

Website Marketing Workshop

David Lakins

Key Multimedia

www.keymultimedia.co.uk

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1. SETTING OBJECTIVES

1.1 Website Objectives

What are your key objectives for your website?

1.2 Target audience

Who are the target audience and what characteristics help profile them

1.3 What is your Unique Selling Point (USP)

List the characteristics of your business that make you different from your competitors

1.4 Competitor Analysis

Who are your key competitors both online and offline?

1.5 Outcomes / Targets

What do you want your website to achieve?

1.6 Measures

How will you measure the success of your website?

2. KEYWORD RESEARCH

2.1 *Basic Keyword Research*

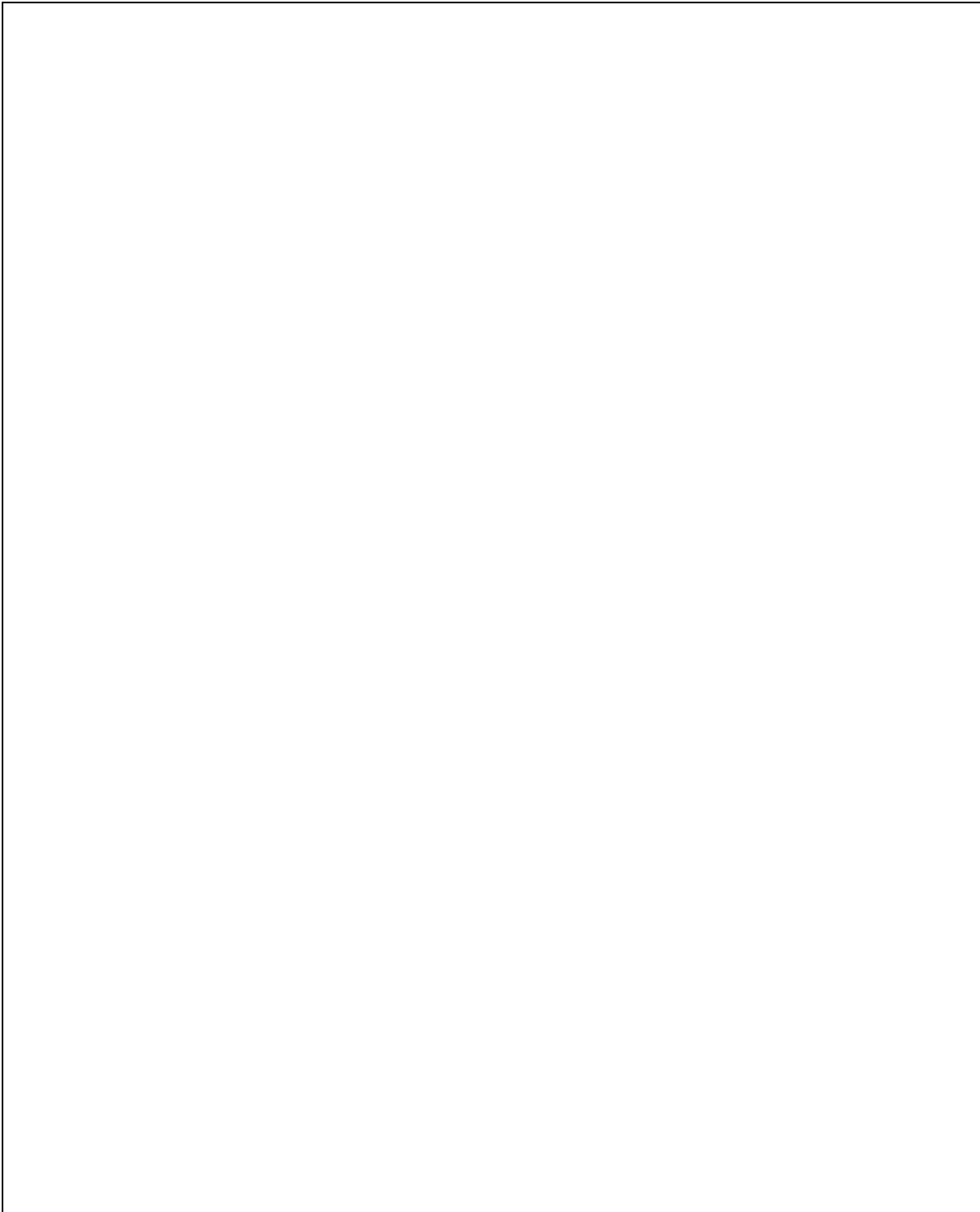
List the main key phrases that describe your business / product

