

Improve your business by communicating online

Martin Underhill, Temper Temper Web Design

My name is Martin Underhill and I run TemperTemper Web Design. I built my first website back in 2002 and have never looked back!

I'm passionate about helping other small businesses achieve a great online presence and understand the challenges faced in promoting products and services online.

Communication is everything in today's fast-paced society and a website is one of the most efficient and cost effective platforms to reach out to and engage with new and existing customers.

We're along way away from where we were only 5 or 6 years, let alone 15 or so ago and that's almost entirely as a result of the internet and the tools that have sprung up around it.

Your business' website is the hub of all your online communication
and it represents the following:

Your business' website is the hub of all your online communication and it represents the following:

- An online representation of your business

Your business' website is the hub of all your online communication and it represents the following:

- An online representation of your business
- An information resource for your customers

Your business' website is the hub of all your online communication and it represents the following:

- An online representation of your business
- An information resource for your customers
- A convenient way for your customers to get in touch with you

Your business' website is the hub of all your online communication and it represents the following:

- An online representation of your business
- An information resource for your customers
- A convenient way for your customers to get in touch with you
- A cost effective marketing tool

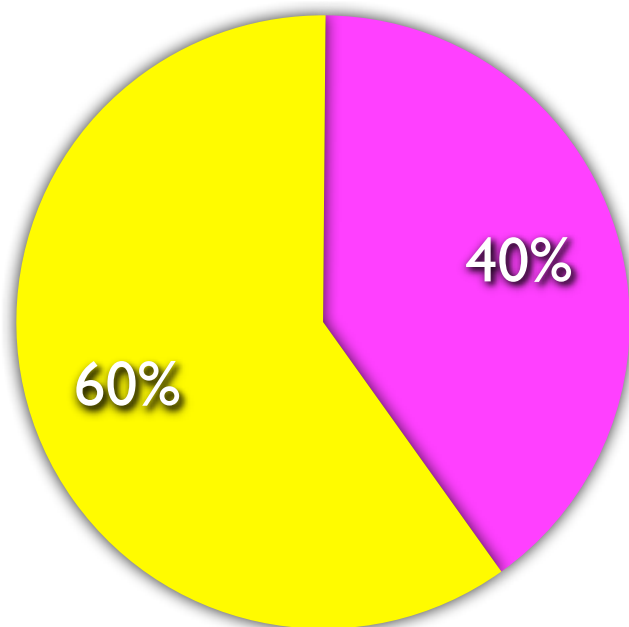
Your business' website is the hub of all your online communication and it represents the following:

- An online representation of your business
- An information resource for your customers
- A convenient way for your customers to get in touch with you
- A cost effective marketing tool
- Open all hours!

t e m p e r
t e m p e r

A quick statistic

A quick statistic

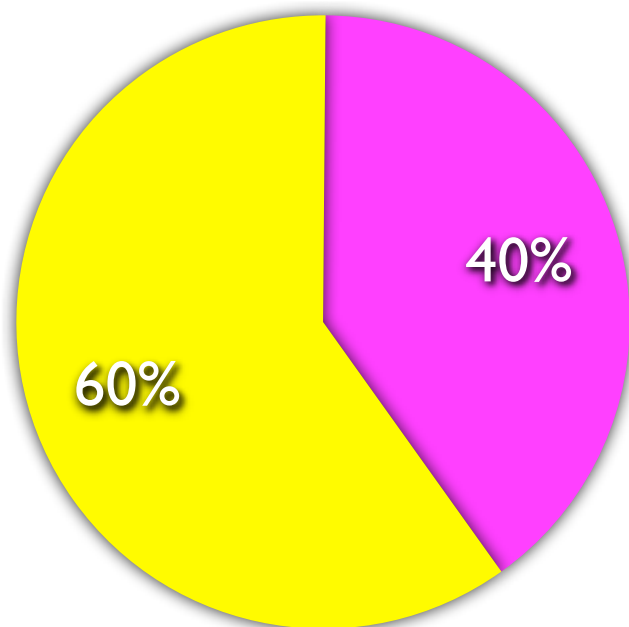


- Every day
- Less than every day

Source: Office for National Statistics

In 2010, just over 60% of the adult population of the UK used the internet every day or nearly every day.

