

# CPD - Digital Marketing - Websites

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Hi I'm Fiona Smith, Creative Director at Blueboat.

The first aspect of digital marketing we'll talk about is your company website.

Your website is the central hub of your digital marketing strategy - think of it as an online version of your office, or in its simplest form, an online brochure.

Your other digital channels - such as social media, email marketing or paid advertising - will direct potential clients to your website, so it needs to create the right impression.

Your website showcases your business;

your offer, folio of works, as well as who you work with and how you work.

It may also include information on your company history, your team, awards or press coverage.

Consider - if you were inviting a prospective client to a new business meeting, what would you want to tell them? This list can form the starting point for your website strategy. You can read through Module 2 in the Digital Business Kit to find out more about creating and managing a website.

In the meantime, here are some tips to get you started.

## Tip 1

An amazing website is only worth your while if it's attracting traffic.

There's a lot of talk about Search Engine Optimisation - or SEO - and how to get the highest ranking in search engines.

The simplest way to improve your search results is to make sure you have relevant information on your site, using the words that people are likely to use when they're looking for your services.

Text should not be part of an image - search engines need to be able to read it.

Regularly updating content is another simple way to improve your rankings.

In addition to getting your content right, paid Search Engine advertising can help you to target specific searches, playing to your strengths, or targeting more of the sort of work you want to be doing.

Google Ad Words, for example, is relatively simple to set up and modify based on reports measuring the effectiveness of specific search terms.

## Tip 2

Be responsive!

To ensure a seamless and enjoyable web experience for your audiences, wherever they are, make sure your website is mobile responsive.

More and more people are accessing websites via smart phones and tablets: in 2015, over 60% of internet searches globally were made through mobile devices, up from only 30% in 2014.

Driven by this demand, Google ranking now place a greater emphasis on mobile browsing, so a responsive website will also help your search rankings.