



Marketing your website in 2020

“A Fancy-Smancy website is not good enough”

Okay, so let's say you hired a Web Developer and paid \$2000 for a medium premium website. It looks fabulous with sharp images, illustrations and fancy flying animations. The content is precise and well written. You launch the site by telling your friends, family, colleagues and a good handful of them visit your site. You get a few compliments. A few days to weeks later you check your Google Analytics statistics and the site is averaging under 10 new visitors per day. What happened?

Just like many other small business website owners, your site is probably missing something. Perhaps a few somethings.

1. ***What is the reason for them to come back to your site?***
If you provide company information once they've read it, reading the same thing a second time gets a bit boring, what gives your visitors another reason to return?
2. ***Too much content?*** These days, shorter quality content is better than a lot of content. Website browsing attention spans have shortened the past few years and if a website has too much content, most likely a visitor will not read 50% of it. A site with minimal content delivering good and convincing articles or statements will persuade visitors to read more, thus perhaps reading the entire website.
3. ***Site has too many animations*** that it lags on different phones, platforms or on slow internet connections.

“If the site delivers purpose for what I am looking for, then most people won't care about how fancy it looks.”



I'm a competitive Powerlifter, Olympic Weightlifter and Physique Competitor. When it's time for me to compete, my main purpose to visit a website is to read about venue information and to register for an event. I've seen many crappy, outdated designed websites within all three of the agencies above. Sadly, some don't even have a website supporting the venue. But...guess what? Almost all these events sell out, meaning many athletes DO use these cheapy websites, because they get the job done. How about visiting PostMalone.com, ArianaGrande.com or RitaOra.com. These are multi-million dollar artists and can well afford super duper premium websites, but do you see anything super extravagant on their pages?

The moral of the story is that very few websites on the internet require to be fancy. It's understandable if you have a big company with many services and products, they you need a lot of content. Also you'll need a fancy website if your products are to sell hundreds of high quality photos.

WHAT EVERY BUSINESS SHOULD BE DOING

If you want more traffic to your website, someone on your team needs to put in some "legwork." Here is a summary of some of the top strategies to consider in 2020.

- 1. Facebook/Social Media Marketing Campaigns**
- 2. Additional Search Engine Optimization**
- 3. Back-Linking Strategies**
- 4. Article writing and published on multiple resources with back-links**
- 5. Website Updating Frequently**
 - a. Blog or create at least one new interesting article per week**
 - b. Update videos, photos**
 - c. Discuss topics that may trigger feedback**
- 6. Offer incentives or perks**
 - a. 10% discount for your product**
- 7. Create a contest, so users can win prizes.**

Each of the above strategies require some skills in marketing. Most business owners won't realize the value of these implementations at first, but after executing each one properly, visitor statistics will increase. Hiring a marketing specialist, content writer and multi-media specialist will help create the quality marketing material and effective promotional campaigns with strong ROI. (Return On Investment)