



# YOUR WEBSITE

## First Impressions Matter

STRATEGIES TO DRIVE LEADS AND SALES





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TODAY ON THE INTERNET

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BILLION  
WEBSITES

- ▶ **88.1%** of people in North America use the internet.
- ▶ **7** billion Google searches per day.
- ▶ **75% never scroll past the first page of search.**



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# Website Discovery Strategies

On-Page

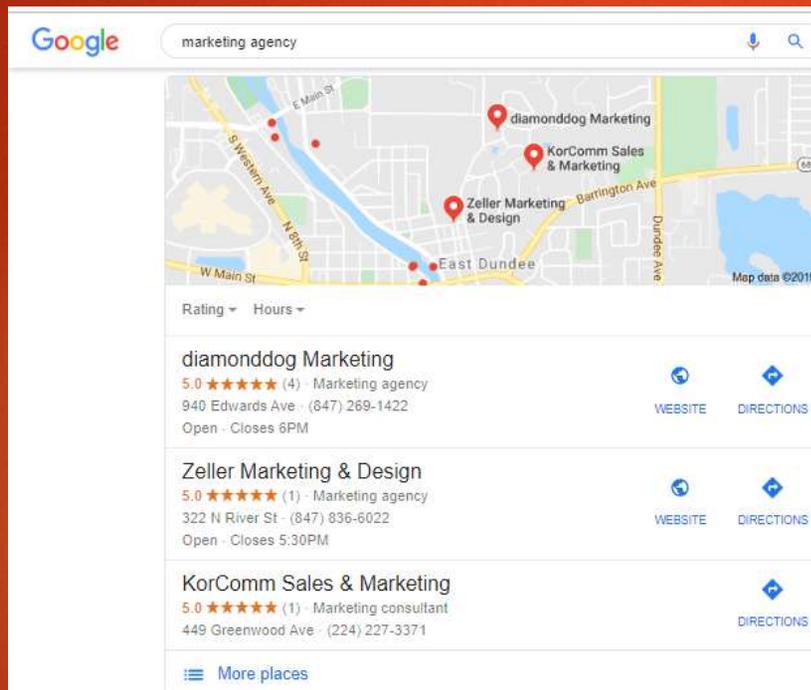
Off-Page



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## On-Page Website Discovery Strategies

# SEO



- ▶ Search engine optimization affects the visibility of a website in a search engine's unpaid results - *natural, organic, or earned results.*
- ▶ It is when your website shows up on the first page of a potential customer's search.
- ▶ **These clicks are free!**



# Keywords

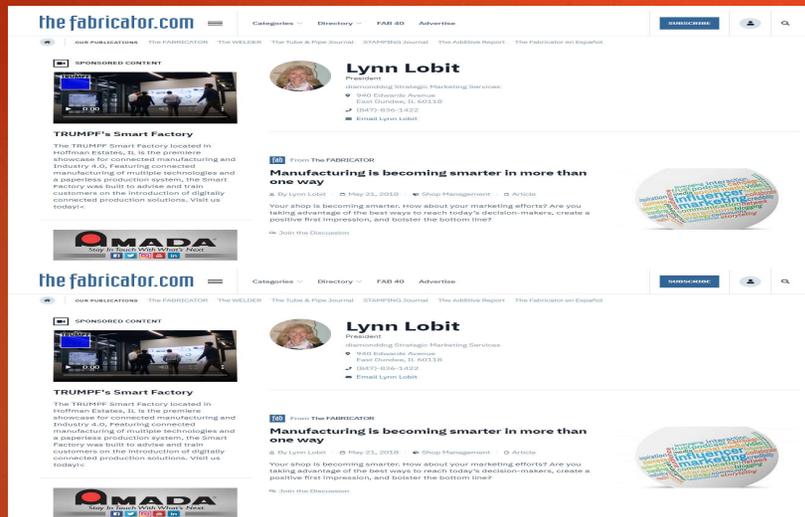
- ▶ Used in browser searches by potential customers.
- ▶ Describe your website's content.
- ▶ Help browsers to determine how your website is ranked.
- ▶ Keywords should be placed in
  - **Headlines / sub-headings**
  - **Body content**
  - **Alt tags for images**
  - **URL**
- ▶ Don't keyword stuff!

