



The Complete
WEBSITE &
DIGITAL
M@RKETING

GUIDE to ONLINE GROWTH

from
nettl®

A POSTER IN THE DESERT

Putting a website live is like hanging a poster in the desert. It might look great but unless you drive visitors there, no one will see it.

Except maybe camels. And they ain't buying.

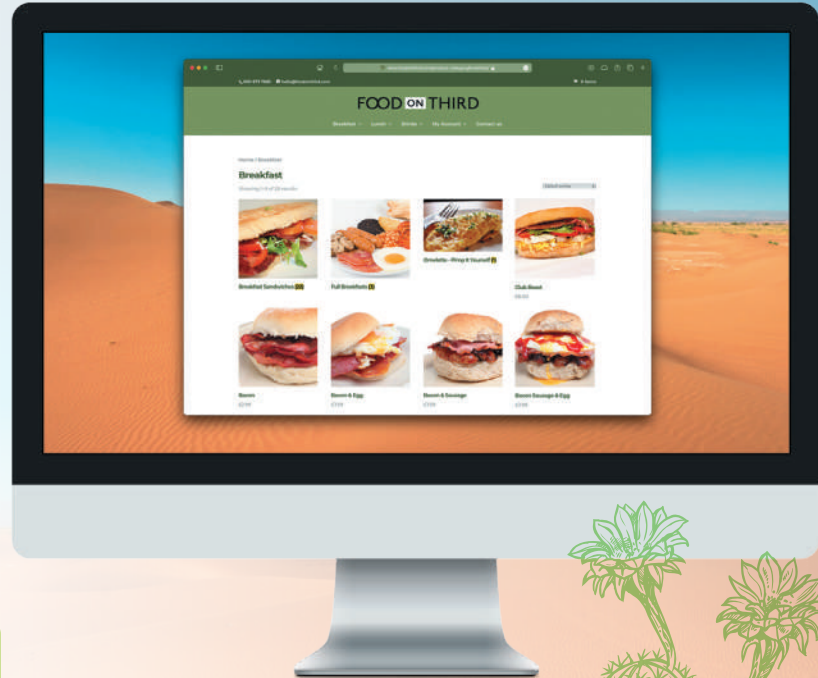
That's why most businesses invest in **digital marketing**. They work on **visibility**. On turning browsers into **buyers**.

Over the next few pages we'll showcase effective, **battle-tested strategies** to help you drive more **potential customers** to your website. To boost **brand awareness**. To increase **leads, calls, and sales**.

Looking for a new website? To sell online? Or not started yet?

No problem!

[Head to page 12](#)



“ In safe and talented hands throughout the whole process.

– Andy, Taxi & Private Hire Industry



CONTENTS

SEO CONSOLE	4
GOOGLE BUSINESS BOOSTER	5
SEARCH ENGINE MARKETING	6
SEO VS PPC - WHICH IS BETTER?	7
SEO - SEARCH ENGINE OPTIMISATION	8
PPC - PAID SEARCH ADVERTISING	9
SOCIAL MEDIA	10
YOUR DIGITAL MARKETING JOURNEY	11
WEBSITES & ECOMMERCE	12
LANDING PAGES	13
RESPONSIVE WEBSITES	14
BOOKING WEBSITES	15
EMBRACE ECOMMERCE	16
ECOMMERCE WEBSITES	17
ENTERPRISE ECOMMERCE	18
PAY MONTHLY WEBSITES	19
CARE PLANS	20
PORTFOLIO/INSTANT WEB QUOTE	21
DIGITAL MARKETING GAMEPLAN	22
WE ALSO OFFER	23

SEO CONSOLE

MAKE IT EASY FOR CUSTOMERS TO FIND YOU

In the past, every business needed to be listed in the Golden Pages. Today, business information can be found on 50+ platforms. Use SEO Console to simply manage your online appearances.



Listings

Make it easy for potential customers to find you by being present and accurate on 50+ directories.



Reviews

Encourage reviews and respond to them all. Get people talking about your business.



Optimise

Don't confuse search engines. Fix and improve the technical aspects of your website on an ongoing basis.



SAGE SNIPPET:

Everyone benefits from SEO Console. However, it is especially useful to businesses with a physical location. In particular, hospitality, trades, local businesses, and multi-sites.

