pay monthly.</p>	<p>No free trial</p> <p>Reporting is fairly basic</p>
 <a href="http://www.icontact.com">www.icontact.com</a>	<p>They offer a free trial</p> <p>300 templates to choose from</p> <p>Ability to set up autoresponders</p>	<p>No time option to select when to send your mailshot</p>

*(pricing and information correct at time of writing)*

## KNOW

### e) Blogs and links from other websites

Exposure on other well visited websites is a great way of getting more visitors to your website. Good examples would include:

- **Local press websites**

Even the local newspapers these days have their own website and they are always looking for interesting content. If you have something interesting happening or you can advise on the content of an article then make sure the newspaper credits your business by placing a link on their website to yours.

- **Off site Blogging**

Try and get well respected bloggers who have their own websites/blogs to talk about your business and link to your website. Blogging is serious business these days and if you are given the correct exposure it could be a cheap way of gaining customers.

- **Your own blog**

Bloggng on your website is a great way of communicating your knowledge of the business you are in, new trends and products and other such interesting information that all helps the customer trust that you know what you are talking about. Having your own blog on the website adds content. This has the benefits of:-

- Google being able to index this content, giving you more opportunities to appear in search results
- Other websites may want to link to you (eg they might want to link to this content on your site).
- People may share your blog entries via social media

Here's some tips when writing blog articles:-

- Make sure the blog is on your website, not hosted somewhere else. The blogs that come with our websites are hosted on your website itself; so this isn't a problem
- Include a minimum of 600 words, content is key and without words on the page Google has very little to read
- Make sure your wording is balanced so that you are able to include as many relevant keywords as possible without the article becoming 'spammy'. It has to read perfectly to a normal human otherwise the article could have a negative effect on your website's rankings
- Include a minimum of 4 pictures that support your blog post

### Here is what you should **AVOID**:-

- **Paying for link directories, link farmers, or link distributors.** There are many companies out there that will try and sell you links. They often try and do this by sending you spam email to sell their services. Their services usually involve linking your website from a pool of websites they have access to. The problem is the websites they have access to are usually blacklisted with Google as all they do is have links on them! As a result, if you pay to have your website linked on these sites, Google will pick this up and may blacklist your website too! In extreme cases, the damage can be irreversible. Likewise, also avoid paying people to Like your Facebook page as it can have similar effects.

## STEP 2 ) LIKE

To get your visitors to LIKE what you sell you must have good photography, and your site should be easy to browse to avoid frustration.

People don't want to buy what you have to sell. What they're looking for is an outcome in their life, or business. This could be making their home look beautiful with fantastic furniture, having a nice car to show off to their friends, or rewarding themselves with something new if they feel like they've worked hard lately. It's all about emotion.

So this means you need to ensure that your website doesn't sell your product and instead sells the outcome which your customers desire.

Here's an example...

You run a furniture business and you have stock of some dining furniture to sell

- **The wrong way to sell these items:-**
  - Go and visit the items in the back of your warehouse, and take a picture of them in the warehouse in poorly lit conditions with your 2 year old iPhone and a shaky hand.
  
- **The right way to get people to “like” what you have to sell:-**
  - Think about why someone would want to buy these tables and chairs. Perhaps so they can make their dining room look beautiful, and share happy moments with friends and family after a hard day at work.

- So in this example you'd get a professional photograph taken of your table and chairs in a dining room, with some nice flowers and wine glasses laid out. Here you're selling the outcome people want to buy.

Something like this:-



## STEP 3 ) CONSIDER

A customer will **CONSIDER** whether what you're selling is a match for their needs. So make sure you have pricing displayed, clear descriptions and good photography.

If you've got as far as the "CONSIDER" stage, then people already like you or what you have to sell. So don't lose their interest! At this stage customers will want to make sure that the product they've found matches their need. So make sure you:-

- **Provide clear descriptions with as much information as possible**  
This helps prevent customers having to ask questions. Many people browse the internet when they get home from work, or at the weekends when you might be closed and not available to call and ask questions. So ensure that you have as much information as possible displayed about the item so that customers have no hesitation in pressing the BUY button.
- **Display pricing**  
Most studies show that having "POA" or "Price on application" doesn't work and usually *hinders sales*. So make sure you display prices for your items.
- **Dimensions**  
Where relevant, always display dimensions so customers know what size the item is.

