Websites

They need to have one function that can easily be understood in less than half a second. If you have more than one function you need more than one website. Your website also needs to be focused on your target market. Combining focus and function in this way will make your website easy to use. However, people rarely visit websites that are not regularly updated. Your website needs to be updated regularly – every day if possible. You also need to consider what position your website holds in the buying cycle – is it at the beginning or the end? Importantly, event organisers are on the run and look at your website when mobile; this means you must have responsive design.

Email

Email marketing out-performs web marketing in comparative studies. However, that is only the case if your email marketing is regular and not sporadic. You also gain more if you increase the size of your list constantly – and whatever you may have been told or think about them, popups remain one of the most efficient ways of increasing your list.

Social

The social web represents 27% of all online activity. Even if you are not socially active online, your customers are as are your competitors. But people only share information on social networks if it is interesting and unusual. In particular, focusing on human interest provides much more social activity.

Links

Links from other websites are fundamental to increasing your visibility. You need to add links every week by gaining them from people who want to share your material. But you need links to the deep content on your site, not your home page. Remember, links are only of benefit if they are not reciprocal.

Directories

Customers may want to check you out for credibility – are you really in business? That means listings in directories such as DMOZ and Yell is helpful. So too is being listed on Wikipedia and on bureau sites that list speakers. Remember, PSA Members and Fellows get a free listing on **eSpeakers.com**.

Offline

Much Internet activity starts offline. That means you need to create a journey that takes people from some offline activity to some kind of online activity. As an example, please visit: **www.grahamjones.co.uk/speakerwebsites**. You also need consistent branding both on and offline so that people see or hear your name everywhere they look.
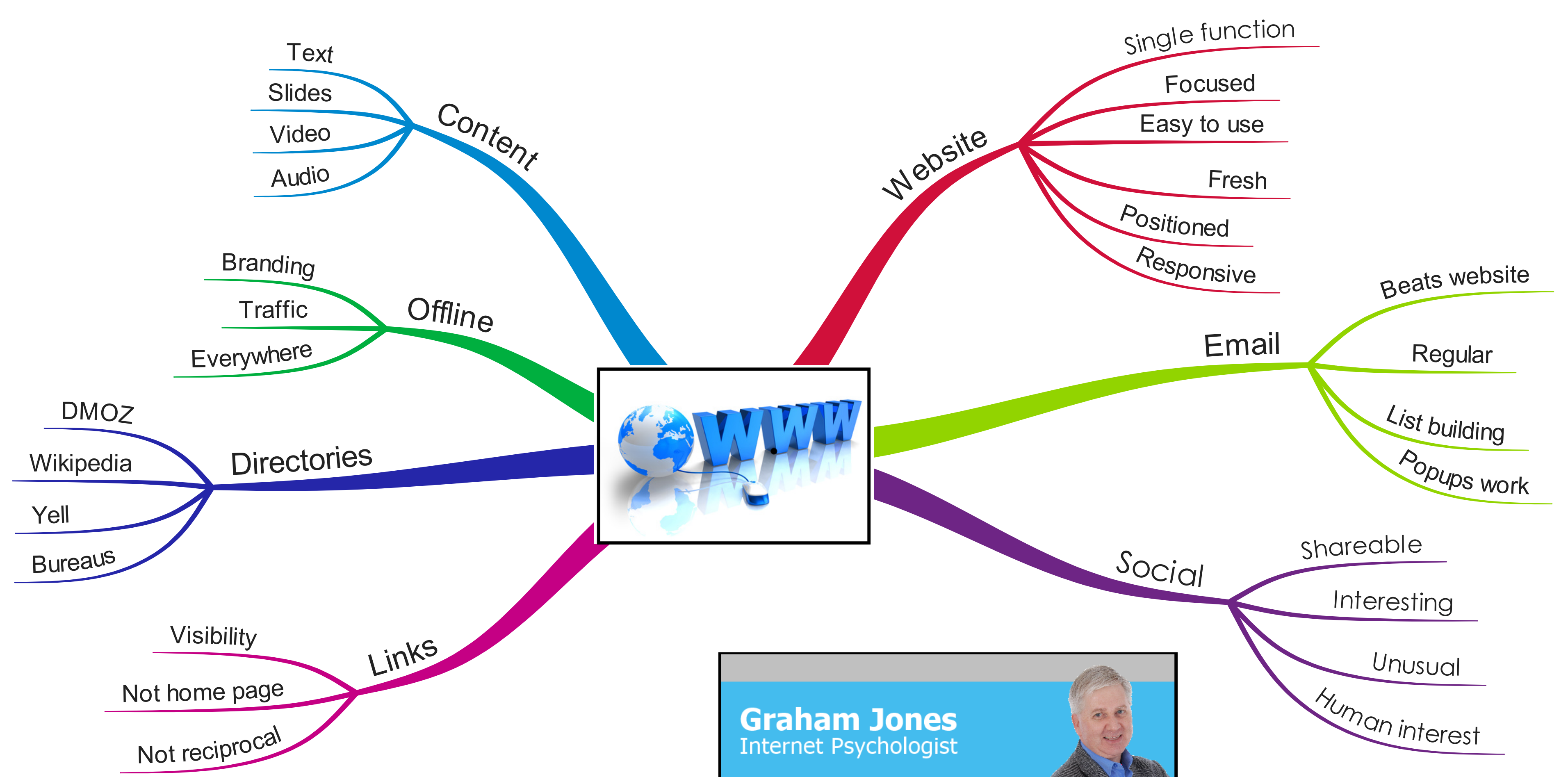
Content

You can have a website, email marketing, social sharing, links, and places in directories or offline activity unless you produce content. The most important content is text, but close behind is slides and video, with audio being much less important. Even so, you need to be generating new content every day if possible.

Content
- Text
- Slides
- Video
- Audio

Website
- Single function
- Focused
- Easy to use
- Fresh
- Positioned
- Responsive

Offline
- Branding
- Traffic
- Everywhere

Email
- Beats website
- Regular
- List building
- Popups work

Directories
- DMOZ
- Wikipedia
- Yell
- Bureaus

Social
- Shareable
- Interesting
- Unusual
- Human interest

Links
- Visibility
- Not home page
- Not reciprocal

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Consultancy, workshops and support to help your business thrive, grow and profit from the effective use of the Internet