

Welcome to Webtelligence

Let's tell the World

Abstract

Building your site is only the beginning. Now we need to let your customers and the world know how to find it. This document will provide some guidance on how to do that.

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TABLE OF CONTENTS

ONBOARDING YOUR NEW WEBTELLIGENCE WEB STORE	3
DRIVE TRAFFIC	4
Tell Your Current Customers	4
Search Engine Optimization (SEO)	5
Blog	5
Keywords	6
Search Engine Marketing (SEM)	6
Social Media	7
IS IT WORKING?	8

Onboarding Your New Webtelligence Web Store



Congratulations. Your new Webtelligence integrated web store project has begun and soon you'll be welcoming your current and new customers to a more convenient, tailored buying experience. You and your staff will enjoy a more efficient order administration process allowing you to do more with less effort.

Building the site is the first major step to providing this high level of service that has become an expectation by customers and a necessity for businesses. While your new site is in development it's the perfect time to

create some buzz and build anticipation for your launch. By the time your site launches, you want your customers eagerly awaiting it and ready to start using it.

In this document we will introduce the various tactics you can employ to introduce your new site to your current customers and tools you can use to help new customers find you. If you get started now it will help you enjoy quick adoption and return on your investment.

Drive Traffic

Tell Your Current Customers

If you've been in business a while you will have a list of repeat customers. Tell them about your new web store. Encourage them to use it. Seems obvious but it's surprising how many people miss this simple step.

Presumably one reason you built the web store was to reduce your administrative overhead to process orders and make it easier for your customers to do business with you. If you can drive much of your current business to the site you will accomplish that. Get the easy stuff right and the rest will follow, with some effort.

Here are a few tactics you can use.



- Create an email campaign with multiple touches, each one highlighting a new benefit for the reader/buyer.
- Provide a limited time incentive for customers to use the new site. Once they see how convenient it is, it will be their preferred buying method.
- If customers call in with orders, have your staff offer a guided tour to encourage adoption.
- If you publish a blog or newsletter, make the new site a focus of one or more issues.
- Add a link in all staff's email signature blocks with text to entice the recipient to check it out.
- In every conversation, email, meeting, trade show, or conference, staff can speak about it and even have signage to drive awareness.

These and any other activity that drives awareness and ultimately usage of your new site are all good. Current customers are your least expensive to market to, so start there for a quick win.

Drive Traffic

Search Engine Optimization (SEO)

SEO can be a bit tricky. There are consultants and firms out there that do nothing but SEO for their customers. If you have the inclination, you can learn the basics and do your own successfully. One challenge is that the rules seem to change on a regular basis. If you're going to do it yourself, you'll want to focus on what Google looks for on a web site to allow it to rank organically (not a paid listing).

[This guide](#) published by Moz, an SEO consulting firm, is a very comprehensive guide for newcomers to the SEO game. If you do nothing else, read this guide.

There are a lot of resources out there that can help. Here are a few blogs and web sites that are a wealth of information, not necessarily just SEO.



- <https://bootstrappingecommerce.com/>
- <https://www.ecommerce-nation.com/>
- <https://www.practicalecommerce.com/>
- <https://searchengineland.com/>
- <https://moz.com/blog>

Blog

Speaking of blogs, one thing that Google likes a lot is fresh, relevant content. One of the best ways to get that on your site is to have a blog. Writing a blog may seem a daunting task if you've never done it. Don't stress about it. Start small and grow it as you become more comfortable with it.



Once again you can find lots of resources on the web to help. Check out [this video from Neil Patel](#) about how to develop a blogging process to make it easier for you. Neil is an accomplished online marketing guy. He knows a thing or two about SEO.

Drive Traffic

Keywords

Words typed into a search box. That's where it starts. What are those words is the big question. Think of your own online shopping experience or just



searching for something on the Internet. What words do you use to find what you're looking for? What words can you imagine that your future customers would use to find your products or services?

While it's great to have a lot of traffic on your site, it's far preferable to have the right traffic. Visitors who are most likely to buy what you have to offer.

Create a list of search words and phrases. Test them on the major search engines to see what results you get. Are there ads displayed using those search terms? That will give you some indication of how effective they are and how difficult it may be to get ranked with those key words. Chapter 3 in the above-mentioned guide discusses this in detail.

There's a lot more to SEO than what we've covered here. Do a bit of research with the resources I mention above, or on your own. The effort will pay off.