- **Good quality photography**

Where possible, do NOT use your phone to take photos! Whilst the latest phones have some brilliant cameras in them these days, they still don't compete with a proper camera. So either use a professional photographer, or, if that's too expensive for you right now, then invest in a decent quality camera and learn how to use it.

If you sell smaller products, there are also a variety of automated lightbox solutions now on the market which take high quality pictures of your products on a white background.

Which laptop would you buy?



This one?



Or this one?

# STEP 4 ) TRUST

Visitors need to **TRUST** you. Ensure you do as much as possible to make your business look trustworthy

With so much identity theft and scammers on the internet, customers need to feel that they can trust you. Here are a few things you can do in order to aid that:-

- **Display your contact details**

Some businesses make the mistake of not displaying a physical address on their site. To customers this shows that you could be anyone, and makes you appear less trustworthy. So ensure that your website or contact page has an address, phone number to call and an email address to email to help buyer confidence.

- **Have a delivery policy**

Help customer confidence by having a clearly defined delivery policy on your site so they know when to expect their order. This could be in your terms and conditions, or, described in the description of our items. If certain items take a while to deliver or have a lead time, then make sure you explain this. Our latest ready-made websites now have a feature where you can add a lead time for particular items and ensure that customers check to agree they've seen the lead time before placing an order. Not only does this help with trust, but it helps prevent complaints or issues later down the line.

- **Have a returns policy**

Various countries impose laws on returns policies, but your customers may not be aware of what your attitude towards returns is. Help give them confidence by outlining this in your terms and conditions page.

- **Have an about page**

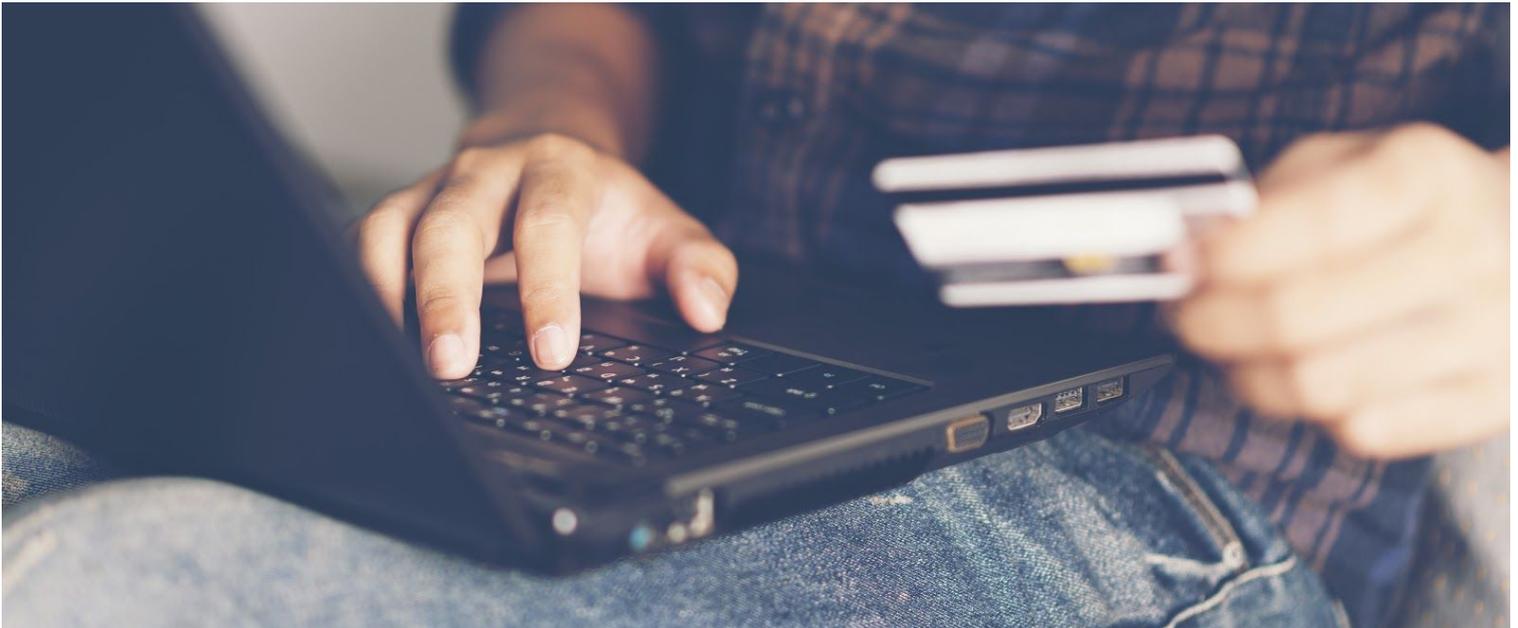
People buy from people. Whilst you don't need to put the life story of you or your company on your website, having a separate about page of 2-4 paragraphs can help customers know who they're dealing with, which helps inspire trust and confidence. It doesn't hurt to show a picture or two of you and your business either.

