



COLLECTIVE
ALTERNATIVE

MARKETING // ADVERTISING // PUBLIC RELATIONS

HOW TO MARKET DURING A PANDEMIC

Week 2: Enhancing Your Online Presence

With more companies working from home, social activities cancelled, and life as we know it changed by COVID-19, the impact this national emergency is having on your business cannot be underestimated.

Now is the time to work ON your business to get ahead and improve your client experience.

How do customers see you when your business can't be directly in front of them? How do you get them to engage when they aren't driving their normal route to work, grabbing a cup of coffee, or heading out to meet friends?

The answer could be right in front of you.

EVALUATING YOUR WEBSITE

Your website is one of the best tools to reach potential customers right now. Let's go through some very simple steps to check the status of your site and give you time to work **on** your business, not in it.

How quickly is your website loading?

Performance matters and milliseconds can mean the difference between keeping a customer online and losing them. This is especially true when it comes to mobile browsers. In fact, DoubleClick by Google found 53% of mobile site visits were abandoned if a page took longer than 3 seconds to load.

There are online resources available to help you analyze your website speed. We recommend using this tool:

<https://developers.google.com/speed/pagespeed/insights/>

If there's a loading lag, there are several things you can do to speed up the delivery such as:

- Optimizing images
- Using video in place of GIFs
- Removing unnecessary whitespace, comments and in-text based resources

Sound foreign to you? Pick a few random websites that load for you quickly, and compare them to your page. How are they laid out differently? Is there less text? A quick assessment could provide clues about how to rev up your response time.

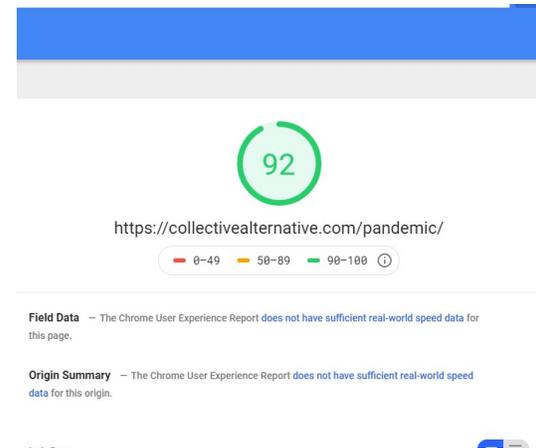
How effective is your current website?

Can a visitor find what they need to know about your company in three seconds? That's the time you have to make an impression before they bounce somewhere else to find the information or solutions they need.

Consider asking a few people to give you unbiased feedback regarding these key areas to address:

- Visibility on mobile devices
- Marketing campaign value
- Design
- Content
- Navigation
- Functionality
- Technology
- Reporting
- Content management
- Brand: Does it support it or hurt it?

Take all feedback seriously, in fact, you might know your business too well to know the changes that need to be made to improve a user experience.





CORE FOUNDATIONS OF A POSITIVE WEBSITE EXPERIENCE

Fast – The site responds quickly to user interactions with smooth animations and seamless scrolling.

Integrated – The user doesn't have to reach through the browser, it uses the full capabilities of the device to create an experience true to the device.

Reliable – Loads instantly and consistently, never failing even in uncertain network conditions.

Engaging – Keeps the user coming back with beautifully designed experiences that look and feel natural.

Source: <https://developers.google.com/web/fundamentals>

Is your website search engine optimized?

If the answer is "I don't know", it probably isn't.

It's important to optimize your site if you want to be ranked on the major search engines. When you enter a keyword or phrase into a search engine like Google or Yahoo!, the "organic" search results are displayed in the main body of the page. If users don't find what they're looking for on the first page or two of search results, they typically try a different search term. If you want to be seen, make it your goal to get to the first page of search results.

To see how well your existing site is optimized, test it with [Google's free tool](#). We've also shared some tips for improving your SEO in a [blog post](#). Search engine marketing and organic search optimization is such a detailed topic that we have an entire plan dedicated to it!

Think of what draws people to your website besides a search engine.

Some of the marketing that you are doing “outside” of the website directly impacts your web traffic.

Does your business have social media profiles? If so, are you posting content with links to your website so interested customers can click to find out more information?

An easy way to make sure you have branded content that helps to drive more traffic to your website from social media is to create a social media calendar. Take the time to map out, write and schedule out a few posts per week that are relevant, on brand and highlight a section of your website. You can organize your social media content by using a calendar template like this.

[INSERT MONTH + YEAR]							KEY:
							Holiday
							Campaign
							Ebook
							Webinar
							Blog Post
							SlideShare
							Product Launch
							Experiment
							Other
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		New Product Launching		Holiday SlideShare Holiday Blog Post			
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		Social Media Ebook Social Media Blog Post					
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
				Holiday			
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign			
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		Facebook Experiment	Facebook Experiment	Facebook Experiment			
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		Social Media Webinar					

Overall, the power of your company's web presence cannot be overlooked.

It is often how customers are introduced to your brand and you want to make sure you make the right impression. Your website tells your story, showcases what you can offer and, when used correctly, establishes credibility. By taking the time to freshen content, update keywords, use compelling visuals, and other seemingly minor changes, you'll be able to expand your reach, engage with new prospects and push ahead through these difficult times.

Working **on** your business versus working **in** your business takes time and strategy. Each piece of your marketing plan should be a well thought out puzzle piece that connects to support the overall vision of your company. Together all of the pieces will help create a marketing picture that will frame the success of your marketing tactics.



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