

# Keeping your website fresh

## marketing planner

top tips guide

Keeping your website fresh keeps you in business, think of a shop's window or a cafe's counter, they change.. and for good reason. Would you keep going if they didnt? Your website is no different. Google also rewards businesses who keep their website fresh, improving search engine listings and visibility. It has ROI.



**Schedule** add each day to your calendar setting it to recur at a time period you can manage, once a week, fortnight or month.



**Delegate** if each member or your team diarise this planner, frequency and therefore personal workload is dramatically reduced.



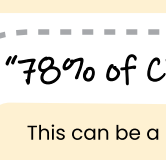
### PUBLISH

"Businesses that blog experience twice as much email traffic"

A blog is the easiest way to update your website, it can be as little as 4 paragraphs - although SEO increases with word count. Always add a relevant image, the brain processes visuals 60,000 times faster than text!!

**Writer's block** break your services down into as small components as possible, write about each one. Include your locality and industry opinion.

**Time saver** make sure you have a blog feed on your homepage to signal to google and your customers that you have fresh content.



"78% of CMOs believe custom content is the future of marketing"

This can be a short task, pick a page and enhance it:

- Update banner images and text seasonally
- Add more product details, specification or imagery
- Add more about the company, your services or team
- Add your values and social pledges

**SEO hack** link relevant phrases to other products, pages or articles on your website.

### UPDATE

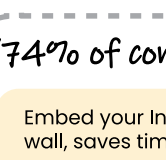


### EDUCATE

"81% of marketers feel that video has a direct impact on sales"

As a specialist in your field, giving away knowledge builds loyalty, trust, reach and aids SEO. Think about:

- Bitesize how to videos uploaded to YouTube then embed on your website
- Downloadable PDF guides, simply created in Word - add an email capture too
- Audio decoding jargon, use a transcriber to add the copy to your website as well



"74% of consumers rely on social media to inform purchase decisions"

Embed your Instagram, Twitter or Facebook feed in a visually aesthetic gallery or events wall, saves time duplicating content whilst keeping your website looking fresh.

Link your product feed with each of your marketing channels; Facebook, Instagram, Google, Amazon, etc for seamless automated selling wherever your customers are.

**Social share** Don't forget to share your blog content to social media once posted.

### SOCIAL



### SUCCESS

"The best advertisement is a satisfied customer"

Add case studies or portfolio galleries to build trust and answer questions. Using a blog, projects or gallery style CMS is the best way to showcase what you can do - let your work do the talking and give Google good SEO content.

**5 stars** Request reviews through Google or TrustPilot, make sure the feed is embedded on your website which takes care of having to manually add.