- **If you're been established for a long time, tell people!**

Let's say your business has been around since 1983; then tell people! Featuring this in your logo or somewhere prominent on your site can help people feel that they're dealing with a long established and trustworthy business.

## STEP 5 ) BUY

Make it easy for people to BUY from you by having an easy to use checkout. Try and maximise sales by cross selling related items (eg if you sell shirts, try and sell the matching tie when adding to the basket).



Here are a few ways of increasing sales within your website:-

- **Cross sell and upsell**

- Cross selling or upselling is the art of selling more items than the customer wanted to buy in the first place.
- Usually this is done by asking a customer to buy a related item after they've added an item to their basket. So let's say somebody visits your website, finds a sofa they like, and add its to their basket. Your website could then ask if they'd like to buy some matching cushions and a throw

for it. Or, if you sell shirts, try and sell them a matching tie. This can be done using our related items feature.

- **Provide convenience**

- If you have a physical shop as well as an online shop, offer customers a same day click and collect service. Our ready-made websites have this feature built-in.
- Offer PayPal payments as well as credit and debit cards. This helps provide convenience for those customers who remember their PayPal login details, but don't have their credit or debit card to hand.

## STEP 6 ) REPEAT & REFER

Getting customers to REPEAT & REFER can generate easy extra income. Provide an incentive for people to sign up to your email mailing list, so you can promote your items to them to keep the sales coming! To refer, use people visiting your site and use your existing customers as a way of finding new customers.

In the sales world, marketing to your existing customers is referred to as “low hanging fruit” because your existing customers already know who you are, they already trust you, and they’ve already bought from you so generally it’s easier to sell to existing customers than it is to new customers.

### Run promotions to existing customers via email marketing

Running promotions is a great way to get people back to your site and reminding them that you exist. It’s also a great way of clearing out old stock or items that have been hanging around for a while.



Here are some examples of promotions you can run. Some of these require our advanced promo codes and discounts feature which available in some of our more advanced packages, or as an optional bolt-on.

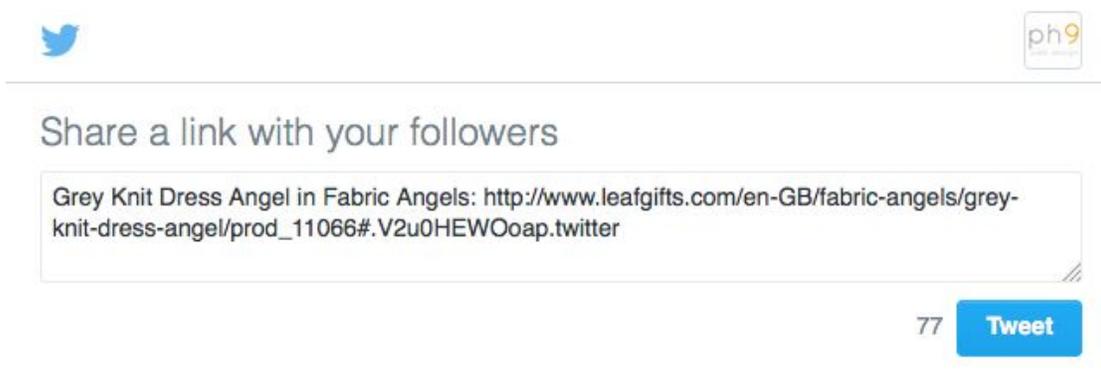
- BOGOF - Buy One Get One Free - this could be buy 3 for 2, 4 for 3 or 6 for 5 etc.
- Buy any X items in a category or from a select list for Y price. eg any 10 items from 'bath bombs' for £20
- Buy X item and get Y discount from Z product - i.e buy a sofa and get 50% off cushions when bought at the same time.

