

# Top 10 Website Fixes

or

“How to breathe life into your old website to get sales leads!”



*Sales shouting at marketing because of the lack of website sales leads?*



*Website tired and unattractive?*



*Read on to fix it!*



## 01 Go back to basics

*It may have been working for years but how often does your website get checked? You need to go back to basics and review key criteria like navigation, on-page SEO, anchor links, external links, old data.*



## 02 Is it really that valuable?

*We all have very little time – pressure of work, less staff, more customers, so what makes you think that your website visitors are any different? Unless you're distributing information that is secret or costs thousands to produce, don't block people downloading your content. It's there to attract visitors, so attract them, don't send them away by pushing a download form at them. You want their details? No problem! There are many ways to find out who is downloading your content. Make it easy and they will come back and promote your site.*



## 03 Stop Flashing!

*Flash is great - it's a powerful way to communicate with your audience, but if your audience is mobile - tablets and phones - then you could be losing a major piece of your audience. Apple don't support Flash and don't display it on their mobile devices. So all your hard work is lost if all your audience sees is a blank website.*



## 04 Navigation – keep it current

*Older web sites use drop-down menu displays with 1, 2, or even 3 levels of drop-down selection. That's no longer the norm and having instant, one-click navigation to go straight to the key information is what Google and Bing promote. Your audience expects it so you need to implement this to ensure your website doesn't look tired and that your visitors stay with you.*



## 05 Social media channels

*Unless you've been hibernating you can't fail to know that social media is the new PR and during the past 12 months has become a firm rankings favourite with Google & Bing. So let's do it - get your company on Twitter, Facebook, LinkedIn, Pinterest, Google+..... Right? Wrong! Yes, you need to embrace social media but focus on the channels your audience is involved with. Social media is essential but you need a core strategy, a communication strategy and a response strategy. Our clients have seen massive PR gains, increased web traffic and the holy grail: increased leads and sales with a proactive, focused and managed social media campaign.*



## 06 Going out? Freshen up!

*OK, humour me... shut your browser. Go and get a cup of coffee. Now, relax, sit back and think like one of your customers. Got it? Now start your browser and visit your website cold. How does it feel? Exciting? Invigorating? Does it feel all dressed up and fresh for a jolly with you? Communicating just with you? No? Well you're not alone. 50% of business websites haven't been updated in the past 6 months. So, actually you can relax again, because your site's not so bad if you're part of that 50%. No! Wrong again. Because the other 50% are being refreshed daily or weekly. Google & Bing see their regular activity and promote them to your target audience. You need to get regular fresh content to boost your rankings and more importantly, when your target audience reaches your site they should see something they want to stick around for and buy! Get fresh or get off the Internet!*



## 07 Press releases are dead

*Who told you that? Paper press releases are definitely not 'in' but news announcements are still key in driving enquiries to your website. 64% of website managers focus on press release announcements to generate activity. Getting your news announcements on key publication sites that are relevant to your audience and on sites that have a high domain authority will add value to your ranking.*



## 08 Houston, we have touch-down

*Landing pages are another fix that you can make to raise your rankings. It's a commonly overlooked aspect of websites but one that can have a major effect. When combined with backlinks you will see website traffic conversions increase dramatically. A recent survey discovered that increasing the number of landing pages by 1/3, increases leads from the website by 55%.*



## 09 Shout it out

*When you talk to your customers, you're sharing your expertise on your company, products and services but also your extensive market knowledge. The main reason business relationships develop and flourish is because of trust and confidence between both parties. You can't create that same level of confidence with everyone because you can't spend the time talking to every customer and every prospect in detail. But you need to bridge that gap and spread the word. And the route to take is regular blogs. Blogging is considered to be in the top 5 most effective content triggers for lead generation and traffic sourcing. The reality of business also means that blogging is the top item that needs to be outsourced because of two key facts: pressure of business - you know about that! - and lack of writing expertise - you know what you want to say, you just can't get it across succinctly in a blog.*



## 10 Lights. Cameras. Action.

*We'd all like to have the resources and budget to make a video worthy of a Hollywood director. But today people want real videos – leave the corporate glitz to advertising campaigns and major product announcements. To attract your audience you need short, snappy videos that work and show the human face. We produce these using a range of different approaches that drive your website traffic and your business leads up and up. Remember, Google focuses on video as a key metric for good reason – you should too and when you post, you need to incorporate video meta data and video maps, this is as crucial as the video itself.*



## 11 I know, we said ten tips, but...

*...hey, we're in marketing so we can expand. And Tip 11? Well it's obvious, your website needs fixing and it takes a lot of time and effort, needs to be sustained, managed, monitored and owned. It needs technical understanding as well as creative input and fresh minds. We've been doing this (this being online marketing, SEO, websites, social media, blogging and PR) for over 20 years. We've achieved success for our clients throughout that period, as well as awards and accreditations. We're trained to do this 'stuff' – and we enjoy it.*

*So tip 11: Use Insight Group Marketing.*

*Try us out – you have nothing to lose and everything to gain.*



Contact us to get your website fixed and increase your sales leads.

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Making your website  
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