digital growth

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Letter From the Editor

Hi All,

There are a lot of acronyms in the digital marketing world, from SEO and CRM to SERP and CDN. But one of the most important acronyms to take note of is CMS.

CMS stands for Content Management System and this is particularly important considering this technology has the power to build and maintain your website. Your website is the face of your business and has the power to make or break a sale. With a powerful CMS in place, you are able to create a well-designed, informative, optimized and easy-to-use website that will add credibility to your business and strengthen your brand.

In this issue, we take a look at how you can create a website that is designed to grow your business better. We are also proud to feature 2 guest articles; one by Luke Summerfield from HubSpot about the future of websites and CMS, while Sam Bedall, the Editorial Manager at Cognition agency, shares his insights about content for the web from a psychological perspective.

We hope that this issue helps you gain greater insight into how you can use your website and a powerful CMS system to improve brand awareness, lead generation, conversions, and ultimately your bottom line.

Amit Vyas
CEO, NEXA

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About the Editor

Amit Vyas is the Co-Founder and CEO of Nexa, a digital marketing agency that was launched in Dubai in 2005. With close to a decade of experience within Digital Marketing, Amit has seen firsthand, the dynamic environment with which businesses now have to operate in order to achieve growth and to succeed.

Amit has worked with hundreds of businesses in the Middle East from startups to large multinational clients during his time at Nexa and previously, in the UK. He can be found at international conferences and has spoken at marketing events in the USA (SXSW and Content Marketing Conference), Australia (ANZMAC), India (Content Marketing Summit at the World Marketing Congress) as well as countless others in Europe and the UAE.

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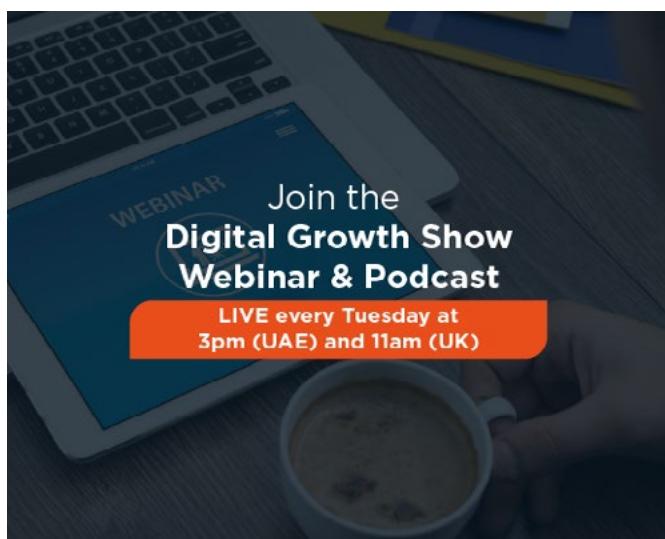
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Amit@digitalnexa.com with your ideas.

About Nexa

As one of the largest fully independent Digital Marketing Agencies in the UAE, Nexa has provided a vast array of services to over 1,000 clients in the region since 2005. Nexa is HubSpot's only Diamond Partner Agency for the GCC region.

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MarTech

in the News

HubSpot's CMS Hub for Website Management

By: Shannon Correia

HubSpot CMS is improving website management and is a welcome addition to the HubSpot collective. It will provide users with powerful tools and features to grow businesses in addition to HubSpot's marketing, sales, and service hubs.

CMS refers to a content management system that helps businesses to present a stellar website experience for consumers while providing internal teams with easy-to-use management software. HubSpot's solution offers security and speed, in addition to its earmark functionality of scalability.

The CMS options on offer include Enterprise and Professional tiers, which allow for businesses of all sizes to benefit. It is an all-in-one solution for businesses to use and grow with. It allows for changes to be made to websites with ease, from having integrations to site security and multiple domains.

The HubSpot CMS will make it possible to conduct website upgrades and content updates with ease. It is a platform designed to be used by multiple departments in your business. The system prevents the usual stifling that is commonplace in web development.

Angela DeFranco, director of product management at HubSpot says marketers shouldn't have to be preoccupied with CMS. She explains:

"Most CMS platforms available today make website management more complicated and painful as time goes by. They put a limit on what's possible. They have a ceiling. But rapidly scaling companies don't. I'm delighted that with CMS Hub, we're offering users a powerful system that removes unnecessary gatekeepers, democratizes the web management process, and makes it easy for them to execute their boldest ideas."

HubSpot's CMS Hub is a SaaS system, operating on a globally hosted CDN, which includes a built-in firewall, language support, and threat monitoring. It is designed to improve the customer experience with unrestricted content and maintenance tools. The website experiences created using this CMS can thus be personalized to suit your audiences - and improve the notoriously difficult to use CRM systems that many businesses rely upon.

Marketers will be able to use drag and drop editors and access themes and templates. This means businesses will not require the needs for developers to code their websites. Also included are optimization recommendations, performance analytics, and A/B testing options. Websites created with this CMS will integrate with HubSpot's other solutions, providing customers and businesses with an enhanced and seamless experience across all touchpoints.

Website design and development is becoming a whole lot easier with HubSpot CMS. This is a much-wanted and needed element to have in the all-inclusive HubSpot offer. It will result in better web experiences for all, from internal content management to front-end user experiences.

Dive into the world of HubSpot's CMS packages by visiting

Resource Homepage: CMS Hub

The **CMS Hub** Starter is ideal for marketers at SMBs of 1-10 employees. Here are the top 3 reasons why:

A Fast and Reliable Website

A traditional CMS leaves the security,

speed, and reliability of your website up to chance. CMS Hub Starter takes care of the maintenance associated with a traditional CMS so you can focus on creating an amazing customer experience through your website.

Build Remarkable Websites with Ease

If you want to grow your business through

your website, you need a CMS that both your marketers and developers love. CMS Hub Starter lets your developers use the tools, technologies, and workflows that they prefer to create flexible themes for your marketers to work within. Marketers can then take ownership of the site, updating the look and feel of their website as they see fit without restrictions.

All-on-One CRM Platform

Your website should be you organization's most important marketing asset. But you're limiting your website's potential if your CMS is siloed off from the rest of your growth machine. CMS Hub Starter is built as part of HubSpot's CRM platform to ensure that your website delivers results.

HOW CAN I CREATE CONTENT FOR MY WEBSITE?

By: Shannon Correia

"Content is king" is a phrase you must've heard time and time again. But what does it mean for your website? In this article, we're taking you through the ins and outs of all things content - from what your website needs, to how to produce it and make it work for you.

STARTING WITH YOUR WEBSITE

The stats speak for themselves - there are over 2 billion websites in existence. It's no secret that every business needs one, but simply having one is far from enough. The key is in combining three key elements: design, content, and strategy. Before we delve into the strategy and content, let's discuss design. First impressions can make all the difference. In fact, people reportedly spend less than 15 seconds on a website. Several elements need to be taken into consideration to ensure that your website displays your content well. That means the user experience, layout, responsiveness, and adaptability of the website need to be up to par.

With a content-first approach in mind, you'll view marketing as an imperative part of your digital marketing and therefore an investment made on behalf of your business, both in terms of time and cost. It is an extension of your offering and key to attracting and keeping your audiences. With this in mind, you can develop your strategy.

DEVELOPING A CONTENT STRATEGY

Begin with research:
Deciding on what content to produce comes down to your audience - who are they and what do they want to consume? How do they want to consume it? When and where do they want it? These questions will inform your planning and answer the all-important question of 'why' you need the specified content and how it provides value to each of your personas.

Have an editorial process:
Your editorial process should include a monthly plan and schedule. This will help you with planning the production of your website's content and the rollout of it. This should incorporate the various types of content you'll be publishing. This includes guest posting, as well as eBooks, multimedia, and your blog's website.

Produce the content:
Be sure to include videos, and optimize all content. Your website needs to communicate your USP. In other words, it needs to showcase what you do, who you are, and what makes you stand out from your competition. It should also be home to various website 'essentials,' such as the contact details, answers to common questions, and testimonials.

Measure the performance of your website's content:
You must measure the performance of the content on your website. These analytics provide valuable insights that can inform your strategies going forward. With new strategies, A/B testing is useful in determining what works best. Your content should also be targeted towards the customer at various stages during the sales funnel. Someone in the awareness stage should be able to get just as much out of the website as someone who is ready to make a purchase.

BEST PRACTICES FOR WEBSITE CONTENT CREATION

- **Interlink your content:** Including links aids in optimization, but it can also be very helpful for the reader when it comes to accessing your content and navigating your website.

- **Spark emotions:** Leave the reader wanting more by having engaging and memorable content that spurs curiosity and either challenge, informs, or excites.

- **Shareability:** You can extend the reach and lifespan of your content by sharing it and making it easy for the reader to do via visible social media and email links.

- **Write for the web:** Your content writers need to be knowledgeable about SEO techniques in order for the work produced to rank higher

- **Voice:** Your brand voice should be well established and consistent with all of your communication. You should also aim to write in an active voice and show your readers with words, rather than tell them.

- **Brainstorm:** Set aside time to brainstorm relevant and newsworthy topics from various teams within your business who can provide input. This should also follow keyword and audience research.

- **Keep updated:** Content contributors should stay up to date with industry news and read a lot in order to improve their writing.

- **Storytelling:** Readers crave storytelling that captivates them. This requires skill and considerations of how you can make your content more than 2D text that tends to fall flat.

- **Scannability:** Readers need to be able to scan and skim read your content, as few will read articles in full. Break down heavy text through structure, by including strong headlines and subheadings.

- **Value:** All of the content produced should be valuable content that meets a sweet spot between being market-related, fulfilling a need, and your brand's ability to provide a solution. It, therefore, needs to be substantial and importantly - original.

- **Get leads:** Content is a way to bring people to your website, but it is also a way to generate leads for your business. Ensure your website is set up for this with forms and clear call-to-actions for optimal conversions.

Websites are essential, so the content you present on them is paramount and forms a key part of your digital marketing. To reap all of the potential benefits of all that high-quality content has to offer, you'll need to conduct an audit, develop a strategy and follow best practices.

7
OF THE BEST CRM LEAD NURTURING STRATEGIES

By: Shannon Correia

SEGMENTATION

One of the strong suits of using CRM software is to gain highly valuable insights regarding your audience and their behaviors when interacting with your business. To nurture leads effectively, it is important to segment your markets into target personas, as they will have different needs and preferences. By considering each lead at a micro level, you can learn what works for them and guide them more effectively. Determining the best course of action and responses depending on each specified group of targets is key. This should work in conjunction with the workflow maps, so you're looking at each customer, as well as the stage they're at.

MULTI-CHANNEL COMMUNICATIONS

As we mentioned with marketing, email and social media are two strong avenues for communication with your audience. They should also be available to leads who could ask you questions using these channels to help their decision-making and buying processes. Other marketing efforts to consider when seeking to nurture leads are retargeting ads that serve as reminders. These dynamic websites adapt to specific segments and assist with outreach efforts for direct sales. HubSpot's CRM is the perfect tool for centralizing these multi-channel communications, as well as aligning your sales and marketing efforts for more effective results.

CONTENT

To nurture your leads, you need to provide them with relevant content. Presenting this in various formats is a practical approach - for instance, in some cases, a video will work better, while in others, an in-depth article is necessary. Overall, the content needs to help your leads become familiarised with your brand and business. It also needs to suit their needs as they make their way deeper down the sales funnel, with lots of general content at the start and more specific and detailed content as they hone in selecting a product and making a purchase.