**Advertising Agency  
Email Marketing  
Social Media Marketing**



## Off-Page Website Discovery Strategies

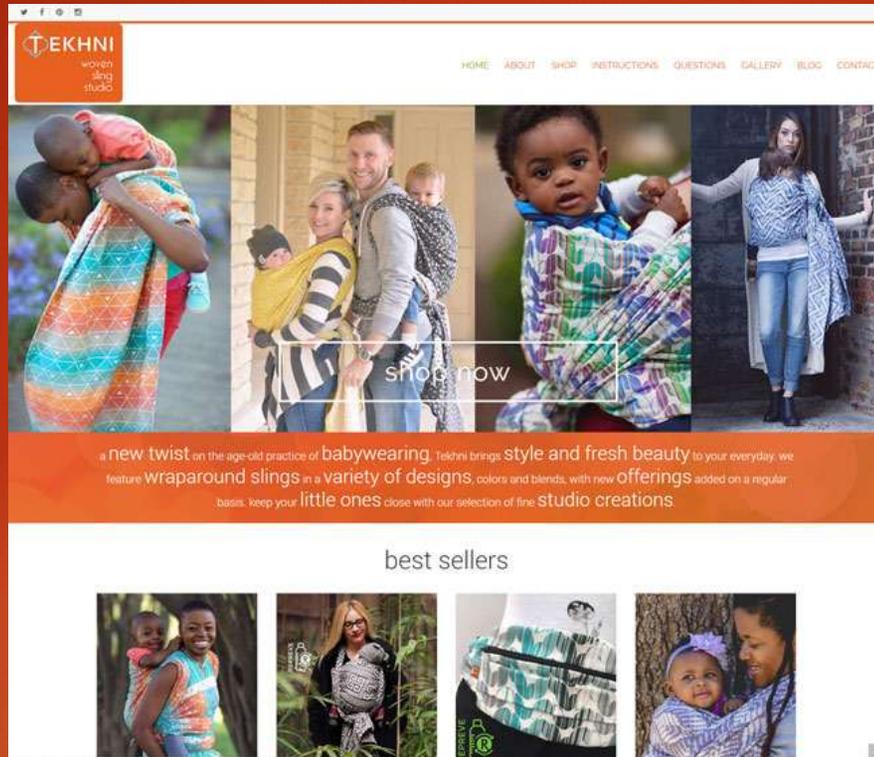
# INBOUND LINKS



- ▶ Write high-quality content.
- ▶ Author guest posts for other blogs.
- ▶ Get your website listed on authoritative sites such as the Hanover Park website.



