Website

Digital Marketing Workshop

niche marketing

DIGITAL GREENHOUSE GUERNSEY

1. Why is it important?
2. Do you need a website?
3. Defining your target audience
4. Defining your audience’s needs
5. Brand tone of voice
6. Choosing the best web builder
7. Website building basics
8. Analysing the competition
9. Website marketing
10. Monitoring the metrics
11. How to report on them

Why is it important?

More credible and reliable

Acts as a centre for your business

Compete in the online space

Improves SEO

Connects with your other marketing efforts

Do you need a website?

(yes!)

97%

of users use search to find local businesses

70%

of users will visit a store because of what they found online

Defining your target audience

Who?

Who are you trying to reach? Define common characteristics; age, gender, location, etc., and think about how that might affect their needs from your website

Why?

Ask yourself what problem your website will solve for your consumer

What?

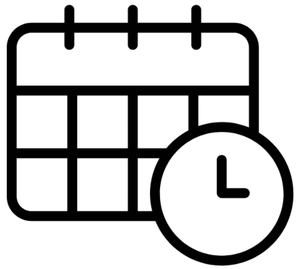
Look at websites within your niche to see what your competitors are doing (and how you can improve)

How?

How are you going to make your website stand out/ better serve your consumer?

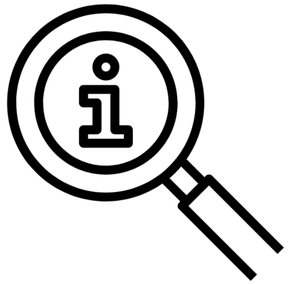
Defining your audience’s needs

Customer support



Book events

Promote services

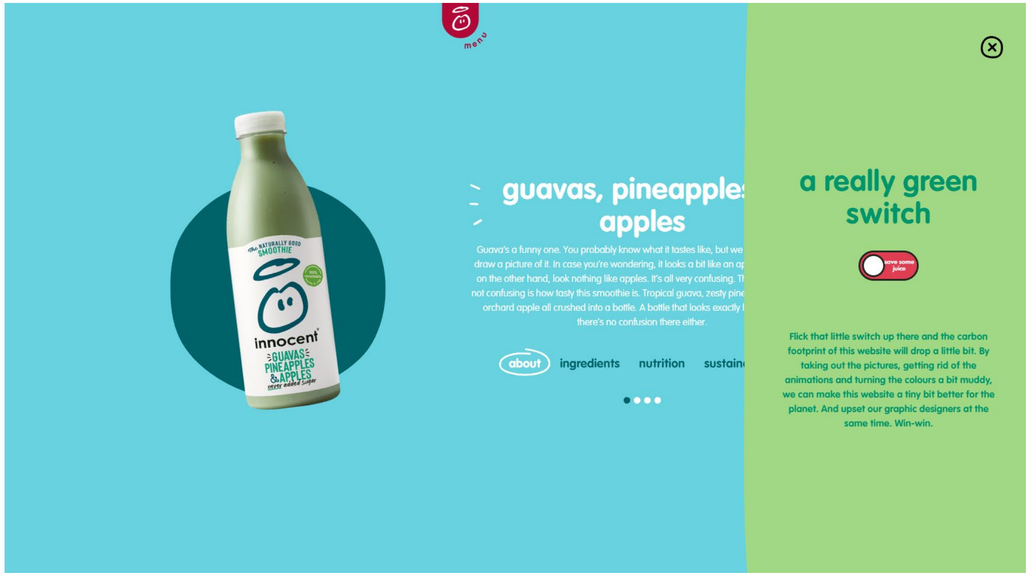


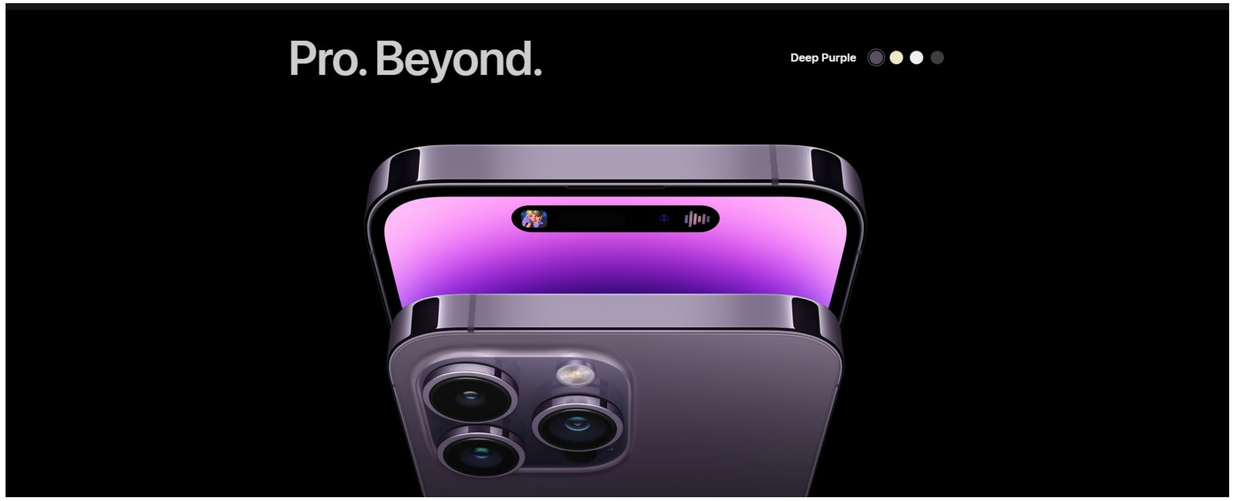
Information hub

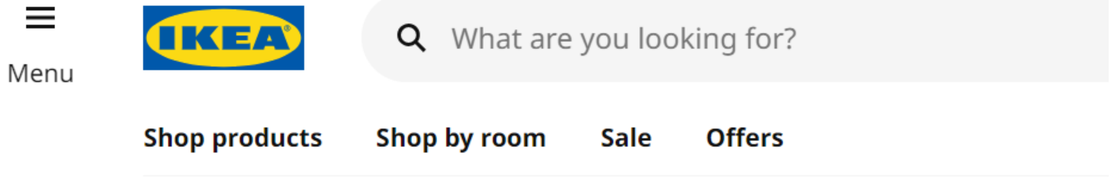
Landing page

E-commerce

Defining your brand tone of voice





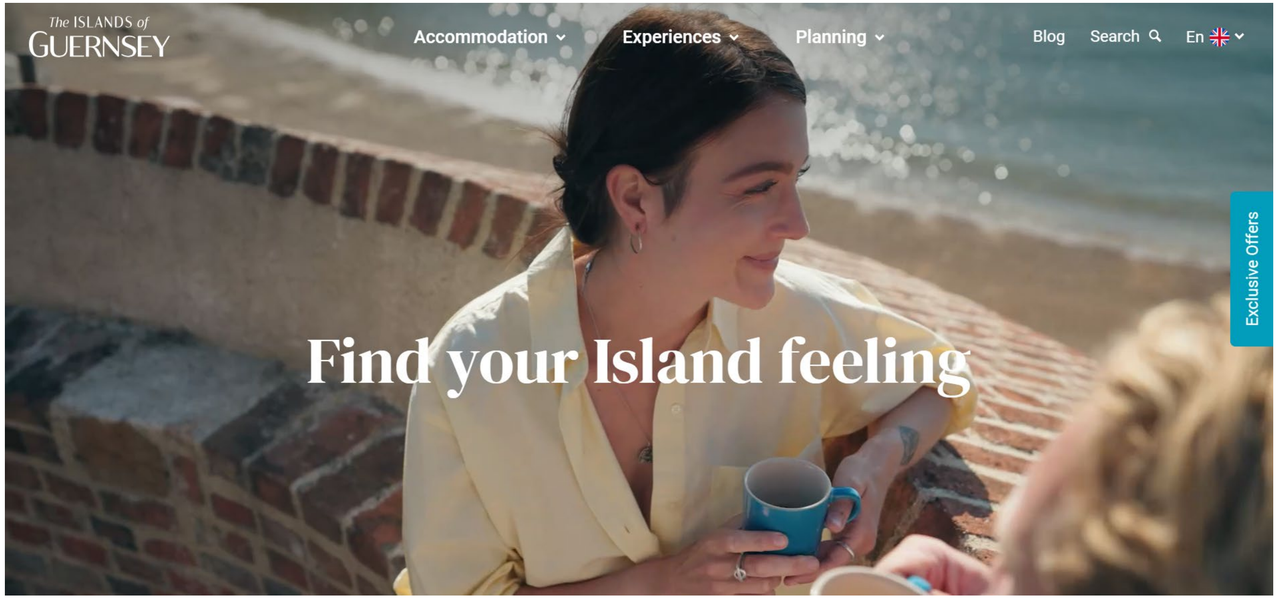


Website building software

Platform	Pros	Cons	Price	Free option
WIX	Wide range of features Intuitive Lots of templates	Limited features in free version Basic analytics only Can’t export data	$4.50-24.40 per month	Yes
SQUARESPACE	User-friendly Great templates Versatile	No free option Weaker SEO Limited customer support	£12-35 per month (when paid annually)	No
weebly	Variety of features Good e-commerce Well priced	Limited customisation Limited customer support	$0-26 per month (when paid annually)	Yes
