

How to
**DRIVE
TRAFFIC**
to your
WEBSITE



[@kabocreative](https://www.kabocreative.com)

www.kabocreative.com



The background of the slide is a light-colored brick wall. Overlaid on this background are a laptop and a cup of coffee. The laptop is open and positioned diagonally, with its keyboard visible. The cup of coffee is white and sits on a small, light-colored saucer. The overall aesthetic is clean and modern.

FOUNDATIONS

What's the point of your website?

What is measurable success?

Before you start driving traffic, **identify & measure** a site **conversion**.



#1 Lead Gen websites

Get website visitor to input **contact details**.



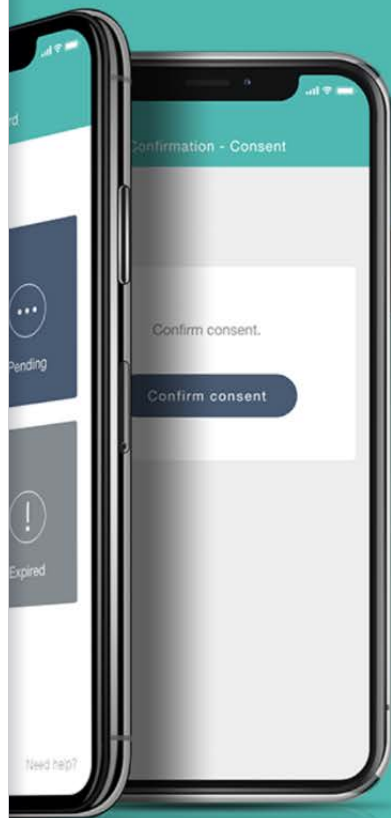
#2 Retail websites

Get website visitor to **purchase**.

Lead Gen Conversions

Many businesses generate leads from their websites:

- Website designer
- Plasterer
- Financial services
- SaaS tech products
- Recruiters
- Personal trainer
- Consultants



See for yourself.
Book your demo.

Name

Phone

Work email

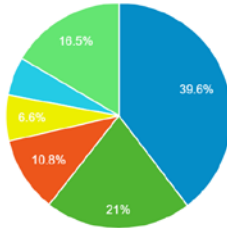
[SCHEDULE DEMO](#)

When you submit this form you'll be transferring the data you enter to Obsequio Software. It is important to us that you know what we do with your data, so please read our Fair Processing Notice for all the details. We store your data in Microsoft Dynamics 365 and use Office 365 for email correspondence. We don't share your data with any other third parties.

Measuring conversions

How are people finding the site?

■ google ■ (direct) ■ forums.sfep.org.uk
■ linkedin.com ■ quora.com ■ Other



Conversion Rate

3.61%

Avg for View: 3.61% (0.00%)



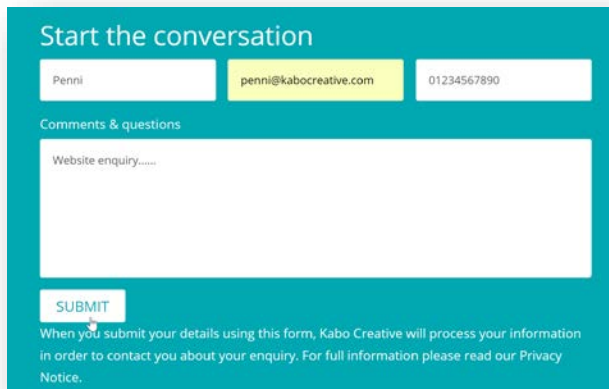
Traffic source conversions

Source / Medium	Contact form submission (Goal 1 Completions)	Live chat (Goal 2 Completions)
google / organic	6	2
(direct) / (none)	5	0
TEAM Members / email	3	0
disq.us / referral	0	1

Landing page conversions

Landing Page	Contact form submission (Goal 1 Completions)	Live chat (Goal 2 Completions)
/	5	1
/book-a-demo/	4	0
/blog/gdpr-recruitment-legitimate-interest-legal-basis/	2	0
(not set)	1	0
/blog/gdpr-recruitment-candidate-cv/	1	1
/recruitment/	1	0
/blog/legitimate-interest-versus-consent/	0	1

#1 Contact forms



Start the conversation

Penni penni@kabocreative.com 01234567890

Comments & questions

Website enquiry.....