A quick statistic



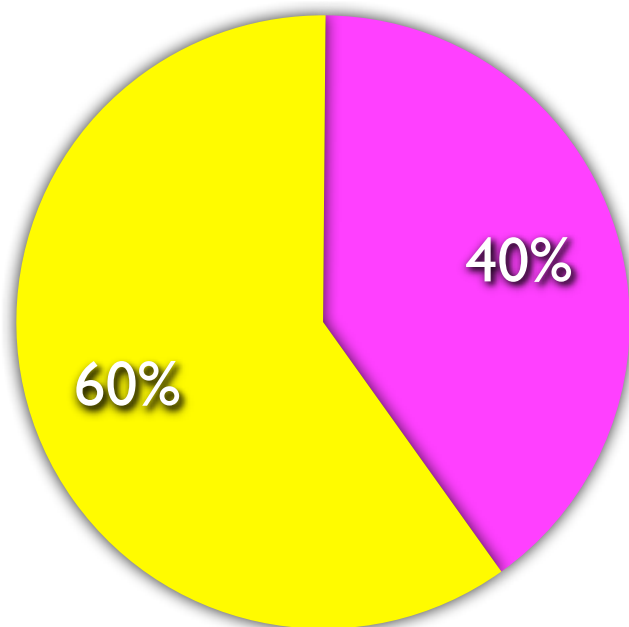
- Every day
- Less than every day

Source: Office for National Statistics

In 2010, just over 60% of the adult population of the UK used the internet every day or nearly every day.

These stats are now over year old– imagine what they'll be for 2012!

A quick statistic



- Every day
- Less than every day

Source: Office for National Statistics

In 2010, just over 60% of the adult population of the UK used the internet every day or nearly every day.

These stats are now over year old– imagine what they'll be for 2012!

Now think about those who use the internet less than every day. That's going to be a lot of people!

t e m p e r
t e m p e r

t e m p e r
t e m p e r

How can I use the internet
to create more business?

t e m p e r
t e m p e r

There are a variety of ways that the internet can be used to communicate with your customers. Here are the four main methods:

There are a variety of ways that the internet can be used to communicate with your customers. Here are the four main methods:

1. Your website

There are a variety of ways that the internet can be used to communicate with your customers. Here are the four main methods:

1. Your website
2. Social media

There are a variety of ways that the internet can be used to communicate with your customers. Here are the four main methods:

1. Your website
2. Social media
3. Email

There are a variety of ways that the internet can be used to communicate with your customers. Here are the four main methods:

1. Your website
2. Social media
3. Email
4. Video conferencing

t e m p e r
t e m p e r

t e m p e r
t e m p e r

Keep hold of existing
clients

t e m p e r
t e m p e r

The easiest way to get business is through clients you already have a relationship with. There are a couple of methods of keeping yourself to the fore of your clients' minds:

The easiest way to get business is through clients you already have a relationship with. There are a couple of methods of keeping yourself to the fore of your clients' minds:

- Keep in touch! Facebook, Twitter, LinkedIn, email newsletter, etc.
Unobtrusive and an easy way for people to stay in the loop.

The easiest way to get business is through clients you already have a relationship with. There are a couple of methods of keeping yourself to the fore of your clients' minds:

- Keep in touch! Facebook, Twitter, LinkedIn, email newsletter, etc. Unobtrusive and an easy way for people to stay in the loop.
- Give them a reason to visit your website: fresh content and a regularly updated information resource (articles, events list) will ensure you're always in the front of their minds.

t e m p e r
t e m p e r

It's not just repeat business you'll receive, but they'll be much more likely to recommend you to others if you've been giving them a great after-sales service!

It's not just repeat business you'll receive, but they'll be much more likely to recommend you to others if you've been giving them a great after-sales service!

