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WOMEN'S ENTERPRISE CENTRE

25 years to 2020

Realize your business potential

GETTING TRAFFIC TO YOUR WEBSITE: THE BASICS

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WHO WE ARE

- First .CA domain registrar globally

- 600+ domains, web hosting, SSL, website security, domain brokering & more

- 100% Canadian

- Causes and Communities: women and girls in STEM, women entrepreneurs, small businesses and startups, BC tech

"Your ally on the web"

Pivot a business. Start a side hustle.

SHARE IT ONLINE WITH A FREE .CA WEBSITE

BARBARA CARVER
DIRECTOR & PRODUCER

.ca | webnames.ca®

Discover your perfect domain   SEARCH

webnames.ca   BBB | A+ rating

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.ca CANADA'S DOMAIN

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OVERVIEW: WHAT YOU CAN EXPECT

A framework to tackle these questions:

- How to determine the right kinds of traffic for your business goals (and how to nurture it)?

- Which traffic metrics matter?

- What traffic channels should you focus on and what tactics should you use?

A QUICK REFRESHER

Purpose of your website	Goals of your website	Know your Audience
What is the purpose of my site?

Am I providing a service, a product or information? | What action do I want my visitors to take upon visiting the site?

Examples of goals: lead generation, building awareness, conversions, sales | Who am I trying to reach?

What are the demographics of my audience?

Understand your buyers! Create buyer personas to target them better. |

Clearly define and understand your website's **purpose**, **goals** and **audience** – these prerequisites are critical to attracting *quality traffic!*

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NOT ALL TRAFFIC IS EQUAL

GOAL: *quality traffic*

- Visitors that align with your buyer personas

- Visitors that are interested in your content

- Visitors that complete your goals (e.g. - signups for a newsletter, contact form submissions, video views, product purchases)

- Strive for some diversity in sources

## KEY INDICATORS: *engagement, geo, conversions, sales*

KNOW YOUR CUSTOMERS: BUYER PERSONAS

- Why are buyer personas important?

- What should they include? (demographics, motives, behaviours)

- Where to source the data you need?

Recommended buyer persona how-to's & resources:

- hubspot/make-my-persona,
- blog.hootsuite.com/buyer-persona
- buffer.com/library/marketing-personas-beginners-guide

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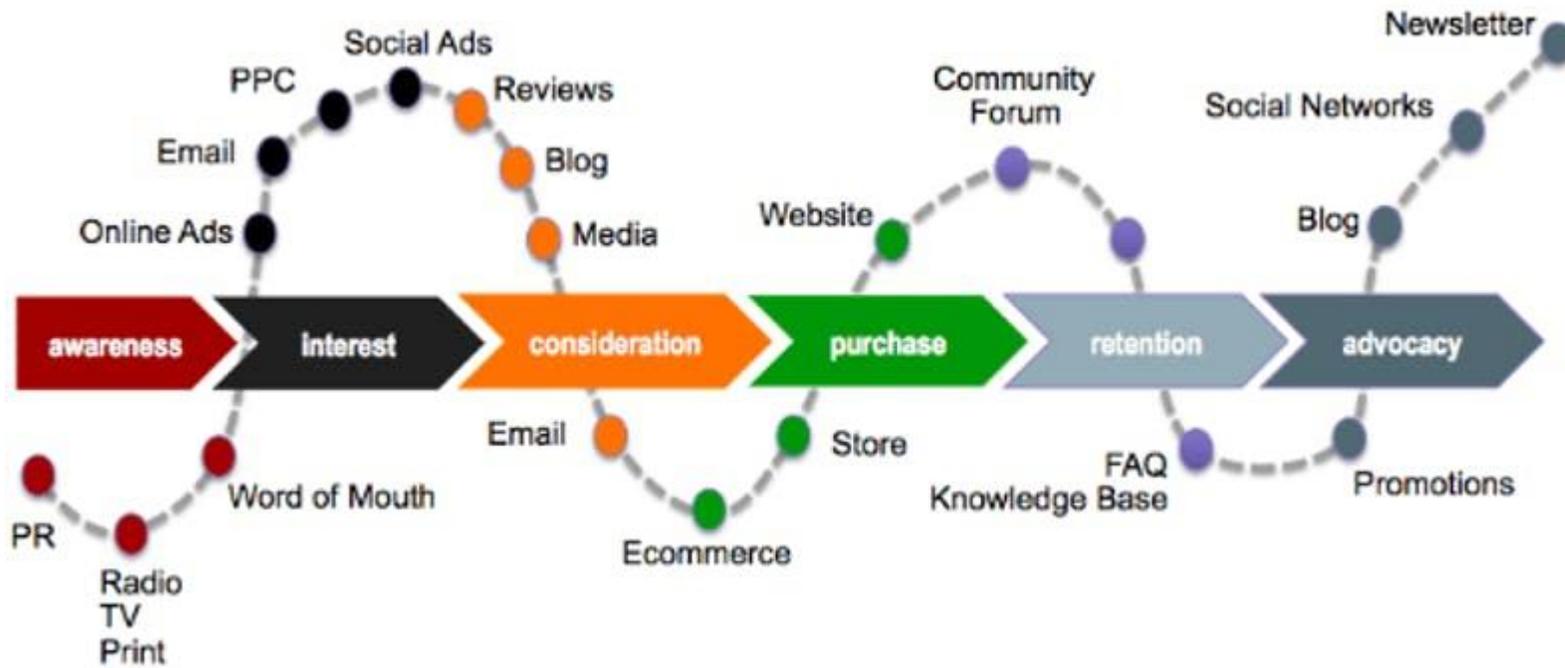
KNOW YOUR CUSTOMERS: THE CUSTOMER JOURNEY