SUBMIT

When you submit your details using this form, Kabo Creative will process your information in order to contact you about your enquiry. For full information please read our Privacy Notice.

Having a phone number field can cause a **5% drop** in conversions.

[Unbounce](#)

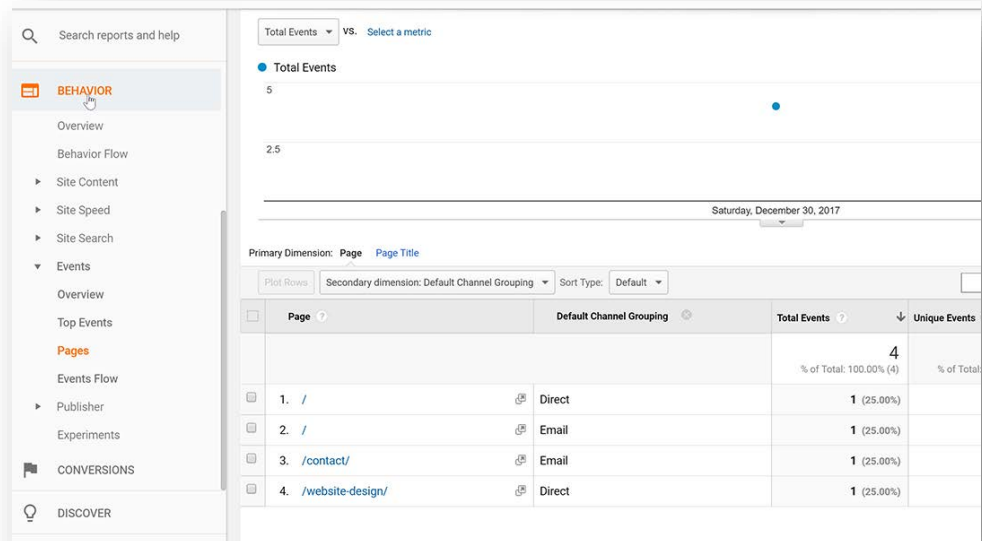
Destination page or AJAX refresh?

Thank you for contacting Kabo Creative. We will be in touch soon.

#2 Google Analytics Event

An Event is a user interaction with some content on your website, that can be tracked separately from the website page loading.

Examples of events include **downloads**, **video plays** and AJAX embedded elements such as a **website form submission**.



Google Analytics Goals

#3 Set up an Event



Google Tag Manager

Recommended method – **client proof** & easier to adopt.

[Step-by-step guide >](#)



You can DIY too.

[Get started with official documentation >](#)

Google Analytics Goals

#4 Set up Goals

1. Navigate to Admin > View > Goals.
2. Under Goal Setup select the 'Custom' option.
3. Under Goal Details fill out the **Category**, **Action** and **Label** fields.

✓ Goal setup Edit
Custom

✓ Goal description Edit
Name: Contact form submission
Goal type: Event

3 Goal details

Event conditions

Set one or more conditions. A conversion will be counted if all of the conditions you set are true when an Event is triggered. You must have at least one Event set up to create this type of Goal. [Learn more](#)

Category	Equals to ▾	Form submission
Action	Equals to ▾	Submit
Label	Equals to ▾	Contact form
Value	Greater than ▾	Value



Tag Configuration

Tag type



Track Type
Event

Category	Form submission
Action	Submit
Label	Contact form

Google Analytics Settings ?

{{Google Analytics Tracking ID}}

Easy ROI reporting

- Schedule monthly **client reports**
- Create custom **dashboards**
- Track **additional events** i.e. Livechat
- Happy clients with **ROI measurement**

Traffic source conversions		
Source / Medium	Contact form submission (Goal 1 Completions)	Live chat (Goal 2 Completions)
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(direct) / (none)	5	0
TEAM Members / email	3	0
disq.us / referral	0	1

Landing page conversions		
Landing Page	Contact form submission (Goal 1 Completions)	Live chat (Goal 2 Completions)
/	5	1
/book-a-demo/	4	0
/blog/gdpr-recruitment-legitimate-interest-legal-basis/	2	0
(not set)	1	0
/blog/gdpr-recruitment-candidate-cv/	1	0
/recruitment/	1	1
/blog/legitimate-interest-versus-consent/	1	0
	0	1

On-Site SEO

The first steps to ranking in SERPs

What's included?