Why not offer your existing customers a promotion of some sort every now and then?

It's not just repeat business you'll receive, but they'll be much more likely to recommend you to others if you've been giving them a great after-sales service!

Why not offer your existing customers a promotion of some sort every now and then?

And how better to communicate it to them than by using email or maybe a broader networking tool like Facebook or Twitter?

t e m p e r
t e m p e r

t e m p e r
t e m p e r

There are pitfalls

There are pitfalls

Ensure your blog posts, tweets, status updates and emails are:

There are pitfalls

Ensure your blog posts, tweets, status updates and emails are:

- Interesting

There are pitfalls

Ensure your blog posts, tweets, status updates and emails are:

- Interesting
- Relevant

There are pitfalls

Ensure your blog posts, tweets, status updates and emails are:

- Interesting
- Relevant
- Unobtrusive

t e m p e r
t e m p e r

t e m p e r
t e m p e r

Reach out to new clients

t e m p e r
t e m p e r

t e m p e r
t e m p e r

There's never been a easier way to find new clients.

There's never been a easier way to find new clients.

It should be a simple for potential customers to contact you once they've arrived on your website. Off and online contact methods should all be available:

There's never been a easier way to find new clients.

It should be a simple for potential customers to contact you once they've arrived on your website. Off and online contact methods should all be available:

- Landline and mobile numbers

There's never been a easier way to find new clients.

It should be a simple for potential customers to contact you once they've arrived on your website. Off and online contact methods should all be available:

- Landline and mobile numbers
- Email address and contact form

There's never been a easier way to find new clients.

It should be a simple for potential customers to contact you once they've arrived on your website. Off and online contact methods should all be available:

- Landline and mobile numbers
- Email address and contact form
- Skype, FaceTime, etc.

There's never been a easier way to find new clients.

It should be a simple for potential customers to contact you once they've arrived on your website. Off and online contact methods should all be available:

- Landline and mobile numbers
- Email address and contact form
- Skype, FaceTime, etc.
- Social networks

There's never been a easier way to find new clients.

It should be a simple for potential customers to contact you once they've arrived on your website. Off and online contact methods should all be available:

- Landline and mobile numbers
- Email address and contact form
- Skype, FaceTime, etc.
- Social networks
- Postal address

t e m p e r
t e m p e r

t e m p e r
t e m p e r

Email and social media

Email and social media

You're contactable 24 hours a day: evenings, weekends, bank holidays, different timezones; none of these present a barrier.

Email and social media

You're contactable 24 hours a day: evenings, weekends, bank holidays, different timezones; none of these present a barrier.

It's a quick, easy and informal way to make contact.

t e m p e r
t e m p e r

t e m p e r
t e m p e r

Video conferencing

Video conferencing

It's not likely, though not impossible, that this will be your first contact with a potential customer.

Video conferencing

It's not likely, though not impossible, that this will be your first contact with a potential customer.

Video calling allows you to make face to face contact with your customers and clients where it might otherwise be awkward or impossible.

Video conferencing

It's not likely, though not impossible, that this will be your first contact with a potential customer.

Video calling allows you to make face to face contact with your customers and clients where it might otherwise be awkward or impossible.

Almost all of the non-verbal communication you miss when you use the phone is available to you.

t e m p e r
t e m p e r

t e m p e r
t e m p e r

Website

t e m p e r
t e m p e r

The first place people will generally go to find a service or product is a search engine like Google, Yahoo or Bing.

The first place people will generally go to find a service or product is a search engine like Google, Yahoo or Bing.

These companies decide how relevant your business is to the search, and therefore how prominently you'll be positioned, using an overwhelming number of factors.

The first place people will generally go to find a service or product is a search engine like Google, Yahoo or Bing.

These companies decide how relevant your business is to the search, and therefore how prominently you'll be positioned, using an overwhelming number of factors.

In actual fact, what they're after actually boils down to something very simple!

t e m p e r
t e m p e r

t e m p e r
t e m p e r

Three steps to website success!

Three steps to website success!

