



# 7 Online Marketing Do's and Don'ts

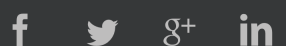
**firefly**<sup>™</sup>  
be seen. be found.



JOIN THE MOVEMENT

[www.fireflysearch.com](http://www.fireflysearch.com)  
09 390 1421  
[growth@fireflysearch.com](mailto:growth@fireflysearch.com)  
112 Bush Road, Albany, Auckland, 0632

GET SOCIAL



# ONLINE MARKETING DO'S AND DON'TS

Your website acts as your online storefront, working for you 24 hours, 7 days a week. It's important to get the basics right from the beginning so you can capture more leads and convert more visits into customers.

Your website is often the first place customers go after your initial contact where they will form strong ideas and opinions about your business.

We've provided you with some free tips on what NOT to do, as well as how to make simple tweaks that will boost your online results.



## **DO:** ENSURE YOU HAVE ENOUGH WEBSITE CONTENT

Content is basically all the written copy on your website. It includes product information, unique selling points, contact details, address, hours of operation or other important details.

There is a delicate balance between not having enough content and having too much. It is important for the customer to understand your product or service so that they have the information to move to the next step of the sale, which is getting in contact or making a purchase.

If there is not enough content on your website, visitors will quickly leave your site as the information is too vague or doesn't answer their questions. This is a lost opportunity before you've had a chance to engage with them.

We recommend that content includes key terms and search phrases that you want Google to find you for, at the same time be engaging and provide clear calls to action.



## **DO:** ENSURE YOU HAVE A CLEAR CALL TO ACTION OR CONVERSION FUNNEL

Are you find that customers are having to click through too many pages to find your contact details?

Have you provided a number of different channels for them to engage with you?

It's important that customers understand the best way to communicate with you, so you need to display this on your home page in a simple clear cut manner. Emphasise whether they should call, email, or purchase online. Ensuring visible calls to action on your site will lead to a surprising increase in web sales conversions for your business.

We recommend bolding your phone number on the top right hand side of your website so no matter where your visitor is they can pick up the phone and make contact with you easily.

**“0800 123 4567”**

**“CALL US TODAY FOR A FREE NO OBLIGATION QUOTE”**

[www.fireflysearch.co.nz](http://www.fireflysearch.co.nz)

AUCKLAND | WELLINGTON | CHRISTCHURCH



## **DON'T:** HAVE POOR WEBSITE DESIGN

Your website acts as your online store front to attract visitors so your layout must reflect excitement about your product/ service to lead the customer on a journey of discovery.

Areas for consideration in website design include content, providing high quality and relevant imagery, clear calls to action, consistent font and flow, and providing an aesthetically pleasing colour scheme that matches you company logo and colours.



## **DON'T:** HAVE AN UNCLEAR UNIQUE SELLING POINT (USP)

Do you offer a free consultation service?

Is your product the best in the market place?

Does the product include an extended warranty?

Does your service include anything that your competitors doesn't?

Then let us know about it! Your value proposition should stand out and be clear to the visitor looking at your page.

We recommend having a clear USP or value proposition on your home page that stands out but doesn't detract away from the rest of the site.



## **DO:** ALLOCATE BUDGET TO SEPARATE FOCUSES

We often see businesses running a campaign for multiple products or service focuses. The most effective way to run a campaign is to split the themes into separate campaigns. This will ensure each campaign is highly targeted giving you higher quality scores and an allocated budget for each sector.



## DO: TRACK ALL OF THE RESULTS

Tracking website visits, impressions, CPC, CTR, Quality score etc. can all be important in understanding the success of a campaign. However, the most crucial figure that will show you the true success is the Return on Investment.

Tracking leads is vital in any online marketing campaign to understand your ROI. If you can link cause to effect, you can optimise your campaign over time to improve results.

Firefly Search tracks and records all of the results including your phone call leads to be able to truly understand how your campaign is tracking. Our unique technology also allows us to work out which keywords generate specific leads so we can run an increasingly effective campaign over time.





## **DO:** BREAK DOWN DIFFERENT PRODUCTS IN DIFFERENT AD GROUPS

To create a highly relevant campaign it is important to build ad groups with similar themes. Each theme should have a unique Dynamic Landing Page, a unique Ad and a keyword list.

By doing this you will notice a higher quality score rating for you keywords which will give you more leverage when bidding against competitor terms.

**Call Us Today**  
for a free consultation with one of our  
friendly experts. We have online marketing  
consultants in Auckland, Wellington and  
Christchurch.

**Be Seen. Be Found.**

**firefly**<sup>™</sup>  
be seen. be found.



**JOIN THE MOVEMENT**

[www.fireflysearch.com](http://www.fireflysearch.com)  
09 390 1421  
[growth@fireflysearch.com](mailto:growth@fireflysearch.com)  
112 Bush Road, Albany, Auckland, 0632

**GET SOCIAL**