Use email marketing to let your existing customers know you have a promotion running. Don't expect them just to come to you.

### Share via your website



With our latest ready-made websites when somebody views an item, there is a facility to like and share items on your website. The idea here is that if somebody sees something they like and wants to share it, then even if they don't end up buying it, somebody who they're friends with on social media may end up buying from you.



## Post on social media for free!

Social media is the biggest referral platform out there today with billions of people using the platforms globally.

### How can you capitalise on this audience and gain referrals?

Easy... Engage with people on social media; talk to them. Unless you are using the various private messaging systems your conversations with people on social media are often viewable by the general public. This means that the digital curtain twitchers can see what you are saying and to whom and therefore the person you are talking to is unknowingly referring you to all of their friends, family and followers.

### Place unique discount codes on social media.

To get people to follow you on social media, email all of your existing contacts to tell them to join your social media groups for exclusive discounts and news. It's also a good idea to try and get new customers to follow your social media too just after they have purchased from you as you are more likely to gain repeat business from them.

# HOW TO GET STARTED WITH GETTING VISITORS TO YOUR WEBSITE

## 1. Decide what kind of marketing will work for you

Read through this document, and from the “KNOW” section think about which types of marketing will work best for you and your business. Our advice is to be open minded, and to try as many different methods as possible. Then measure which ones work the best and continue to focus on those.

## 2. Assign a budget

Whilst some marketing can be done for free, inevitably you’ll have to find some kind of a budget to be able to do things properly. So assign a budget, and think of it as something you’re going to get a return on (make money from), rather than as an expense.

## 3. Write a plan

This is where we see many of our clients who are small business owners fail. As the saying goes “fail to prepare, then prepare to fail!”. It’s important to write a plan with a list of everything you’re going to do, dates & deadlines for each, and, if there’s several of you in your company; who is going to do what.

#### 4. Find professionals to work with

We can help you with eCommerce website design, Google AdWords Marketing and Facebook Ad marketing. If you're going to be doing things like PR, offline advertising, or social media marketing, find suppliers to work with to facilitate this for you.

Ensure that whoever you choose to work with has good reviews and a good reputation; as there are unfortunately too many companies out there who claim to know what they're doing; but don't!

#### 5. Assign the time

It's one thing to say "I'm going to do some marketing", but it's another thing actually getting around to doing it. So make sure you put some time into the diary for you or one of your staff/colleagues to ensure it gets done.

# GLOSSARY

## Jargon buster

### Above the fold

What you can see on screen when you search in Google or go to a web page before needing to scroll.

### AdWords

Paid advertising platform and a serious source of Google's revenue. Adwords adverts are typically shown at the top and bottom of the search results page and are identified by this symbol: **Ad**  
Each time a link with the ad symbol is clicked the owner of the website is charged by Google.

### Blog

Typically a news section on a website and a space to discuss anything interesting happening within your business that isn't necessarily product related.

### Link

A piece of text on a website that when clicked takes the visitor to another section or page either on the same website or to another website

### Meta tag

These are tags which are hidden in the code of your website on each page. In the old days of search engines, these could have a big effect on how well you appeared in search engines like Google. These days however they play a lot less relevance, and don't affect how highly you appear on the page in Google (and haven't done since about 2009).

#### Meta Keyword Tags

Let's start with one of the questions we get asked a lot - 'Are meta keyword tags important?'

