Website & Social Media Updates for 2020

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EXTENSION
MARKETING

A Little About Me

- Over 13+ years of Digital Marketing Experience
- Founded Extension Marketing in June 2017
- Specialize In:
  - Website Design & Development
  - Social Media Management
  - Paid Search Marketing (Google/Bing Ads)
  - Search Engine Optimization (SEO)
  - Content Marketing (Blogging)
  - Lead Generation
  - And More…

Today's Discussion

- Websites
  - Website Trends
  - ADA Compliance
  - Mobile Responsiveness
  - Online Reservations
  - Content Marketing

- Social Media
  - Best Practices
  - Best Platforms to Engage

- Search Engines
  - Getting Found Online
  - Search Engine Optimization (SEO)
  - Profiles & Backlinking
  - Google/Bing Ads
  - Reviews & Reputation Management

Website Impact

- **0.05 Seconds**
  - The amount of time it takes a user to determine if they like your website.

- **75% of people** admit to making judgments on a business' credibility based on their website design only.
  - What's worse? **38%** won't even interact with a business if they don't like their website.

- **56% of people** won't recommend a business with a poorly designed website.

2020 Website Trends

Clean, Large Design

Full Screen

**Vibrant Colors**

Large Images

Less Text

Hamburger Menus

Pop-Ups

Mobile Responsiveness

- In 2013, mobile phones made up 16.2% of web traffic.
- In 2019, that number is over 70%.
  - 95% of users access Facebook on a mobile device.
  - 80% of users access Pinterest on a mobile device
- Mobile responsiveness isn't only important for user experience but also for search engine optimization.
  - Google released an update deemed "Mobilegeddon" that gave a search-engine boost to mobile friendly pages. Not mobile friendly? Bye, bye search results.
- Is your site mobile-friendly?
  - Google has a FREE mobile-friendly test!
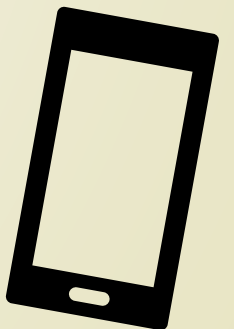
Online Reservations

- Online reservations are a MUST!
- 80% of customers prefer to book online.
- 50% of customers would ONLY book a reservation if online reservations were available.
  - 70% of Millennials!
- WHY?
  - Time - convenient booking time (24/7)
  - Choices - viewing alternate dates, sites, etc based on upcoming schedules
  - Eliminates manual entry, time, & errors
- Options
  - Internal scheduling software with API connection
  - Online reservation software with current website
  - Custom development options

ADA Compliance

- The Americans with Disabilities Act was enacted in 1990 to protect the rights of those with disabilities. Recently, its reach was expanded to encompass website accessibility.

- The ADA has created detailed guidelines for websites to assist those using assistive devices (text readers, audio scanners, etc) to understand the content on your site. In addition, it has placed design regulations to make website content accessible for all.

- In 2017, a blind man in Florida filed a lawsuit against Winn-Dixie based on their inaccessible website. It was found in violation. Since then, hundreds of lawsuits have been filed. Naturally, it's a hot topic.

ADA Website Requirements

Showcase Accessible Features

Accessible Code: HTML and Page Flow

- Mobile Responsiveness

Keyboard Navigation

Design: Contrasting Colors

Videos: Captions Required

Images: Alt Text

What Next?
ADA Audit & Implementation

- ➡ Have your web developer audit your current website.

- ➡ Work with a developer who has done ADA implementation previously and understands the World Wide Web Consortium's Web Content Accessibility Guidelines

- ➡ Sites built on WordPress CMS platforms are easier to update than custom sites or DIY "website solutions".

- ➡ When adding new content to your site (especially videos and images), ensure they follow ADA guidelines.

- ➡ Keep advised of changes; it's a constantly-updating set of guidelines!

Social Media

FACEBOOK GOOGLE+ PINTEREST INSTAGRAM YOUTUBE

Facebook

- Community & Connection
- Social Selling 80/20 Rule
- ROI Results Vary Based on Target Market
  - Paid vs Organic Traffic
  - Facebook Pages vs. Business Manager
  - Best Results with:
    - Events
    - Groups
    - Reviews
    - Shares

Pinterest

Search Engine for Travel Ideas

Connect Website/Blog

Backlinking for SEO

Google

- Multiple Search Platforms
  - Google My Business
  - Google Maps
    - SEO Subset
    - Reviews
    - Reputation Management
  - Google+
    - Important for SEO
    - Non-Social Engagement

Content Marketing

AKA Blogging

Why Blog Consistently?

- Provide Value
- Showcase Upcoming Events or New Features
- Social Content
- Shareable Content
- Backlinking
- SEO Importance

Google & Bing Ads

- SEO Takes Time, Social Takes Time
- Want to Rank #1 in Search Results?
  - Google & Bing Ads are a quick way to rank immediately.
- Google receives more views; Bing is more affordable.
- Pay per click based on daily budget
- Use data to determine ROI
  - Cost/Click, Cost/Call, Cost/Reservation
- Capture traffic and start email list

Search Engine Optimization (SEO)

- Google gets over 100 Billion searches per month.

- Where does your website rank?

- Paid searches receive 20% of clicks; organic searches receive the other 80%

- 90% of users only view 1-3 Spots

  - When is the last time you've clicked past page 3?

Top 10 SEO Checklist

- 1. Security (https)
- 2. Mobile Accessibility
- 3. Page Speed
- 4. Domain Age, URL Name, and Authority
- 5. Optimized Content
- 6. Well Written Code
- 7. Links
- 8. User Experience Signals
- 9. Social Presence
- 10. Business Information

Thank You!

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