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# WEBSITE DESIGN STRATEGIES

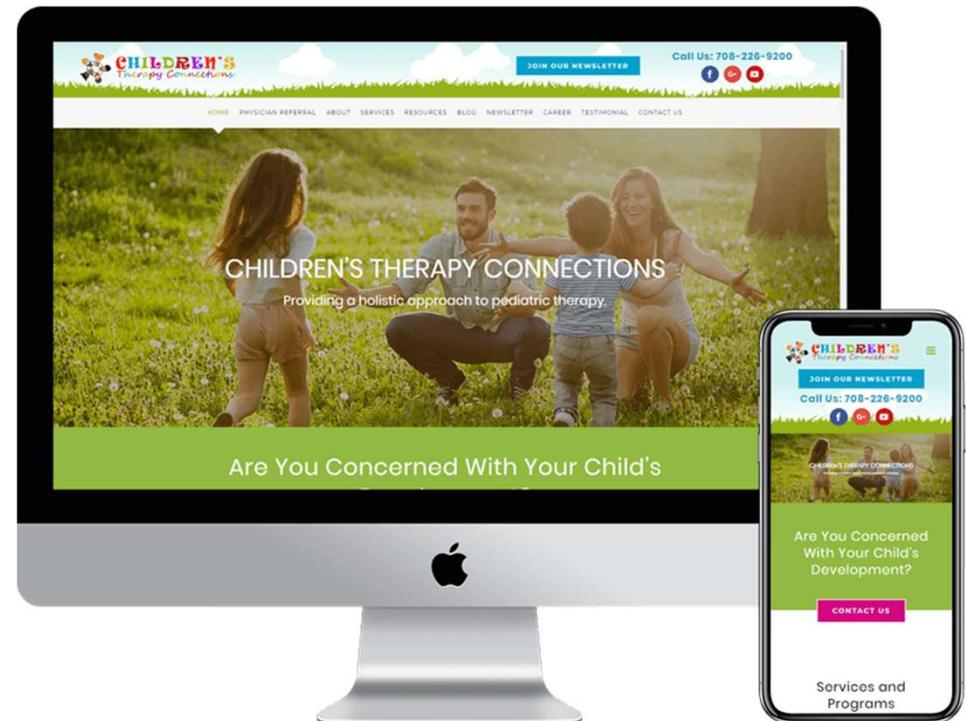
- ▶ Updated Design
- ▶ Straightforward Navigation
- ▶ Mobile Responsiveness



## WEBSITE DESIGN STRATEGIES

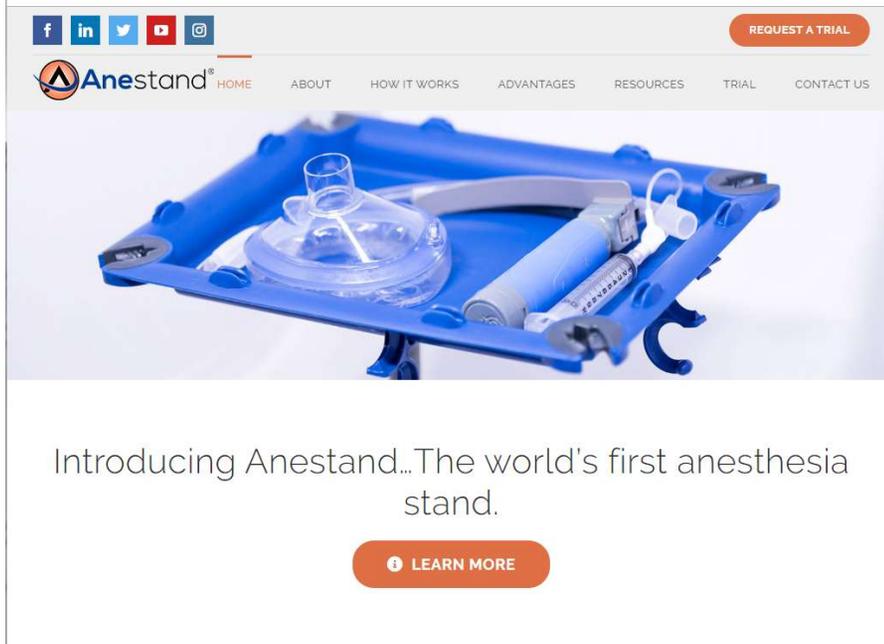
# Updated Design

- ▶ Current compelling stock or company images.
- ▶ Timeless, legible font.
- ▶ Two to four colors.
- ▶ Consistent layout and structure.
- ▶ Social media buttons.
- ▶ Video.



WEBSITE DESIGN STRATEGIES

# Straightforward Navigation



- ▶ Keep primary navigation simple.
- ▶ No more than three levels deep.
- ▶ Link back to other pages in your website.
- ▶ Logo links back to homepage.



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WEBSITE DESIGN STRATEGIES

# Mobile Responsiveness



- ▶ Readable text.
- ▶ Avoid horizontal scrolling.
- ▶ Adequate space for tap targets.
- ▶ Consistent user experience.