RESPONSIVITY

While the time a potential customer spends as a lead can vary, you need to be prepared to be on call and responsive if you want to make more sales effectively. The best strategy will involve sending follow-ups and being quick to respond to queries helpfully. Using HubSpot's CRM, you can log and see all communication with a given lead across the channel, allowing your responses to be faster and better suited to that individual, therefore increasing the likelihood of securing a sale.

PERSONALIZATIONS

Personalisation is a technique that has been proven to increase sales and customer satisfaction. Whether it's a message or an experience on a website, catering to each lead will improve your ability to nurture them successfully. Being direct with your engagements and targeted with your campaigns are other ways to do this, ensuring that you build long-lasting relationships to earn sales over the long term.

MARKETING

Marketing is all about the communication you share with your leads. Creating content through social media posts and email campaigns is a great way to provide them with information to guide their journey with your brand. Having the right messaging can inspire them to take action. It is also crucial that these marketing messages and campaigns, which you can prepare and automate using CMRs, are seen as channels that encourage two-way communication, which relays the need to engage with your leads as a means of nurturing them.

BUILDING WORKFLOWS
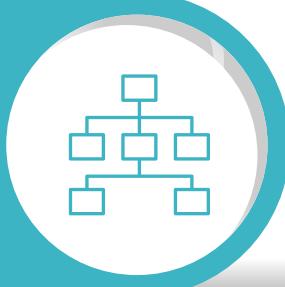
One of the most significant advantages of using a CRM platform is building workflows. These are essentially a collection of roadmaps that contain stages or goals that measure each lead's progression with your business. You can set triggers that kick off specific engagements or enrollments depending on the actions taken. Having automated calls to action along with this will help to guide your customers. For instance, it is gaining their trust, determining their buying criteria, allowing them to evaluate the available options, and then engaging with them to close the deal.

Q&A

With Luke Summerfield From Hubspot:

The Future of Websites and Better User Experiences

Luke Summerfield is a Product Go-to-Market Lead at HubSpot working in the Product Leadership Team for CMS Hub. We spoke with him to find out about how the HubSpot CMS is helping businesses to create successful websites with optimal user experiences that are in line with industry best practices and developments.

Q: **HubSpot has been at the forefront of CMS technology and has made website building easier for marketers and businesses. What makes the HubSpot CMS such a stand-out in the eyes of marketers and business owners, Luke?**

A: I think there are 4 unique benefits that come with the HubSpot CMS that are important to consider:

1. Businesses that succeed are the ones that create world-class, personalized experiences. In the past, it was mainly about who had the best methodology or technology but in 2021, it is about how you take methodology and technology and bring it together on behalf of your

    customers.Essentially, the CRM and CMS are joined at the hip and work together to help empower marketers and businesses to create those world-class personalized experiences, in ways that are very difficult, if not impossible, in other systems.

    With this in mind, the first thing that stands out about our CMS is that the system is a CRM powered CMS, meaning that all the rich customer data and interactions you have to give you a fully rounded view of who your customer is paired directly with the experiences that that customer has. This allows you to craft those experiences based on all the information that you have. So, the HubSpot CMS is designed to help you create the ideal personalized customer experience.

2. The second thing that makes the CMS so unique is that we recognized that a website should not just be a brochure, it is an asset that can help a business grow. And the CMS is designed to turn a website from a static brochure into a growth investment. The CMS comes with everything a business and marketer would need to drive business growth including SEO tools, conversion optimization tools, reporting tools, contact attribution tools (to measure ROI), etc.

3. In the past CMS's were very difficult for marketers to "own," they always had to work through someone to make any changes to the site. And because of this, the sites could end up becoming stale. This can quickly become an issue as marketers are at the mercy of other people and these other people can inevitably hold up sales and business growth.

    What makes the CMS stand out is that it's built on SaaS infrastructure which means no one has to worry about security or updating plug-ins and you can just spend your time focusing on the customers and building those experiences without the headaches of third parties, maintenance, and security issues. The system is designed to empower marketers to get their work done, and to own the website, and have autonomy on using the website to drive better results. And this is not to say that developers aren't a part of the process, they are absolutely important, but now the developer is able to work together with the marketing team, allowing them to edit elements together in real-time, giving the developer the opportunity to set the system up to empower the marketer.

    Essentially, HubSpot CMS takes care of all the annoying stuff that people don't like to do anyway, freeing your time up to get your work done.

4. In the past, businesses had two choices when it came to CMS's, these begging: "Do I go with something that is very powerful but difficult to use?" or "Do I go with something really simple to use but is not flexible and doesn't scale with my business?"

    And we have taken the above into consideration and created a streamlined system for marketers and developers to use and at the same time.

Q: In the past, uploading content and making website changes would be a timely process and, of course, cost businesses money. With the introduction of CMSs this all changed. How does the HubSpot CMS save businesses time and money when it comes to content creation, web design, and related website requirements?

A: The fact that the CMS is an all-in-one platform is a huge time saver because you no longer have to find plug-ins and spin up an external server, custom code functionality, set up hosting, etc. In the past, setting up a CMS was like having to go to the store and buy every single lego black from a different store. With HubSpot, you have all the lego blocks right out of the box. It's a 'kit' that also comes with really clear instructions to help you put everything together. And this is saving everyone from marketers to developers an enormous amount of time.

As we discussed previously, the system empowers the marketing team to get their work done. And things that would normally have taken days or weeks to complete can now be completed in minutes.

Many CMSs have hidden costs that trickle in including hosting, security, maintenance, and plug-in updates, etc. In a SaaS CMS, all of this is taken care of, yes you pay for it, but you don't have to even think about it and all you have to focus on is your business and growing your business.

Q: Is the HubSpot CMS simply a web building tool or does it work alongside other website necessities such as SEO, content management, lead generation, and reporting?

A: We've had people tell us that we shouldn't have even called it the CMS Hub and we should have rather gone with "Business Growth Hub" or something along those lines. But at the end of the day, a website is a tool that you should leverage for business growth - and simple content management and web building are only one piece of the puzzle. We feel like a

CMS should provide the entire business growth experience from SEO and asset management to conversion optimization and CRM database integration. All the features offered in our CMS can be found here, and this should give you perspective about how the CMS is built for business growth and more.

Another feature to consider is that we bundle in our entire conversational platform in the CMS Hub. This means that you don't just get the CMS, you also get live chats, Facebook messenger, etc which allows for a greater customer experience.

Q: When it comes to building a website and reporting on a website, every user has individual goals and requirements. How does the HubSpot CMS cater to user personalization?

A: As discussed previously, our CMS is a CRM powered CMS designed to create a personalized customer experience - and the CRM data can be brought to bear on the customer experience in a couple of ways:

1. We use a tool called "Smart Content" that allows you to dynamically change elements or sections of a page around specific content based on individual customer data you have in your CRM. There is also tracking on this tool, which allows you to report on the performance of different content variations that you're personalizing for the individual.

2. We have a relatively new feature that can be set up by a developer, allowing them to select any objects within the CRM, and display specific objects to someone on the site. With this, you can begin to become incredibly sophisticated with what you are displaying to an individual. Essentially you know what product or object the visitor is interested in and you can tailor the messages around the "object" they are interested in on your website. This is all done by extending CRM data to the frontend of the site.

3. We have had the ability to do dynamic content on the site. That is: being able to build a directory, resource library, or locations finder where all the pages within that section are dynamically generated based on both HUB DB or you can now generate those pages from content/objects that live in the CRM. This means you can build hyper-dynamic experiences very quickly and easily.

Now that we have an understanding of the HubSpot CMS, we would like to pick your brain about website design and website development in 2021 and beyond.

The Future of Websites

Q: **There are reportedly 1.8 billion websites in the world. What's the best way to make sure yours doesn't get lost among them?**

A: This is similar to content marketing because we've seen this happen with blogs and eBooks - it's not novel anymore. Id' recommend:

1. Set yourself up for success to get found in the first place. That means having the baseline for a good user experience - the site is safe, reliable, always available, blazing fast, responsive on all screens, and that it's accessible (legally and ethically). We have an auditing tool you can use to check this called websitegrader.com.

2. Find focus on your website. Be laser focus on who your site is for, who you're solving for, and the types of content you have on there. The generalized sites that are pumped but we're seeing that type of content isn't successful and doesn't help your audience as they bounce and leave. The more focused you can get, the better.

3. Ensure absolutely everything on your site is remarkable so that you're confident that if the right person finds it, they're going to be blown away. It needs to be world-class, personalized, and give in-depth, helpful content. The quality level should be worthy of someone paying for it, but you're offering it for free and making it shareable.

Q: **What does the future of the user experience look like?**

A: I think it's going to be about an experience of one. Back in the day, you'd have one experience for everyone, then it got to an experience for groups or distinct segments with more tailoring. Where we're going and where a CRM-powered CMS helps is in the experience of one. Over time, the more a business learns about a customer, the more the experience gets tailored around that prospect and personalized experiences lead to different experiences on the same site for every single person that visits the site.

User experience to customer service is moving from a nice to have to a core pillar for driving business. It's going to be baked into more of the culture and operating system versus being an afterthought or a bolt-on to a bigger project.

Q: **Where do you see developments in AI, voice search, and VR headed when it comes to websites?**

A: While I don't have in-depth knowledge on these, I can share some conceptual ideas that I find interesting about them. They essentially lower the effort it takes to solve a

problem and relentlessly remove friction for the customer. Certain experiences should be immersive, which is where VR comes in. It creates a powerful experience and bridges the gap to becoming more inclusive by being more accessible.

Q: **For viewers, a website is a digital storefront destination. To provide the best experience, though, there's a lot that goes on behind the scenes relating to tech and internal business functions. Can you tell us about the kind of integrations that are necessary under HubSpot's all-in-one umbrella?**

A: AThe most important thing is that you have a source of truth to rely on for your customer. The source of truth gives you a complete view of the customer - this is your CRM or customer data platform. When you look at those integrations, you have to find where there are currently silos in the solutions that you want to build, from your websites to messengers, in-person experiences, etc. It's about moving those into one spot and investing the time and energy to do so. This unlocks doors and gives you understanding about your customers which is the key to winning. With HubSpot, that comes right out of the box, whatever is outside can be integrated.

The other thing that I think is interesting is that HubSpot will never be the absolute best for any small point solution category. We always give the majority of what is needed for an individual category, but there are going to be certain spots where your company has more sophisticated needs. Just knowing that having our various Hubs allows you to find the right tool for the job you need and not miss a beat when tying it all together.

Q: **Which web creation mistakes should people avoid going forward?**

A: The biggest thing that I would recommend is not talking to your customers. It boils down to:

• People underestimate how much they know about their customers.
• They skip the strategy and go right into building.
• They don't take the time to do qualitative research regularly using feedback mechanisms.
• They don't combine the quantitative and qualitative data.

Pro Tip: The number one thing you can do is talk to 10 people who recently switched to your product or service and find out what made them switch - anxieties, questions, pains, breaking

points. Understanding that switch is critical and marketers need to understand how to make those switches better, easier, faster, and cheaper. Then speak with 10 of your customers who recently left your company for a competitor and ask questions to find out the reasons why.

People want to fast-track this by looking at quantitative factors to get the answers. That information is great in helping you understand an angel and perspective - what, where, which segment it happened, but data and reporting don't tell you why. You've got to mix the sets of data to help you understand the golden nuggets of why, and then you can build a strategy.

The second thing I'd recommend which is related is underestimating how important positioning, messaging, and content are. There is way too much focus on technology, the details, and design too early on. At the core, the positioning, the focus, the messaging, the copy is critical. People either breeze through it, don't invest enough time in it or do it way too late in the process.