The answer is simple: ***Meta keywords have not been used by Google since 2009 so no, they are not important.***

The other major search engines such as Bing and Yahoo! only give a very minor weighting to meta keyword tags so it is entirely possible that you could either waste your time worrying about keywords or actually harm the reputation of your website by adding them in and using keywords that are considered out of context.

## Meta Description tags

A meta description is a small amount of text that appears in the search engine results pages and is intended to briefly describe what you do as a business. It can help assert to search engine visitors that your site contains what they're looking for.

**LVS Decorative Arts - Fine Decorative Antiques**

[www.lvsdecorativearts.co.uk/](http://www.lvsdecorativearts.co.uk/) ▼

Dealers in Fine Decorative Antiques. Based in Suffolk, UK and ship internationally.

## Pay per click

Sometimes known as PPC, this is a form of advertising where the owner of a website is prepared to pay each time a visitor clicks on a link in the Search Engine Results Page. All major search engines offer PPC advertising, Google's PPC scheme is called Adwords.

## PR

Public Relations. Typically speaking a PR professional will handle your public reputation and gain you exposure in magazines, newspapers, trade publications and online exposure. A PR professional will usually try and get you editorial exposure instead of placing paid adverts.

## Responsive

The relatively new technique of making a website detect what size of device or screen is attempting to view it and then adjusting the website so that it is easy to use on mobiles & tablets as well as large screens.

## SEO

Known as "Search Engine Optimisation". This comprises of two main parts:-

- **On site SEO**  
This is the process of making sure that your website is built to search engine standards, and that relevant keywords are in the right places on your site to help your rankings. The good news is that our latest ready-made websites are built to these standards, and we regularly update this. For tips on ensuring your keywords feature in the right places, please see the "Search Engine Marketing" part of the "Know" section in this document.
- **Off site SEO**  
This is the process of getting other websites to link to your website. This is beneficial as one of the factors Google uses to judge how highly you appear is by how many other websites link to yours, and what the

content of the link contains. Think of it as a popularity and relevance contest.

## Tags (h1, h2, h3, title, alt tags, etc)

**Alt Tag** - Search engines like Google cannot look at a picture and know what the content of the image is so we assign an alt tag to the image to tell Google what the image is. This can help with search engine rankings and can also help Google display images in its Images search.

**h1** - The main Heading tag on a page and assigned to the most important text heading on that page.

**h2** - Sub headings. These are important but not usually as important as the main heading.

**h3** - A lower level sub heading. There is also sometimes h4, h5 and h6 on a page.

## Recommended suppliers & links

To point you in the right direction, here are some links to recommended suppliers and sources for marketing & advertising.

The list below isn't extensive, but hopefully it can get you started!

Product photography	<b>We have some recommended suppliers at:-</b> <a href="https://www.uporium.com/en-GB/resources/page_210">https://www.uporium.com/en-GB/resources/page_210</a>
Google Search Engine Marketing	<b>We can do this for you!</b> Get in touch on 01332 896 425 or <a href="mailto:email@uporium.com">email@uporium.com</a> or <a href="http://www.uporium.com">www.uporium.com</a>
Facebook Paid-For advertising	<b>We can do this for you!</b> Get in touch on 01332 896 425 or <a href="mailto:email@uporium.com">email@uporium.com</a> or <a href="http://www.uporium.com">www.uporium.com</a>
eCommerce website design	<b>We can do this for you!</b> Get in touch on 01332 896 425 or <a href="mailto:email@uporium.com">email@uporium.com</a> or <a href="http://www.uporium.com">www.uporium.com</a>

## Appendix

The advice provided in this document is provided “as is”, without warranty. It is ultimately up to you to drive your marketing and make your website a success.

### Context

The context of this is for clients who have one of our ready-made websites released from 2014 onwards. If you have a bespoke website or an older ready-made website, then most of this document will still apply to you, but some of the screenshots may vary.

### Sources

Where we have referenced statistics from third party sources, please find references to some of these sources below:-

<http://www.wordstream.com/articles/google-ads>

<http://blumenthals.com/blog/2014/11/15/google-achieves-100-monetization-above-the-fold-with-new-pak/>

<http://adwords.blogspot.co.uk/2015/05/building-for-next-moment.html>