Try for **free** with a 30 day trial nettl.com/ie/seo-console

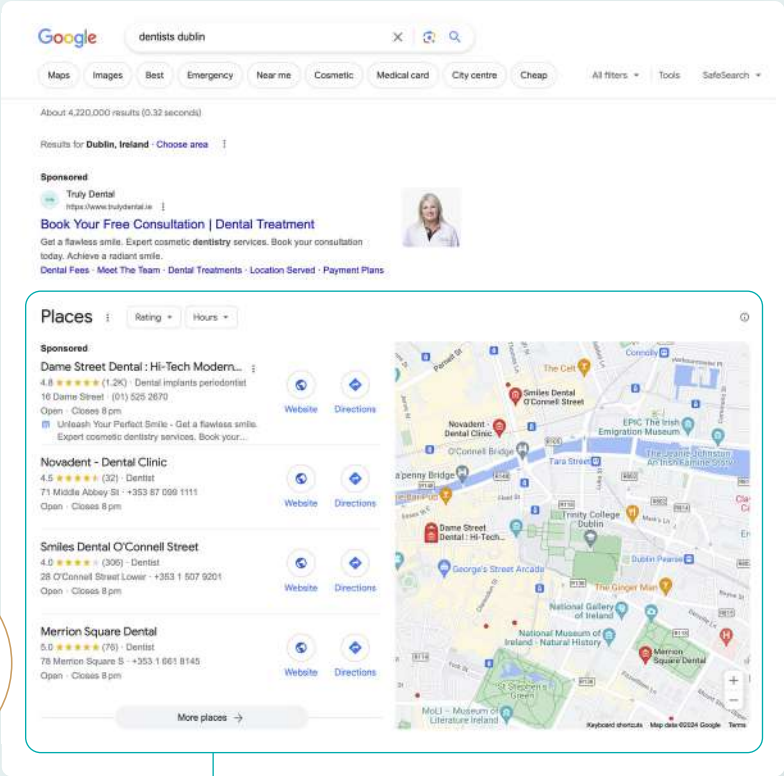
GOOGLE BUSINESS BOOSTER

DRIVE MORE VIEWS, CLICKS, AND CALLS TO YOUR BUSINESS WITH GOOGLE BUSINESS BOOSTER

When searching for a local business, most customers head to the map pack (or local pack). So if you run a business where people search locally for what you do, you'll want to appear here. Google Business Booster includes:

- ✔ *SEO Console bundle*
- ✔ *Weekly posts*
- ✔ *Keyword research*
- ✔ *Review management*
- ✔ *Google Profile setup*
- ✔ *Monthly reports*

SAGE SNIPPET:
Ideal for small businesses, trades, and retail locations who serve customers in their local area.



nettl.com/ie/business-booster

When searching for local businesses, most customers look HERE!

SEARCH ENGINE MARKETING

68% of online experiences begin with a search engine.

That's two-thirds of people kicking off their browsing session with a page of search results. And so it seems like a smart place for your business to appear, right?

Fact is, search engines drive more traffic to websites than any other source. ***That is why over 69% of marketers actively invest in SEO.***

Sure, it's where the eyeballs are. But more importantly, it's a direct path towards action. A transaction. A conversion.

We help hundreds of businesses drive traffic to their website. Through both organic search engine optimisation (SEO) and paid advertising (often called PPC).

Let's talk about what search terms you'd like to appear for, and where. We can analyse competitors and look at opportunities. Based on your budget and goals, we can suggest a marketing package to suit your needs.

Claim your free bespoke digital marketing plan tailored to your business. Get started now at nettl.com/ie/gameplan

“ An immediate increase in our web enquiries.

– Rob, Travel Industry

SEO VS PPC ... WHICH IS BETTER?

SEO

SEO stands for Search Engine Optimisation. It's the business of ranking organically (naturally, on merit) on search engines, for key words and phrases related to your business. Usually, around 10 organic listings appear on the results page.