We see that a lot where web projects stall out because they waste time or are not willing to hire a storyteller to figure that out. It misses the mark by creating something that your actual target market doesn't connect with, so you don't see the results. Then you're optimizing on something that no one cares about, to begin with.

Lastly, there are too many 'set it and forget it' approaches to websites. This is when a website is created and moved on from, which means the website can become stale. Instead, see the site as an asset that requires continual investment (like spending time on it) which can also be used as a tool for the marketing team (and all the teams), since the digital experiences can help everyone in the organization with what they're trying to do.

The Wrap Up

Q: Could you give us some insider info on HubSpot's upcoming product launches?

A: Have a look at the HubSpot Product Roadmap for platform updates in the CMS Hub. There are exciting developments like Developer Sandbox to enable developers and marketers to work together on premium website experiences. Collaboration tools are coming to the app so that you can communicate where you work and be able to better manage the approval processes for content. The other one I'm excited about is Digital Asset Management which has features and recommendations to help with organizing and optimizing. The last one is Content Decoupling. We're working on HubSpot being an all-in-one source of truth where you can own and update the experience by extending the .com website to omnichannel distribution. This will allow marketers and developers to work together on extending content into other digital experiences.

Thank you so much for your time, Luke! Much appreciated.

The 3 Essential Laws of Psychology Every Marketer Should Use When Creating for the Web

By: Sam Bedall, Editorial Manager, Cognition

Learn how to develop a winning brand, design a high-converting website or cultivate a loyal fanbase by implementing these time-tested psychological principles in your next web build or digital marketing strategy.

Whether we are consciously aware of it or not, and despite our perceived external differences, our brains are remarkably similar. This shared cognitive capacity has allowed us as a species to create timeless structures such as the pyramids or the Louvre, and more recently send the youngest and the oldest individuals to space at the same time, accompanied by a certain cowboy hat-wearing entrepreneur.

Our collective cognitive heritage is similar in other ways, too. Like our distant cousins the primates, we have an inborn sense of empathy and a shared aversion to loss. We process visuals 60,000 times faster than text and 90% of our buying decisions we make without even knowing why. In the event of something good happening we will almost certainly assign ourselves the credit, whereas if something bad occurs we will find something outside of ourselves to blame.

Neuroplasticity and our remarkable ability to learn things at an advanced age aside, at the basic level, our brains are a similar jumble of levers and chemicals that respond to certain stimuli in similar ways.

As marketers, we can learn and use these predictable responses to create more impactful messaging and more effective products. By knowing how the mind works, and how to use these psychological principles in a responsible way, we can empower our customers to make the best buying decisions and add the most value to their lives.

Using the three essential psychological laws below you can make any product or project more impactful, more pleasurable and more useful.

The Law of Simplicity

The celebrated American architect, systems theorist and futurist Buckminster Fuller was once quoted as saying "clarity is power."

In the bestselling book Made to Stick, academics Chip and Dan Heath say that in order to win at whatever game we are playing "we must create ideas that are both simple and profound."

The law of simplicity is incontrovertible. Whether we are creating a new tagline or designing a new website, in order to cut through the noise our creations must have a singular focus and purpose. Like the electronic pulses that carry our voices on the telephone, an indecisive marketing choice is perceived as an incoherent offering when it reaches the end consumer. Lack of clarity has consequences all the way down.

Our strong affinity for the simple and clear is explained by the psychological concept of 'cognitive load', which relates to the amount of information that working memory can hold at one time. Since working memory only has limited capacity, we should avoid things that directly overload and overwhelm it, like dual messages or busy web pages.

When designing your next website or marketing campaign, use Chekov's gun to see if you have obeyed the law of simplicity. Chekhov's gun is a dramatic principle that states that every element in a story must be necessary, and irrelevant elements should be removed. Do not make 'false promises' in your marketing or design by introducing an element that will never be seen again. If, for example, a certain word or image is present, make sure it has a purpose. Your customers won't know it consciously, but they will find this neat efficiency extremely pleasing and reassuring.

The Law of Social Proof

What do Justin Bieber, Tik Tok and Pokemon Go all have in common?

No, it's not how annoying they are. It's that they have all reached critical mass in their respective markets.

The concept of critical mass first originated in physics. It refers to the volume of a nuclear product required to sustain a chain reaction in a nuclear explosion.

In marketing, however, it means gaining enough users or 'fans' that you will ensure a chain reaction of sales, downloads, or attention.

The marketing version of critical mass is very closely linked to the psychological principle of social proof, where people copy the actions of others in an attempt to undertake behavior in a given situation.

The term was coined in the 1984 book Influence, in which psychologist and author Robert Cialdini defined social proof as: "The greater the number of people who find any idea correct, the more the idea will be correct."

Many people like Bieber because other people do. Many people like football because other people do. We are social animals and we want to fit in. We use the affirmations and interests of others to influence our own because we are short on time, we can't analyze everything and, well, our brains are quite lazy.

In much the same way, our online behaviors and buying habits are almost always influenced by social proof. Amazon understands this when they make it easy for us to read the reviews of others who have bought a certain product (they also recommend sellers acquire a 'critical mass' of at least 25 reviews for a listing before they start scaling advertising).

Whatever you are selling or marketing, the more you can demonstrate social proof and market validation, the more effective your messaging is going to be in the long run. In your next web build, product launch or marketing campaign, therefore, make it a priority to get as many reviews, testimonials and case studies as you can, and then take a leaf out of Amazon's book and make sure your customers will see them where they will have the most impact on the buying decision.

The Law of Story

Our brains are hardwired to learn from stories. It is confidently speculated by anthropologists that the first of what we would call 'stories' today would have been nothing more than tribal gossip thousands of years ago; about where there was food, where there were predators, about what leaves and flowers the cave women liked etc.

Our love and need for stories (or flowers) have not dimmed, as seen by the colossal success of Marvel and Disney, and our obsessive enthusiasm for the people who play characters in those movies. Brands use – or at least should use stories – in much the same way; to activate emotions, communicate values and build self-sustaining communities that will be both helpful and profitable.

Donald Miller, author of Building a Story Brand, recommends that marketers change their perception so that customers are no longer seen as anonymous but as the main characters of a story you (and your product or service) are about to help them embark on. He says:

"Every human being wakes up each morning and sees the world through the lens of a protagonist. The world revolves around us, regardless of how altruistic, generous, and selfless a person we may be."

Television producer John Yorke and author of Into the Woods: How Stories Work and Why We Tell Them, says that stories are "at some level a journey into the woods to find the missing part of us, to retrieve it and make ourselves whole. It is as simple - and complex - as that."

As marketers, it is our duty to explore this psychological law of narrative and ensure our products and services support our customers in creating a transformational story of their own. Can you help your customers – even in a small way – say they lived "happily ever after?"

Discovering how your brand fits into the ongoing story of your customer, and then communicating that via your promotional materials, website, social media channels and apps, is perhaps your most difficult – and potentially most rewarding – challenge yet. A story that resonates with your audience is the difference between a famous brand and the rest of the pack and fulfills the psychological need of every person to feel that their life is an unbroken series of purposeful events leading to a satisfying climax.

To Understand Marketing, You Must Understand the Human Brain

From the outside looking in, digital marketing can sometimes appear haphazard with its success the result of luck rather than skill. For those who understand the human brain, and how psychology powers behavior, however, there is an ironclad method behind the perceived madness.

At Cognition, we have created a unique methodology that informs all of our strategic and tactical thinking. The Cognition Brain, created in conjunction with statisticians, neuroscientists and psychologists, maps different elements of marketing to the correct area of the human brain, so that everything we do is correctly calibrated and directed towards changing how people think, feel and act towards our clients' products and services.

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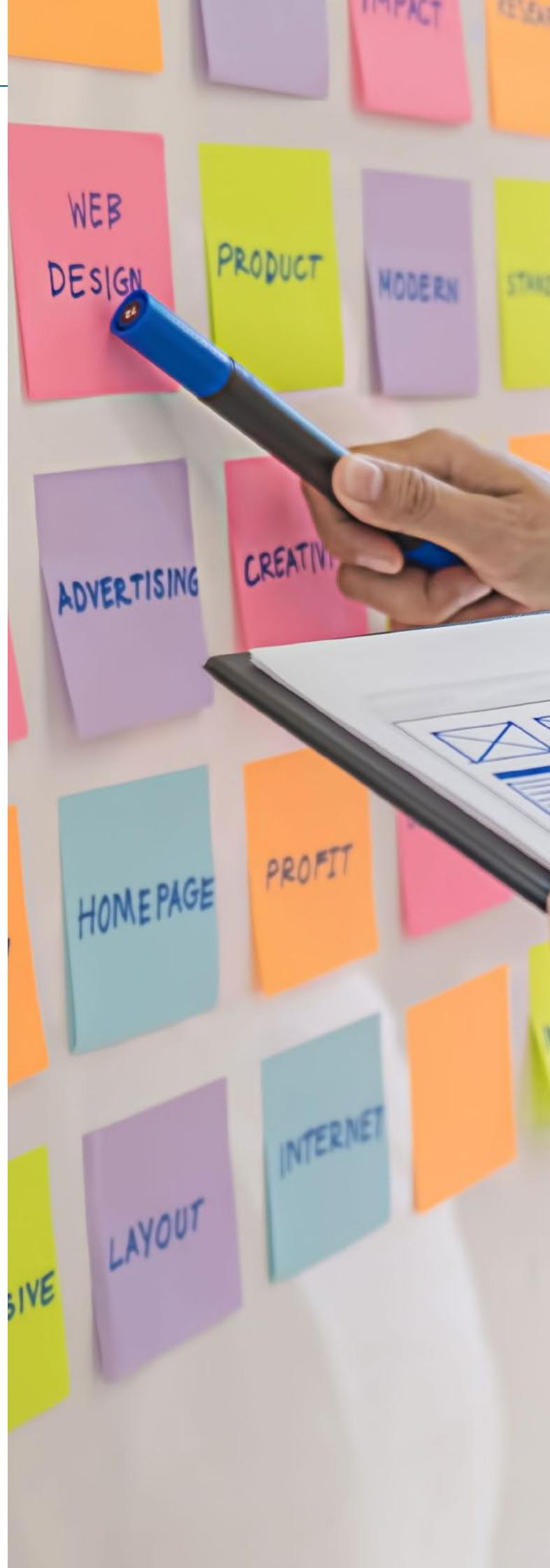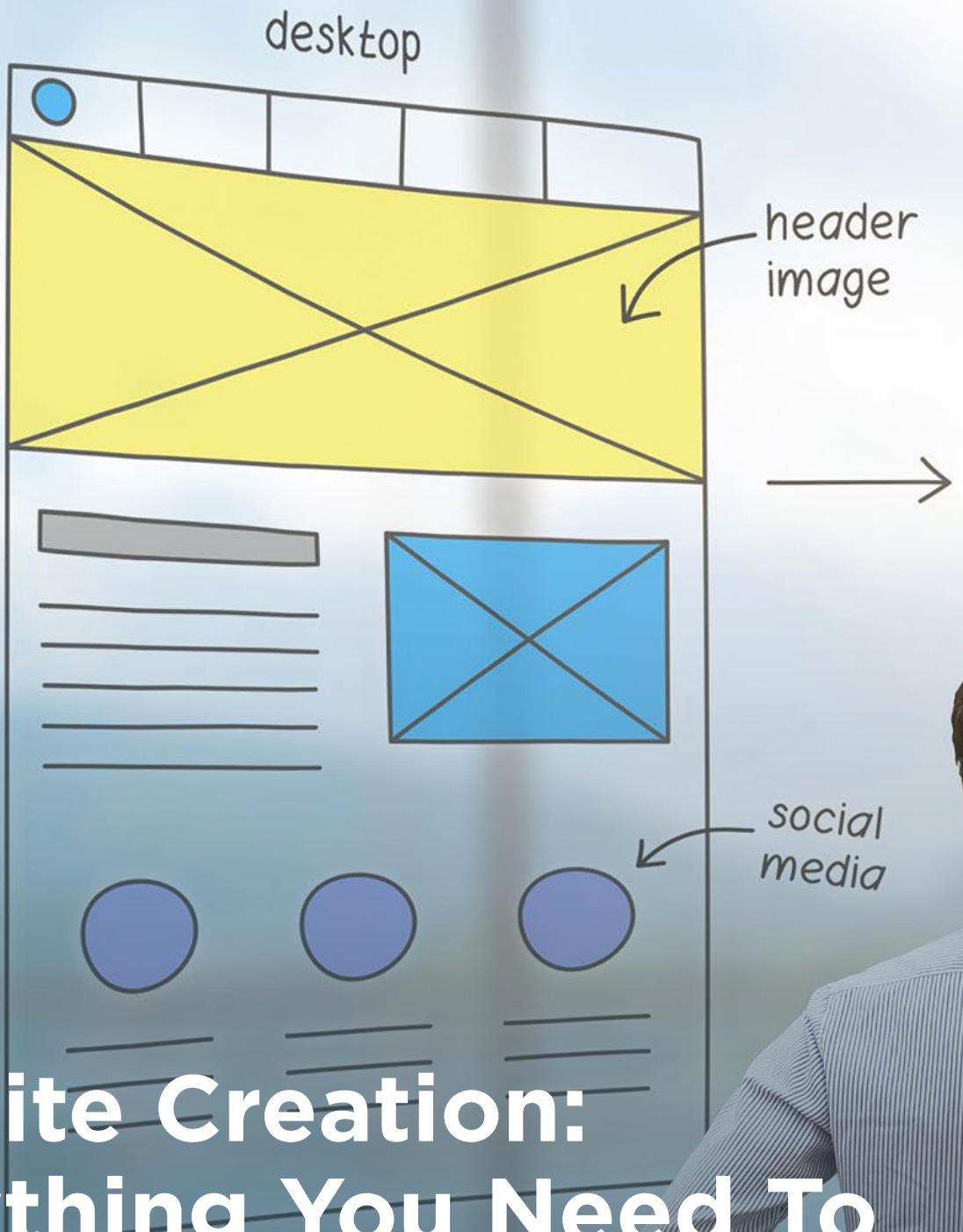
Website Creation: Everything You Need To Know to Get Started