To bring the business in, you need to look at three basic areas:

Three steps to website success!

To bring the business in, you need to look at three basic areas:

1. How well your website is built

Three steps to website success!

To bring the business in, you need to look at three basic areas:

1. How well your website is built
2. How effective the content on your website is

Three steps to website success!

To bring the business in, you need to look at three basic areas:

1. How well your website is built
2. How effective the content on your website is
3. How well you promote your website

Three steps to website success!

To bring the business in, you need to look at three basic areas:

1. How well your website is built
2. How effective the content on your website is
3. How well you promote your website

My maxim is, "Look after your visitors and your search engine rank will take care of itself!"

t e m p e r
t e m p e r

1. Website build

1. Website build

First and foremost you need to get yourself a good web designer! If the website is built well you'll have a great platform to promote your products or services!

1. Website build

First and foremost you need to get yourself a good web designer! If the website is built well you'll have a great platform to promote your products or services!

On the other hand, a home-made or template website can hold you back before you've even started.

t e m p e r
t e m p e r

t e m p e r
t e m p e r

Accessibility

Accessibility

Everyone is a potential customer, so be inclusive!

Accessibility

Everyone is a potential customer, so be inclusive!

- Disabled users (those with cognitive difficulties or sight impairments)

Accessibility

Everyone is a potential customer, so be inclusive!

- Disabled users (those with cognitive difficulties or sight impairments)
- Low-bandwidth users (dial-up, mobile)

Accessibility

Everyone is a potential customer, so be inclusive!

- Disabled users (those with cognitive difficulties or sight impairments)
- Low-bandwidth users (dial-up, mobile)
- Compatibility (eg. Flash on iPhones and iPads)

Accessibility

Everyone is a potential customer, so be inclusive!

- Disabled users (those with cognitive difficulties or sight impairments)
- Low-bandwidth users (dial-up, mobile)
- Compatibility (eg. Flash on iPhones and iPads)
- Format (eg. mobile or tablet specific formatting)

Accessibility

Everyone is a potential customer, so be inclusive!

- Disabled users (those with cognitive difficulties or sight impairments)
- Low-bandwidth users (dial-up, mobile)
- Compatibility (eg. Flash on iPhones and iPads)
- Format (eg. mobile or tablet specific formatting)
- Older internet browsers (sadly, the browser with the largest market needs special treatment to make your website appear properly)

t e m p e r
t e m p e r

t e m p e r
t e m p e r

Plan your site well

Plan your site well

Give your site's page structure lots of thought so that your customers can find the information they're after easily. Your site should be a breeze to get around!

Plan your site well

Give your site's page structure lots of thought so that your customers can find the information they're after easily. Your site should be a breeze to get around!

- Consistently presented (navigation, layout, etc.)

Plan your site well

Give your site's page structure lots of thought so that your customers can find the information they're after easily. Your site should be a breeze to get around!

- Consistently presented (navigation, layout, etc.)
- Well thought-through site structure

Plan your site well

Give your site's page structure lots of thought so that your customers can find the information they're after easily. Your site should be a breeze to get around!

- Consistently presented (navigation, layout, etc.)
- Well thought-through site structure
- No broken links

Plan your site well

Give your site's page structure lots of thought so that your customers can find the information they're after easily. Your site should be a breeze to get around!

- Consistently presented (navigation, layout, etc.)
- Well thought-through site structure
- No broken links

Any problems encountered can reflect unfavourably on your business.

t e m p e r
t e m p e r

t e m p e r
t e m p e r

Encourage your visitors to stay

Encourage your visitors to stay

Once your visitor has arrived on your site, you still have to work hard to keep them there! Thankfully there are plenty of ways to achieve this:

Encourage your visitors to stay

Once your visitor has arrived on your site, you still have to work hard to keep them there! Thankfully there are plenty of ways to achieve this:

- Visual interest (eg. photos, video)

Encourage your visitors to stay

Once your visitor has arrived on your site, you still have to work hard to keep them there! Thankfully there are plenty of ways to achieve this:

- Visual interest (eg. photos, video)
- Well laid out/presented

Encourage your visitors to stay

Once your visitor has arrived on your site, you still have to work hard to keep them there! Thankfully there are plenty of ways to achieve this:

- Visual interest (eg. photos, video)
- Well laid out/presented
- Easy on the eye

Encourage your visitors to stay

Once your visitor has arrived on your site, you still have to work hard to keep them there! Thankfully there are plenty of ways to achieve this:

- Visual interest (eg. photos, video)
- Well laid out/presented
- Easy on the eye
- Unobtrusive (no automatic music or twinkling animations please!)

t e m p e r
t e m p e r

2. Content

2. Content

What you have to say is vital. Well planned and well written content gives people a reason read on and learn about your business.

2. Content

What you have to say is vital. Well planned and well written content gives people a reason read on and learn about your business.

Things to consider:

2. Content

What you have to say is vital. Well planned and well written content gives people a reason read on and learn about your business.

Things to consider:

- The tone of your website

2. Content

What you have to say is vital. Well planned and well written content gives people a reason read on and learn about your business.

Things to consider:

- The tone of your website
- Is the content as concise as possible?

2. Content

What you have to say is vital. Well planned and well written content gives people a reason read on and learn about your business.

Things to consider:

- The tone of your website
- Is the content as concise as possible?
- Is the content interesting and relevant?

t e m p e r
t e m p e r

t e m p e r
t e m p e r

Keywords

Keywords

On a more measurable level, you need to ensure your site contains plenty of keyword variety.

Keywords

On a more measurable level, you need to ensure your site contains plenty of keyword variety.

When someone searches, they enter keywords to tell the search engine what they want. The search engines then decide which websites would provide you with the most useful answer/information. Without having the right keywords throughout your site, the search engines won't be able to return your site in the results.

t e m p e r
t e m p e r

3. Online marketing

3. Online marketing

How you promote your site is up to you. You can pay for adverts on a variety of sites, have your site promoted on search engines and so on.

3. Online marketing

How you promote your site is up to you. You can pay for adverts on a variety of sites, have your site promoted on search engines and so on.

But I'm a big fan of the DIY approach and social media and networks are an amazing way to promote yourself for nothing more than a few minutes every day or a couple of hours every week.

t e m p e r
t e m p e r

t e m p e r
t e m p e r

Social media

t e m p e r
t e m p e r

There are countless social networks: Twitter, Facebook, LinkedIn, YouTube, Digg, Delicious, MySpace, Pinterest, Reddit, MySpace, Google+, Vimeo; the list goes on!

There are countless social networks: Twitter, Facebook, LinkedIn, YouTube, Digg, Delicious, MySpace, Pinterest, Reddit, MySpace, Google+, Vimeo; the list goes on!

Used correctly, they will help cement your reputation in your field, make new connections with potential customers and even help boost your search engine ranking!

t e m p e r
t e m p e r

t e m p e r
t e m p e r

Strategy

Strategy

Get on board with as many social networking sites as you can handle or afford to commit some time to. Start with one or two of the big ones and go from there.

Strategy

Get on board with as many social networking sites as you can handle or afford to commit some time to. Start with one or two of the big ones and go from there.

- Schedule some time to write posts

Strategy

Get on board with as many social networking sites as you can handle or afford to commit some time to. Start with one or two of the big ones and go from there.

- Schedule some time to write posts
- Post links to interesting and relevant web pages

Strategy

Get on board with as many social networking sites as you can handle or afford to commit some time to. Start with one or two of the big ones and go from there.

- Schedule some time to write posts
- Post links to interesting and relevant web pages
- Interact with your fans/followers

Strategy

Get on board with as many social networking sites as you can handle or afford to commit some time to. Start with one or two of the big ones and go from there.

- Schedule some time to write posts
- Post links to interesting and relevant web pages
- Interact with your fans/followers
- Look for interesting people and businesses to follow or subscribe to

t e m p e r
t e m p e r

t e m p e r
t e m p e r

Etiquette

Etiquette

Don't overdo it! If you post too much you'll lose fans/followers.
People's spam thresholds are pretty low!