- ✓ Organic clicks are 'free'
- ✓ SEO efforts yield residual results
- ✓ Organic results attract more clicks

PPC

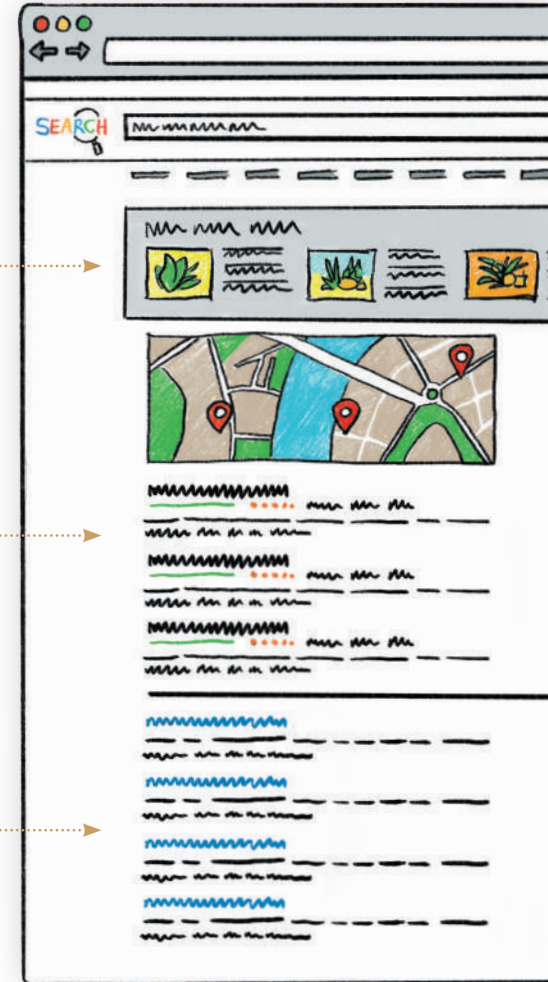
PPC means Pay Per Click and is a generic term for paid advertising. You can of course pay 'per click' or 'per 1000 impressions' (PPM), but PPC is often used as a catchall for referring to any sort of paid ads. Ads are usually found at the top and bottom of a results page.

- ✓ Get listed instantly
- ✓ It's easier to get going than SEO
- ✓ A large amount of customer targeting options

Ads

Local

Organic



SEO

RANK AS HIGHLY AS POSSIBLE WHEN PEOPLE SEARCH FOR TERMS RELEVANT TO YOUR BUSINESS

There are things we can do to help Google and other search engines prioritise your website so that rankings improve over time as a result. Put very simply it all boils down to two things:

RELEVANCE

Can Google and other search engines easily read your website?

Do they think the content is high quality, relevant, unique, and useful?

Are your website and landing pages well built?

Making your content rock but your site technically and structurally sound will help you climb the rankings.

AUTHORITY

How much do search engines, like Google, trust your website?

Because this 'authority' determines where you rank. So the more others link to your site and your content the more trusted you are.

This is what is generally known as 'off-page SEO'. Both are an ongoing commitment of resource and opportunity exploration.



“ **Helped me secure the top spot on Google.**

– Julie, Celebrancy Industry

TAKE THE NEXT STEP...



SEO Packages

Dive into the detail of our SEO packages. A list of the things we do each month to improve your online presence.

nettl.com/ie/seo



Learn about SEO

Want to increase your knowledge of SEO? Nettl Academy has the largest collection of free SEO webinars.

nettl.com/ie/webinars



Free website audit

Claim your free SEO audit. A report which grades your home page on factors such as relevance, trust and more.

nettl.com/ie/getaudit



Digital Marketing Gameplan

Find out where to focus your digital marketing activity in 2024. Answer our survey, get immediate online results.

nettl.com/ie/gameplan

PPC

LOOKING FOR QUICK RESULTS?

Unlike SEO, which yields results over time, Ads can be activated immediately.

These are triggered by certain searches related to your products and services. Matching your business with users' needs at the exact time. This helps you quickly push the right audience to your website.

- ✓ *Get listed instantly*
- ✓ *Easier to get going than SEO*
- ✓ *Customer targeting options*



nettl.com/ie/pay-per-click

SOCIAL MEDIA

BUILD BRAND AWARENESS AND ENGAGE WITH YOUR AUDIENCE

Social gets a lot of attention but it's not just a popularity contest.

It's a place where prospects often look to start a conversation, ask a question or research what you're about as a business.

