

HAVE A PROFESSIONAL WEBSITE – think of it as an online brochure. Be hands on in its production to ensure it is suitable

KEEP it simple

KEEP it quick loading

STAY focused on your product or service

KEEP it up to date

HAVE a news page with news on it about your product or service. Put corporate news elsewhere on its own page.

RUN a blog – ideally separate from your website – post weekly.

USE your website as your brochure – make it your product/service reference.

PUT all your datasheets on your website as PDF downloads – only ask for visitor registrations if your downloads are really valuable or restricted.

HAVE a search facility on the site

USE a translation service like Google on your site if you are likely to have non-English speaking customers.

USE a content management system (CMS) to build your site

ENSURE your site is search engine optimized (SEO)

BE SURE to include your keywords in text content as well as page descriptions etc

USE photos and videos on your site with adequate descriptions etc.

TAKE TIME at least once a year to visit your site as a customer – review how it may be improved.

Talk to us about how we can help you...

Contact Information

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