List the key phrases that your customers describe your business / products

List variations on these key phrases, including synonyms, plurals and mis-spellings

2.2 In-depth Keyword Research

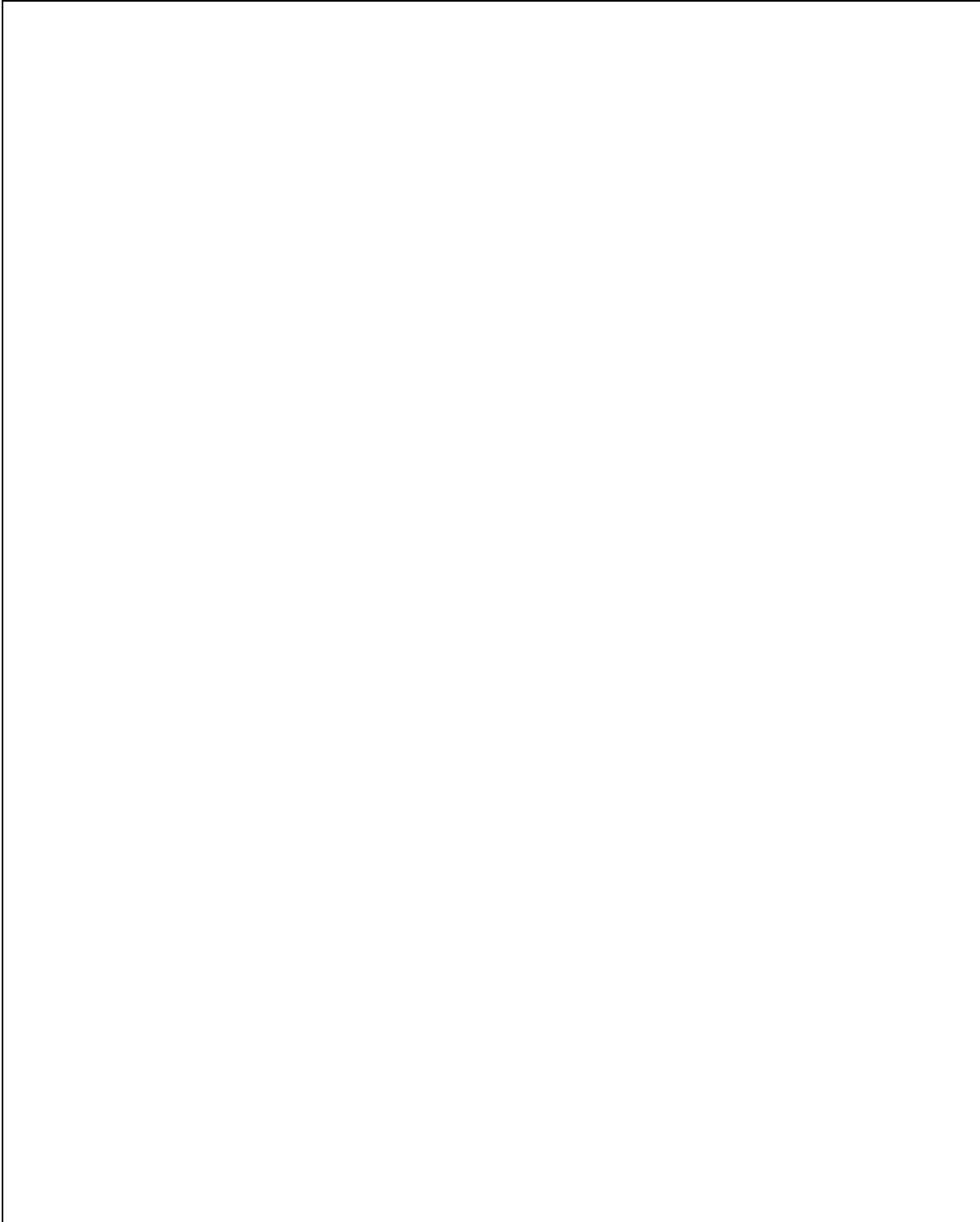
Take the keyphrases identified in section 2 and brainstorm / test these with various online tools e.g. Wordtracker, Omniture, Google, and Google Adwords in order to refine your selection