GoDaddy	Domain/email services 30-day money-back User-friendly	Higher renewal rate Upsells at checkout	£4.99-11.99 per month	No
WordPress	Flexible SEO included User-friendly	Features can be overwhelming Very limited support	$0-36 per month	Yes

Building your website

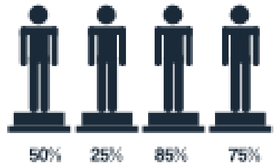
1. Company story
2. About us/meet the team
3. What you do
4. Your USP
5. Consider UX
6. Call-to-actions
7. FAQ section
8. Contact/customer service
9. Testimonials
10. Easy navigation (hamburger menu)

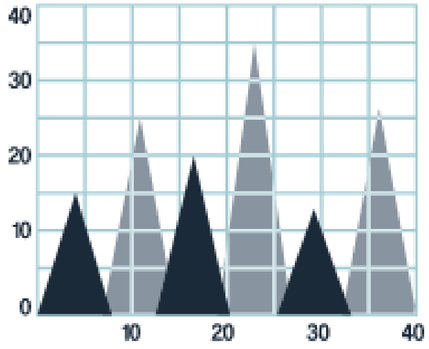

The ISLANDS of GUERNSEY
Accommodation
Experiences
Planning
Blog
Search
En
Exclusive Offers
Find your Island feeling

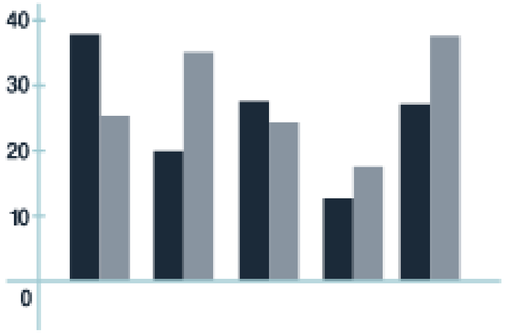
HOME
ABOUT
PRODUCTS
DELIVERIES
GALLERY
CONTACT US
ZERO WASTE SHOPPING
We have created a new shopping experience in
the Market Buildings which allows customers

Competitor Analysis

Competitive analysis involves identifying your direct and indirect competitors using research to reveal their strengths and weaknesses in relation to your own.







