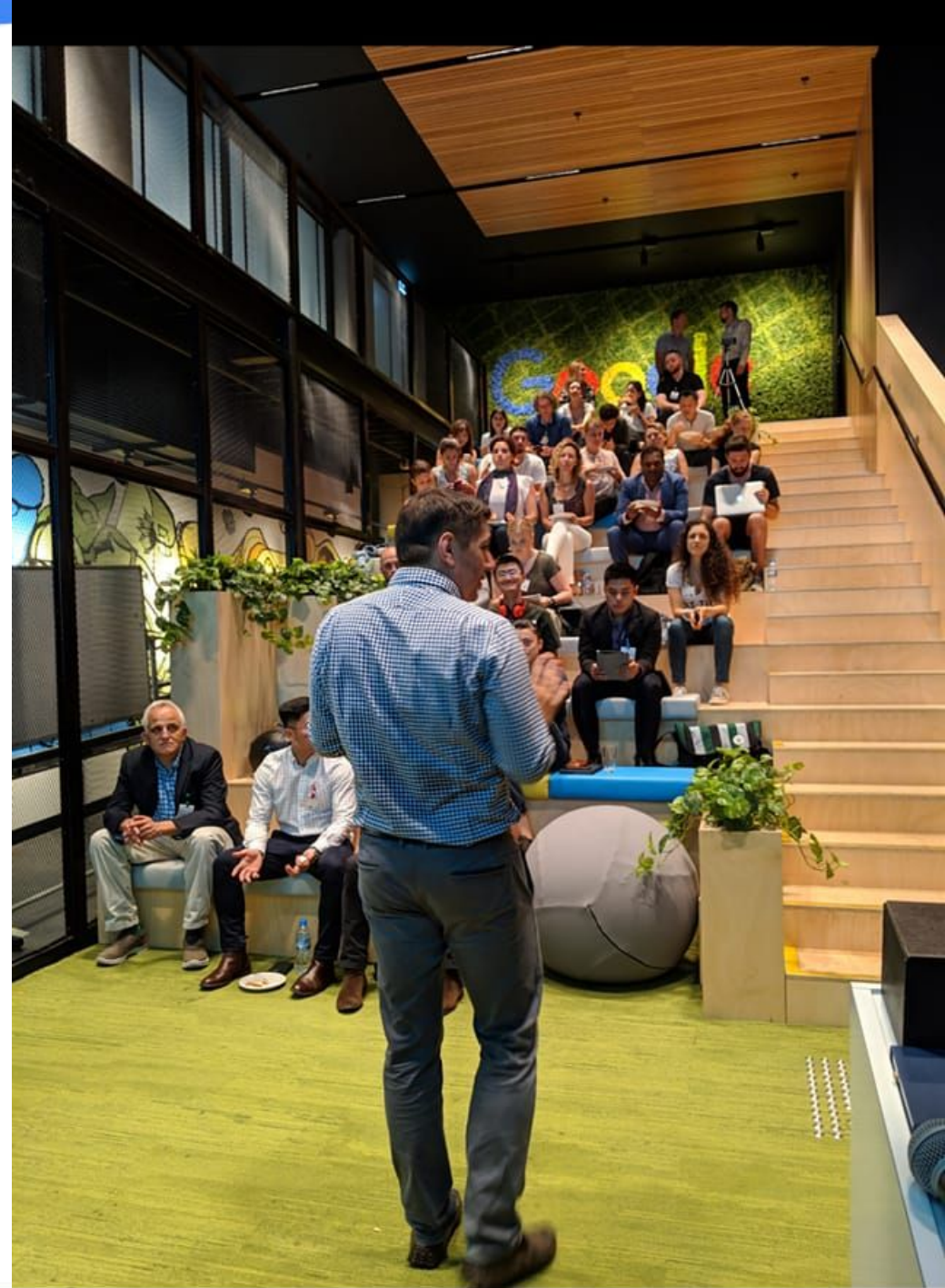


Getting the Most From Your Campaigns

July 2021

About Me

- Your Easy Web Solutions
- Managing Director
- Serial entrepreneur
- Operating since 2007
- Team of 9
- Google Premier Partner
- National clients
- Results agency