By: Toni Becker

As the digital era descended upon us, businesses began to move online out of necessity and websites became the face of businesses across the globe. Living in the age of the internet, a website and digital presence are crucial for any business, no matter size or industry. As they say, "if your business is not online, does it even exist?"

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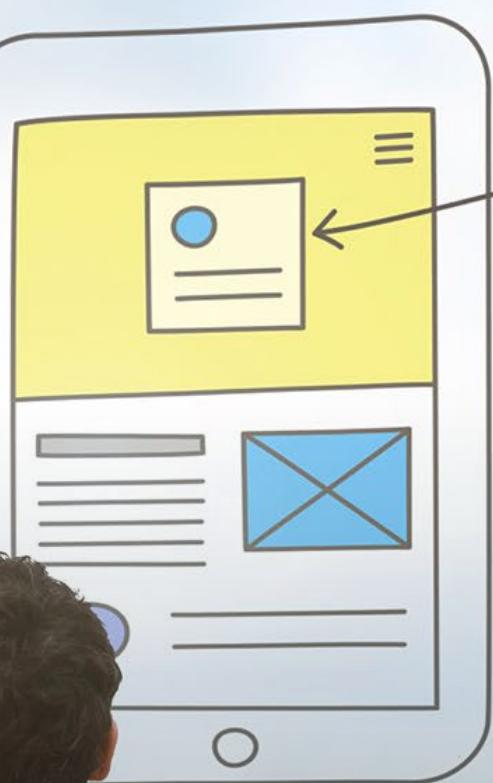
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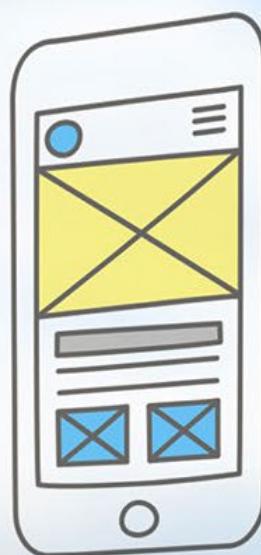
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If your business does not have a website, you will miss out on opportunities, leads, brand awareness, and ultimately longevity. This is because the web has far more extensive reach than any other form of marketing and advertising available today and your website is the center of your company's online footprint. Having a well-optimized, user-friendly, and well-designed website allows you to reach your target market and establish business credibility.

If you are looking to build a new website, or revamp your current site, we have outlined everything you need to know to get started on your website creation journey.

Everything You Need to Know About Website Creation

Domain Name

This may sound obvious and you may believe this to be a simple step in the process, however, it can become a complicated task. This does not require a lot of work and time but it does require creative and informed decision making - and it is easy for new businesses to become stuck at this step.

When purchasing a domain name, you may find that the domain you want is already taken and you will have to think outside of the box. You may think it creative to choose a misspelled or overcomplicated name, but this will make your website difficult to find online. Remember, you need to consider the user in this process.

Website Hosting

You can usually register your domain name and buy web hosting in one go as most hosting plans include a domain name as part of the package. However, picking the right hosting plan can become overwhelming. This is why you need to do the relevant research and speak to professional web designers and web developers. By taking this step you gain greater insight into what will work for your business and your website goals.

If you are beginning from scratch and your website is going to be small, you can look into affordable shared plans that many providers offer, at just a few dollars a month.

Design

Every website you see on the internet comes with a web design but what is most important about these designs is that they should be intuitive. This means they need to be easy to navigate for the end-user. There are a few options available when it comes to designing your website but the best thing to do is hire a professional that is experienced in web design, as they can fully customize your website to suit your specific requirements and meet your visitor's needs. An easy-to-use Content Management System (CMS) is also a great option as this system allows you to build your website in a single location, offers design themes, and allows you to build your site without complicated coding.

HubSpot offers one of the most intuitive and easy-to-use CMS's on the market today. Through the CMS you are able to design your website to ensure it's easy to navigate, aesthetically pleasing, and rich with optimized content.

Content

When you visit a website, you expect to find informative and helpful content on the pages of the site and the amount of work that goes into crafting these words is not as simple as you may think.

Much like web design, this is another step in the process that will probably require a professional. Professional copywriters will help you figure out the language and tone of your website and create content that will drive visitors to take action on your page. They also understand the importance of quality content writing for search engine optimization purposes, a big part of digital marketing that will get your website noticed by the search engines - helping your website rank in search engine results related to your business. Above, we mentioned the HubSpot CMS in terms of design and it is important to note that the CMS allows your content team to create, upload, publish and share all website content from a single location. This makes the process of content creation streamlined and effective, limiting human error and ensuring the best content results. It is also important to note that the CMS helps you in terms of your Search Engine Optimization and digital marketing efforts.

Digital Marketing

Once your website is launched, you will soon realize how difficult it can be to get people to find your page online and this is why online marketing should always be a part of your website creation strategy.

Investigate different types of digital marketing tools and find what makes the most sense for your brand and what marketing platform will work best when it comes to raising awareness about your business to your target market. No one will purchase your product or services, or engage with your online content if they are unable to find your website online.

Google Analytics

Google Analytics is one of the most valuable tools for any website owner and this tool is free. Setting up Google Analytics is an easy process and this is one of the first things you should do before launching your website. It provides deep insights into your website traffic, tells you how your website was discovered online and will inform you as to whether the user has returned to your website.

The data you will receive from Google Analytics will inform you of the success of your marketing efforts and you will be able to discover which marketing tactics are working best for your business. The platform will also tell you what type of visitors are taking action on your page (be this signing up for a newsletter or making a purchase) and it will also tell you what kind of visitors are likely to click off your website. This kind of insight will guide you on what is working and what is not working, helping your marketing efforts and allowing you to amend your strategy to achieve your goals effectively. If you do invest in a CMS system to help you with your design, content, and digital marketing efforts, the CMS will also offer personalized reporting.

System

To put it simply, a CMS is a web app that uses database methods to create, edit and store web content in an easy-to-manage way. This means that your online content can be created and edited in a single place and can then be published online through the same application.

This year, HubSpot announced that it is providing a standalone CMS platform, which means that businesses can use the product without having to purchase a HubSpot marketing license. This is great news for businesses as the CMS offers marketing and sales value by aligning content strategies across departments - ensuring high-quality leads are reached and easily converted without any miscommunication.

The CMS also solves a variety of other issues that businesses face when it comes to websites. This is because websites are usually built using separate tools which more often than not, don't communicate or integrate. The HubSpot CMS solves this problem by bringing all of the tools together in a single place - ensuring your website offers a great experience for the user while optimizing your lead generation efforts.

IN CONCLUSION

Website creation comes with many challenges; however, once you fully understand the necessary steps you need to take, you are able to work out a step-by-step strategy and successfully move forward.

Once your website has been launched, you need to invest in digital marketing services to help you achieve quality website traffic and grow your business. If you have been holding off building your website because you are unsure of what to do, take it one step at a time, ask for your help if required, and begin your website creation journey.

Website Design in 2021 - Tips, Tactics and More

By: Toni Becker

According to a recent study, there are over 1.8 billion websites, around 200 million active websites, and every day there are thousands of new sites being added to the existing online competition. With these statistics in mind, you must make sure your business is consistently keeping up with the latest web development and user experiences. You see, if you do not keep your site up to date, you will slowly drop in the search engine rankings, while your competition rises.

Web development and web design have evolved right alongside advancements in technology and online trends, and 2021 has been the year of interactive, futuristic, and engaging websites.

Website Design Trends

Vlogs

Video marketing has become one of the most popular digital marketing tactics, in fact, 54% of consumers have stated that they want to see more video content from businesses (HubSpot, 2018) while a 2019 report shows that 87% of marketing experts use video as a marketing tool and 73% of consumers state that they are influenced by a brand's video marketing social media presence when making a purchase decision online. And when it comes to lead generation, video marketing is a powerful marketing tool. According to Optinmonster, video marketers acquire 66% more qualified leads per year, and the same study concluded that video marketers achieve a 54% increase in brand awareness.

The above statistics prove why video blogs, also known as vlogs, are quickly becoming the future of blogging and content creation. Creating a vlog on your website, or adding video content to your website blogs in 2021 will ensure more engagement with your target market and will lead to greater trust in your brand.

The Benefits of Vlogs for your Website

A personalized user experience: With vlogging, your audience gets to enjoy a more personalized experience from your brand, as it allows them to view your business operations, services, and your day-to-day brand message. This kind of visual and engaging content will make your brand appear more trustworthy, which in turn leads to more conversions.

It promotes your other content more dynamically: It is always great to share static imagery and written blog content online, but by having a vlog page, you are able to promote new content and products more appealingly - by visually showing your target market your offerings in action, the team behind your offerings, and why your product or service is the best in the industry.

