TIMES

DIGITAL EDITION

FW
MOTION

SUMMER 2023

digital **MARKETING** *in a* *Post-Pandemic* *world...*

In the wake of the pandemic, online shopping and social media usage have increased dramatically. As a business, it's important to meet your customers where they are, and the best way to reach them effectively is through digital marketing.

From creating content that resonates with your customers to optimising websites for search engine visibility, digital marketing allows you to develop strategies that are tailored specifically for each customer segment, helping you better target potential customers and provide a more personalised experience.

In this edition, we'll show you how to unlock the most from your website so you can build your online presence, drive more leads, and create deeper customer relationships.

In today's digital age, having a professional business website is essential.

It serves as your online home base, giving you a platform where you can showcase your products and services, share content, and engage with customers. But it's not all about the content – according to a recent poll by Adobe, 59% of consumers prefer a good-looking, professionally-designed website over a simple one.

So a website that has great content and beautiful design will not only perform better but will help you build credibility and trust with customers. One platform that's helping businesses achieve this is Umbraco.

Introducing Umbraco

Umbraco is an open-source content management system (CMS) created in 1999 by Niels Hartvig and released for public use in 2003. Since then, it has evolved into one of the most popular CMS platforms on the market, with over 1 million active Umbraco websites worldwide.

Its intuitive user interface, WYSIWYG editor, multi-language support, plug-ins, and extensions make it easier to create professional websites with minimal overhead costs.

A Secure CMS

Cybersecurity is a real concern when it comes to websites. According to government research, 39% of UK businesses reported cyberattacks during 2022, ranging from phishing attempts to distributed denial-of-service (DDoS), malware, and ransomware attacks.

Umbraco comes with its own suite of security tools and has features that allow users to monitor their site activity, keep track of user access points, and restrict suspicious actions.

Widely considered the most secure CMS available, Umbraco uses extensive penetration testing, security checks, and regular updates to ensure its websites are as safe and secure as possible, which is why some of the biggest brands like Carlsberg, Heineken, Reebok, Barclays Bank, and even Gordon Ramsey, all have Umbraco websites.

10 Benefits of Umbraco

FOR BUSINESS OWNERS

- Creates high-end, modern websites
- In-built SEO & marketing tools
- Scalability when you need it
- Easy third-party integrations
- In-built analytics tools
- Multi-site/multi-lingual
- Cross-platform management
- Cloud hosting option
- Secure and reliable
- GDPR compliant

FOR CONTENT CREATORS

- User-friendly CMS
- Drag and drop content
- Preview content on all devices
- Easy image editing
- Make changes from tablets or mobiles
- Free spell-checker add-on
- Dedicated media library
- Umbraco grids for easy layout
- Content scheduling
- Clear publishing path
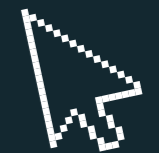
What is SEO and Why is it Important?

> *Many businesses still believe that SEO is a one-time thing, something you only need to do when you launch or rebrand a website. But in reality, it's an ongoing challenge, and as with most things in life, you tend to get out what you put in. Here's a quick run-through of why websites need regular monthly SEO checks, the business benefits it brings, and why it's important for your overall SEO strategy.*

Why is ranking on Google important?

According to Statista, Google is the most frequently used search engine worldwide, dominating the market with a 92% market share globally and an 86% market share here in the UK.

As a business, you want to get your brand, products, and services in front of as many potential customers as possible, and with Google receiving over 15 billion online hits a month, ranking on the first few pages of Google's Search Engine Results Pages (SERPs) is one of the best ways to help you do this.
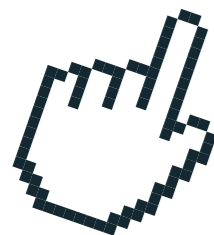
Why monthly SEO?

The SEO landscape is constantly evolving, with over 200 Google ranking factors and hundreds of changes made to its search engine algorithm throughout the year. Staying on top of these continual updates and regularly optimising your website is critical if you want to gain more organic search results and maintain a good ranking in the SERPs.