Our Clients



Best of the Bone

bone broth concentrates
Original - Organic turmeric-ginger-black pepper •
Probiotic Broth • Italian Herbs & Garlic

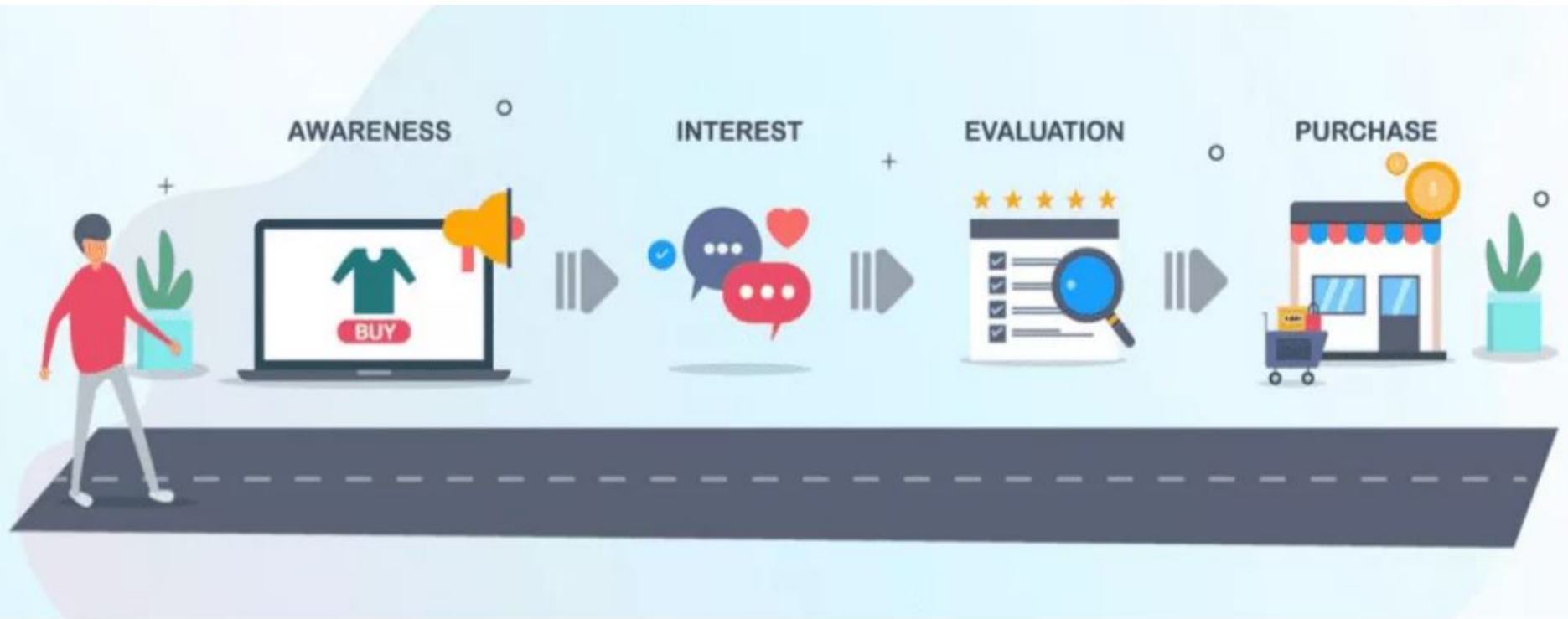


Agenda for Today

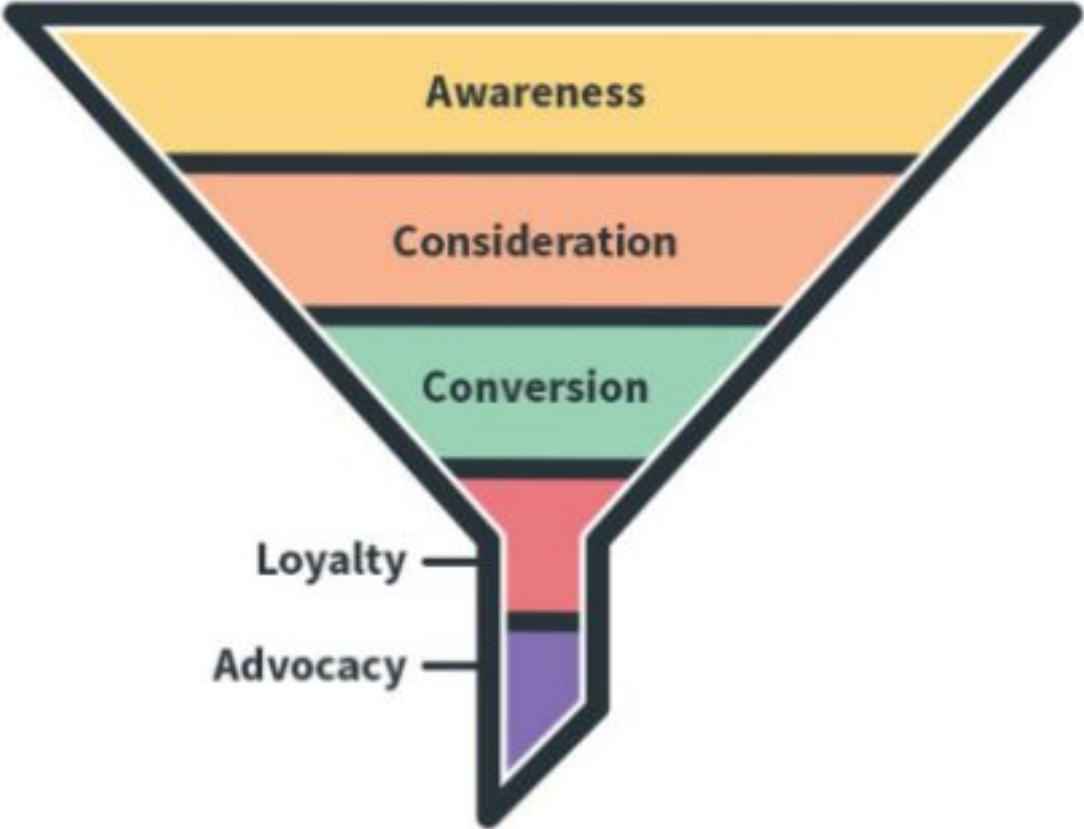
- **Alexei Kouleshov**
 - Customer journey
 - User experience
- **Andy Henderson**
 - Google My Business optimisation
 - Virtual Tours
 - SEO and Core Web Vitals
- **Stewart Lemalu**
 - Wordpress optimisation
 - Hosting and SEO

Customer Journey

Basic Customer Journey



Marketing Funnel Overlap



Awareness

- **Customer knows:**
 - Who you are
 - What you do
 - Where you are



Goal/Measurement - Engagement

Consideration

- **Customer is:**
 - Researching
 - Asking for advice
 - Needs the right solution
 - Looks for offers



Goal/Measurement - Traffic / Click Through Rate

Conversion

- **Customer actions:**
 - Calling
 - Filling out a form
 - Buying Online
 - Using Live Chat



Goal/Measurement - Conversions

Loyalty

- Customer is:
 - Happy
 - Returning
 - Buying again



Goal/M Measurement - Repeat transactions

Advocacy

- **Customer actions:**
 - Referrals
 - Reviews
 - Recommendations



Goal/M Measurement - Referrals

Problems

1. No Awareness

- No chance of getting in front of customers early

2. No Point of Difference at Consideration

- Positioning is similar to other businesses
- No offers

3. Lack of qualifying

- Consideration and conversion stages are disconnected
- Customer comes to website for something that's not there

4. Poor Past Customer Engagement

- Little or no email marketing
- No follow-ups

5. Most businesses start marketing at consideration stage

User Experience

User Experience

1. Load speed
2. Relevance
3. Above the fold



Load Speed

- Needs to be better than your direct competitors
- Mobile speed most important
- What's your speed?

www.gtmetrix.com



Relevance

- Are people finding useful information?
- Did you help them find a solution?
- What's the next step?




