How to
DRIVE
TRAFFIC

to your

WEBSITE

Kabo.

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

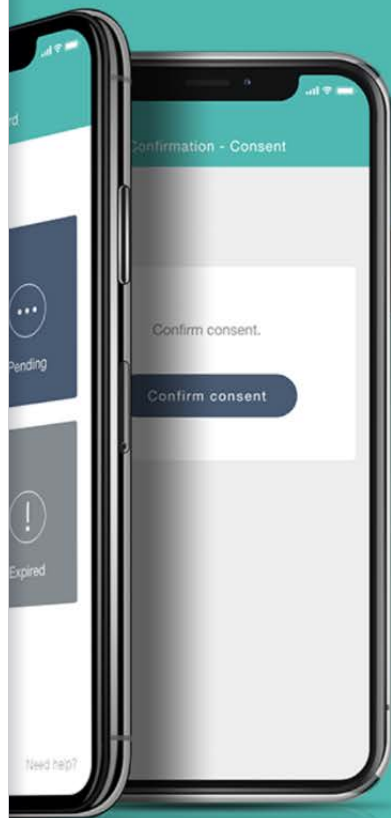Get website visitor to input **contact details**.

#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

39.6%
21%
10.8%
6.6%
18.5%
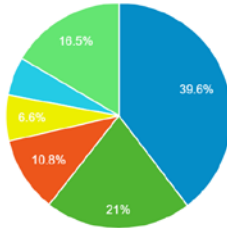
Conversion Rate
3.61%
Avg for View: 3.61% (0.00%)

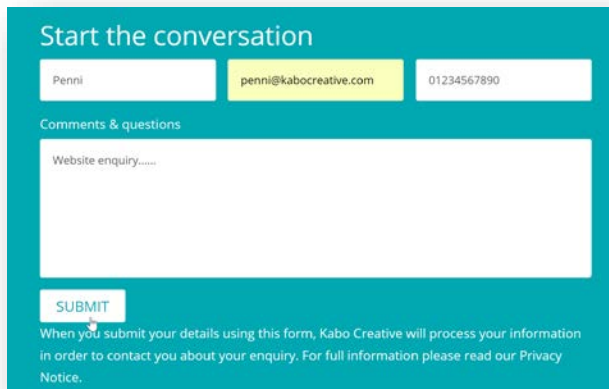## Traffic source conversions

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

Google Analytics Goals

#1 Contact forms

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

Unbounce

Destination page or **AJAX refresh?**

Google Analytics Goals

#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**.
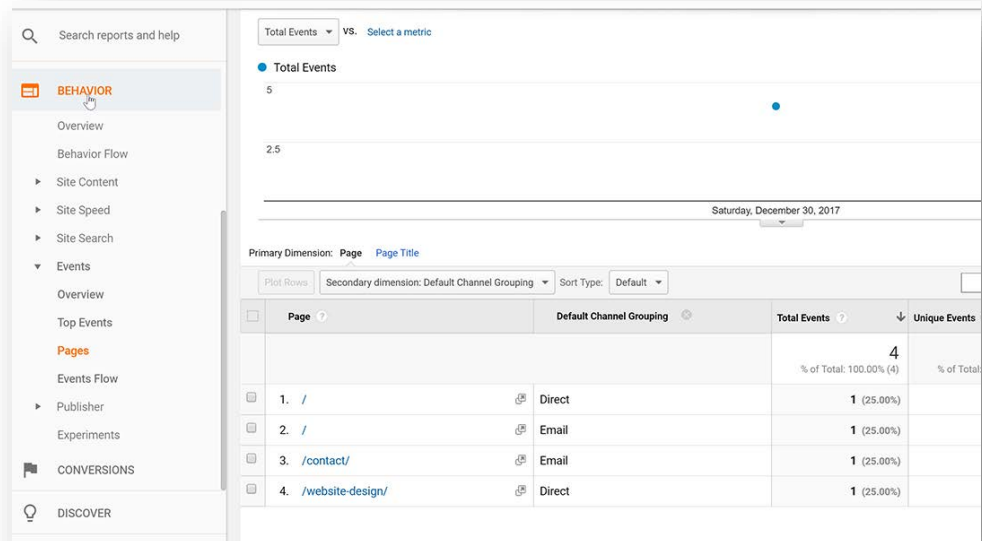
Google Analytics Goals

#3 Set up an Event

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.

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)
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

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.

How to drive traffic to yo... ×

How to drive traffic to your business website | Kabo Creative

Secure | https://www.kabocreative.com/blog/drive-traffic-to-your-business-website/

#2

Kabo.

