

Effective Websites and Social Media Marketing

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Content is King

(if you remember one thing from today, let it be that)

Why do you need a website?

- Help customers find you in the real world - your office, your property, your phone number
- Help persuade customers that you have the right service or product for them
- Help sell your products online

What should your website include?

Think of your website as a digital advertisement or brochure

- Logo
- Your contact information - where you're located, phone number, email address
- Email Newsletter Sign Up/Call to Action
- Links to Social Media
- Unique Value Proposition
- Blog
- Content that remains static

Successful websites are:

- Easy to navigate
- Simple and concise
- Current
- Focused
- A combination of text and pictures/video

Let's look at a website:

Bi-Rite Market > San Francisco Grocery

http://www.biritemarket.com/

Tommy Hilfig...s - Macy's Wikipedia News Popular

BI-RITE MARKET SINCE 1940

9:00am to 9:00pm 3639 18th Street - (map) San Francisco (415) 241-9760 info@biritemarket.com

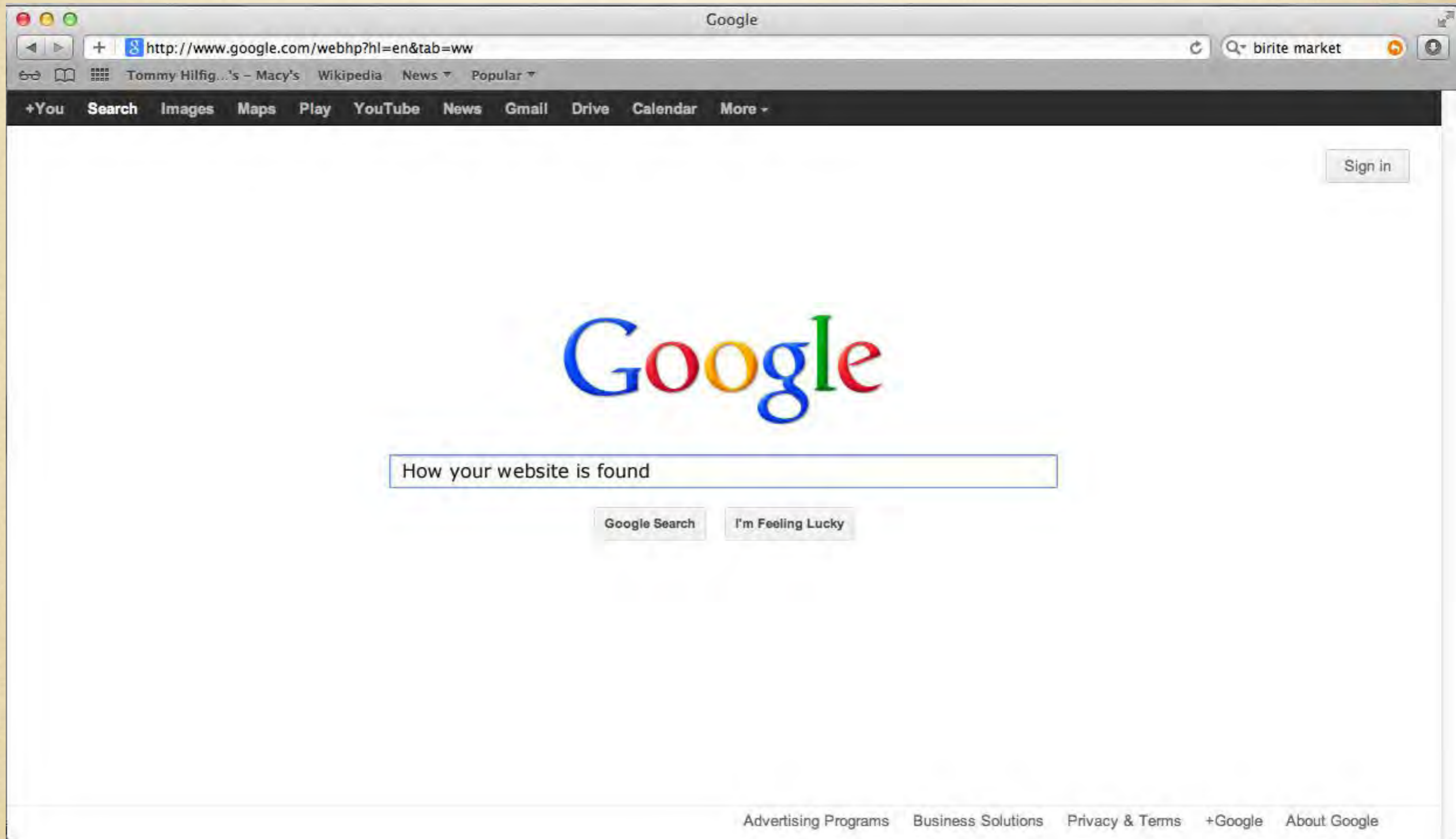
- IN THE MARKET**
Our Food, Blog & Events
- CATERING**
For any event
- WHO WE ARE**
Our Mission, Community & History
- WHAT YOU CAN DO**
Resources to Eat Good Food
- OUR BOOKS**
Order Now
- GIFTS**
Gift Cards & Boxes
- CONTACT**
IN THE NEWS

