

YOUR WEBSITE LAUNCHED: **NOW WHAT?**

Your roadmap to maximizing the ROI of your website.



BOP DESIGN®



Congratulations! You've successfully launched your firm's new website. The website design and launch process can be a grueling but rewarding experience. After all the blood, sweat, and tears you've put into the new website, it's time to pop some bubbly and celebrate.

Once you have finally driven your website to launch, you may be sitting back in your chair wondering, "*What's Next?*"





Maximize Your Investment

A professional website is a significant, but worthwhile, investment. After your website has launched, it's time to shift gears and maximize the ROI of your investment. Think about it: your website is a 24/7 salesperson for your business. It's always online and is a critical sales tool for your organization. In many cases, it's the first interaction prospects have with your company.

In this guide, we provide an easy to follow roadmap that shows you how to get the most from your website and start driving leads.



STAGE 1: INITIAL WEBSITE PROMOTION

The main goal of the website promotion stage is to increase the visibility of the website, get it in front of the target market, and get them engaged with the website.



Stay Visible with Retargeting Ads

Retargeting ad campaigns run on a platform like AdRoll and are designed to keep your brand in front of potential clients who have already been on your website.

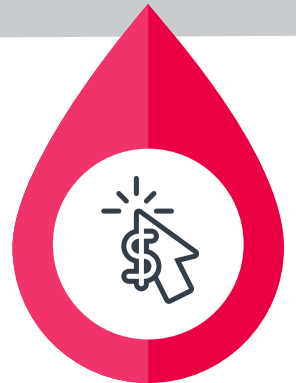
Here's how retargeting ads work:



Retargeting ads increase conversion rates by staying top of mind for potential clients.

Drive Traffic with Paid Search

Even the most well-optimized web design will take some time to get indexed and start ranking in search engines like Google and Bing. While organic SEO is a long-term strategy, we recommend running a pay-per-click (PPC) ad campaign using Google AdWords right when the website launches.





Rev Interest on Social Media

Social media is a great way to get your existing followers to navigate to your firm's website. After your website launch, announce your new website on all social media channels where your firm maintains an active presence. A website launch is an exciting event that your followers will be interested in and is a great way to get clients and prospects to your website.





Push an Email Announcement

A great avenue for promoting your new website is to send out an announcement via email. The email should have a professional design and clearly match the branding on your new website. In the email, share why you've designed a new website and any benefits for your prospects or clients.





Accelerate Publicity with a Press Release

Website launches are a big deal. Whether you are launching a new website or are launching a redesigned website – it's news. Work with a skilled writer (internally or externally) to craft a compelling press release that details why this website launch is a big deal. Once the press release is polished and approved, publish it using your go-to wire service (PR Newswire and PRWeb are great options).

Throw a Party or Host an Event

Events are a great way to create hype around your new website and to get your employees, clients, vendors, partners, and prospects interested. The event doesn't need to be a major affair. It can be as simple as bringing in breakfast and having a company-wide meeting to announce the new website. Or, if you'd like to make it a large affair to celebrate the achievement, throw a large party where you invite clients, prospects, vendors, and employees.

The website promotion strategy is to gain exposure for your new website and drive traffic to the site. Don't fall into the trap of "set it and forget it."





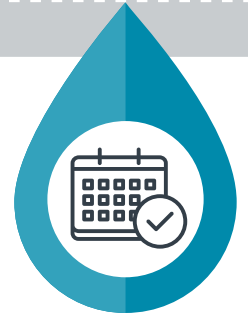
STAGE 2: ONGOING MARKETING AND LEAD GENERATION

Once you have completed the initial promotion of your website, it's time to implement a long-term strategy to continually harness the power of your website.

Refine and Retool Your AdWords



Similar to your website, your AdWords PPC campaign needs to be continually refined and retooled. Your customers may change the terms they are searching over time or you may find that particular ads are bringing in the wrong type of traffic. Schedule regular evaluations of your AdWords to ensure you are getting the most from your budget.



Build an Editorial Calendar

An editorial calendar is like directions on a map. It shows you all the twists and turns you need to take to get where you want to go. Build a calendar of blog posts, case studies, downloadable guides, and white papers that includes topics to be covered and who is responsible for their creation. A calendar can be built out 6 months to a year, depending on your resources.

Draft and Publish Regular Blog Posts



You've built the editorial calendar, now it is time to put it in motion. Drafting and publishing blog posts isn't hard, but it does take consistency. Stick to the schedule of writing blogs and publishing them on the website. Remember that search engines reward websites that publish fresh, relevant content on a regular basis.





Send Out Monthly or Bi-Monthly Newsletters

If you are providing helpful, educational articles, guides and blog posts – your clients and prospects will want to know about it. Craft and schedule either monthly, bi-monthly, or quarterly newsletters to send to your email list of clients and prospects. In addition to keeping your firm top of mind and educating your audience, newsletters are a great tool for getting visitors back to your website.



Engage on Social Media

The name of the game for social media is engagement. Share your blogs on social media, curate other relevant industry content, and post updates about your firm for your followers. If your followers interact with your content (like, share or comment), engage back with them.





Perform Regular Maintenance

We mentioned earlier that you should never “set it and forget it” with your website. Your website can be a robust sales tool and lead generation machine if properly cared for and maintained. Regular maintenance includes adding fresh content, creating landing pages, taking down old information and ensuring your website is functioning properly. To be considered current and relevant to your prospects, your website must also look current and relevant.



BOP DESIGN®

Need help maximizing the ROI of your website? We can help. Schedule a one-on-one consultation today to find out how Bop Design can help you get the most from your website investment.



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