



Market your website with ZERO budget

- An AM DESIGN Publication -

www.annieminton.com.au | 0418 723 886

TABLE OF CONTENTS



Why you need this ebook



Increasing traffic through simple search engine marketing



Keyword research



Create page titles and content



Publishing your content



Website versus Social Media

WHY YOU NEED THIS EBOOK

The crossover between web design and internet marketing is unavoidably connected, but many business owners find the processes and potential too daunting to consider.

When a new client comes to me asking about increasing the amount of business which comes through their website, I firstly ask “How much of your marketing budget are you allocating to online marketing?”

What really amazes me is how many businesses have no marketing budget at all, let alone an online marketing budget.

A huge percentage of businesses get most of their business through referrals and not actually through their websites. Most distribute business cards or send out flyers, advertise locally or have a social media presence, but not a co-ordinated marketing plan to drive traffic to their website where potential customers can find their services or make purchases.

A website has huge potential to generate new business, but it isn't going to do its job if it isn't marketed.

Even if you don't have the budget, making the time to DIY has the potential to increase your revenue by well over 100%.

You just have to do it!



CHAPTER ONE

INCREASING TRAFFIC THROUGH SIMPLE SEARCH ENGINE MARKETING

Increasing traffic with simple search engine marketing

Search engines are king and here's the proof

[Study findings](#) released in February 2018 by social discovery and sharing platform [Shareaholic](#), shows that Google passed Facebook as the top referral traffic driver in 2017.



As you can see from the graph above, from 2014 website visitors were more likely to be referred from social media posts than search engine search results.

Search engine searches made a comeback in 2017 however, driving 34.8 percent of site visits, compared to 25.6 percent from social media.

Website owners who pay for search engine optimisation (SEO) are seeing organic traffic take up more than 60% of their overall traffic portfolio. (The term “organic traffic” refers to the visitors that land on your website as a result of unpaid (“organic”) search engine results.)



CHAPTER TWO

KEYWORD RESEARCH



Keyword Research

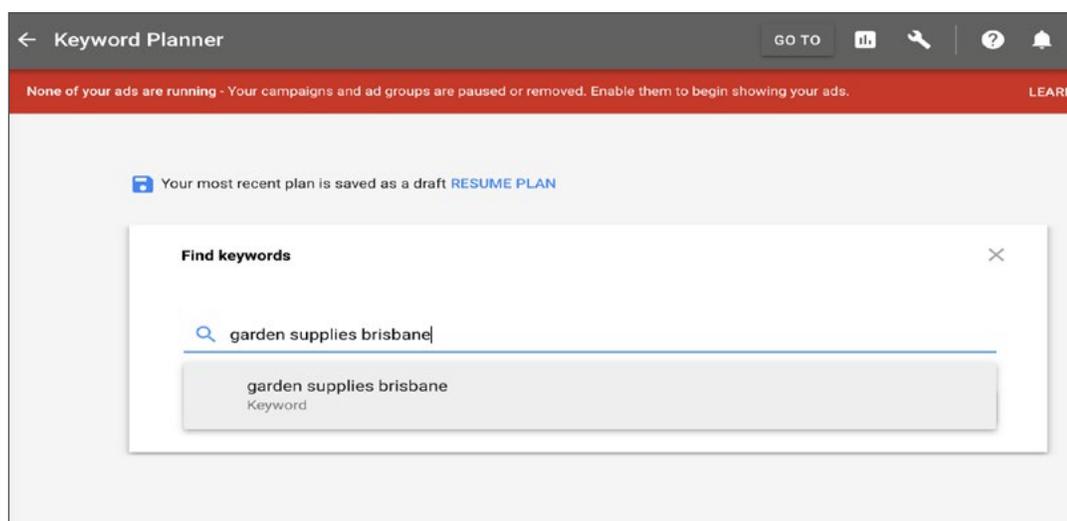
Keywords are ideas and topics that define what your website content is about. They are the words and phrases that searchers enter into search engines.

Our first step requires some research. Let's pretend that we sell garden supplies in Brisbane, Australia. Our website home page therefore uses the keyword 'garden supplies brisbane'. Here is what we can do to get more organic traffic to our website on a zero budget.