How does your customer arrive at the decision to buy?

Build customer journeys for each persona

Develop campaigns & tactics for each step in the journey

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OUTCOMES

Not all traffic is equal

Not all websites serve the same need

Brochure websites (lead-gen)	E-commerce (Sales)	SaaS / PaaS (Subscriptions)

Considerations:

- Marketing and sales funnels
- Pages and campaigns can work differently in each step of the funnel
- Conversion rate at each stage of the funnel, for each type of traffic
- Requires measurement

Tools: Google Analytics, FireBase, Woopra, CrazyEgg etc.

Metrics: What to optimize for vs. what metrics get you there

Platforms: CRM + CMS like Hubspot etc.

MEASURING TRAFFIC

ANALYTICS & METRICS

OBJECTIVES

- Revenue
- Leads
- Sales
- Profits
- Fundraising goals
- Signups
- Installs
- Hires

SETTING UP FOR SUCCESS

- Google Analytics setup & verification resources: Google, Hootsuite
- Goal tracking setup resources: Google, NeilPatel
- E-commerce tracking resources: Google, OptimizeSmart

PRO TIP

- Analytics is for diagnosis and is **not** its own endgame
- Focus on 1st order metrics and objectives
- Refer to 2nd and 3rd order metrics only to debug deviations e.g. bounce rate, time on page etc.
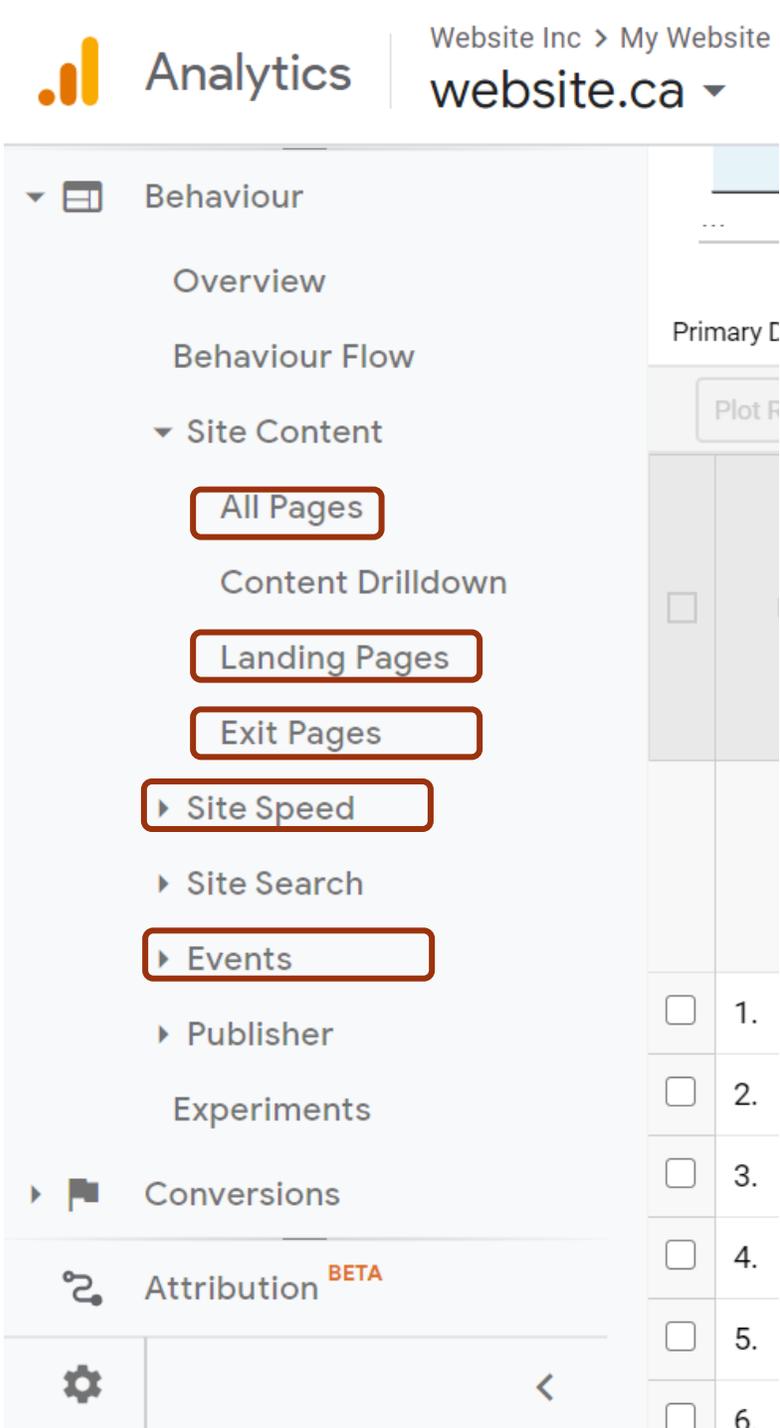
TRAFFIC REPORTS