Let us build a social media identity that fits your brand and tone of voice.

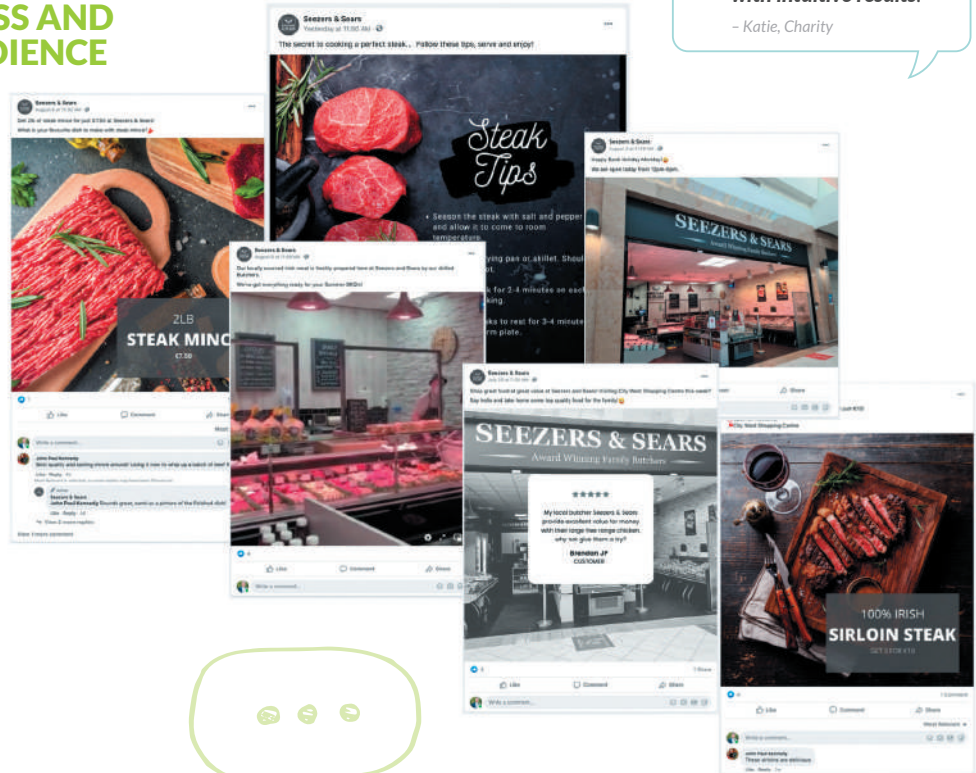
And, crucially, one that engages your audience.

Both organic and advertising strategies can be implemented to help you achieve your goals.

Find out more at nettl.com/ie/social-media

“ They always listen to our brief and come back with intuitive results.

- Katie, Charity



YOUR DIGITAL MARKETING JOURNEY



1 **Your goals & ambitions**

We'll learn about your business, what you want to achieve, and by when.



2 **Define your audience**

Then identify your audience profile. The people you want to reach.



3 **Your monthly budget**

By understanding what's affordable, we deliver the most bang for your buck.



4 **Strategy and planning**

Infused with insights, we can propose the best combination of marketing tactics.



5 **Content and creativity**

Consistent execution of creative campaigns aimed at achieving your goals.



6 **Monitor & report**

Each month we'll monitor performance and report back on your results.



Find out in under 2 minutes where to focus your digital marketing activity in 2024.

Answer our brief survey, get immediate online results... nettl.com/ie/gameplan

WEBSITES & ECOMMERCE

“Produced a fabulous website for us.