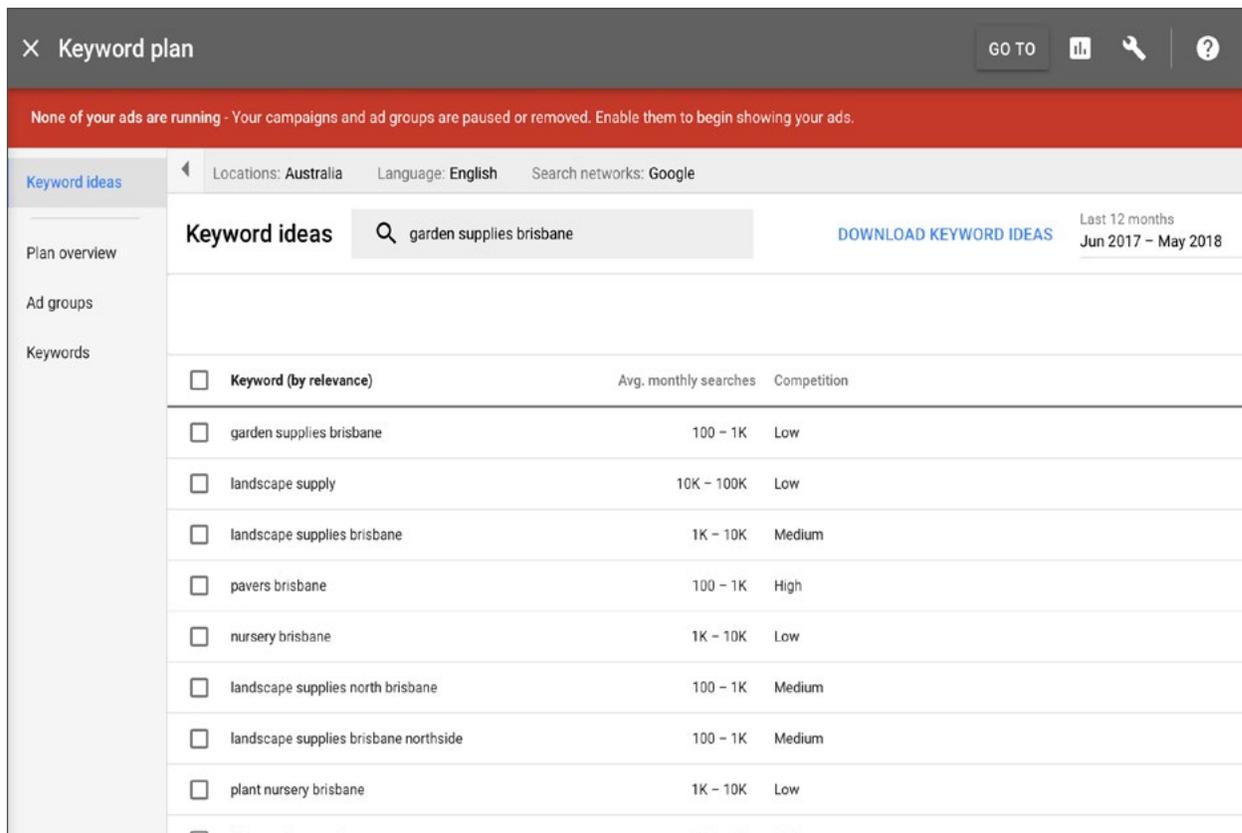
You'll need a Google account for this. You may already have one, but if not, it doesn't take long and won't cost you anything to set one up.

Log in to your account and head on over to the [Google Keyword Planner](#). Under Settings, choose Keyword Planner.

The first time you visit will be confusing and may have changed since I snapped this screen-shot but keep hunting around until you find where you can search for relevant keywords for your business. Here I've typed in "garden supplies brisbane".



Our search is going to provide us with a lot of useful and relevant keywords that our potential customers are already searching for online.



Google provides a handy download function with options to save your keywords as a spreadsheet or a pdf.

Here are two other ways to find good relevant keywords.

1. See what keywords your competitors are using by searching for your main key word - 'garden supplies brisbane' - or similar variations, in the Google search engine.

Competitors websites which rank highly - appearing organically (not in paid ads) near the top on the first page - will usually have page and article titles which utilise effective and relevant keywords.

Practice a little espionage and use the keywords successful websites are using!

2. Use Google suggest, also called auto-complete.

When you start typing a word into Google, it fills in the rest of the search for you. This is Google Suggest at work.

Before you finish typing, you'll see relevant phrases popping up (with occasional ridiculous results) but mostly very useful.



Now that you have a long list of keywords, you need to create compelling articles with titles which use those keywords. For garden supplies, there are hundreds of potential articles you could write about. Here are just few examples:

- » Laying **garden pavers** the easy way
- » Using **pine sleepers** to build a retaining wall
- » Ten **climbing plants** which bring colour to your garden
- » Is **sugar cane mulch** good for my garden soil



CHAPTER THREE

CREATE PAGE TITLES & CONTENT



Create Page Titles & Content

If you use keywords as page titles, you are making it easier for search engines to rank your website and searchers to find your website when they type in that keyword.