METRICS TO MONITOR

▪ Changes in Users, Sessions and Session Duration

▪ Conversions with Goals

▪ Revenue and conversion rates with e-commerce tracking

▪ Keyword movements & pages in Search Console

BEHAVIOUR REPORTS

METRICS TO MONITOR

- Changes in pageviews over time

- Entrances

- Page value with goals and e-commerce tracking

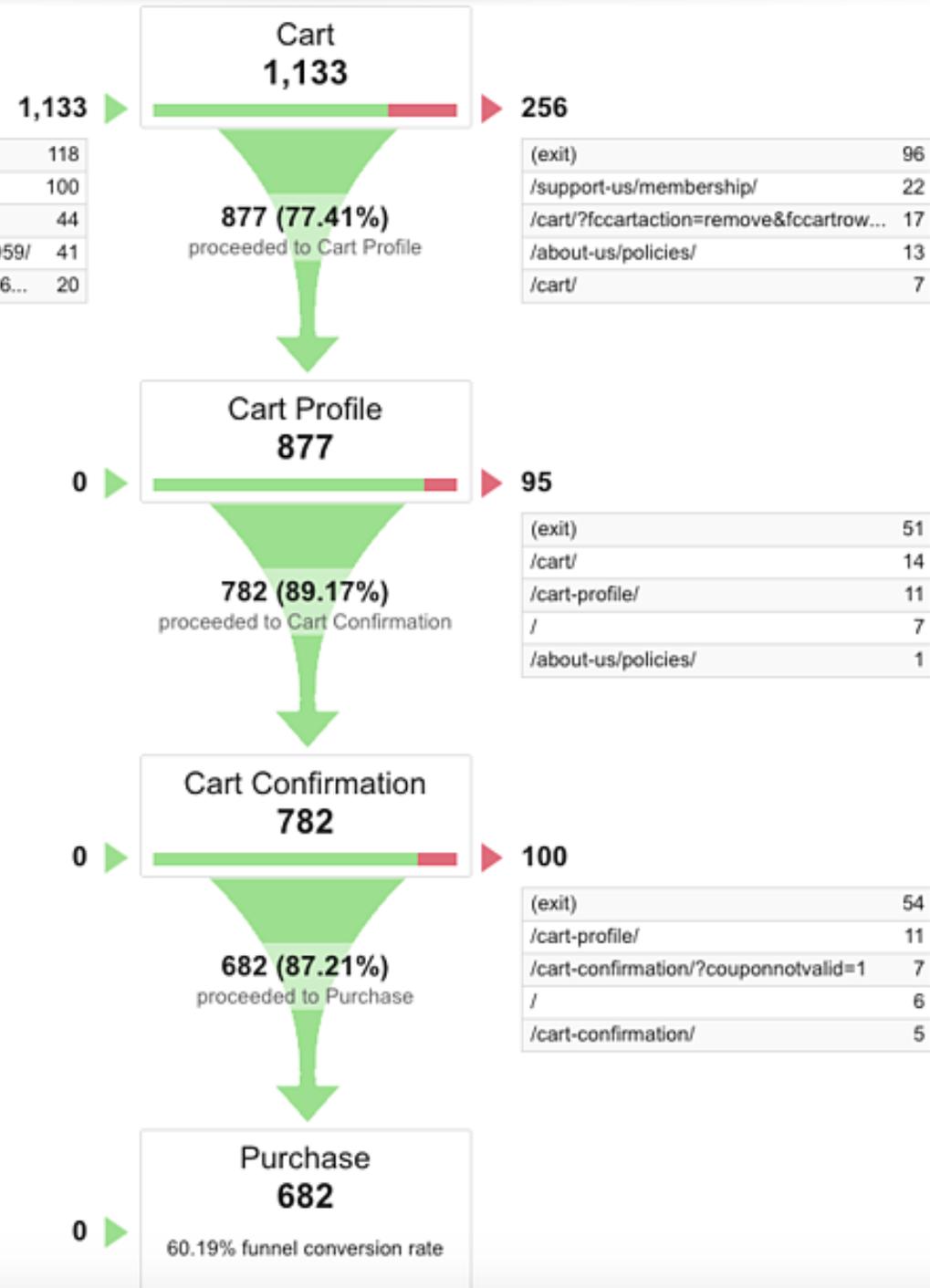- Event tracking for on-click actions such as form submissions or file downloads

CONVERSIONS REPORTS

WHAT TO LOOK FOR

- Funnel Visualizations (drop off rates by step)

- Product Performance and Sales Performance

METRICS

- Revenue, conversion rates and avg. order value in e-commerce tracking

- Coupon usage and Affiliate tracking

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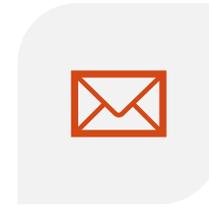
DIRECT

SEARCH /
ORGANIC

SOCIAL

PAID

REFERRAL

EMAIL
MARKETING

ONLINE TRAFFIC CHANNELS

DIRECT TRAFFIC

✓ Direct traffic is a result of brand building offline and online

✓ Domain name matters. Forwarders matter.

✓ Drivers: word of mouth, great service quality

✓ 'Make My Logo bigger': Claim credit

✓ Tracking errors may inflate direct traffic

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ORGANIC SEARCH - SEO

✓ Content is king

✓ Fix technical SEO first: robots.txt, internal links, menus, 404 pages

✓ Local SEO = low hanging fruit

✓ If not local, go niche. (e.g. DIY brewing kit or serology test automation)

✓ Google Search Console, Google My Business and Google Keyword Planner; Tips: Moz

✓ Optimize website page titles, URLs, headers & content with geo-keywords

PAID TRAFFIC

- ✓ Paid Search – Google, Bing ads

- ✓ Display advertising (remarketing or for physical goods)

- ✓ Niche media spots

- ✓ Paid social & boosted posts

- ✓ Lead generation – prospecting through Growbots, Linkedin Sales Navigator etc. for B2B

- ✓ Cross channel remarketing / retargeting

- ✓ Pro Tip: Conversion tracking and optimization

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REFERRAL TRAFFIC

- ✓ Earned traffic from a relevant audience
- ✓ Includes paid sources such as affiliate and partner programs
- ✓ Review websites, top 10 listings, maps, vertical aggregators can be key
- ✓ Get quoted: Publish research reports, surveys and papers
- ✓ Engage with press and influencers
- ✓ Leverage your personal social network

