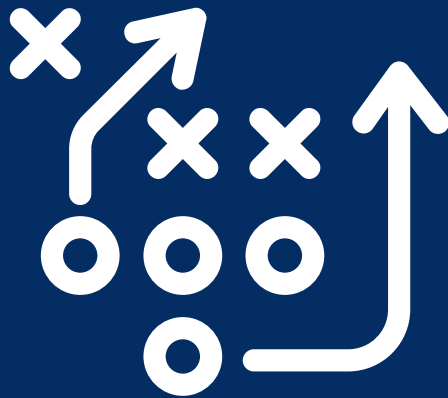


SMALL BUSINESS MARKETING PLAYBOOK



GUIDANCE FOR:

- Local Services
- Coaches & Entrepreneurs
- Churches
- Non Profits
- Private Schools
- Service Organizations
- Family Owned Businesses

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TOOLS FOR SMALL BUSINESS OWNERS

YOUR WEBSITE

Your website is the cornerstone of your online presence, and its role in your marketing strategy cannot be overstated.

It serves as the digital storefront of your business, representing your brand, products, and services to the world.

In this Section, we'll delve into the multifaceted role of a website in marketing, SEO, conversion, and more.

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YOUR WEBSITE

Marketing Hub:

Your website acts as the central hub for all your marketing efforts. Whether you're running social media campaigns, email marketing, or content promotions, the ultimate goal is to drive traffic back to your website. Here, visitors can learn more about your brand, explore your offerings, and potentially make a purchase or take a desired action. By having a well-designed and informative website, you create a seamless and consistent brand experience, establishing trust with your audience and increasing the likelihood of conversions.

SEO (Search Engine Optimization):

An essential aspect of your website's role is its impact on search engine rankings. Implementing SEO best practices ensures that your site is optimized to be easily discoverable by search engines like Google. By incorporating relevant keywords, creating valuable content, and optimizing meta tags, you increase your chances of ranking higher in search results. A well-optimized website can significantly boost organic traffic, making it a crucial factor in generating leads and driving sales.

Conversion Powerhouse:

Driving traffic to your website is only part of the equation; converting visitors into customers is the ultimate goal. Your website's design, layout, and user experience play a pivotal role in converting leads. Clear and compelling call-to-action (CTA) buttons guide visitors to take desired actions, such as subscribing to a newsletter, making a purchase, or requesting more information. An intuitive navigation system and an easily accessible contact page enhance the chances of turning visitors into valuable leads and loyal customers.

WEBSITE STRATEGY

1. Treat your website like a storefront. Keep it updated and clean
2. All pages should link to your Most Important Page (MOP).
3. A MOP may be a contact, product, or donate page.
4. Utilise SEO: Optimize onpage and offpage SEO
5. Add new regular content like blogs.
6. Build your site with a reputable platform like Elementor



YOUR WEBSITE

Brand Representation:

Your website is a canvas to showcase your brand's identity and personality. Consistent branding elements, such as logos, color schemes, and messaging, reinforce brand recognition and foster a sense of trust with your audience. The tone of voice and visual elements on your site should align with your overall marketing strategy, ensuring that visitors experience a cohesive brand journey across all touchpoints.

Informative Resource:

Beyond promoting your products or services, your website can serve as an invaluable resource for your target audience. High-quality content in the form of blog posts, articles, guides, and videos not only provides value to visitors but also positions your brand as an authority in your industry. By offering solutions to common pain points and answering questions, you build credibility and trust, nurturing long-term relationships with potential customers.

Data and Analytics:

Your website acts as a data goldmine, providing valuable insights into visitor behavior and preferences. By integrating analytics tools, you can track key performance indicators, such as traffic sources, page views, bounce rates, and conversion rates. This data enables you to make informed decisions, optimize your marketing strategies, and refine your website to better serve your audience's needs.

GREAT WEBSITE TOOLS

- [Google Analytics \(GA4\)](#)
- [Google Search Console](#) (SEO)
- [SEMRUSH](#) (SEO)
- [IP Tracking Tool](#) (User Data and Leads)
- [Elementor](#)
- [YOAST Plugin](#)
- [Accessibility Plugin](#)



WEBSITE POWER PLAYS



Update Your Site Design Regularly

Website technology is changing fairly significantly. It is best practice to:

1. Update (even slightly) the look and feel of your site each year.
2. Build a brand new look and feel every 3-5 years or so.

SEO Audit

Get a professional to audit your site for errors, improvements, and opportunities. You should have a set of keywords and a strategy for utilizing them. Update each page of your site starting with the highest ranked or most visited and work your way through your site to update SEO each year.

Data and Analytics:

Each quarter, pull your Google Analytics reports. Update and optimize pages with the most visitors. Add strategic links from those pages to your conversion pages (contact page, donate page, product page etc) Use these reports to determine where the most traffic and best traffic is coming from. Lean into your site-traffic's strengths. Bolster it's weakest traffic sources.

Email and Automation

Your website has the ability to help you grow your email list giving you the ability to automate communication with your audience, generate repeat business and save you time.



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PLAYBOOK

**MARKETING AND COMMUNICATIONS SMART
TOOLS FOR SMALL BUSINESS OWNERS**



ARE ALL YOUR PLAYS IN PLACE?

LET'S GET YOUR CUSTOM PLAYBOOK WRITTEN!

Each team has its own playbook. There are many types of plays that can work if run well. If you'd like to know more about what should be in your marketing playbook contact our team to put together a winning strategy!

[CLICK TO INQUIRE](#)

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