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# WEBSITE CONTENT STRATEGIES

- ▶ Clear and Concise Messaging
- ▶ Quality Content

- ▶ Blogging
- ▶ Multiple Forms of Content
- ▶ Effective Calls-to-Action



# Clear and Concise Messaging



- ▶ Write in clear, short sentences and paragraphs.
- ▶ Identify your value proposition.
- ▶ Include language identifiable for your audience.
- ▶ Avoid clichés and internal terminology.



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## WEBSITE CONTENT STRATEGIES

# Quality Content

- ▶ Unique content.
- ▶ Keep it fresh.
- ▶ Write for humans.
- ▶ Know your audience.
- ▶ Include evidence as needed.

The screenshot displays the Mazak Optonics Corp website. At the top, the company logo and tagline "Leaders in the manufacture of advanced laser-cutting solutions including CNC controls and automation systems." are visible. A navigation menu includes links for Manufacturing, Machines & Technology, News & Events, Technology Center, Customer Support, Parts, and Offices & Distributors. The main content area features a large banner for "10kW LASER-CUTTING POWER" with a "DISCOVER MORE" button. Below this, there are sections for "OPTIFLEX 3015 FIBER IN NOW AVAILABLE WITH 10KW POWER" and "OPTIFLEX NEXUS 3015 Fiber". A "MEET THE TEAM" section introduces Colten Gray, an Installations Engineer. A "NEWS & EVENTS AROUND MAZAK" section lists recent news items like "Fabrication Females" and "Applying Lights Out Operation". An "UPCOMING EVENTS" section highlights "FABTECH Chicago 2019". A "MAZAK TECH TIPS" section offers technical advice. The footer contains a disclaimer, copyright information, and social media links under the heading "CONNECT & FOLLOW".



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# WEBSITE CONTENT STRATEGIES

# Blogging

- ▶ Become a thought leader.
- ▶ Improve SEO.
- ▶ Use interlinks.
- ▶ Generate traffic.
- ▶ Source of valuable inbound links.

The screenshot shows the Mazak Optonics Corp. website. The header includes the company logo and tagline: "Leaders in the manufacture of advanced laser-cutting solutions including CNC controls and automation systems." A navigation menu lists: MANUFACTURING, MACHINES & TECHNOLOGY, NEWS & EVENTS, TECHNOLOGY CENTER, CUSTOMER SUPPORT, PARTS, and OFFICES & DISTRIBUTORS. The main content area is titled "Mazak Optonics Blog" and "Where metal fabricators acquire industry insights". It features a sidebar with categories: NEWS & EVENTS, COMPANY NEWS, PRESS RELEASES, CUSTOMER SUCCESSSES, UPCOMING EVENTS, and BLOG. The main content displays four blog posts, each with a date, a title, a short description, and a "READ MORE" button. The posts are: 1) "Fab(ri)cation) Females" (10/18/2016) about women in manufacturing; 2) "Importance of Preventative Fiber Laser Maintenance" (8/18/2016) about machine maintenance; 3) "Why High Power?" (8/23/2016) about high-power lasers; and 4) "Marketing 101 for Job Shops" (7/28/2016) about marketing strategies. Each post is accompanied by a small thumbnail image.



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WEBSITE CONTENT STRATEGIES

# Multiple Forms of Content



- ▶ Conduct a content audit.
- ▶ Maintain a content calendar.
- ▶ Think beyond plain written words.
- ▶ Prospects like to read about current customers.



# Effective Calls-to-Action



- ▶ Provide value.
- ▶ Keep in clear sight.
- ▶ Make bigger and bolder.
- ▶ Use buttons or images.



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marketing partner of choice.

**Thank You!**

[www.diamonddogmarketing.com](http://www.diamonddogmarketing.com)





# References

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- ▶ [Webliium.com](http://Webliium.com)

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