Above the Fold

- **Key Information**
 - What you do
 - Where you are
 - Contact info
- **Call to Action**
- **Offer**
- **Mobile is key**




Examples

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**NATIONAL PROPERTY VALUERS ARE YOUR TEAM OF LICENSED, INDEPENDENT
RESIDENTIAL & COMMERCIAL PROPERTY VALUERS ACROSS AUSTRALIA.**

At National Property Valuers we offer our clients **truly independent property valuation services**. Being a national company, we are large enough to meet your needs, yet small enough to offer personal service with local valuers on the ground in every state.

Our local property valuers will take the time to work you through the valuation process to ensure that you are completely happy with our service.

Our team of senior property valuers over 20 years' experience with **unrestricted valuation licenses in each state of Australia**, and most of our valuers are members of the Australian Property Institute (API).

Quote Request Form

Name *

Email *

Mobile Phone: *

Address (to be valued): *

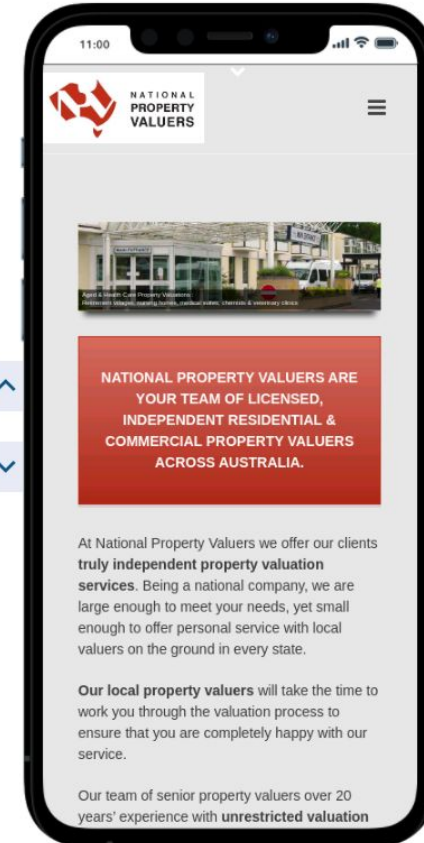
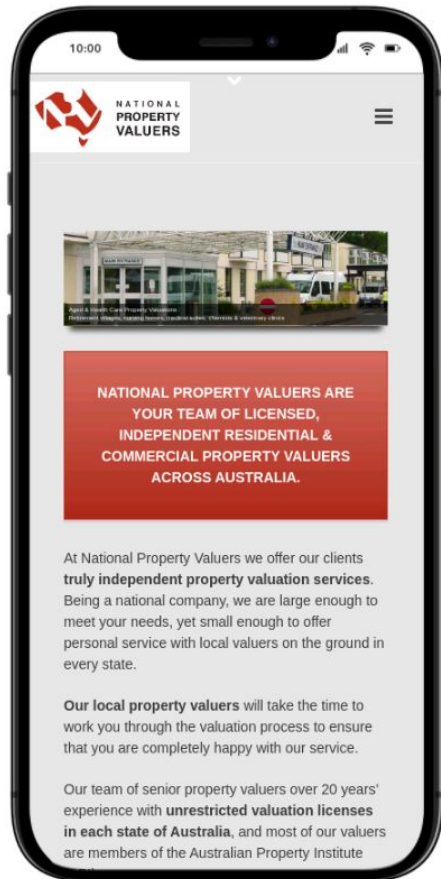
Suburb: *

State: *

Select ▼

Purpose - What is the valuation being used for ? *

Examples



Tool - <https://mobilemoxie.com/>

Design vs Conversion

- Does the website have the flow?
- Are all the key elements above the fold?
- Is mobile site user-optimised?
- Is the website fast?
- Is the website intuitive/easy-to-use?

Examples

YOUR LOCAL PLUMBER

Choosing a trustworthy service to take care of your ongoing business and personal plumbing needs is an important decision. Urban Shores Plumbing & Gas can handle any job, from minor home repairs, maintenance to designing and installing plumbing systems in commercial buildings and residential developments.