What's included in on-site SEO?

- URLs of your pages
- Page titles
- Meta descriptions
- Headings in your copy/content
- The copy/content itself
- Images
- Sitemaps
- Page speed
- Rich text mark-up = Schema

Page set up

1. URL
2. Title
3. Description

yourwebsite.com/blog/**post-56882** – not so great. **#1**
yourwebsite.com/blog/**how-to-do-onsite-seo** – better.



1. Optimisey: SEO in Cambridge

#3

<https://optimisey.com/>

Want SEO advice? Tips to help you rank higher on search engines and get more traffic? Talk to Optimisey. Or come along to one of our free SEO MeetUps in Cambridge and learn about search engine optimisation and optimising all things digital.

Content

1. Headings
2. Content
3. Images

Chapter 4: BE HELPFUL ON THE RIGHT SOCIAL MEDIA PLATFORMS

Notice the helpful in the title. Social media is not a place you can magically go to, shout about your amazing product/service and watch the customers flood in. It just doesn't work that way.

Similar to in-person networking, social media is a place you can meet people and find mutual interests.



#1

Content marketing and social media are closely related, and social media can be the fuel to the fire. But it won't work if you simply broadcast your content continually. You need to **engage, converse and build relationships**.

Do it right, and social can deliver regular website traffic, spread your brand awareness and even result in some lovely referrals.

Which social media platform should I choose?

A recent article by Moz wrote described the ten **different types of social media** available to marketers today, listing 29 different platforms. No brand has the time, or the inclination, to use all of these. So how can you work out which platforms are right for your business?

It all comes down to who you are targeting, and what your aim is. If you are a B2B service provider, you'll need likely want to look at LinkedIn and Twitter, while a B2C consumer product might find a better home on Instagram and Pinterest.

Taking a look at your competitors, and where they have the most engagement can help inform this decision. However, don't discount a platform that isn't being used by the competition – this could be an opportunity for you to break in to an untapped audience.

Whichever platform you choose, pick a small number and learn how they work. Then measure the success using Google Analytics. If you are spending a lot of time and seeing little results, it might be time to try a different platform.

As we typically design websites and support clients in lead generating markets we'll take a closer look at the platforms we most often recommend.

Twitter

No clever algorithm games here, post a tweet, hope it takes off and then it's gone. While the internet **debates if it will continue to be relevant**, we still find significant website traffic can be found on this platform across many industries.

You'll want a regular posting strategy to make the most of twitter. It's also worth spending some time researching **popular hashtags** and looking for industry **twitter chats**.

Journalists tend to hang out on Twitter, and it can be a brilliant opportunity to pick up some press coverage. Take a look at the **#eventorganiser hashtag** for a chance to pitch your business to the top publications.

H2

H3

H4

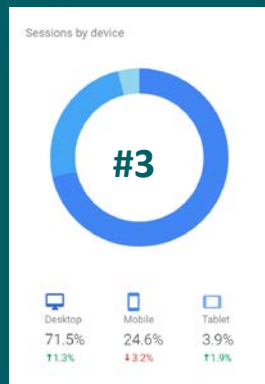
#2

	Keyword	Volume
	can you paint straight onto plaster	170
	brick plaster	170
	plasterer salary uk	170
	vitcas heat resistant plaster	170
	preparing walls for plastering	170
	plasterer portsmouth	170
	painting new plaster skin	170
	waterproof plasters for swimming	170
	silver plasters	170
	how to plaster over artex	170

Name: website-visitors-by-device.png

Alt text: Google Analytics graph showing sessions by device, with more than 70% of traffic from desktop devices

File size: 320 x 466px, 40 KB



Optimise

1. Sitemaps
2. Page speed
3. Schema

▼ Crawl

Crawl Errors

Crawl Stats

Fetch as Google

robots.txt Tester

Sitemaps

URL Parameters

XML Sitemap

Generated by **YoastSEO**, this is an XML Sitemap, meant for consumption by search engines.