Each page title should include the key word or phrase at or near the beginning. Aim for 8-12 words (maximum of 60 characters).

Include the keyword(s) in the URL

A URL is just the address of a web page. Let's say your article title is one I suggested:- "Using **pine sleepers** to build a retaining wall"

Your URL would be: <http://www.mywebsite.com.au/pine-sleepers> - which is better than using the entire title, because **pine sleepers** is the focus key word.

Most content management systems (e.g. WordPress) allow you edit the URL of your posts.

Mention the keyword early in the page

Try including it within the first sentence or two. The earlier you mention it, the better. It doesn't hurt to use it again in a sub title as well.

Link to other pages on your website, using anchor text

Anchor text is the term for embedding a link into a word or phrase on a page, instead of just using the URL.

Example sentence within your page text:

“Check out this other great article on [laying garden paver’s the easy way.](#)”

In the above example, the link is embedded into the text “laying garden paver’s the easy way”. This is a lot better (from Google’s point of view) than simply linking the phrase “click here” or using the actual URL itself.

Ask other websites to link to your page

This helps build [backlinks](#), which, in turn, strengthen the “worth” of the page to search engines.

The best way for you to do this is to write good content which ranks well and make the occasional request for a link relationship to owners of websites which have relevance.

Backlinks should be natural, which means that a website must not use artificial ways to create backlinks for their own websites. The quality of links is far more important than the quantity.

Businesses who blog have 6.9 times as much traffic as those who don’t, AND it is the cheapest form of marketing there is!

Write good content, and remember this:

Web content is scanned. Or glanced at. Not read. Your web visitors are searching for information or products. They tend to make quick decisions without wanting too much detail.

Put the most important information in your first paragraph or two and use short, easy to read sentences.

- » Use sub-titles to summarise key points
- » Consider using bullet points
- » Use the focus keyword in the first paragraph
- » Use the focus keyword in one sub-title
- » Each page should be easy to scan
- » Each page should clarify to people where they are; and what your site is about
- » Each page should have a call to action telling people where to go next – to read another blog post, sign up for your email newsletter, check out a detailed product description or testimonial, request a quote or add a product to a shopping cart.

On the internet it's rare that a website visitor reads every word you write. He doesn't have time. He's in a hurry and you don't want him leaving to find what he wants on a competitors website who has written content which is easier to skim.

Simple statements usually work best. Support your content with at least one image or photo and use your page keyword as alt text. (Google alt text!). **Use a minimum of 300 words per article. Not providing words on every page is a sure remedy for failure.**



CHAPTER FOUR

PUBLISHING YOUR CONTENT





Publishing Your Content

Blogging drives three times the number of leads, because your content lasts forever. Paid advertising only lasts for as long as you pay for it.

I would recommend publishing blog articles once per week, but that may not be possible. That's a lot of work.

As long as you stick to a minimum of one or two per month, then Google will reward you.

You will know your hard work is paying off when people start finding you in the search engines for all the search terms you have made publicly available to them.

Anyone that is searching for the product or service that you provide will come across your website, and not your competitor.

Writing blog posts becomes easier to do over time and can be quite enjoyable for some business owners. No-one knows your topic better than you, right!

If, however, you find writing an ordeal; don't have the time or the staff to get the work done on a regular basis - *because regular is key here* - then you will find plenty of content writers online.

Welcome to the world of internet marketing!



CHAPTER FIVE

WEBSITE VERSUS SOCIAL MEDIA





Website versus Social Media

Why build a website for your business when you could use free social media platforms to market your business online?

The answer is that with a website you have 100% control. You need to be in complete control of your online presence or all that lovely business generated through social media might fade away overnight as soon as the social media platforms change their terms.

Don't be At The Mercy of Social Media

Many business pages were recently hurt when Facebook updated it's algorithm, decreasing the reach of business pages. There was nothing business's could do.

You have ZERO control on these social platforms.

Your Website is Your Online Presence – Social Media is a Marketing Tool

Your own website gives you 100% control. Use social media as a marketing platform to drive traffic back to your website. Use that traffic to grow your email and customer list so you can communicate with them any time, any where. On your own terms.

At the end of the day, it's much smarter to invest in property you own than to build on land that doesn't belong to you.

NEED HELP?

If you've read through this ebook and come to the realisation that you don't have the time to spend on learning and putting into affect all that is required, I'm not surprised.

There is a lot to know.

From little things big things grow, and its better to make a start then not to start at all.

Take that first step....

[Ask for Help - CLICK HERE](#)

