



OCTOPUS
MARKETING

Ready to build a wow-factor website?
...here's how to get started

Building a website ...that works for your business

You'll hear lots of people saying that your website is a 'shop window'. In fact, it's much more than that. It's a great tool for generating leads, and it's the perfect way to showcase your experience and expertise, helping potential customers to make the choice to buy your products and services.

A well-thought out website is a vital part of your marketing toolkit. And if you're going to invest in the design, development and content of a new website, you want to be sure you're going to get a great return on that investment. That means taking the time to think about who your website is targeting and what they want to find out. It means thinking about clean design and good usability, so that your visitors can easily find what they need and get in touch with you from any part of the site.

If you're ready to build a website that works for your business, why not start with the top tips in this booklet?

Tip #1

Start with a clear objective

What would you like your website to achieve? Measuring your site's performance lets you monitor how hard it is working for you. After all, you want to know if you are getting the right results. Visitors, leads, orders, downloads are just some examples.

Tip #2

Map out the navigation

How will visitors move around your website?
Write down the content you wish to share – keeping in mind that ‘less is more’ – then create a hierarchical site map so your developer knows exactly what pages to build and how they interlink.

Tip #3

Apply SEO best practices

Search engine optimisation is the art of moving your website up the Google rankings using relevant keywords. We use a 100-point scoring system that analyses key areas of your pages and gives advice on how to improve your website SEO.

Tip #4

Use conversational English

Talk to your audience using language they'll understand. Address their challenges and how you can help. Avoid jargon and hype that confuses your visitors, leading them to bounce off elsewhere. Your brand personality should shine through from the home page to the latest article and everywhere in between.

Tip #5

Write content that builds trust

Your home page should be a to-the-point summary, whilst content pages can include information on your services.

Other pages may have useful downloads, checklists, articles and testimonials. The information you provide builds trust with your visitors, so make sure it's up-to-date, relevant and helpful.

Tip #6

Be visually creative

When a visitor lands on your website, you want them to think: 'Wow, this looks good!' A well-designed site increases time spent exploring your content and the likelihood of them taking the next step. Use colour, imagery, animation, partner and client logos, for example.

Tip #7

Keep your website up to date

Your website needs to be continuously updated. An out-of-date website may imply your services are also dated, which may be harmful to business development.

You could try regularly updating content, publishing articles, incorporating a social media feed, special offers and event dates.

Tip #8

Include a call to action on every page


Why should a visitor contact you and how?

A call to action is piece of prominent content intended to ask a website visitor to take the next step i.e. buy now, click here, register today and call, email, fill in a form.

How can we help?

Discover how **OCTOPUS** can design a website that makes you stand out online.


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