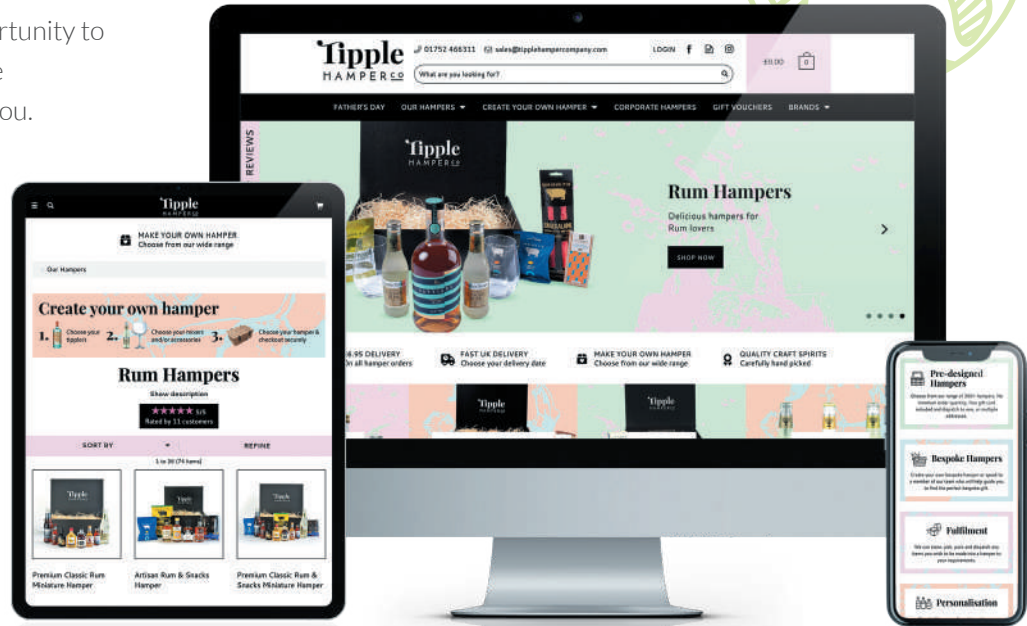
– Jo, Recruitment Industry

Your website is your shop window to the world.
Open for business to anyone at anytime.

It's an essential element of your *brand identity* and provides a vital opportunity to create the *right impression* before customers have even spoken to you.

Website visitors only need 50 milliseconds (that's just 0.05 seconds) to *form an opinion* on your website. What is your website saying to *your customers?*

More importantly, how is it serving them? How is it *servicing YOU?* A stellar website doesn't just keep up appearances. It generates *leads*. Manages *bookings*. Makes *sales*.



Find out about upgrading your existing website or getting a new one at nettl.com/ie/web

LANDING PAGES

Landing pages are born to convert.

It might be that you need a page created to satisfy a specific search query.

Or to deep-dive into a particular product or service offering.

Or perhaps the goal is to have a super-sleek one-page website with one purpose: To generate leads, bookings or sales.

That's where Landing Pages come in. Super focused, highly effective conversion machines.

✔ *Streamlined*

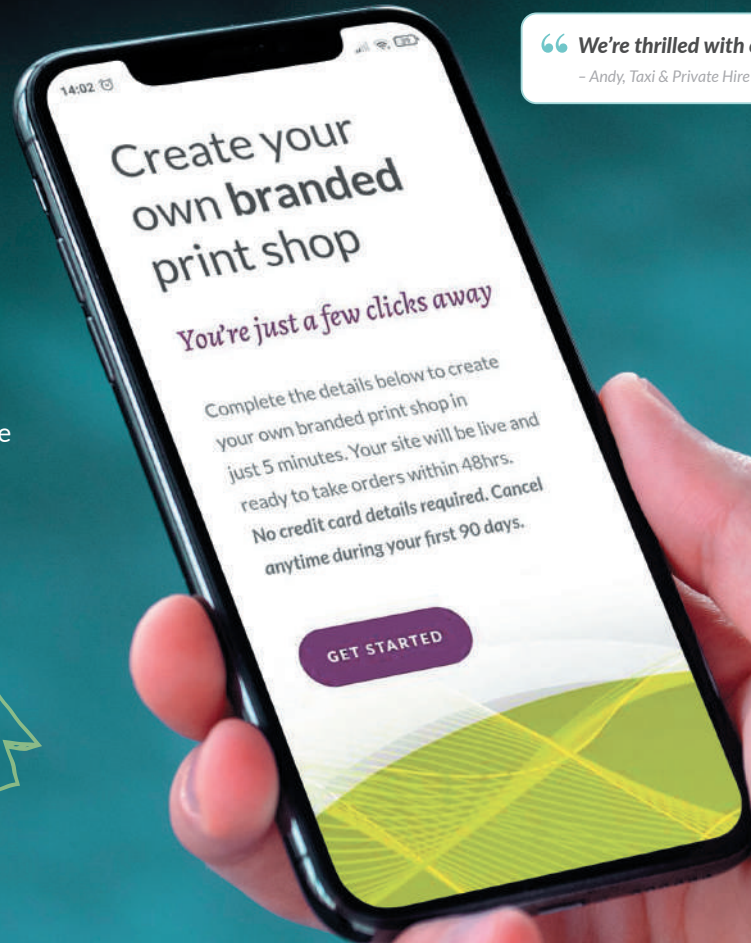
✔ *Effective*

✔ *Focused*

✔ *Affordable*



nettl.com/ie/landing-pages



“ We're thrilled with our site.