Monthly SEO packages can help you:

- Identify Google changes and gauge their impact on your site
- Adopt a proactive approach to react to changes as they happen
- Constantly monitor SEO metrics
- Assess and change underperforming pages
- Increase brand visibility and enhance your reputation
- Reach a wider audience to increase site traffic
- Win more business to maximise profitability
- Keep up with competitors who are doing the same
- Ensure the best user experience

Why outsourcing SEO is like hiring a personal trainer

Investing in monthly SEO services is like hiring your own personal trainer. When you want to achieve your personal fitness goals, you go to an expert and seek professional help from someone with a solid track record in achieving results – someone who can help you develop a structured exercise plan tailored to your unique needs. Similarly, when you need monthly SEO services to improve your website's health, you go to someone with deep knowledge and experience in the SEO and digital marketing business.

But just like when you start a new exercise plan, don't expect results to happen overnight; it takes time, effort, and continuous adjustments to get you to a place where you can start seeing the fruits of your labour – or in this case, our labour. Because the best part about monthly SEO packages is that we do all the hard work for you, so you don't ever need to break out into a sweat.

And SEO is only one part of the larger marketing picture. When you work with us, it's a real team effort. We don't just help you with your website health and ranking; we're always available to advise you on marketing activities that will complement and boost your SEO activities. And much like a personal trainer, we're here to advise, motivate, and inspire you on to greater things, so your business can see the success it deserves.

Business benefits of a monthly SEO package

When you get SEO right, you can see real results, typically our clients experience around a 20% increase in site health as well as significant gains in organic rankings.

Some people would have you believe that SEO is easy and that anyone can do it. This is a massive oversimplification. Most businesses simply don't have the time, resources, or skills necessary to tackle this level of SEO themselves.

Which is why many businesses are outsourcing this type of work to agencies that have SEO experts with the professional software, training, and expertise needed to take on this time-consuming work on a monthly basis.

Business benefits of a monthly SEO package:

- Boosts the online visibility of your business
- Delivers excellent Return On Investment (ROI)
- Provides actionable data and valuable leads
- Ensures long-term traffic and revenue generation
- Attracts relevant users who are more likely to make a purchase

As with exercise, once you stop putting the work in and let your SEO activities fall by the wayside, you risk losing your fitness levels or ranking and all the associated benefits that go with it. A tailored, ongoing SEO strategy is the best way to maintain your website and make sure it's optimised and relevant to both users and search engines.

THE FUTURE of WEB Applications

From AI-powered personalisation tools to immersive VR/AR experiences, the web development landscape continues to evolve at a rapid pace.

As technology advances, businesses and website owners should stay informed about emerging industry trends and best practices, so strategies can be adjusted accordingly and a competitive edge maintained.

Let's explore how key developments in web development are currently shaping the modern user experience...
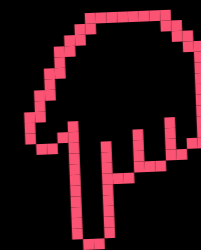
WEB *DEVELOPMENT* *trends*

Progressive Web Apps

Progressive Web Apps (PWAs) are the next evolution in web development. They're websites that don't behave like traditional web pages; instead, they look and feel like native apps.

One major benefit of PWAs is improved performance. By using advanced technologies like service workers, PWAs can respond much faster than regular websites, allowing users to access information quickly and easily. And because PWAs are essentially "apps" rather than websites, they can be installed onto devices without the need for an App Store or Play Store download—eliminating the potential hassle associated with downloading new software.

PWAs can also be used offline without a connection to the internet. This makes them especially useful for businesses that need to provide content to customers in areas where there may be limited or no connection available. They're also more secure than traditional websites due to their improved encryption techniques, which guard against malicious attacks.

Other benefits include:
- Easy for users to find and access
- Work across all devices
- Faster loading times
- Ability to re-target visitors
- Better user experience

AI Chatbots

AI-Chatbots are computer programs that use artificial intelligence (AI) and machine learning (ML) to simulate human conversation. Their usage has been steadily increasing since 2018, with chatbots becoming even more popular post-pandemic due to the growth in e-commerce.

For businesses, the increasing sophistication of AI-Chatbots offers several benefits.

1. They provide immediate responses to customers' queries, helping them get the answers they need quickly and conveniently for a great user experience.

2. Since they never tire or take breaks, they're available around the clock, even when your team isn't online to respond manually.

3. AI-Chatbots can be customised with different personalities and languages so you can give an individualised experience to each visitor on your site.

4. They can even help with sales by suggesting services or products to potential customers based on their individual preferences.

5. They save your team time and resources so you can focus your efforts elsewhere.

Single Page Applications (SPAs)

Single Page Applications (SPAs) are web applications that look and feel like regular websites but don't need a page refresh to load content. All the code is loaded when users visit the website, and then each subsequent interaction is handled behind the scenes by JavaScript. This allows for a faster, smoother user experience, leading to better customer engagement.

