



Website Marketing

# What is it?

- Promoting your products or services via your business website.
- It is one of the categories online marketing.

# Why is it important?

- Websites play a major role in expanding the online presence of businesses.
- Websites provide information about products and services in details (Online Catalog).
- Drive customers.
  - More than 2.4 billion people use the internet on daily basis.
- Increase Business Value and Credibility.

- Customers have access to products and service and contact information 24/7.
- Drive more conversions.
  - After being sent to a landing page a customer usually shifts from the Ask phase to the Act phase(Customer Path in 5A's)
- Low cost and great value (ROI).
- Easily start a business.

# Before Building a Website

## Domain Names and Hosting

# Domain Names

- A **domain name** is an identification string that defines a realm of administrative autonomy, authority or control within the Internet. (Wikipedia's technical definition)
- Simply it is the **address** of a **website** that people type in a browser in order to visit the website.
- The Internet is a huge network of connected computers and each one of these computers is identified by something called an IP Address.
  - Example: 192.249.66.1

- IP Addresses are hard to remember and that's why Domain names were invented.
  - Example: [www.sony.com](http://www.sony.com)

# Web Hosting

- A website host is where the website lives or runs.
- A host is a computer that holds/saves a website's files and it is called a **server**.
- **Servers** are offered by hosting companies as a service to host (run) your website.



# Choosing a Domain Name

- Domain names have extensions and they are also called Top Level Domains (TLD).
  - Generic Top Level Domains: The most popular one is **.com**. There are many other options like **.org**, **.net**, **.tv**, **.info**, **.io**, and more.
  - Country Code Top Level Domain: country specific domain names which end with country code extension like **.jo** for Jordan or **.uk** for United Kingdom.

- **.com** is widely used mainly because it is the easiest to remember and works best for business websites.
- When choosing a Domain Name you should choose a name that has the same name as your business or your company.

# Buying a Domain Name

- Domain Names can be bought from companies called domain name registrars.
  - Example: Go Daddy
    - <https://ae.godaddy.com/domains/domain-name-search>
- Often hosting companies offer domain name registration services.

# Buying a Hosting service

- There are many hosting companies that provide hosting services with various hosting plans.
- One of the best plans to start your business with is the shared hosting plan.
- Example of a hosting company: TMD Hosting & Go Daddy

# Website Development

# Website Development Technologies

- Building websites used to be troublesome and required a web developer or an html expert to build a website.
- With the advancement of web technologies any can build a website from scratch with easy straightforward steps and guides.
- Many companies offer website development technologies with compelling design templates.

# CMS and Cloud-based Website Builders

- Content Management Systems: software that manages creating and editing of digital content.
  - Drupal, WordPress and Joomla
- Cloud-based web development platforms: they can be called **Online Website Builders** (for simplicity).
- Many companies are providing online website building services

# Website Content

## Designing your Landing Pages



# Landing Pages Building Best Practices

- Establish a Goal for your Landing Page
  - Decide what action you want a visitor to take on your landing page.
  - Example: Buy a Product or Get more details.
- Decide a metric to measure and track landing page progress
  - Conversion rate

- Define your Target Customer
- Set a clear Value Proposition
  - Explain to your target customer why they should buy your product instead of other competitors.
  - Example: iTunes
    - Makes it easier than ever to browse and organize your music, movies, TV shows & more. Add to your collection. And play it all, anywhere.

- Focus on benefits (provide a solution)
  - Explain how your product is going to solve your customers' problems and achieve their desired outcome.
- Use Dedicated Landing Page
  - A Dedicated Landing Page will help improve conversion rates and generate leads.

- **Write Compelling Headlines**
  - Get To the point
  - Be relevant to your target customers

- Write Clear and Comprehensive Content and Create a well designed page
  - Clearly layout your content
  - Use short paragraphs and bullet points
  - Use Testimonials to win your customers' trust

- Use High Quality and Relevant Multimedia.
- Create Mobile Friendly Pages.