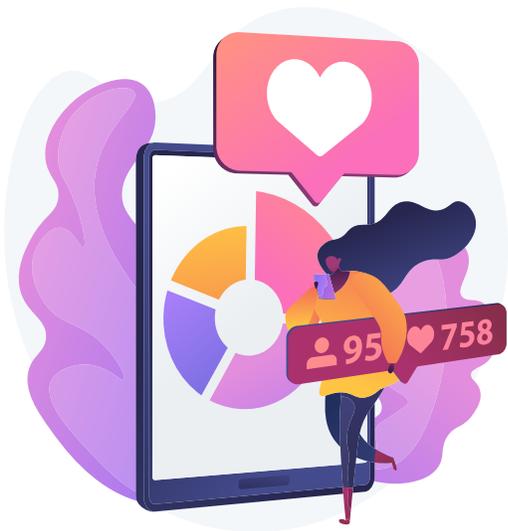
Search Engine Marketing (SEM)

There's a lot that can be classified as SEM. Pay-per-click (PPC), search engine advertising, sponsored listing to name a few. You can incorporate some or all of these tools to get your site to the top of the list when folks search for what you have to offer.

Like SEO, if you're new to the game a bit of education will help you determine which tactics are right for you. And guess what. The Internet has lots of resources to help. Take, for example, [this article](#) by WordStream. The article is a great overview of what SEM is and how to do it right. That may be a good starting point for you.

Drive Traffic

Social Media



3.89 billion people use social media.

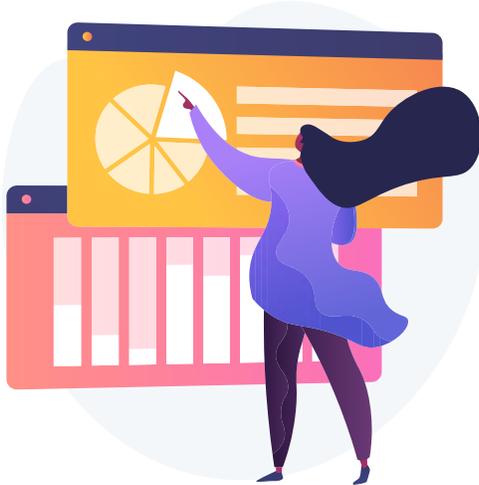
Facebook, LinkedIn, Instagram, YouTube, Snapchat, Twitter and many other social media channels have scores of people, your customers and potential customers, using them every day. Whether you believe this is a good thing or a bad thing, clearly it is a medium that you can't ignore to get your message out there and drive traffic to your web site and business.

It used to be enough to simply be present on social media. Not anymore. You need a thoughtful strategy and to be selective about the channels you engage with. Here's a [great article](#) by sproutsocial that talks about who's using which channels so you can better target your customers where they're most likely to be. It also discusses how to measure the effectiveness of your efforts.

So as those billions of people while away the hours watching cute kitten videos or seeing if they're smarter than 90% of the people who can't answer this ridiculously easy quiz, they may as well be doing something useful, like buying your products.

Is it Working?

The one true measure of whether your efforts are working is increased sales. Not just increased online sales but overall sales. It's quite common for customers to do their research online but buy in store. Some folks just need to touch it to be completely confident with their purchase. And that's OK. As long as they buy. The job of your web site and your marketing is to drive traffic to your web site is to end up with a paying customer. As long as you have a physical location, it is of little importance if you had to ship the goods or deliver them in store.



How do you ensure that your marketing efforts are effective? A great, free resource is [Google Analytics](#). Google Analytics will provide a wealth of information about your web site's traffic and what marketing activities are driving traffic to it. Like SEO, analytics can be a bit of a black art so understanding the basics will go a long way to helping you get the most from it. Again, there are consultants and firms out there that do nothing but analytics for their customers, so if you're not inclined to learn it, there's help out there.

If you are inclined to do-it-yourself, [here's a great guide](#) by Website Planet that will be a good starting point.

Conclusion

Having a great web site is no guarantee that people will find it or use it. Your efforts to drive awareness and adoption will play a significant role in making it successful and providing you with a faster ROI.

If you've got the time, you may be able do much of this on your own and learn as you go. You don't have to spend a lot of money to get results, but it will take time.

If you don't have the time nor the inclination to get up to speed on all of this, that's when you call in the pros. All of the blog posts and articles referenced above come from people and companies that do this for a living. Engaging with experts will get you results faster, at a cost.

You can spend the time or you can spend the money. Either way can work for you.

A few final thoughts to get you started:



- An awesome web store is no guarantee of increased sales.
- You must drive traffic to your site.
- The Internet is full of resources to help you learn how to drive traffic.
- There are professional out there that will be happy to help.
- Get started now so you've got a waiting audience when your site launches.