Vlogs drive a user to action: Because vlogging feels more personalized and less like a sales pitch, it becomes easier to persuade viewers to take a specific action, and if you produce video content that users find engaging, useful, and valuable, they're likely to adhere to your CTAs and this inevitably drives conversions.

Your website vlogs can be shared across platforms, from Facebook to Tik Tok and YouTube, ensuring your marketing efforts reach even further - which in turn, drives traffic directly to your website.

Live Chat box

Right now, digital marketing needs to be focused on customer service and user experience, and this is why the Virtual Chatbox continues to grow in popularity. Live chat is well suited to providing customer support and through this technology, you are able to solve a customer's problems faster and improve customer satisfaction.

The Benefits of Virtual Chat Boxes on Websites:

Customer Support: With Live Chat, you can instantly support your potential and current customers, saving them from the hassle of dealing with long and tedious IVR (interactive voice response) menus before they can speak with a human.

Instant communication can shift the customer's perspective by proving that your business can be trusted. And from a business perspective, live chat betters your brand by ensuring you provide world-class customer support at all times.

Instant Communication: Emails are still a trusted and preferred means of communication among consumers, but this kind of communication means that they have to wait hours, if not days before receiving a response. With Live Chat, you are able to speed up the checkout process by answering product or service questions instantly, and provide fast and efficient technical support to existing members - essentially, live chat will convert leads into customers, quickly and easily.

Cost Saving: Website live Chat helps you decrease your customer service costs by decreasing the demand for phone support. At the same time, you will be able to interact with a larger customer base because a skilled agent can easily handle up to 3 customer interactions simultaneously through this platform.

With consumers becoming ever more accustomed to instant communication and instant gratification, it is fast becoming necessary for businesses to implement live chat boxes across their websites, and this will be a significant web design trend for 2021.

Motion, Animation, and Interactivity

Animation and video have always been a great way to engage online users and grab their attention, and they have become even more relevant, as online audiences' attention spans continue to decrease due to a variety of online distractions. So, how does motion and animation keep the online audience engaged on your website? Our eyes are instantly drawn toward any moving element, and this biological fact can be used to control the way a visitor views a certain web page.

The need for engaging and moving elements on websites is increasing, from micro-animations that offer feedback as a user hovers over a particular element to interesting typography that scrolls across the screen in a header, to full-screen animations and video headers.

Benefits of Animation and Motion on Your Website

Capture the user's attention: According to a study, you have .05 seconds, or 50 milliseconds, to make a positive first impression on a website visitor and this is hardly any time at all. Animation and moving elements make for an excellent UX design tactic as movement will draw a user's eye, improve first impressions and decrease click-through rates.

Increase Engagement: An animation is a powerful tool for increasing user engagement with a brand website. Animating website elements such as call to action buttons or the navigation menu work to encourage users to click, explore, and remain on a page.

Customized Content to Stand Out: Unique animations are a great tool for establishing a business's tone and one-of-a-kind personality. Creating custom animations that suit your brand message and goals will show visitors that your organization offers something that your competitors do not.

To make this trend work, you need to think of what areas of your website you would like your audience to focus on. Keep in mind that motion can also be distracting when used incorrectly, so be sure to work with an experienced website developer and website designer to ensure every element of your design is used strategically - essentially, make sure that the moving

elements on your page tell your brand story correctly.

3D Elements and Artwork

3D elements are becoming a popular trend for website design as these usually bright, eye-catching designs act as a bit of "eye candy" to lure the user's attention. You will also notice that these 3D elements are usually used against a clean and minimal background, ensuring that the viewer is not overwhelmed when they visit a page.

3D design elements are a great idea for e-commerce sites as they provide the viewer with a sense of realism when they are looking to purchase a specific product.

Benefits of 3D Elements for eCommerce Websites

Realism: 3D images allow a user to get a fully rounded idea of what a product will look like in reality, making the purchase decision that much quicker.

Increased Conversion Rate: According to Cappasity 3D imaging market research, 82% of website visitors activate the 3D view on a product page, and 95% of respondents state that they prefer an interactive 3D representation to video playback. With these statistics in mind, 3D elements give way to a significant increase in key metrics such as conversion rates.

Shows Product Quality: 3D imagery allows a viewer to rotate a product, and view it from a variety of angles. This interaction and view allow the viewer to see close-up detail of the value they will be getting from the product if they make a purchase - this is why 3D imagery is especially important for luxury items.

3D elements are set to be a big trend in 2021 as they are aesthetically pleasing, fun, and engaging - and tend to keep visitors on a website for longer.

IN
CONCLUSION

Website design trends for 2021 are embracing a sense of "futurism" like never before, from attention-grabbing videos and interactive animations to live chatbots, modern website design is all about keeping the attention of the user and creating the best possible customer experience.

CRM & CMS: More Powerful Together Than Apart

By: Toni Becker

Customer Relationship Management or Content Management System? Or both? Many people believe that a CRM and a CMS serve the same purpose, but in reality, these are two separate platforms that offer different marketing tools and benefits.

Today, business owners need to understand the differences between the systems and take time to understand which software will better serve their initiatives, and research how both software's can work together to reach a common business goal.

Before we dive into the benefits of using both platforms together, let's take a look at their differences and the benefits each platform offers.

What is a Content Management System?

A CMS is usually the first system businesses use when setting up their business. This is because a CMS offers a central hub for you to manage your online and website content. A website is the home of your business and a CMS will be able to keep your home in tip-top shape. That is: you want your "home" to be aesthetically pleasing, accessible, and have space for everything you need to showcase.

A CMS comes with a variety of options for business owners. Through the system, you are able to either use a predesigned website template or you can create your very own design and customized website from scratch.

Key Features of a CMS Include:

Web Hosting: Store your website and data in your CMS or integrate it with another web hosting platform.

Domain Names: Create a custom domain for your website.

Content Library: Store all of your images, content, and videos to publish on your site.

Site Editor: Edit the layout or style of your site by using drag and drop functions or code.

eCommerce Store: Create an online store or catalog of products and integrate a payment portal into your CMS.

The above are just some of the classing features offered with a CMS and as this technology is evolving, some platforms offer more advanced features.

What is a Customer Relationship Management Platform?

A Customer Relationship Management (CRM) system is one of the most transformational technologies the business world has ever seen. This is because a CRM is designed to align marketing, sales, and service departments while creating the most streamlined processes to date. The software has the power to organize and manage lead and customer data, segment this information, and use it to further marketing, lead nurturing and sales efforts.

Key Features of a CRM:

Contact Management: Store lead and customer data including all contact details and social media accounts.

Lead and Customer Tracking: Track every interaction a customer has had with your business, from phone calls, emails, and website visits to support requests and purchase history.

Lead Management: Segment, score, and follow up on leads based on their engagement and interaction and the likelihood of converting into customers.

Email Management: Run personalized email campaigns based on your individual lead/customer to ensure they receive the right message, at the right time.

Pipeline Management: Track and manage the sales process at every stage of the buying cycle while assigning specific tasks or follow-ups with team members.

Analytics and Reporting: Gain performance data about customers and deals which assists in future marketing and sales predictions.

The above are just the most classic CRM features. The more powerful CRM systems also provide marketing automation and document management process solutions.

CRM and CMS platforms provide different services, as seen above. Most businesses begin their journey using a CMS and a CRM will usually come later - as the business grows and a client base is built. However, many businesses are missing out on a great opportunity by separating the two platforms in their entirety. Each platform serves a purpose but if the platforms are used together in an overall strategy - businesses can expect extraordinary results. Let's take a look.

The Importance of CMS and CRM Integration

Since your leads and customers engage with your website, your customer tracking system and data collection system need to interact with your website system. And this is why it is important that your CMS and CRM systems work together.

The Benefits of CMS and CRM Integration:

- A powerful CMS-CRM integration has the ability to funnel all website activity into your CRM for lead analysis, important insights, and reporting purposes. With this tactic, you will be able to view how your website is performing alongside all your other marketing channels and related content strategies.

- A CRM is only as good as the data it collects and this is why integrating a CRM into your CMS efforts is a necessity. When it comes to data collection and analysis - CRM is king.

- A website offers a wealth of information for your business, with lead forms being one of the most important aspects of a website. Without a CRM, your lead forms will be emailed to your employees who will then have to manually input the data into a CRM or a database. This is one way to collect information but can lead to human error and missed opportunities. By integrating your CMS and CRM, you are able to capture this data in real-time and automatically transfer lead information into your CRM. This saves your business time and increases the value of the lead information as it is received and logged immediately.

- By integrating your platforms you are creating automated processes that ensure your team members have instant access to all your customer information and no longer have to stress about misinformation or finding customer records. This seamless integration ensures your staff are always on the ball when it comes to following up with leads.

- By automatically collecting website data about individual web visitors, your salespeople have greater insight into the viewer and this provides a more personalized experience in terms of remarketing and sales follow-up messages.

- Having your CRM and CMS integrated, you significantly increase response time to queries. If someone fills out a lead form or has made a specific website request, your CRM can quickly identify the person or department that the inquiry should be sent to. This ensures greater customer service, increases brand trust and at the end of the day, leads to greater sales.

Websites are generally the first place of entry for your prospective clients and by capturing their online behavior and data, you are able to provide a more engaging user experience for your audience, guiding them through the sales process with ease. This is why CRM and CMS integration is becoming a necessity for businesses.

More Powerful Together Than Apart

When it comes to growing your business in the digital age, you can quickly become overwhelmed with the amount of software available on the market. With this in mind, this software can sometimes work together to reach a greater goal and by having a CMS-CRM relationship at the heart of your marketing and sales strategy, you will save time, money and make more sales.

Selecting the Right Web Agency for Your New Website

By: Shannon Correia

So, you're on the market for an agency that can create a new website for you. Where do you begin? Deciding on the right agency will have a strong influence on what your business's online presence will look like and how it will perform. This is therefore not a decision that should be taken lightly. Here is a guide on all you need to know to ensure you make the best possible web agency selection.

Web Agencies

We at Nexa build websites for various businesses, so we know a thing or two about what's out there and more importantly, what you'll be needing. If you'd like a quote from us, you can head over to our website calculator.

Don't let the facts above scare you - creating a new website is an exciting journey, filled with opportunity. With your website, you're going to be able to firmly establish your place online. When you work with an agency, they will provide you with options and inspiration to make sure your visions are realized.

Web agencies have extensive web design options, which they will relay to you in order to determine the best solution for your business. For instance, your new website may be best suited to a completely customized website, or websites created using the likes of WordPress, SharePoint, Sitecore, HubSpot, and Drupal.

If your website is intended for eCommerce, the agency you work with will need to create a site that caters to easy online shopping. Ideally, the agency you work with should utilize open-sourced solutions that allow for customization and have experience in various eCommerce platforms. These include websites created with Magento, WooCommerce, Shopify, and custom web development solutions.

A good agency will know that a website should be designed as a tool to generate leads online. This, along with the relevant integrations and CRM, can help your business to grow. All of the necessary tools should be incorporated into your new site, including subscriptions, automated emails, social media publishing, and blog management, to name but a few.

Selecting a Web Agency

Be sure the web agency you work with can cover the following bases:

Strategy: Having a clearly defined strategy in place will ensure that the design and development of your website are seamless, with minimal delays and costly adjustments. They should be receptive to your ideas and have the capacity to take you on as a dedicated client. Having affiliations or partnerships with CRMs can be highly beneficial in proving credibility.