Bi-Rite is a neighborhood market feeding our community with love, passion & integrity.

BI-RITE BLOG →

Sign up for our newsletter
enter email here

BI-RITE MARKET'S EAT GOOD FOOD
A GROCER'S GUIDE TO SHOPPING, COOKING.



Google

http://www.google.com/webhp?hl=en&tab=ww

birite market

Tommy Hilfig...s - Macy's Wikipedia News Popular

+You Search Images Maps Play YouTube News Gmail Drive Calendar More

Sign in

Google

How your website is found

Google Search

I'm Feeling Lucky

Advertising Programs Business Solutions Privacy & Terms +Google About Google

Let's Google:

"Organic Dog Food"

Google Search Results

- Organic Search results receive 90% of clicks
- First page rankings receive about 96% of clicks
- Even on the 1st Page, being Top 3 is key!

Google is the new
Yellow Pages

Two ways to be found on Google:

- Search Engine Optimization (SEO)
- Inbound Links

SEO is all about Keywords

Keywords are what people are searching
to find your business!

(Your website needs to include those keywords)

Keywords to keep in mind regarding Keywords

- Relevance - Pick keywords that are related to your business
- Traffic - The amount of traffic that you drive to your web site is dependent on how many people search that keyword.
- Competition - How hard will it be to rank for the keyword?

On-Page SEO:

The easy things to do

- Title Tag
- Meta Description
- Optimizing Your URLs
- Page Content - Headings and Images

Let's go back to our search for "[Organic Dog Food](#)"

How you build In Bound Links?

- Blog - Write posts relevant to your business that people find interesting and want to share.
- Social Media - Share your web pages and blog posts on your social media networks.
- Other websites - Request links from other sites.

Off-Page SEO: In Bound Links

In Bound links are other sites that link to your content.

The more links to your page by other pages,
the more credibility you have in the eyes of Google.

Social Media is your opportunity to...

- gain EXPOSURE for your business
- build relationships with your customers and potential customers
- control the message
- drive traffic to your website
- show your business' personality
- listen to what people are saying about your business

Social Media is a great way to:

- Share updates about your business
- Share pictures/videos about your business
- Encourage people to become repeat customers
- Share what customers are saying about your business
- Share what influences, inspires your brand

Social Media is an extension of
your brand.

Determine your social media strategy,
then find the best network to execute .

Different Social Media Networks have different strengths

- Twitter - a real-time information network that connects you to the latest stories, ideas, opinions and news about what you find interesting (in posts that are 140 characters or less).
- Facebook - keep up with friends, upload an unlimited number of photos, share links and videos, and learn more about the people they meet.
- FourSquare - keep up with friends, discover what's nearby, save money and unlock deals.
- Instagram - a fast, beautiful and fun way to share your life with friends through a series of pictures.
- YouTube - discover, watch and share originally-created videos.
- Pinterest - organize and share all the beautiful things you find on the web.



While your strategy for each social media network can vary, there should be some constants across all your networks:

- Always use your logo as your Avatar (your logo is a visual connection to the brand that you're crafting)
- Use "iconic" pictures of your business where applicable
- Use the same voice when posting messages on various networks.
- Use the same email address as a "contact" reference (the same one that should be listed on your website too)

Social Media can be a time suck,

but there are Social Media Dashboards that put all of your networks into one program and make it easier on you.

The goal of all social
media should be to
have your content go
viral because...



Content is King!