



How to get the best out of your website

Giving you all the tools to maximise your web presence.

Launch Guide

it'seeze websites
Helping your business grow

All you need to know about your new it'seeze website

We've created this launch guide to help you understand everything you can do to optimise your online marketing now your website is live.

Your shiny new site has been optimised and is customer ready. Now it's time to propel your business forward, establish your image, audience and position yourself above your competition.

"Marketing's job is never done. It's about perpetual motion. We must continue to innovate every day."

Beth Comstock, Former CMO & Vice Chair, GE

Launch Guide



1. What's been done

Included in your setup

2. What you can do

Promote yourself locally

3. What you can do

Continued...

4. Trust and credibility

The power of reviews

5. Let's get social

Reach more customers

6. Boost performance

Tools to grow further

7. Website regulations

Ensuring you comply

8. Lifetime support

Local & national support



What's been done

What we've already done to help your website get found online



We've made your website Google-friendly

Search Engine Optimisation (SEO) is essential if you want people to find your website – we've carried out the initial optimisation steps on your new site by adding unique page titles and meta descriptions to every page. Don't forget - every new page that you create on your website will also need a unique page title and meta description, which you can add through the [page details window](#).

We've submitted your website to Google

We've designed your website in line with Google's best practice guidelines and we've also let Google know you're online by submitting your website address directly to them, so that your customers can find you online as soon as possible, helping you to reach more people looking for your products or services.

We've set up Google Analytics for your website

The it'seeze editor's statistics panel makes it easy for you to track your website's page views and popular pages, but for more comprehensive reporting, tell us your Google account email address and we'll connect you to your Analytics dashboard. This will show you more in-depth information, such as which channel sources your website is receiving traffic from, it's journey through your website and much more, helping you to increase customer engagement.

It doesn't stop there

Now your website is live, we're always on hand to provide you with new features, system updates, and ongoing advice and guidance to ensure that your website develops alongside your business.

What you can do

Promote yourself locally and nationally



Set up a Google Business Profile

You'll need to set up a Google Business Profile account: [Set up Google Business Profile](#).

Once you have set up your Google Business Profile it is good practice to add FAQs, keep it regularly updated and ask your customers for reviews.

Submit your site to online directories

Here are the online directories you need to list your website on: [See the list of directories](#).

Access Google Analytics

Send us your account details to access Google Analytics: [Access Google Analytics](#).

Access Google Search Console

Google Search Console tools and reports help you to measure your site's search traffic and performance, fix issues and make your site shine in Google search results. Send us your account details to receive access to [Google Search Console](#).

Ask us about our Optimised Aftercare package

Our Optimised Aftercare package has been designed to continually optimise your website performance and to facilitate the long-term growth of your digital presence. You'll get the same fantastic ongoing support with the addition of ongoing edits, optimisation, competitor analysis and reports of your websites search engine success.

[Find out more about this package](#).

What you can do continued...

Promote yourself locally and nationally



SEO should show results within a 6 to 12 month period. There's no getting away from the fact that it takes time to improve your SEO. Google (and other search engines) want to show the best result for any given search query, and it takes time to deserve to rank. You've got to earn top search visibility. But with the right strategy in place, 6 to 12 months is a long enough period to be able to see the impact of SEO efforts and to be able to justify ongoing investment into growth.

Update existing page content and add new content

Keeping the content up to date on your site helps build trust between you and your customers. Once your website has gone live, we will supply you with training on our easy to use editing system, enabling you to make changes and updates to existing content whenever you need to. Adding new content regularly such as blogs, location pages, FAQs and case studies can also be used as a means of showing Google you are a reputable authority in your industry. If you can do this effectively, you'll see your rankings improve, which will then lead to more visitors across your site.

Email Marketing

Once your website has gone live, it's easy to start an email marketing campaign to your database of contacts. Many email marketing services are available that you can use for free or on a limited budget. MailChimp is free for up to 2,000 subscribers and up to 12,000 e-mails per month. You can even [integrate email signups](#) into the website design so that any new sign ups are automatically added to your Mailchimp database.



Online reviews

Getting reviews is just the beginning – to make the most of them, you should be posting a response to each one too.

This isn't just about engaging with customers and showing them that you appreciate their feedback – although this is important! It's also a great opportunity to further boost your presence in search results by including your keywords in your reply.

Furthermore, you should always respond to negative reviews as quickly, and professionally, as possible. This shows potential customers that you care and can, in some cases, lead to issues being resolved and the negative review being removed. This will boost your rating and thus help your ranking in search results.

Suggested review sites

- [Google reviews](#)
- [Trustpilot reviews](#)
- [Rated People](#)
- [Checkatrade](#)
- [MyBuilder](#)

Integrating Google reviews

When you have built up a good range of Google reviews, we would recommend signing up to Elfsight so that you can integrate a Google review widget on to your website. This will make your business look trustworthy by proving the great services that you offer to your customers. Automatic updates will ensure no new review will be missing on your website.