An affordable alternative to a full-blown website, SPAs are ideal for small businesses or start-ups that don't necessarily need high volumes of content on their website.

SPA Benefits
- Improved User Experience
- Increased Engagement
- Reduced Server Load
- Enhanced Security
- Simplified SEO
- Easier Maintenance and Development
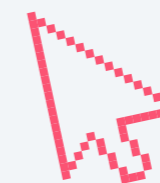
Accelerated Mobile Pages

Accelerated Mobile Pages (AMP) is a new way of building web pages that provide an incredibly fast, user-first experience on mobile devices. It works by loading only the essential elements of a webpage so users don't have to wait for large images, videos, and ad networks.

According to Statista, in the first quarter of 2023, mobile devices (excluding tablets) generated 58.33% of global website traffic. With more than half of searches and website browsing taking place on mobile devices and with user patience at an all-time low, AMP technology is a real game-changer.

Building web pages with AMP allows you to:
- Reduce load times
- Lower bounce rates
- Optimise performance
- Ensure faster, smoother loading
- Improve the user experience
- Increase conversions and user engagement

Using AMP also keeps you up to date with best practices for SEO, as many search engines prioritise AMP-enabled websites in their SERPs – helping you achieve higher rankings.

By optimising user experience, reducing server load, and improving SEO performance you can raise engagement, lower costs, improve customer satisfaction, and increase brand loyalty – ensuring your company remains competitive in an increasingly digital market.

WEBSITE
Best Practice
from BUILD to LAUNCH

Building a website is a methodical process.

But with 5.18 billion people using the internet, which is around 65% of the world's population, having a well-designed, user-friendly website is an absolute must. Whether you're considering a full website build or a redesign, planning is key. Following industry guidelines and best practices can help simplify and streamline the process.

The next page is an overview of the five stages our developers, designers, and SEO team go through when tasked with a website build.

THE 5 STAGES
of web development

1 Scoping the Project

Before building or redesigning a website, we spend time with the client to understand their needs and determine the project's scope.

This includes:

- Understanding what functionality is required
- Running an audit of the original website
- Analysing current performance gaps
- Undertaking SEO keyword research
- Identifying any existing content to carry over

2 Design Phase

After client approval, it's time to create the content and work on design wireframes.

Working closely with the client, we develop concepts that meet their brand's aesthetic and user experience goals.

This phase typically involves:

- Creating wireframes and user flows
- Designing a website template
- Choosing visual elements like colours, fonts, logos and imagery
- Optimising images to ensure fast loading times
- SEO content creation and blog writing
- Writing keyword-optimised product descriptions
- Adding metadata for better search engine visibility

Once approved, the install is built. We then build out from the sitemap, adding functionality components and populating the content and artwork.

3 Functionality

This stage is where the website really begins to take shape.

Key tasks include:

- Integrating with existing applications
- Implementing e-commerce elements
- Adding contact forms and page templates
- Installing widgets and plugins
- Setting up databases if needed
- Installing analytics tracking code
- Coding design elements into a responsive website
- Installing a Secure Sockets Layer (SSL) certificate

4 Pre-Launch

Before a website goes live, it's tested for bugs and errors, and all content and design elements are re-checked to ensure they meet client expectations.

This involves:

- Browser compatibility checks across all devices
- Functionality testing of forms, plugins & widgets
- Stress-testing for potential performance issues

5 Post-Launch

Once a website is up and running, it's important to track how successful it is and maintain its performance over time. Utilising analytics services like GA4 can help you measure key metrics like users, page views, events and much more, so you can get an idea of how well the site is performing and what areas can be improved on for better results.

Bespoke, monthly SEO packages are ideal as they provide you with:

- A full site audit
- Technical and/or content SEO
- Monthly review of your site health, ranking, and analytics

At the end of the day, building a website is an intricate process that requires careful planning, close collaboration, and attention to detail. Following best practices and adhering to industry standards gives you peace of mind knowing your website is user-friendly and optimised for success.

creative
thinking
with
direction

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FWD Motion is a well-established digital marketing agency with an experienced team who excel in marketing, design, website development, and print.

You can get in touch with us at **enquiries@fwdmotion.co.uk** or call us on **01246 439045**

www.fwdmotion.co.uk

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