You can find more information about XML sitemaps on sitemaps.org.

This XML Sitemap Index file contains 2 sitemaps.

#1

Sitemap	Last Modified
https://www.kabocreative.com/post-sitemap.xml	2018-05-31 09:38 +00:00
https://www.kabocreative.com/page-sitemap.xml	2018-05-20 06:41 +00:00

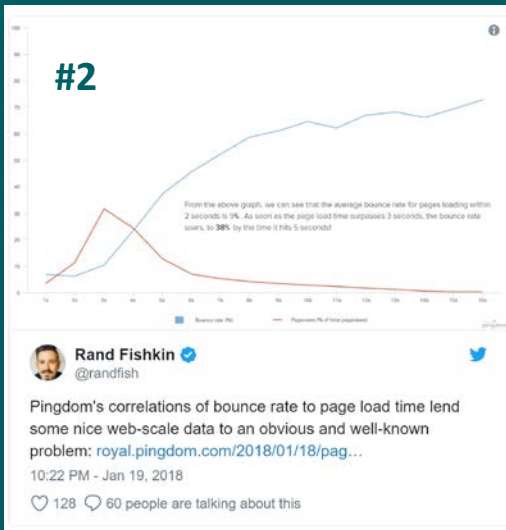
Moving home | VA Mortgages | Independent mortgage advisors

<https://www.vamortgages.co.uk/moving-home/> ▼

★★★★★ Rating: 4.8 - 30 votes

You may be wondering what to do with your mortgage when you move. Do you keep it as you move to your new house, or should you look for a new mortgage? Our trusted advisors are ... Can I look for a new mortgage instead? When moving ...

#3



```
1 <script type="application/ld+json">
2 {
3   "@context": "http://schema.org",
4   "@type": "Organization",
5   "name": "VA Mortgages",
6   "url": "https://www.vamortgages.co.uk/",
7   "sameAs": [
8     "https://www.facebook.com/vamortgages.uk/",
9     "https://www.linkedin.com/company/va-mortgages-llp/",
10    "https://twitter.com/vamortgages_uk"
11  ]
12 }
13 {
14   "@context": "http://schema.org",
15   "@type": "Broker",
16   "name": "mortgage",
17   "sameAs": [
18     "http://www.wikidata.org/entity/Q1278442",
19     "https://en.wikipedia.org/wiki/Mortgage_broker"
20  ],
21   "additionalType": "http://www.productontology.org/id/Mortgage_broker",
22   "description": "intermediary who brokers mortgage loans on behalf of individuals or businesses"
23 }
24 </script>
```

Want more SEO goodness?

- Thanks to **Andrew** at **Optimisey**
- Bi-monthly SEO event at **The Bradfield Centre**
- [@Optimisey](#)
- [optimisey.com](#)



A hand holding a smartphone with a light blue background. The screen displays a folder titled 'Social Networks' containing icons for Facebook, Instagram, Twitter, Google+, Pinterest, Tumblr, LinkedIn, WhatsApp, and Messenger. The text 'Social Media' is overlaid in the center in a dark teal font.

Social Media

Treat it like networking: *helpful* not hard sales

Not a numbers game

1. Choose a limited number of platforms
2. Learn the rules
3. Play nicely
4. Measure, improve, repeat

Content marketing and social media are closely related, and social really can be the fuel in the fire.

But it won't work if you simply broadcast your content continually.