3. WEBSITE STRUCTURE

3.1 *Create a basic website structure*

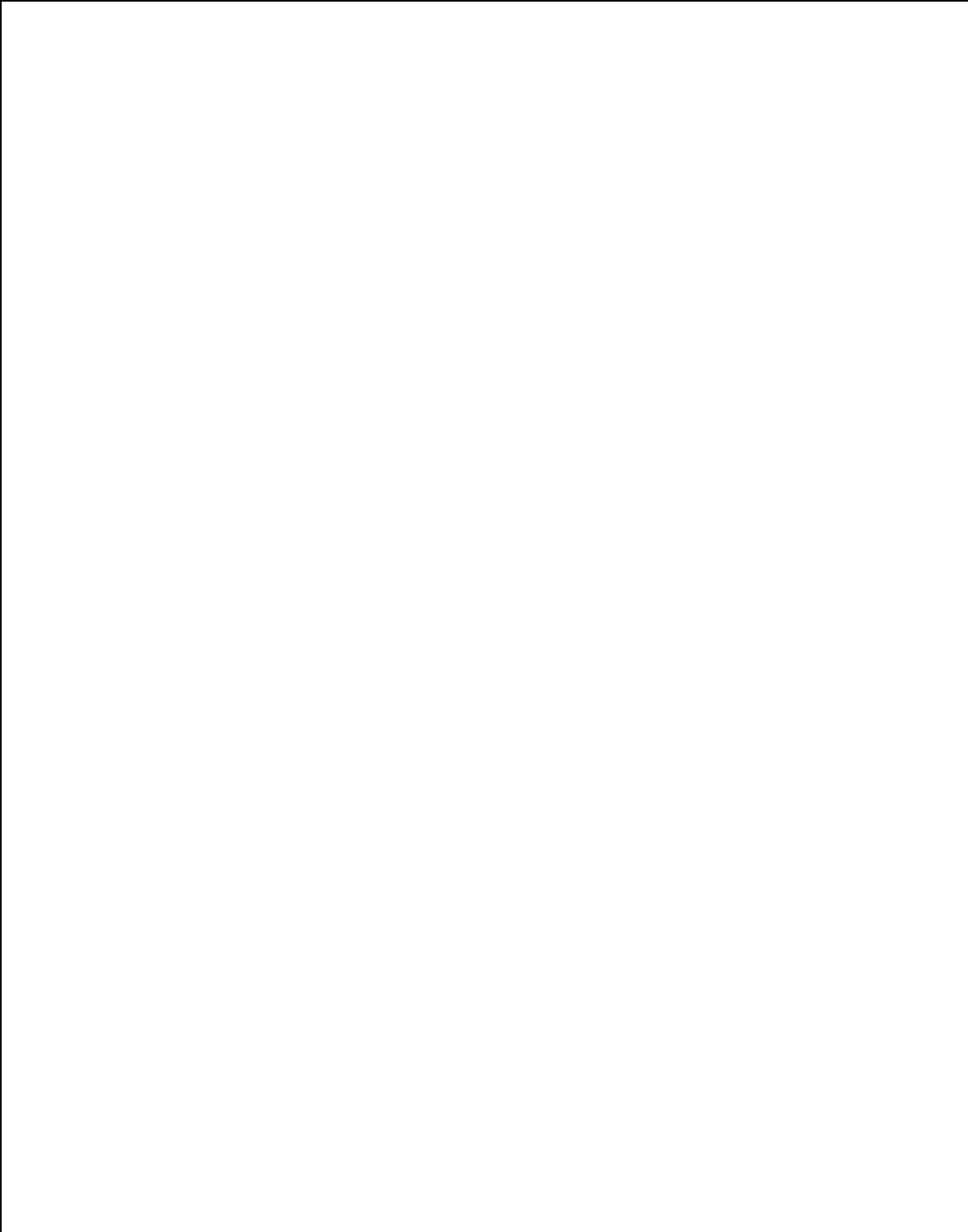
Create a basic tree diagram showing pages within your website and how they might link together

A large, empty rectangular box with a thin black border, intended for the student to draw a tree diagram of a website structure. The box is currently blank.

4. WRITING COPY

Example – take a page of your website and create a page of copy of at least 200 words that focus on the target key phrase, supplementary key phrases and synonyms that you have identified.

Don't forget to create a compelling title, let the copy tell a story and consider how you might structure the page of text e.g. use short paragraphs, bullet points etc.

A large, empty rectangular box with a thin black border, intended for the student to write their copy. It occupies the majority of the page's vertical space.

5. WEBSITE PROMOTION

5.1 Competitors

Identify what prominence your competitors have online and where they may be gaining links and exposure. E.g. site: www.xyzcompany.co.uk

5.2 Promotional Opportunities

List the potential online opportunities to promote your website– although you may have general ideas – try and list specific websites, forums that you could use.

6. MEASURES

What mechanisms will you use to measure the success of your website?