- Andy, Taxi & Private Hire Industry

RESPONSIVE WEBSITES

Each *Nettl* website is 'responsive'. The modular 'liquid layout' adapts and reflows to suit any device.

With *more than half* of visitors now *browsing on their phone*, a responsive mobile-friendly website will maximise the chances of engagement from *potential clients*.

We specialise in building *creative, beautiful, functional* – but most importantly – *responsive* websites to take your business to the *next level*.



GOOD TO KNOW



Cloud hosting

Hosted on our AWS platform. The same infrastructure that runs Netflix and Amazon.



SSL security certificate

Keep data secure with an SSL certificate – which tells visitors they're safe.



Automatic backups

Your site is securely backed up to a second location in a different country.



Content management

Add new pages, posts or products. Easily update text and images yourself.

nettl.com/ie/web

BOOKING WEBSITES

Clients expect to be able to interact with you online, in the same way they buy a cinema ticket, make a reservation, or book an airline seat.

Our booking boffins can add the online elements to your website to connect your business to your clients. Online bookings, reservations, appointments, and more.



Bookings + reservations

Free up your team's time. Give customers live availability, so they can book an appointment themselves online.



Application forms

Add a survey, questionnaire or detailed application form. Questions can be conditional and even calculate prices.



Members area

Allow people to sign-up as members. Give them member-only access to content, orders or other benefits.



Live chat

Improve customer experience with a live chat widget. Answer messages on a dedicated app for your iOS or Android phone.

nettl.com/uk/connect

EMBRACE ECOMMERCE

“No one will ever buy shoes online”.

Or at least they didn't, until Nick Swinmurn, founder of Zappos, believed they would. Free delivery, free returns, unparalleled customer service and 13 years later the Amazon acquisition boast annual revenues of over \$2 billion.



If you can buy shoes online, and even cars online, you can sell your thing online too. Not just 'can sell'. Must sell.

The relentless march online has been underway for years. ***In Ireland, 49% of enterprises had e-commerce purchases in 2022.*** It seems certain more sales will happen online. And not just consumers. Because behind every B2B transaction is a human.

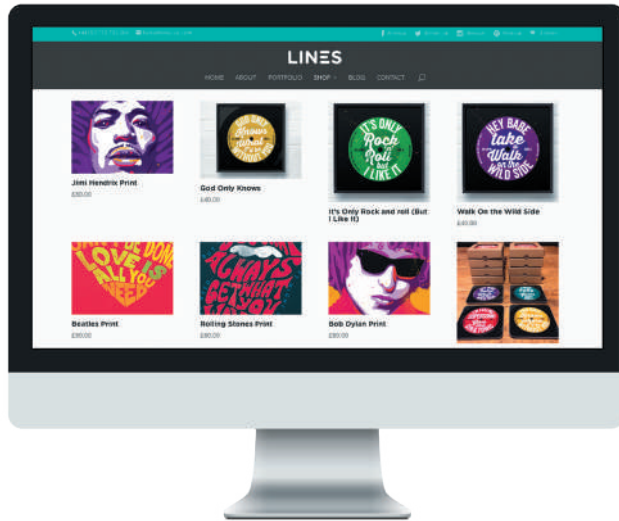
And even if you don't sell products, you should be offering online bookings. Webinars, demos, or free trials. All smoothly transacted online. Ecommerce isn't just essential, it's a business survival skill.

Starting to sell online may cost less than you think.