You need to **engage, converse and build relationships.**

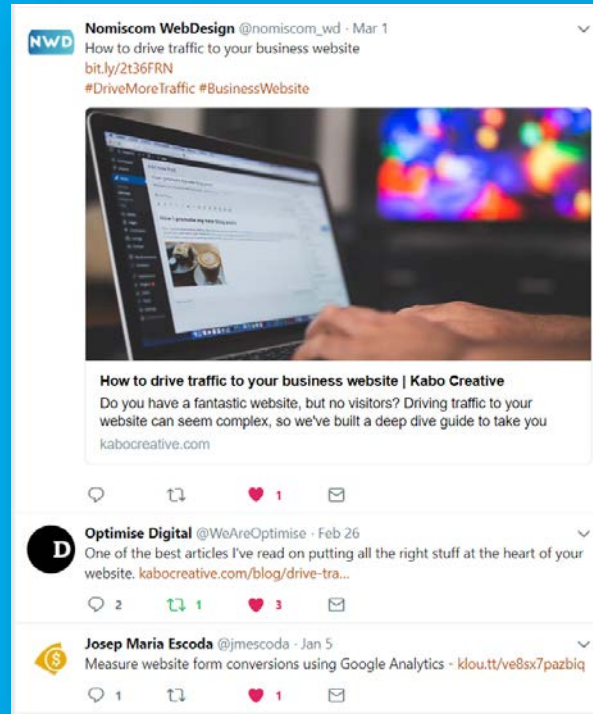
Twitter



Find PR & backlink opportunities

#journorequest

#prrequest



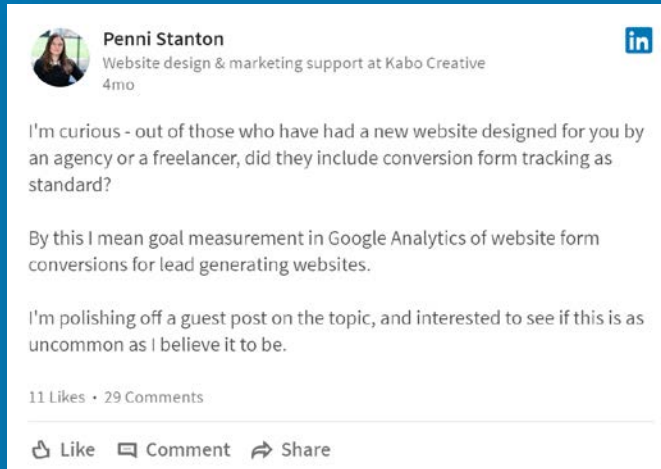
Find un-tagged
shares of your
content

<https://twitter.com/search-advanced>

<https://twitter.com/kabocreative>

LinkedIn

45% of people earning over £75,000 spend time on LinkedIn [source: [SproutSocial](#)]



Questions can work well with your audience,
this post generated well over 4000 impressions

Rules for LinkedIn success

1. **Don't include links** until after you've published your post
2. **Personal profiles** get more reach than business pages
3. Be active on **other people's posts** too
4. **Like or comment** rather than share if you'd like to help the poster

<https://www.linkedin.com/company/kabocreative/>

Quora

The fastest way to the top of SERPs

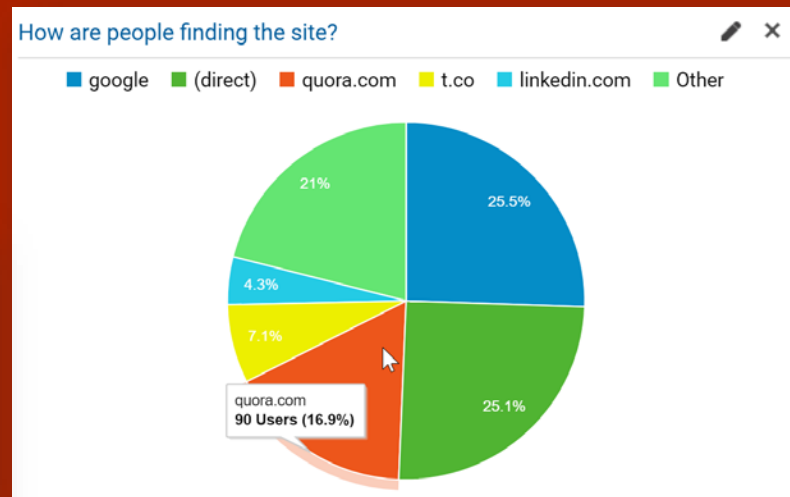
What are the ways to add event tracking in Wordpress?