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

H2

H3

H4

#1

#2

#3

Name: website-visitors-by-device.png

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

File size: 320 x 466px, 40 KB
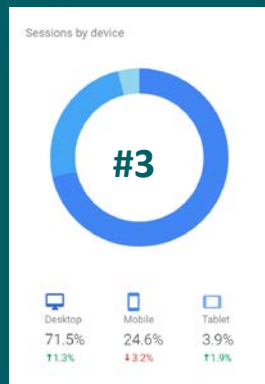
Optimise

1. Sitemaps
2. Page speed
3. Schema

Want more SEO goodness?

- Thanks to **Andrew** at **Optimisey**

- Bi-monthly SEO event at **The Bradfield Centre**

- **@Optimisey**

- **optimisey.com**

optimisey

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
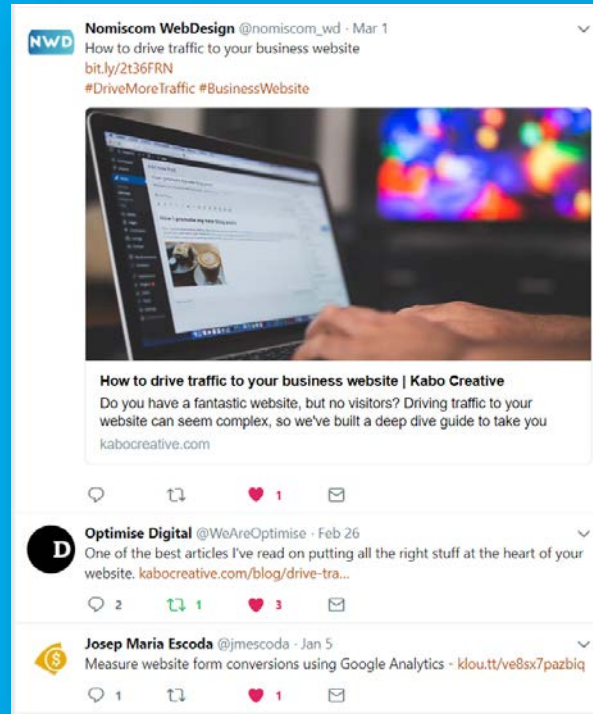
Find un-tagged shares of your content

https://twitter.com/search-advanced

https://twitter.com/kabocreative

LinkedIn

45% of people earning over £75,000 spend time on LinkedIn [source: SproutSocial]
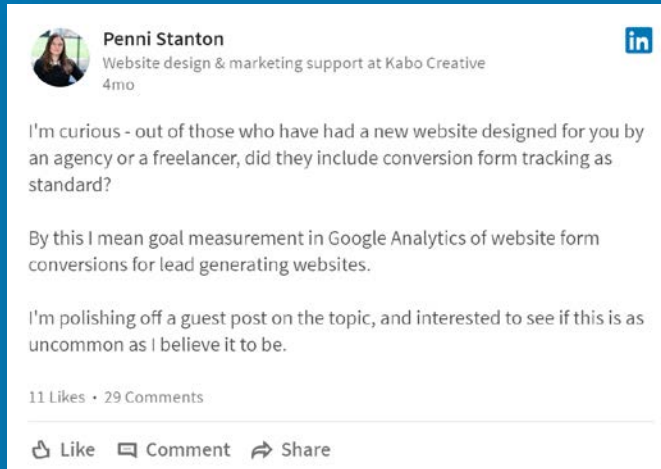
Questions can work well with your audience,
this post generated well over 4000 impressions

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

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

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.

	Keyword	Volume	KD	CPC (GBP)	Com.	Results	Trend	SERP
☐	can you paint straight onto plaster	170	82.24	0.00	0.01	3,210,000		
☐	brick plaster	170	79.14	0.48	0.34	41,300,000		
☐	plasterer salary uk	170	85.71	0.85	0.09	117,000		
☐	vitcas heat resistant plaster	170	70.71	0.28	1.00	-		
☐	preparing walls for plastering	170	74.54	0.38	0.32	1,300,000		
☐	plasterer portsmouth	170	60.20	1.70	0.50	61,000		
☐	painting new plaster skim	170	80.57	0.89	0.02	139,000		
☐	waterproof plasters for swimming	170	64.66	0.35	1.00	80,000		
☐	silver plasters	170	79.23	0.30	1.00	435,000		
☐	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/blog/drive-traffic-to-your-business-website/

Kabo.