Creativity: UX refers to user design or interface. This is what draws people in so that when they lay eyes on your website, they're met with an aesthetically pleasing interface. Ideally, they need to be captivated and be able to move around your site with ease, finding everything they need to. An agency will

have a deep understanding of this, offering you suggestions and recommendations that take design into account.

Technical skill: It's not all about creativity, though. Solid technical skills will be required behind the scenes. While anyone can create a free website, many who do are limited to free templates and rented spaces online. For a new website to be as successful as possible for your business, in the long run, you're going to need IT specialists who know their way around codes and backends. The agency you work with should have these as part of their team on your behalf.

Experience: Looking at the portfolio of an agency is of great importance. This will show their capabilities and the reviews that other clients have given them detailing their experiences. They should show their ability to create a website that is optimized and focused on creating conversions.

Support: The agency you work with for your new website should be able to support you once the site is up and running. This includes updates, upgrades, and optimization. The support for new website owners should also be extended in terms of project management so that you are fully comfortable and competent when it comes to the management of your site.

Approaching a Website Agency

Consider the following elements when approaching a web agency to build your website:

Budget: Define your budget from the onset as this creates a realistic set of expectations. Don't think anyone can make websites - you will require significant funding of a few thousand for high-quality, top-performing websites. Skimping on costs is possible with free options, but you should know that this will impact the ability for you to claim ownership of the site, update it regularly, and ensure it is secure.

Industry: Have a look at the best websites in your industry. This competitive analysis will determine what your website needs, what works for others and what you need to offer to set your business apart. It will also give you an idea of where you stand in terms of your market share online.

Audience: Thorough insights into your audience's needs and expectations need to precede the building of your website. It needs to be designed with them in mind to create positive, welcoming perceptions of value.

Business: Naturally, your business needs are a vital consideration and will steer the actual structure and requirements of your website. This includes the CRM capabilities, the aesthetics, and the possibility of other branding services that are needed, such as photography, videography, content, and logos.

Working with a web agency can help you to design and develop a highly effective website for your business. Consider the benefits of implementing a CRM system, which will provide you with a comprehensive platform to help manage your business - and website. Equipped with the knowledge you need and the tips to separate the best from the rest of the web agencies out there, there's no doubt you'll be on your way to having a successful website.

Choosing the Right CRM and CMS Platform for Your Business

By: Toni Becker

Selecting the right Content Management System (CMS) and Customer Relationship Management (CRM) platform for your business may seem overwhelming. You see, there are many options available when it comes to this kind of software and it can become daunting when deciding which platforms best suit your business. Not only will you be considering affordability, but you will also be considering functionality and scalability. In this article, we'll be providing you with some tips for choosing the right CRM and CMS for your business.

Before we begin, let's take a quick look at these two platforms and what they offer your business.

What Is a CRM?

A Customer Relationship Management (CRM) system is software that businesses use to administer and track interactions with leads and customers. This is done using advanced and automated data analysis which helps with marketing, lead segmentation, lead scoring, and lead qualification.

What Is a CMS?

A Content Management System or CMS is a tool used to create, manage and update a website. Your marketing team will need to choose a CMS that aligns with your CRM solution. This ensures that all your website information is successfully stored and managed.

With the array of CRM and CMS vendors on the market today, selecting the right platform can be daunting - but it doesn't have to be. This article will help you make the right decision when it comes to selecting a CMS and CRM vendor for your business.

5 Tips for Choosing the Right CRM for Your Business

When choosing the right CRM for your organization, there are a variety of elements that need to be considered. The most important place to begin in the selection process is to understand your CRM goals.

Identify Your Goals

Before you begin the selection process you need to identify what problem you want to solve in a CRM system. List your goals in order of importance to help you choose what CRM tool would be the most effective for your organizational goals.

There are a variety of functionalities that a CRM delivers and it is up to your marketing, sales, and service teams to decide which elements are the most important.

For example, will you be focusing your efforts on lead tracking, lead scoring, and lead generation or will your number one priority be to organize business operations, increase productivity and align teams?

If you understand the priority of each goal, you can identify what functionalities you require from a CRM, which will help you whittle down the selection process.

Consider Implementation

Once you have identified your goals you need to consider the implementation stage. How long will it take for your teams to become accustomed to the CRM system? This is a part of the selection process that cannot be ignored. Remember, when implementing new software across a business there is always a period needed for implementation and user adoption. In some instances, you may require a consultant or you will need to train staff to head up the operation and deployment. Either way, there will be some training involved in any CRM implementation. This is why it is important to consider implementation costs as well as ease of use.

When it comes to considering implementation and training costs it is important to remember that this is a cost that will provide a return on investment in the future. When it comes to user experience, you want to invest in a platform that can be used by anyone in your company. This is why intuitive CRMs are important.

Understanding Processes

CRMs are designed to make business processes easier and more efficient. With that in mind, CRMs are created with a variety of business processes in mind. However, all processes are different and this is why you need to unpack what processes you want to focus on within your CRM system. Consider whether or not a CRM has the tools, scalability, and flexibility to handle your processes, from marketing campaigns and lead generation through to sales pipeline, lead scoring, sales, and service processes.

In this regard, you will also want a CRM that is able to grow alongside your business and one that can easily adapt to any business changes you will go forward with in the future.

Review Software Compatibility

As APIs are becoming more common, software compatibility is becoming less of an issue. However, some CRMs are still behind in this regard and you need to make sure that the CRM you select is able to connect with the applications you already have in place across your business. It is also important to note that if you require help connecting your applications through APIs, a third-party platform should be available to integrate your systems and streamline your data organization.

Inquire About Analytics and Reporting Capabilities

When it comes to choosing a CRM, you need to make sure that the platform offers the right reporting and analytic tools to help you measure the success of your efforts. You should consider finding a CRM that can customize your reports based on your unique goals, helping you identify any opportunity for improvement. Analytics should be able to help your marketing, sales, and service teams improve their productivity and campaigns to ensure greater results across departments.

The Wrap Up

When choosing the right CRM for your business, you need to consider:

1. Your CRM Goals
2. CRM Implementation
3. Important Business Processes
4. Software Compatibility
5. Analytics and Reporting Capabilities

Once you have identified and understood all of the above, the selection process will become easier and you will be well on your way to implementing a strong CRM across your business.

Next up, we take a look at some tips to help you choose the right CMS for your business.

5 Tips for for Selecting the Right CMS For Your Business

Business and Departmental Goals

One of the first things you need to do when selecting the CMS for your business is to understand your specific CMS goals. This means you need to bring your marketers, content creators, and designers into a meeting and get their input. This is because you need to understand what problems need to be solved and what goals you want to achieve through the CMS system.

Consider Ease-of-Use

It is important that you avoid using a CMS that is reliant on professional developers. You need to invest in a CMS that allows your teams to focus on implementing strategies and campaigns that increase website traffic as opposed to learning a brand new set of development skills. This is why you need to find a CMS that is easy to use, offers drop and drag options, and allows your marketing, content, and design team to work together in a simple, efficient and effective environment.

Consider Scalability

Scalability is vital when it comes to selecting a CMS for your business. Make sure you select a CMS that is able to grow quickly with your business. This means you need to find a CMS that offers a multitude of tools and functionalities that you may need to use in the future. A CMS is designed to help your business grow and with that in mind, it should be able to grow with you as it does its job.

Select an Intuitive CMS

You want a CMS that is easy to implement across your business. This means it needs to be easy to use and this is where intuitive user experience comes into play. The CMS you choose should not require a lot of technical know-how or over-the-top training. Again, look for CMS's that come with drag and drop options and offer a "What You See Is What You Get Approach" to their product. Intuitive design is vital.

Ensure Your CMS Supports Software Integrations

Your CMS should have APIs that allow for the integration of other apps and microservices used across your business. As CMS's are home to your website and content, they need to integrate with related marketing automation tools such as your CRM and Google Analytics.

Choose a CMS that offers robust APIs and lets you easily connect with third-party content management and marketing tools.

The Wrap Up

When selecting a CMS for your business, consider the following:

1. **Business and Departmental Goals**
2. **Ease-of-Use**
3. **Scalability**
4. **Intuitive Design**
5. **Software Integrations**

Once you understand all of the above, you will find the ideal CMS solution for your business.
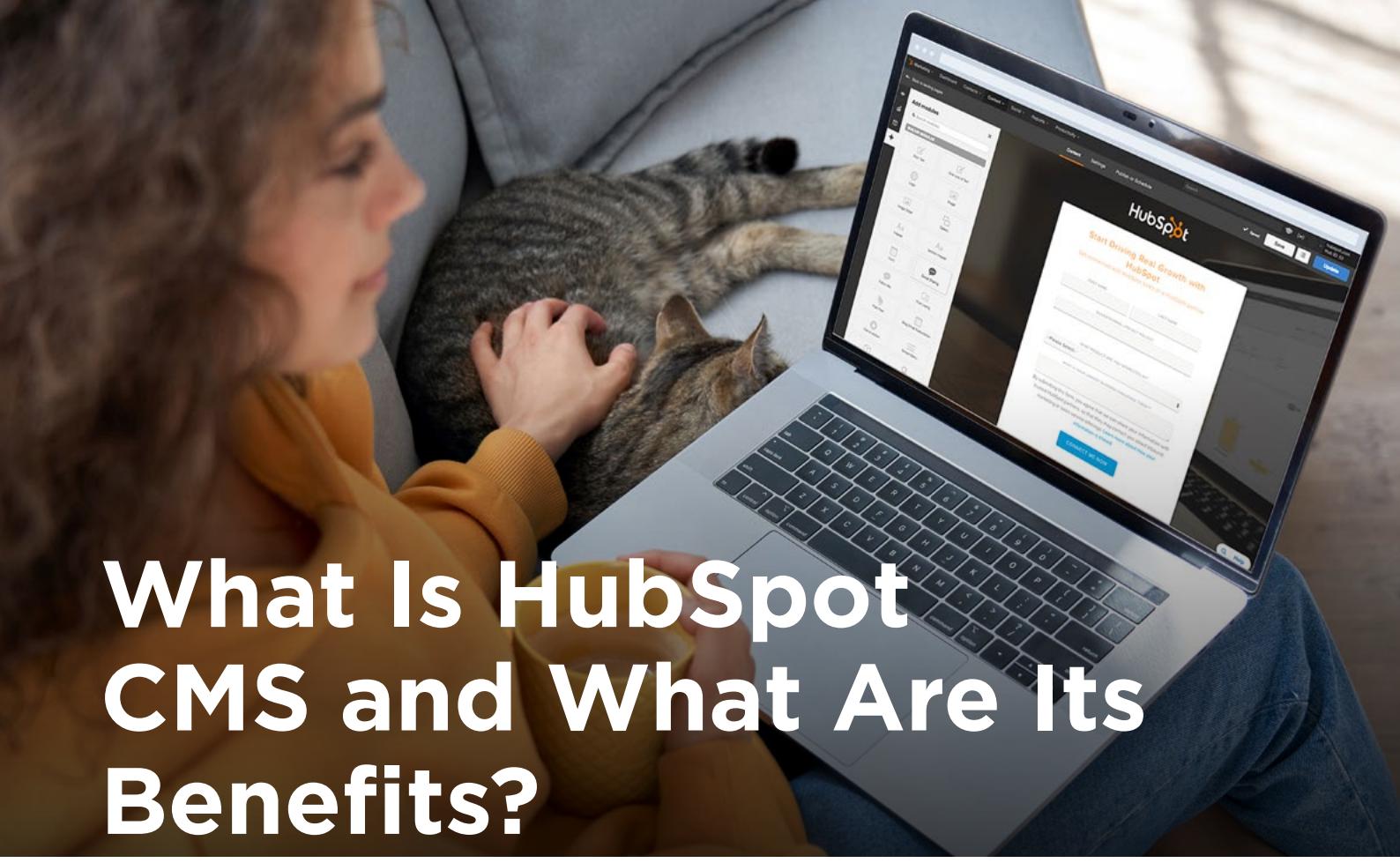
What Is HubSpot CMS and What Are Its Benefits?

