MARKETING

When launching a fresh site, it’s not only important to make a good impression on search engines, but human visitors as well. Heeding the points that follow will help you jumpstart your marketing machine.

* IMPLEMENT NEWSLETTER SIGNUPS
  + Have you included a signup form in all important places? Think not only pages but also popups and other prompts. Check out SumoMe for a great number of possibilities to grow your list.
* CONNECT WITH EMAIL MARKETING PROVIDER
  + When you include a form, make sure it also goes somewhere and that email collection works properly. MailChimp is a favorite tool in this area.
* SET UP SOCIAL ICONS
  + Examine your social icons for completeness, proper functionality, and whether they are linking to the correct addresses. Plus, if you haven’t done so already, look into whether social sharing is working as it should.
* LOOK OVER SOCIAL PROFILES
  + While you are at it, check any social profiles belonging to the site for design consistency and whether all info found on there is correct and up to date.