Website Marketing

Cross-promote

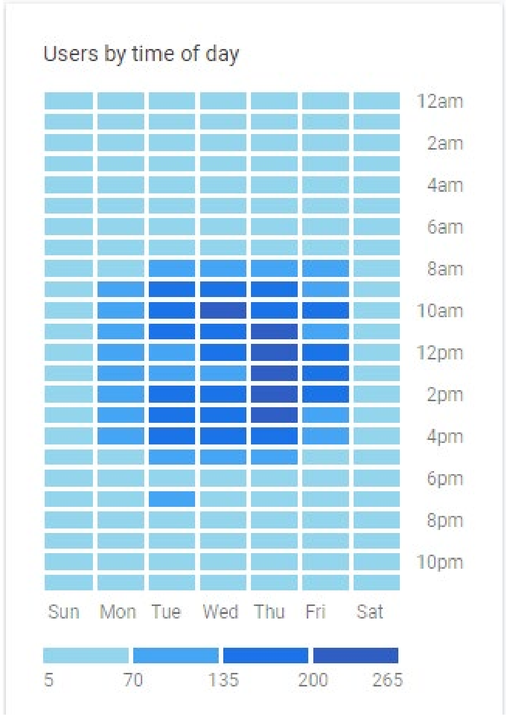
Collaborate

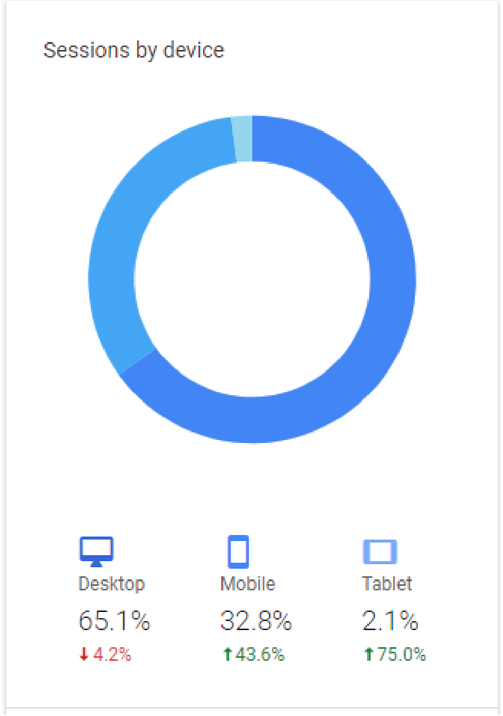
Focus on SEO

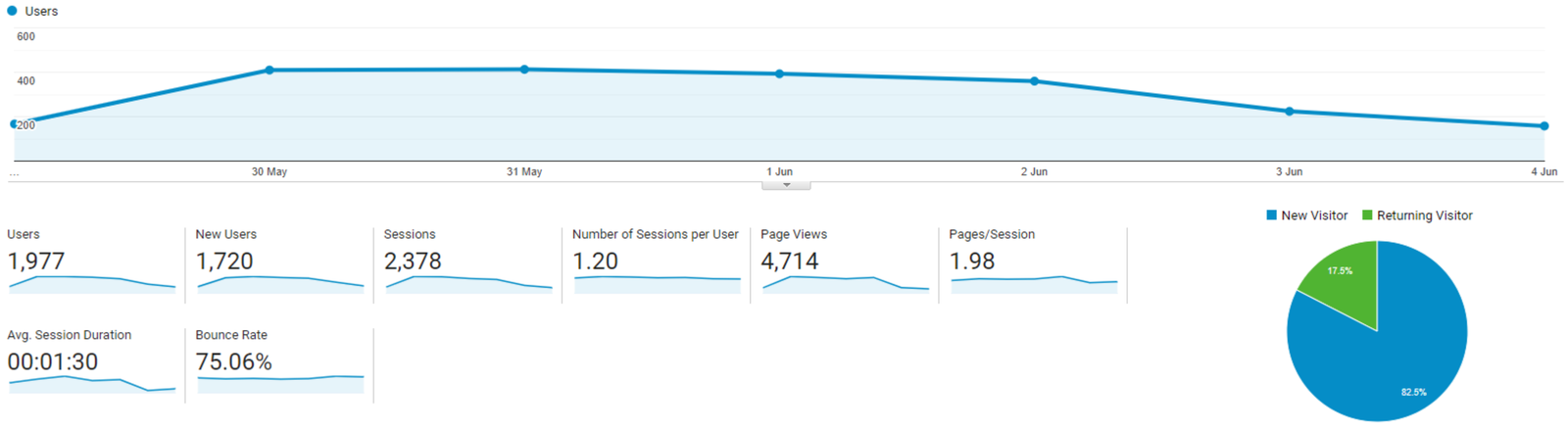
Important metrics to track

1. Page views (#)
2. Av. Visit time (#)
3. Conversion rate (%)
4. Top pages
5. Traffic sources
6. New/returning visitors
7. Device type
8. Demographics (e.g., location)

Reporting







Google Analytics

Tips to drive improvements

1. **Page views (#)** Review and improve website navigation
2. **Av. Visit time (#)** Keep design simple/ easy to digest – limit ads if possible
3. **Conversion rate (%)** Optimise layout to make your call-to-action very clear
4. **Top pages** See what your top pages have in common (analytics) and implement across your website
5. **Traffic sources** Use your other marketing outputs to drive people to your website
6. **New/returning visitors** Avoid too many pop-ups when someone enters your site
7. **Device type** Always check your pages are optimized for both mobile/computer
8. **Demographics (e.g., location)** Monitor your analytics regularly to make sure you're reaching your target audience

Key Takeaways

- Define what your audience needs
- Consistent tone of voice
- Choose the right software
- Consider what you want to achieve
- Consider the user experience
- Stay aware of competitors
- Monitor frequently
- Report on performance

Thanks for listening!

Any questions?

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