*statista.com

ECOMMERCE WEBSITES



- ✓ *Easy to scale as you grow*
- ✓ *Responsive & professional*
- ✓ *Leading payment providers*
- ✓ *Fast, reliable & secure*
- ✓ *Back-office to manage orders*
- ✓ *Flexible functionality options*

Showcase your products beautifully and make it easy for customers to search, browse, and buy on any device.

Plus, get access to reports and marketing tools to help you grow your business.

We have two types of Ecommerce offering, *Nettl Web Shops* and *Enterprise Ecommerce*.

Nettl Web Shops are perfect for businesses who either want to get started, or wish to **level-up** their existing store.

Suitable for businesses who want to sell anywhere from a handful of products, to a few thousand. Manage products, shipping, and payments with ease. **Get started** with just a few small steps.

Enterprise Ecommerce is our partner model for brands serious about growth.

More on this in a second...

nettl.com/ie/e-commerce



“ **Tackled a complex ecommerce website and did us proud.**

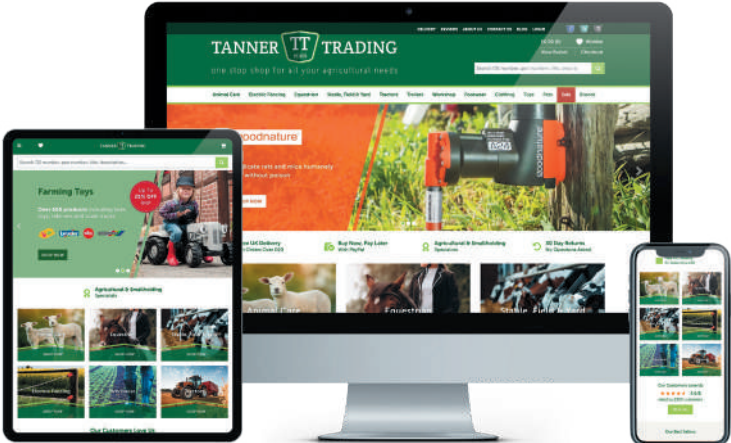
- Jessica, Homeware Industry

ENTERPRISE ECOMMERCE

*Serious about Ecommerce?
Interested in growing your online sales?*

Premium Ecommerce website and marketing package in one, **Enterprise Ecommerce** works hard to improve your online sales. The performance-based structure means our goals are perfectly aligned with yours. We will always give 100% to grow your business.

Driven by the latest technology and features, your website will be fully optimised to attract new customers and increase sales.



nettl.com/ie/enterprise-ecommerce

“ Our sales and website have grown at a rapid rate thanks to all the hard work they put in. - Sam, Agriculture Industry

- ✓ *Bespoke ecommerce platform*
- ✓ *Multiple marketplaces*
- ✓ *Dedicated ecommerce strategist*
- ✓ *Clear & concise reporting*
- ✓ *Targeted digital marketing plan*
- ✓ *Fast & secure hosting*



PAY MONTHLY WEBSITES

Start-ups can mean stumping-up. Often a lot, and early on.
But even established ventures can find the ebb and flow of business to be unpredictable.

Cash flow is the heartbeat of any commercial activity.
And so our pay-monthly websites and flexible payment plans mean we've got your back.

SAGE SNIPPET:

All pay monthly websites include hosting, SSL, and a Care Plan as standard. However, you can also bolt-on content or marketing services to build a bespoke bundle.

It's a budget-friendly way to get your new website up and running. Choose from our range of fully customisable starting points or talk to us about what flexible payment options are available for your business.

- ✔ *Customised website design*
- ✔ *SSL & Hosting included*
- ✔ *Affordable monthly plans*
- ✔ *Maintenance included*



“ *A great service.
Would highly recommend.*
– Paul, Plumbing & Heating Industry

nettl.com/ie/pay-monthly-websites

CARE PLANS

Once your website is up and running, you'll want to keep it safe and secure.

Nettl Care Plans are an easy way for you to make sure that's the case, providing peace of mind.

With regular planned preventative maintenance, you can protect your site against unscrupulous individuals who seek to exploit your wonderful website. And if the worst does happen, we'll restore your website back to its shiny best.