Etiquette

Don't overdo it! If you post too much you'll lose fans/followers.
People's spam thresholds are pretty low!

On the other hand, don't under-do it! If you don't post enough your
fans/followers will lose interest.

t e m p e r
t e m p e r

t e m p e r
t e m p e r

Reinforcement

Reinforcement

Social networks offer the opportunity for a potential customer you meet in the flesh to keep in touch in an unobtrusive, friendly and useful manner.

Reinforcement

Social networks offer the opportunity for a potential customer you meet in the flesh to keep in touch in an unobtrusive, friendly and useful manner.

Have a quick look for anyone you meet who might be a useful business contact or potential client on Twitter, LinkedIn or similar social network and say hello!

t e m p e r
t e m p e r

Reputation and referrals

Reputation and referrals

Once you've been operating for a while and building relationships with your fans/followers, you may begin to receive enquiries via your social networks.

Reputation and referrals

Once you've been operating for a while and building relationships with your fans/followers, you may begin to receive enquiries via your social networks.

These can take the form of an approach from one of your followers (someone that you've probably never met face to face!) or from someone that has been pointed in your direction by a follower/fan.

t e m p e r
t e m p e r

t e m p e r
t e m p e r

Search engines

Search engines

One of the ways Google and it's rivals measure your website's relevance is by counting how many people link to it. For example, if you post a link to your blog on Facebook, the number of people that comment, like or share your post is a great way to measure how interesting it is.

t e m p e r
t e m p e r

t e m p e r
t e m p e r

Summary

t e m p e r
t e m p e r

- The internet is a great way to generate business through new or existing customers.

- The internet is a great way to generate business through new or existing customers.
- A solid website is the centre of your online business strategy.

- The internet is a great way to generate business through new or existing customers.
- A solid website is the centre of your online business strategy.
- Using your website as a resource will encourage visits.

- The internet is a great way to generate business through new or existing customers.
- A solid website is the centre of your online business strategy.
- Using your website as a resource will encourage visits.
- Video conferencing provides you and your customers with lots of important information that you might have otherwise missed.

- The internet is a great way to generate business through new or existing customers.
- A solid website is the centre of your online business strategy.
- Using your website as a resource will encourage visits.
- Video conferencing provides you and your customers with lots of important information that you might have otherwise missed.
- Email newsletters are unobtrusive and info-packed calls to action

- The internet is a great way to generate business through new or existing customers.
- A solid website is the centre of your online business strategy.
- Using your website as a resource will encourage visits.
- Video conferencing provides you and your customers with lots of important information that you might have otherwise missed.
- Email newsletters are unobtrusive and info-packed calls to action
- Social networking is an amazing way to keep in touch, be contacted and raise your business' profile.

t e m p e r
t e m p e r

This material is available to download from my website:

<http://tempertemper.net>

You'll find the link to the downloads link in the footer of every page.

This material is available to download from my website:

<http://tempertemper.net>

You'll find the link to the downloads link in the footer of every page.

www.facebook.com/tempertemper.net

This material is available to download from my website:

<http://tempertemper.net>

You'll find the link to the downloads link in the footer of every page.

www.facebook.com/tempertemper.net

@_tempertemper

This material is available to download from my website:

<http://tempertemper.net>

You'll find the link to the downloads link in the footer of every page.

www.facebook.com/tempertemper.net

@_tempertemper

LinkedIn (password 'ExCel')

This material is available to download from my website:

<http://tempertemper.net>

You'll find the link to the downloads link in the footer of every page.

www.facebook.com/tempertemper.net

@_tempertemper

LinkedIn (password 'ExCel')

I'll be around all day and I'd be happy to have a chat or answer any questions you might have, so please come and say hello!

t e m p e r
t e m p e r

t e m p e r
t e m p e r

Any questions?

t e m p e r
t e m p e r

t e m p e r
t e m p e r

Thanks for listening :)