By: Toni Becker

HubSpot is renowned as one of the leading marketing, sales, and service automation software on the market today. In short, the advanced platform is known for its inbound marketing and sales automation abilities that are designed to help businesses attract visitors, convert leads, and close customers.

The platform achieves the above by allowing marketing and salespeople to manage all their processes and activities in a single place. This includes social media sharing, workflow automation, lead capture, customer relationship management, performance tracking, sales pipeline mapping, and content creation. With the platform at hand, businesses can better manage all their marketing and sales efforts while nurturing the customer journey effectively.

By now, you have probably heard about HubSpot and how the platform has helped businesses the world over. However, HubSpot offers a variety of services and one of its most powerful offerings is its Content Management System (CMS).

What is a Content Management System?

To put it simply, a CMS is a web app that uses database methods to create, edit and store web content in an easy-to-manage way. This means that your online content can be created and edited in a single place and can then be published online through the same application.

Introducing The HubSpot CMS

This year, HubSpot announced that it is providing a standalone CMS platform, which means that businesses can use the product without having to purchase a HubSpot marketing license. This is great news for businesses as the CMS offers marketing and sales value by aligning content strategies across departments - ensuring high-quality leads are reached and easily converted without any miscommunication.

The CMS also solves a variety of other issues that businesses face when it comes to websites. This is because websites are usually built using separate tools which more often than not, don't communicate or integrate. The HubSpot CMS solves this problem by bringing all of the tools together in a single place - ensuring your website offers a great experience for the user while optimizing your lead generation efforts.

You see, the HubSpot CMS is the ideal platform for merging your website and marketing efforts. The system is feature-rich and has tools to help grow your business by providing a fully integrated and user-friendly CMS solution. As the CMS brings everything into a single easy-to-use panel, all users (across teams) can manage their website, create and publish content to their website, perform A/B testing and receive feedback and reporting through a single login.

To sum it up, the HubSpot CMS is the home base of your website and controls the entire visitor's experience, allowing your team to perform a variety of tasks in a single place, including:

• Web design
• Web content
• Search Engine Optimization
• HTML
• Personalization
• Website performance tracking
• Analytics
• Security
• Social media integration

It is also important to note that the HubSpot CMS is able to integrate with off-site ads, email, customer relationship management systems, and a variety of marketing tools.

With this in mind, HubSpot offers one of the best CMS platforms on the market today as it provides a sense of versatility and sophistication that goes beyond other run-of-the-mill CMS platforms. As stated previously, the HubSpot CMS has the ability to integrate with a variety of software and ensures your digital marketing can be managed from a single location. This means you will no longer require additional integrations and plugins to handle all of your data sets.

Below, we take a look at how the HubSpot CMS can Benefit your Business

The Benefits of HubSpot CMS

Manage your content in a single place

Many marketers and copywriters have had to use disconnected tools and processes to publish content to a website - which leads to miscommunication and significant human error. Thanks to the HubSpot CMS, marketers are now able to create, distribute and track content from a single location.

Personalize every website visitors experience

As you are able to integrate the HubSpot CRM with the HubSpot CMS, you can create the best customer experience for a website visitor - from their first visit, through to every marketing, sales, and service touchpoint. This means that instead of having to send out generic, run of the mill content to your database, you are able to track the visitor through your website, learn what products or services they are interested in, understand where they are at in the buying cycle, and tailor your remarketing content to suit the individual. This allows for a more personalized marketing message, which builds trust and ultimately improves the bottom line.

Use a website template or your own design

The HubSpot CMS offers a variety of templates that you can use to create a website. The templates are easy-to-use (making for a much more streamlined and efficient website design process) and are easily customizable. However, you are also able to build your designs from scratch if this is something you would prefer to do.

Optimize your content for mobile and search engines

HubSpot provides responsive design and this means that your content can automatically be optimized to suit every device, whether mobile or desktop. You are also able to use Search Engine Optimization tactics through the platform to help your website rank in the search results. And all of this can be done in a single place, ensuring all teams are in the loop, from designers and content writers to SEO specialists.

Tracking and reporting

The CMS provides unparalleled website analytics related to your content strategy. This means you are able to identify any problems that need solving. For example, you are able to see whether you require more CTA's, landing pages, or internal links on your website. This is a valuable tool as it helps you track organic traffic and potential leads - ensuring a greater customer experience which in turn, increases sales.

IN CONCLUSION

The reason HubSpot offers one of the best content management systems is that the platform not only allows you to "manage" your content - it helps you optimize it to ensure the best possible results. The CMS is scalable, easy-to-use and most importantly - has the power to better your bottom line significantly.

How to Get Started With HubSpot Web Development & CMS

By: Shannon Correia

So, you're ready to get started with the exciting powerhouse that is HubSpot. Many businesses in Dubai are finding greater success with this software at the helm. In this article, we'll be diving into a starter guide on the web development that is possible with this CMS.

A Content Management System is a platform that holds your media files and content for your website. There are usually separate SSL certificates, domain names, and hosting options to be purchased separately.

A CMS differs from website builders which are all in one package, typically sold for a monthly or yearly subscription fee.

Your HubSpot CMS Website

All businesses should have a digital storefront. Whether you include eCommerce or not, having a website gives your brand online visibility. This is the go-to during the customer's researching phase and provides your business with credibility from both a customer and search-engine point of view.

When you get started with HubSpot CMS, you can create a new website to host on the platform, fit with all the necessary tools to run it effectively, or you can migrate an existing website. Either way, it is simple enough that you don't need to hire a web developer to achieve this, especially with the help of a drag and drop editor.

This software allows you to create a website that is updated and runs optimally, with SEO recommendations and tried-and-

tested templates that work (with adaptive testing for your website available too). There is robust tracking and reporting available on the back end to help you guide and improve the user experience as well.

The CMS offers plugins, extensions, templates, and SEO analysis. To build your website with CMS Hub, you need to first get a domain name and hosting.
Pro Tip: If you're a HubSpot CRM user, use HubSpot to build your website so you can integrate your sales and marketing from a central platform.

Web Development with HubSpot

HubSpot users have access to website-building themes and tools. This helps to create a "consistent online experience for your business." These tools include a drag and drop editor.
If you are migrating to HubSpot with an existing website, you can host parts of your site with HubSpot and install a tracking code. This includes landing pages and the blog so that leads can be captured and converted, and visitor behavior can be tracked.

Web development is all about building your own website though, and this is where HubSpot CMS makes it easy for users. Developers have access to technology and workflows. The very first step you need to take to get started is to create a HubSpot account. CRM Free and Starter accounts on the Marketing Hub will be able to create landing pages with templates with HubSpot branding.

For Marketing Hub, CMS Hub Professional, or Enterprise accounts, you can develop your website by following these steps:

Setup Your Website

Themes allow for a consistent layout for your website. From there, you can use the templates to arrange the content for your site, forming the basis of your website's pages. There are free templates and themes, as well as premium ones available to purchase from the Asset Marketplace. This makes web development simplified, without the need to build code from scratch.

Customize Pages and Create Content

From your template basis, you can make customizations to the pages. All of the changes you make can be previewed so you have a clear idea of what the site will look like to visitors.
Once you start to input content, HubSpot will make SEO suggestions for page optimization. An important part of content creation for your website with HubSpot's inbound marketing methodology is the creation of a blog. The premise is based on creating engaging content to build your subscriber list.

Go Live

Congratulations - it's time to go live with your website. When developing our website using HubSpot, you'll have a custom domain for your brand. You can connect your pages to it, as well as subdomains.

Keep track of your website's performance
You can analyze your website's performance by looking at the web traffic in HubSpot. Analytical tools are available from a dashboard which you can then customize for tailored reporting. To further analyze website pages, you can use Google Analytics.

"Nexa was HubSpot's first partner in the Gulf region... They have been integral in educating the region about inbound marketing and sales and have applied their expertise to strategic clients in the technology, real estate, and education space. One of the key differentiators with Nexa is their proven capabilities to customize their services to find the right solution and solve for the customer's needs." - Jeetu Mahtani, International Senior VP & Managing Director at HubSpot.

That wraps up our quick-start guide on how to build and manage your website using HubSpot. This powerful CMS has the power to provide your website visitors with improved services, all while taking care of your content and helping you improve the user experience.

The Importance of Having Website Translations

By: Shannon Correia

Having your website available in multiple languages to your website is highly valuable, yet challenging to achieve. It includes both a content perspective of considering translation and meaning, as well as a technical perspective for grammatical and intentional purposes.

Best Practices for Multilingual Websites

Offering your website in multiple languages requires an investment. Software is not able to translate websites in a way that accurately performs the job of a translator. When including this in your website offering, be sure to cover the following bases:

Integration: Offering other mediums (such as social media) in this language can be helpful for these users, whether or not you have your main content available in English. We also develop content marketing to meet the needs of the targeted customers (as it may differ from the English speakers), as well as incorporating the nuances of the language, such as localized terms or informal phrases.

SEO: We can create dedicated URLs for your website that include language detectors. This will ensure that the content is not considered duplicates by search engines. Tags also assist in determining the language and region that the content is intended for, thereby improving your SEO ranking. In addition to this, we will update and translate your metadata (such as keywords).

Seamless Design: For seamless appeal and functionality, Nexa presents one language present per page and ensures that navigation between the languages on the site is easy to see and access. Beyond this, we can assist you with providing support to your customers in the available language(s) too.

Benefits of Having Your Website Available in Multiple Languages

Reach More People

Tap into more markets with website translation, which will increase your audience. There is a great advantage in being able to 'speak someone's language.' Multilingual businesses have the benefit of expanding their reach globally and gaining a valuable competitive advantage. With our help, you can reach undersaturated markets without language barriers. Translation services can improve the communication between your business and its customers, suppliers, employees, and partners - a real asset that can serve you both internally and externally.

Become Localised

With the world's economic center shifting towards the East and businesses trying to tap into global markets, you need to account for languages other than English to suit your audience. As much as it can help you with targeting more diverse areas by the language spoken, you can also tap into more niche markets that exist within these. Since various businesses have yet to tap into such opportunities, your business stands to gain. However, these translations need to be accurate and cater to localisations. In the Middle East, for example, our population diaspora is known to be diverse and complex, with 60% of the population speaking Arabic. Becoming localized in the region will improve the business's understanding of their target markets and cater to their specific needs better with local marketing strategies. This can have the knock-on effect of also increasing the trust and credibility of your business.

Improve Your Rankings

A website's purpose is to provide value and information to your audience. Having a website available in different languages is an extension of this, which translates into better online rankings too. It will drive more traffic to your website and provide an optimal user experience. This results in higher customer satisfaction, thereby improving both your metrics and sales. With this, there are more opportunities to generate leads and conversions. Your business will improve its SERPs (search engine result pages) rankings.

DID YOU KNOW?

- People worldwide speak over **7,000** languages.

- **75%** of the world's population prefers to buy things in their mother tongue language. Having your website available in a relevant language will, therefore, tap into this desire and be able to meet more searches.

- Most of the content available on the internet is in English, the world's global language spoken by **25%** of the world. However, the majority of that figure are not native speakers.