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EMAIL TRAFFIC

- Email is warm traffic + high ROI ♡
- Continuously build out your email list
- Different strategies for B2B and B2C
- Lean into segmentation & personalization
- Leverage automation (action-based triggers and drip campaigns) & implement email workflows
- Ensure email landing pages are optimized and relevant
- Promote sharing & make it easy!
- Be mindful of device preference and adapt accordingly
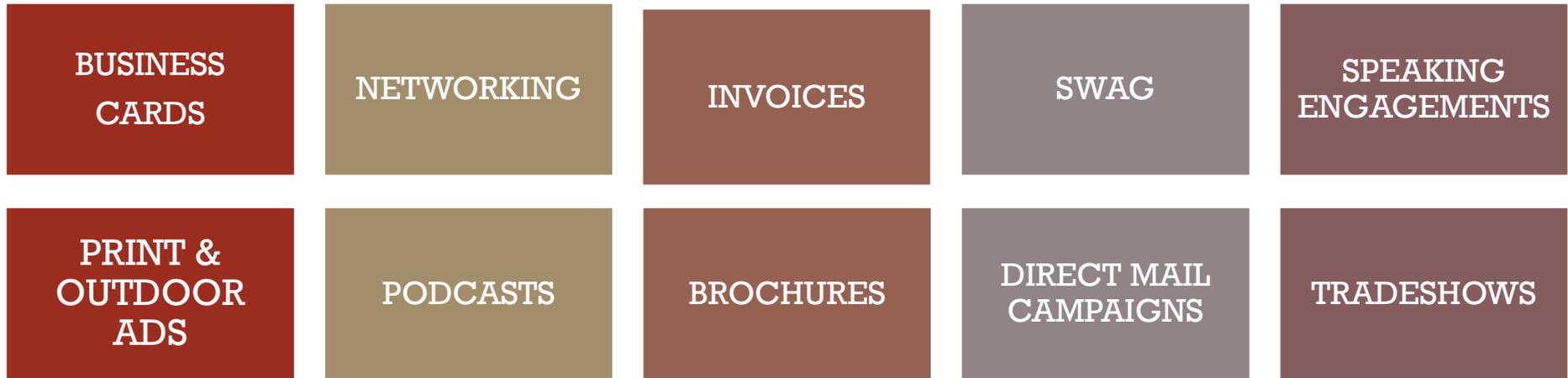- Measure yourself against industry averages

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SOCIAL MEIDA TRAFFIC

- Be where your customers are on social
- Craft engaging, on-brand social media profiles
- Optimize your social content according to platform best practices
- Be visual (A+ how-to's here and here)
- Engage beyond your followers
- Pay-to-play: boost posts, test out paid campaigns, explore influencer collabs

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OFFLINE TRAFFIC CHANNELS

Owned and
Paid Offline
Channels

BUSINESS CARDS	NETWORKING	INVOICES	SWAG	SPEAKING ENGAGEMENTS
PRINT & OUTDOOR ADS	PODCASTS	BROCHURES	DIRECT MAIL CAMPAIGNS	TRADESHOWS

- Connect offline and online channels for an integrated customer journey
- Put your domain on everything
- Use short and relevant custom urls
- Check Direct and Landing Pages in Google Analytics for an increase in traffic
- Check Google Search Console for an increase in brand name search volume
- Consider launching a loyalty program, referral program or affiliate marketing

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GROWING WEBSITE TRAFFIC: CHECKLIST