All Videos Images News Shopping More Settings Tools

About 7,400,000 results (0.59 seconds)

What are the ways to add event tracking in Wordpress? - Quora
<https://www.quora.com/What-are-the-ways-to-add-event-tracking-in-Wordpress> ▼
2 Sep 2014 - Whenever someone visits the thank you page, Google Analytics will **track** and send an **event** as conversion. ... Using Action Recorder you can **track** form submits along with the data and sync it with Google Analytics without writing a single line of code. ... What is the **best way** to implement a ...

How to track people on my WordPress website 7 answers 27 Mar 2018
What is the best solution for tracking button clicks ... 4 answers 29 Oct 2015
What's the best way to keep track of all segment.io events? 2 answers 30 Dec 2014
More results from www.quora.com



<https://www.quora.com/profile/Penni-Stanton>

A person's hands are shown typing on a laptop keyboard. The laptop screen is open and displays a webpage with various elements. The background is a blurred office environment with a desk, a mouse, and some plants. The overall lighting is soft and warm.

Blogs

Pain points → Topics → Long tail keywords

Does blogging work?

“Websites with a blog tend to have **434% more indexed pages** in search engines”

[source: [TechClient](#)]

“47% of buyers viewed **3-5 pieces of content** before engaging with a sales person”

[source: [DemandGen](#)]

“B2B marketers that use blogs get **67% more leads** than those that do not”

[source: [HubSpot](#)]

“Companies who blog receive **97% more links** to their website”

[source: [Business 2 Community](#)]

Blog creation process



Pete the Plasterer



#1 Pain points

As a business, you exist to **solve a problem**.

For a plasterer:

- Make a room **ready for decorating**
- **Help housebuilders** complete a stage in their project
- Make external walls **weather proof**

Now you have a range of topics that are likely to match what people **earlier in the buying cycle** search for.

They speak to the **pain points of potential customers**, possibly before it has occurred to them that they need to hire a plasterer.

Blog creation process



Pete the Plasterer



#2 Long tail keywords

Long tail keywords are a search term that's made up of three or more words.

Use tools like [SEMRush](#) to measure search term volumes.

<input type="checkbox"/>	Keyword	Volume ↕	KD ↕	CPC (GBP) ↕	Com. ↕	Results ↕	Trend	SERP
<input type="checkbox"/>	can you paint straight onto plaster	170	82.24	0.00	0.01	3,210,000		
<input type="checkbox"/>	brick plaster	170	79.14	0.48	0.34	41,300,000		
<input type="checkbox"/>	plasterer salary uk	170	85.71	0.85	0.09	117,000		
<input type="checkbox"/>	vitcas heat resistant plaster	170	70.71	0.28	1.00	-		
<input type="checkbox"/>	preparing walls for plastering	170	74.54	0.38	0.32	1,300,000		
<input type="checkbox"/>	plasterer portsmouth	170	60.20	1.70	0.50	61,000		
<input type="checkbox"/>	painting new plaster skim	170	80.57	0.89	0.02	139,000		
<input type="checkbox"/>	waterproof plasters for swimming	170	64.66	0.35	1.00	80,000		
<input type="checkbox"/>	silver plasters	170	79.23	0.30	1.00	435,000		
<input type="checkbox"/>	how to plaster over artex	170	71.35	0.00	0.06	26,000		

Long tail keywords are easier to rank for and can be more relevant.

Blog creation process



Pete the Plasterer



#3 On-site SEO

Good blog topics for a plasterer's website using long tail phrases would be:

- Can you paint straight onto plaster?
- Why would you use Vitcas heat resistant plaster?
- How to prepare walls for plastering
- How to plaster over artex

Write a blog with the topic as the H1 tag.

Include relevant keywords in a non-spammy way throughout:

- Image names & alt text
- H tags
- URL
- Bonus: Q&A schema

“

*“The **Internet** is going to **change marketing** before it changes almost anything else, and **old marketing will die** in its path.”*

Seth Godin

[@ThisIsSethsBlog](#)

Any questions?

Penni Stanton, MD at Kabo Creative

www.kabocreative.com

[@kabocreative](https://www.kabocreative.com)

<https://www.kabocreative.com/blog/drive-traffic-to-your-business-website/>