- ✔ *Software Updates*
- ✔ *Ecommerce Updates*
- ✔ *Reports & Analytics*
- ✔ *SSL included*
- ✔ *2 Factor Authentication*
- ✔ *Website Restoration*

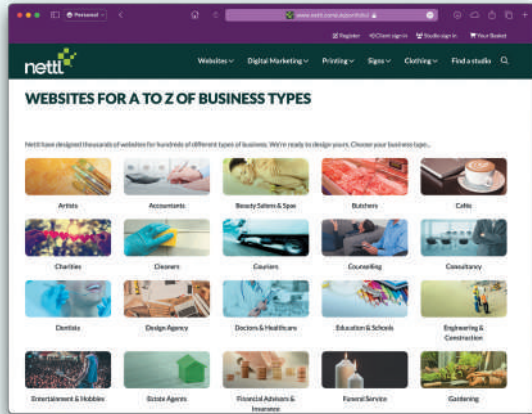
nettl.com/ie/care-plans

“ It's just reassuring to know you don't have to worry.

- Lindsay, Hospitality Industry



PORTFOLIO



Take inspiration from our design portfolio. We've designed thousands of websites for hundreds of different business types.

Head to our site for a portfolio page full of website examples. For businesses from A to Z.

Well, A to W. We don't have a Z. Yet. But if any Zoos want a website, we'd love to hear from you!

nettl.com/ie/portfolio

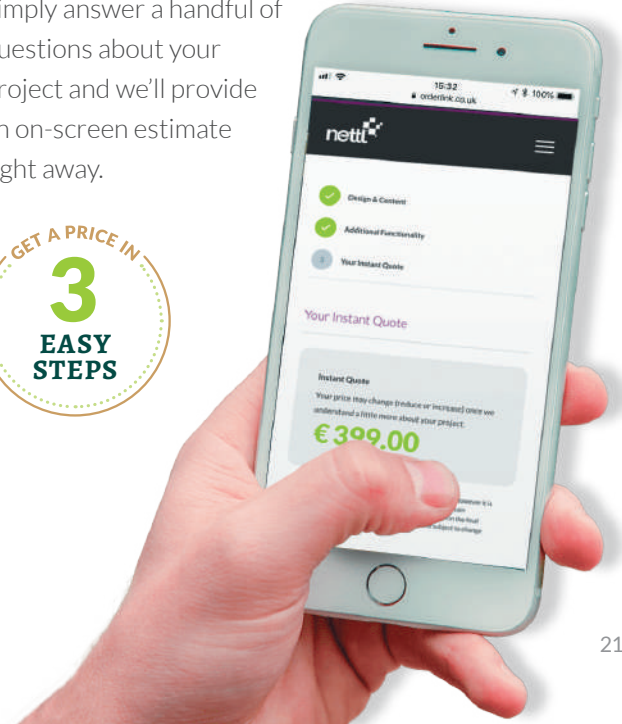
INSTANT WEB QUOTE

nettl.com/ie/webquote

Start planning your next website project today.

Use our clever calculator to get an instant website quote in 3 quick and easy steps.

Simply answer a handful of questions about your project and we'll provide an on-screen estimate right away.



START WITH A PLAN

There are a myriad of ways to market your website and grow your business. The clever part is choosing the right mix for you.

It's a fusion of strategies: Understanding your business, knowing your target audience, and considering your short-term goals, long-term goals, and budget. It might seem like a lot, but we're here to help.

Start by *claiming your free digital marketing plan* tailored to your business. Answer our brief survey, get immediate online results.

Take it one step further by sharing the results with your local Nettl studio. Infused with insights, they can propose the best course of action. Helping you plan and prepare the roadmap for your online success story.

nettl.com/ie/gameplan

“*Nettl came highly recommended to us and we certainly now pass this on.*”

– Janice, Care Industry



WE ALSO OFFER...



BRANDING & DESIGN



CONTENT CREATION



EMAIL MARKETING



PRINTING SERVICES



SIGNS & GRAPHICS



EXHIBITION & DISPLAY



PROMOTIONAL ITEMS



BRANDED CLOTHING



YOUR LOCAL
**BRANDING
& WEBSITE**
EXPERTS

IN SAFE HANDS

You can trust Nettl. We belong to a network of more than 200 studios around the world. Nettl is a trading style of Nettl Systems Limited, a division of Software Circle plc, an AIM listed company. Partners are independently owned and operated under licence.



learn more at
nettl.com/ie/digital-marketing