SETUP

- ✓ Know your customer and map their journey

- ✓ Good domains; fast & local hosting

- ✓ Setup Analytics & reporting processes

- ✓ Google My Business, Search Console, Ad accounts & monitoring processes

- ✓ Social Media profiles, email marketing accounts and design drip campaigns

- ✓ Bridge online and offline. Your website goes wherever your brand name goes

- ✓ Get a head start with competitor analysis tools: SimilarWeb, BuiltWith

OPERATE

- ✓ Produce relevant, visual, relatable and accessible content regularly

- ✓ Embrace thought leadership and earned media

- ✓ Ads: Search and Display for B2C; Linkedin & Search for B2B

- ✓ Ads: Setup Remarketing audiences and email follow-ups

- ✓ Testing Loop: launch, measure and optimize campaigns across channels

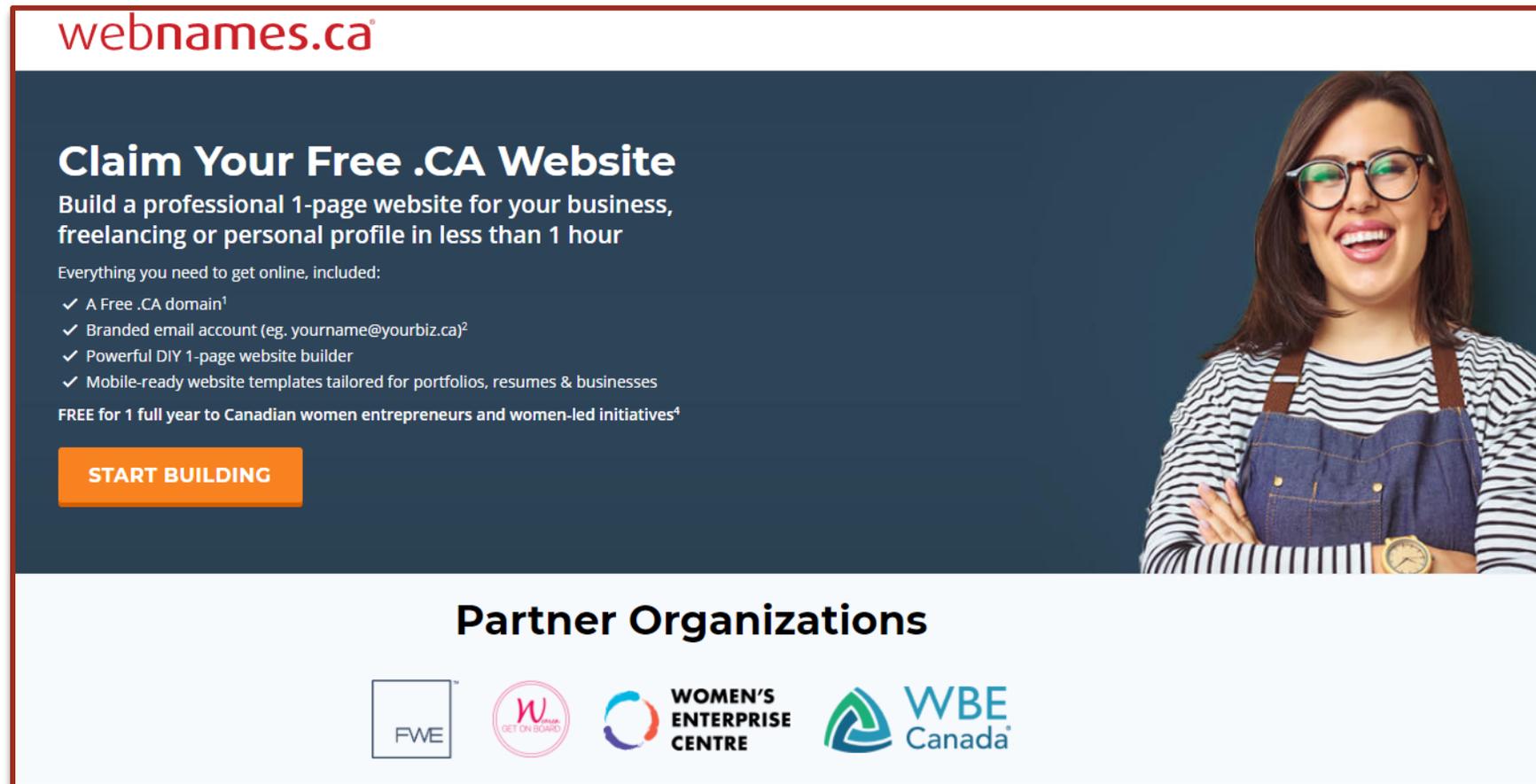- ✓ Automate your marketing stack as much as possible – more time on strategy, lesser on execution

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QUESTIONS?

THANK YOU

webnames.ca/litesite-for-women-biz for a free .CA domain + 1-page website