- The other most spoken languages in the world also account for being the languages most frequently found online. This includes Mandarin, Spanish and Arabic. Mandarin, for instance, is spoken by 1 billion people, yet it only accounts for **2%** of the content online. Herein lies ample opportunity for marketers to capitalize on.

Offering your website in multiple languages will provide several advantages to your business. However, you will need tools and partners to do so. Work with a web agency that can help you with website design and development so that your business is equipped with language functionality to suit your needs.
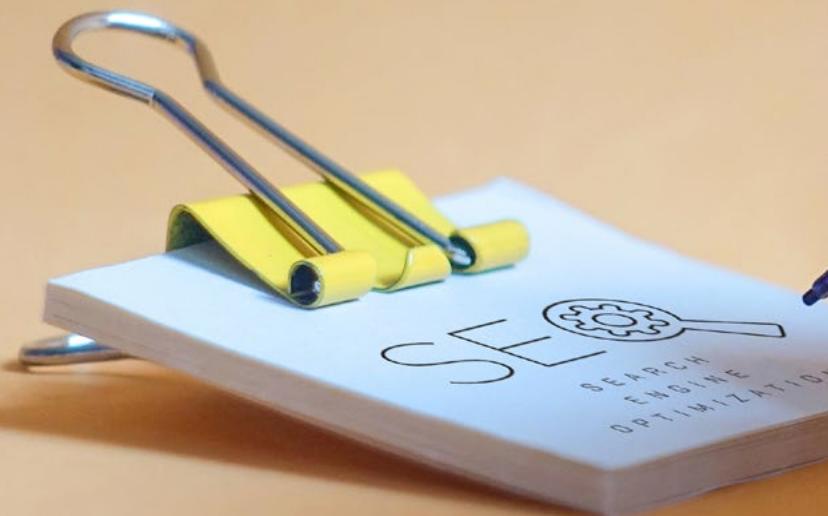
SEO for Websites: Then and Now

By: Toni Becker

As a digital marketing agency, one of the questions we are asked is, "how long will it take for my website to rank online?" The answer is not so simple because it comes with many layers. The question is also outdated, as it is born from an understanding of Search Engine Optimization as it once was, and not as it is today.

When Search Engine Optimization was first introduced to the online marketing landscape, the strategy marketers used was to identify keywords that were relevant to the business, received the most traffic, and were not too competitive. Marketers would then select 5-10 keywords and focus on those to bring in traffic to a website. Content on the site would then be created for keyword insertion, without much focus on content relevance or quality. Then there was link building, and as long as you built links into your content, whether or not these links were spam or irrelevant to your business, they would work to drive traffic to your site.

So to sum it up, it was all about keywords, content created around keywords, and as many links as possible.

As there is no real timeline that can be promised when it comes to SEO, businesses need to understand what goes into this tactic and why it should be a marketing priority.

How does SEO work?

Many elements impact your search engine ranking and these elements include both on-page and off-page elements.

Elements of on-page and off-page SEO

Content Creation

Content is vital to Search Engine Optimization and is a useful tool for both gaining authority with the search engines and helping your business develop trust with site visitors. As discussed previously, website content needs to be relevant and high quality for the search engines to rank you higher than your competitors and this requires strategy, planning, and industry research. You see, if your content is engaging, the more time visitors will spend on your site, which in turn, will help your site rank higher in the search engine results - everything is connected.

Website content that can help your website rank in the search engines includes (but is not limited to):

- **Blogs and Articles**
- **Social Media Content**
- **How-to Guides**
- **Tutorials**
- **E-books**
- **Infographics and related visual content**

When it comes to creating this kind of content you do need to take certain words or key phrases into account but it is important not to stuff your site with these keywords or keyphrases. You also need to deliver fresh content and put together a content calendar that ensures new and relevant content is added to your site as much as possible. By creating consistent content you give your audience the information they want and need, and establish your business as an industry thought leader - and the search engines definitely appreciate this.

On-Page SEO

On-page SEO refers to what happens on your website and includes certain elements that you can work to improve on. This goes beyond content creation and delves into the technical aspects of your website.

A few on-page optimization tactics that will improve your website ranking include:

Title Tag: This is the tag on each page that tells the search engine about what is on your page.

Meta Description: This goes into more detail regarding what each page is about

Headings and Subheadings: This makes your content easier to read and guides the viewer's eye and also helps in your search engine ranking because the more user-friendly your site - the better.

Internal Links: Building links or hyperlinks to other pages within your site helps search engines learn more about your offerings and content.

Image and ALT-tags: Include keywords in the image name and alt tag as this helps the search engines understand what information you are presenting.

All of the above gives your site crawlability and allows the search engines to find your content. These are just a few of the on-page elements that go into Search Engine Optimization.

Off-Page SEO

Your SEO team will have complete control over the on-page elements of your site, but many off-page elements will impact your search rankings, and these need to be considered. Unlike on-page elements, you do not have complete control of these factors and they require a lot of work, time, and strategy to implement.

Below are just some of the off-page elements that can impact your rankings:

Links: Backlinks are important when it comes to building site authority. Remember, you never want to spam sites with your links as this will quickly get your site into severe trouble with the search engines. To do this it is important to build relationships with other influencers and industry thought leaders and get them to share your links on their sites.

Trust: This is vital when it comes to Google rankings and this is why all your content needs to be of the highest quality and engaging. You need to establish your business as a thought leader, with consistent and helpful content. In doing so, the search engines will recognize that your website can be trusted, and you will gain more authority in the search results. Another way to do this is to build quality backlinks from sites that have authority (as mentioned above).

Social: Social signals such as likes, shares, and comments go a long way when it comes to your search result rankings. The more quality social media posts you publish, the more likely people will share your content - which is another way to build trust and establish yourself as a thought leader.

All these elements work together and play a role in helping your site rank above your competitors.

The Benefits of SEO

So, the question of "how long will it take my website to rank with SEO?" comes down to hard work, strategy, and implementation.

When it comes to getting your page to rank in the search results quickly, Pay-Per-click advertisements may be your best bet. However, these ads do not have longevity and will not benefit your site in the long run.
SEO will get your site to rank organically and push you above

your competitors on the search engine result pages. Through this tactic, you will get more traffic to your website than they will and you will receive more leads/conversions - ultimately building tangible value for your business.

SEO is not a spend, rather it is a long-term business investment that should be a large part of your marketing efforts in 2021.

IN CONCLUSION

The average customer will always turn to a search engine such as Google whenever they have an immediate requirement for a product or service or are in the process of researching their next supplier. It's therefore important for your business to be visible at the very moment a potential customer is searching for a business such as yours. Now, ask yourself, do you want your website to be optimized for search engines? Or do you want to own the searches?

Search Engine Optimization Becomes Search Engine Ownership

By: Toni Becker

Getting your website to rank in the search engine results is not a quick and easy feat. Search engines scour through billions of pieces of content and evaluate thousands upon thousands of elements to determine which content is going to answer the user's query.

Search engines such as Google do this by discovering all available content by a process known as "Crawling" and "Indexing." The search engine then orders these pages by how well they match the query of the user.

To put it as simply as possible, you need to increase the technical quality of your website as well as the quality and volume of content contained on your website to be placed at the top of the results - and this is a process known as Search Engine Optimization (SEO).

This sounds simple enough, and SEO is one of the purest forms of digital marketing, but it is also a science. It takes a lot of work and time to implement and action a successful SEO strategy for your website.

In order to implement SEO for your website you need to focus on 2 elements:

1. Technical Quality of Your Website

Technical SEO is the process of optimizing your website for the purpose of successful SEO. This comes before content creation, and the main goal of technical SEO is to optimize the infrastructure of your website, making it appealing to search engines.

This is done by making sure your website is indexed correctly so that search engines can access it without any issues, providing search engine crawlers with the right signals to understand the structure of your website, and giving search engine algorithms a reason to trust your website. This is when content comes into play and content is vital to search engine success.

2. Quality and Volume of Content

Google and other search engines are searching for pages that contain relevant, meaningful, helpful, and high-quality information related to the searcher's query. These search engines want to make sure they are directing a user to a website that can help them and offer them exactly what they are looking for. This is the reason you will often hear marketers state that "content is king."

Search Engines will determine the relevance of your website by "crawling" your website's content and evaluating whether or not the content is relevant to what the user is searching for. This is done through specific search engine algorithms.

As you begin creating content to help your website rise up the search engine ranks, make sure it is:

Informative and Helpful: Your website needs to contain your contact details and provide a clear outline of what you offer as a business.

More Useful and Valuable than Competitors Sites: If your content is made up of information related to your industry that can assist the viewer, then you will be seen as offering value. For example, if you are a digital marketing agency and provide tips for social media marketing in your blog, your website would be viewed as helpful. This kind of content is what will help your site rank higher than your competitors.

High-quality: The content on your website should always be unique, specific to your industry, and of the highest quality. Your content should not be copy and pasted from other sites, and should be designed to give visitors a great user experience. You don't want to overload your content with keywords and information that doesn't help the viewer. Google will know that you are just doing this to rise up the search results and you will quickly drop in rankings. You want to give your viewer the best possible experience when they visit your site, because a good, helpful experience leads to trust, and this is how visitors become customers.

Why SEO is Important

The average customer will always turn to a search engine such as Google whenever they have an immediate requirement for a product or service or are in the process of researching their next supplier. It's therefore important for your business to be visible at the very moment a potential customer is searching for a business such as yours.

Now, ask yourself, do you want your website to be optimized for search engines? Or do you want to **own the searches?**

Introducing Search Engine Ownership

As stated above, the ultimate goal for Search Engine Optimization is for a business to rank high on Search Engine Results such as Google.

There are two processes that get you to a high ranking position and these are:

1.   **The technical quality of your website.**
2.   **The quality and volume of content on your website.**

Having a technically sound website, filled with high-quality, helpful and meaningful content, will help you rise up the Google and search engine ranks.

But, how do we take SEO further?

Introducing Search Engine Ownership.

As discussed above, search engine optimization is designed to optimize your website for search engine results. However, would you prefer to own the search engines for searches relevant to your business?

A Search Engine Ownership approach focuses on 3 primary areas that are vital for any business in any industry:

1.   **Your company's search visibility**
2.   **Your search visibility compared to your competitors**
3.   **The value of your traffic in actual currency**

Search Visibility

If you have ever searched for your service or product online, you will be taken to a page that ranks websites in order of relevance regarding your search. Your search visibility score refers to the percentage of clicks you receive on your website, based on your organic ranking positions in the search engine results pages.

It is a metric that is compiled from a variety of search factors and is used to calculate how visible your website is in the search engine results. To sum it up, search visibility will measure how visible your company is across every possible search term related to your industry or business offerings.

Search Visibility in Comparison to Competitors

Ranking higher than your competitors will get you more leads, brand awareness, and help you make more sales. And by analyzing your search visibility in comparison to those of your competitors - you can calculate your value in hard cash.

The Value of Search Engine Ownership

Search Engine Optimization is simply about optimizing a website for the search engine, while a Search Engine Ownership strategy allows you to understand how much your traffic is actually worth and gives you the opportunity to perfect your strategy for greater value. And this is why it is called "Search Engine Ownership."

IN CONCLUSION

When you keep a close eye on your statistics and implement the highest quality technical and on-page SEO, you will be able to view your value and amend tactics to help you gain even greater value. This is how you achieve Search Engine Ownership.

This tactic will allow you to invest your marketing budget in areas other than expensive AdWords - saving you time and money while bettering your bottom line.