[Sign up here.](#)

Let's get social

Reach more customers through social channels



Set up social media profiles

Having an active presence on social media can also be advantageous for SEO.

Although it won't directly affect your position in local search results, by sharing links to your website on platforms such as LinkedIn, Facebook, Twitter, and Instagram, you can encourage more people to visit your site, which can only be a good thing.

Social media is also the ideal place to share new website content, such as blog posts, and ensure that it's reaching your target audience.

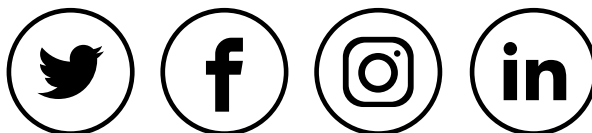
To really maximise the benefits of social media, make sure you include links to your social accounts on your website to help grow your following, and also add social share buttons to make it easy for website visitors to spread your website far and wide across the various networks.

Want to reach more people? Follow these steps to grow your business with social media:

Social media marketing tips

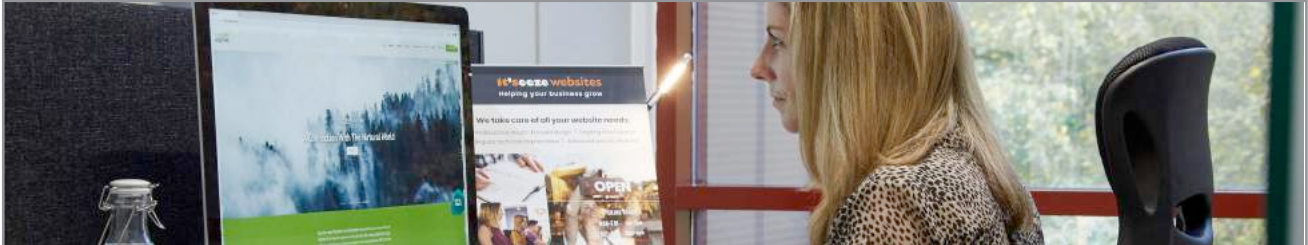
Follow us for more top tips

Don't forget to follow us on Twitter, Facebook, Instagram or LinkedIn for all the latest news and marketing advice!



Boost your website performance

Useful information to boost your website's performance



SEO keyword guide

Want to know more about optimising for search engines like Google and Bing?

Start with keywords: [SEO keyword guide](#).

SEO metadata guide

Make sure your website shows up in the relevant search results with great website metadata - here's how: [SEO metadata guide](#).

SEO marketing jargon buster

All the terms you need to know to maximise your search engine optimisation (SEO) efforts: [SEO Marketing Jargon Buster](#).

Digital marketing jargon buster

You'll find clear explanations of all the key terms used within digital marketing here:

[Digital Marketing Jargon Buster](#).

Web analytics jargon buster

A glossary with all the useful terms you need to know to better understand your website analytics: [Web Analytics Jargon Buster](#).

Website regulations

How to ensure your website remains compliant



Information Commissioner's Office (ICO)

If you collect customer data through enquiry forms, you'll need to ensure that your [registered with the ICO](#). The ICO is the UK's independent authority set up to uphold information rights in the public interest, promoting openness by public bodies and data privacy for individuals.

General Data Protection Regulation (GDPR)

All our websites are designed to be GDPR-compliant when we create them. Measures include a standard privacy policy and cookie policy, a free SSL certificate, an updated cookie notice, and clear contact forms. As a business, you are responsible for protecting the personal data of customers, employees, patients, and anyone else who you hold information about. You must also gain someone's explicit consent before you can use their data in specific ways, especially for marketing purposes. [Here's what you need to do](#).

Web Content Accessibility Guidelines (WCAG)

The Userway accessibility widget helps you offer a better browsing experience to any visitors who are visually impaired or blind, elderly, mobility impaired, or temporarily disabled. You will also be making it friendlier for search engines! It won't cost you anything to sign up for a Userway account and we will integrate it into your website for you free of charge. [Sign up to Userway](#).



Local support

The team at it'seeze Knutsford are always on hand to help you, if you need any website advice or guidance contact gemma.green@itseeze.com or simon.vandenheever@itseeze.com. If you would like to find out more about our Optimised Aftercare package, contact us and we can run through the additional benefits for you.

An online support centre for around-the-clock assistance

You can also access website help whenever you want to with our handy online support centre. Here you'll find website editing tips, how-to videos, marketing resources, answers to our most commonly asked questions, and much more.

Go to our [Support home page](#).



National support hub

We're also able to offer telephone or email support whenever you have a question about your website, emails, domain, hosting and more; our friendly team are here to provide simple, honest advice and guidance.

At our UK Head Office, we have a talented team of people who are all experts in their field, working together to ensure your website is always performing at its best.



Need any help?
We're on hand.

Now, more than ever, businesses rely on their websites to connect with prospects.

Get in touch to see how we can help your business grow.



www.itseeze-knutford.co.uk

it'seeze websites
Helping your business grow