ABOUT US

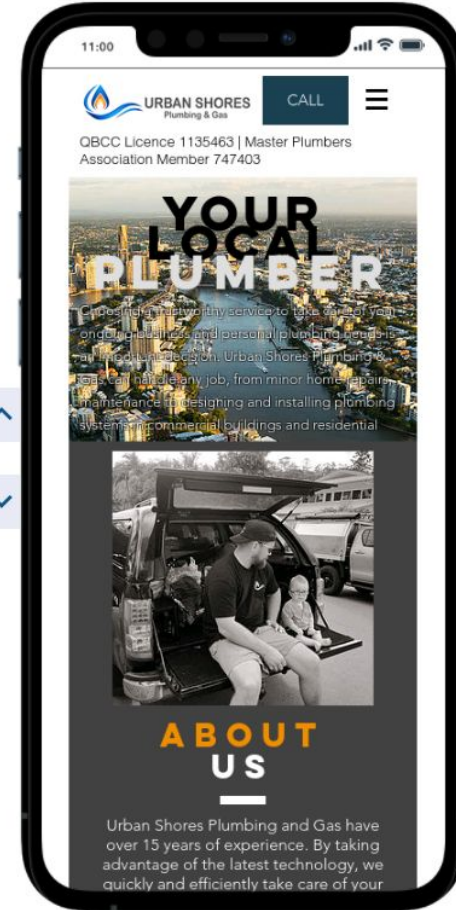
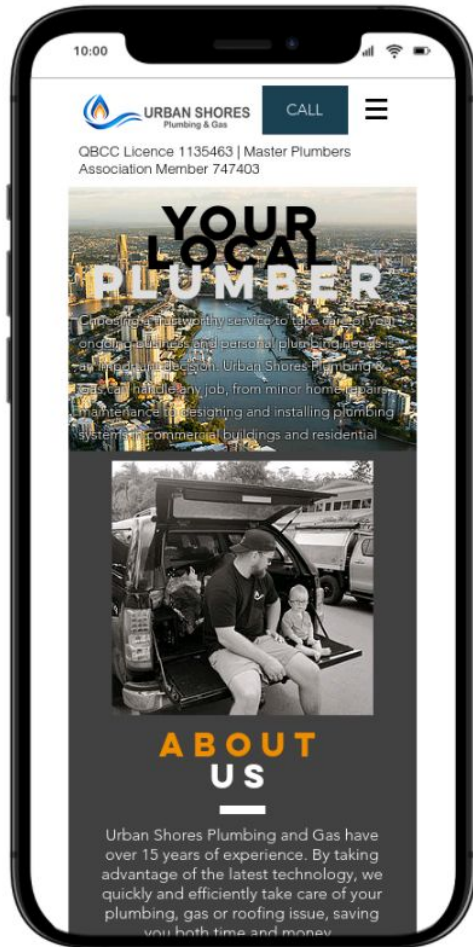
Urban Shores Plumbing and Gas have over 15 years of experience. By taking advantage of the latest technology, we quickly and efficiently take care of your plumbing, gas or roofing issue, saving you both time and money.

We are highly experienced and knowledgeable in all facets of residential, commercial, industrial, new build & renovation projects in Brisbane & Sunshine Coast

As a family-owned business, we take care to keep our promises. We guarantee that your project will be perfectly executed with the highest standards of professional conduct.



Examples



< Back Forward >



Google Partner

Summary

- Understand customer journey
- Run campaigns to get in front of customer early
- Keep your website simple
- Get better load speeds than your competitors
- Use landing pages for controlled traffic
- Good content + Good user experience + SEO = Top Rankings

Website/SEO Critique

Are you looking for help with all this?

Our Website/SEO Critique includes:

- Competitor analysis
- Website structure assessment
- User-experience review
- Content review and recommendations
- Keyword analysis and quick wins (missed opportunities)
- Google Analytics insights
- Suggestions to improve

Enquire via www.yews.com.au



Questions?

Next Presentation

Contact Information

alexei@yews.com.au