



**ECHO
EIGHTY**



Introduction to Web & SEO for Gosport Businesses



Agenda: Part 1

Web Platforms & User Experience

1.1 Overview of Website Options

- Types of websites: Informational, e-commerce, booking platforms.
- Platforms: CMS options (WordPress, WebFlow, Shopify) and custom vs. templates.
- Hosting options: Shared, VPS, cloud hosting; considerations for speed and security.

1.2 Golden Rules for Website Design

- Logical structure: Easy navigation and user flow.
- Content clarity and accessibility.
- Visual appeal: Brand alignment and consistency.

1.3 Understanding User Intent

- Catering to visitor needs: Information, bookings, and enquiries.
- Example: Heritage site visitors vs. hotel guests.



Agenda: Part 2

SEO Basics & Strategy

2.1 SEO Basics

- Keyword research and targeting key phrases.
- On-page SEO: Title tags, meta descriptions, alt text, and content structure.
- Using Schema for key business info (addresses, opening times).
- Cornerstone Content

2.2 Local SEO & Google Business Profiles

- Importance of local SEO for heritage and hospitality sectors.
- Google Business Profiles and "near me" searches.

2.3 Schema Markup

- Using Schema for key business info (addresses, opening times).

2.4 User Experience & SEO

- How mobile optimisation, site speed, and ease of navigation affect search rankings.



Types of Websites

Informational, E-Commerce & Booking Platforms

Informational Websites

- Content-Driven Focus
- Simplified Navigation
- Call to Action (CTA) for Engagement

E-Commerce Websites

- Product Listings & Categorisation
- Shopping Cart & Checkout System
- Customer Account Management

Booking Platforms

- Real-Time Availability & Scheduling
- Automated Confirmation & Notifications
- Integration with Third-Party Systems



Types of Websites

Website Examples

Informational Websites

- <https://thenvm.org/>
- <https://www.battleproms.com/>
- <https://businesssouth.org/>

E-Commerce Websites

- https://www2.hm.com/en_gb/index.html
- <https://www.pitviper.com/>
- <https://www.flowneuroscience.com/>

Booking Platforms

- <https://www.eventbrite.co.uk/>
- <https://www.booking.com/>
- <https://www.kingsportsmouth.co.uk/>



Web Platforms

CMS Options, Themes and Page Builders

Content Management Systems (CMS):

- Platforms that allow users to create, manage, and modify website content without needing to code.
- Suitable for managing various types of websites, from blogs to e-commerce and more complex sites.

Themes:

- Pre-designed templates that control the visual appearance and layout of the website.
- Themes can be customised to match your brand
- Available in both free and premium options on most platforms
- Themes determine the overall design but may limit flexibility

Page Builders:

- Drag-and-drop tools that allow you to design and arrange website elements without coding.
- Provide flexibility for creating custom layouts
- Useful for beginners



Web Platforms

WordPress



Pros:

- **Highly Customisable:** With thousands of themes and plugins, you can build almost any type of website.
- **SEO-Friendly:** Offers excellent SEO capabilities, especially with plugins like Yoast SEO.
- **Open Source:** Free to use and very flexible, allowing for full control over website design and functionality.
- **Massive Support & Market Share:** 43.5% (478m) of all websites are powered by WordPress

Cons:

- **Steeper Learning Curve:** Requires some technical knowledge, especially for customisations and managing updates.
- **Maintenance Responsibility:** You need to handle hosting, security, and backups yourself.
- **Can Become Bloated:** Too many plugins or poor themes can slow down the site's performance.



Web Platforms

Squarespace & Wix



Pros:

- **High-Quality Templates:** Focuses on visually appealing designs that are mobile-responsive.
- **Integrated Features:** Offers built-in features like e-commerce, analytics, and blogging without the need for third-party plugins.
- **Great for Beginners:** Easy to set up and manage without technical expertise.

Cons:

- **Limited Customisation:** Less flexible than platforms like WordPress, particularly in terms of functionality and design tweaks.
- **Higher Costs:** Generally more expensive compared to other platforms for the same features.
- **Not Ideal for Complex Sites:** More suited for smaller websites, portfolios, or simple e-commerce.



Web Platforms

Shopify



Pros:

- **Tailored for E-Commerce:** Offers a full suite of e-commerce tools, including payment gateways, inventory management, and shipping options.
- **Secure and Reliable:** Handles security, hosting, and updates automatically.
- **App Ecosystem:** Has a robust app store to extend the functionality of your online store.

Cons:

- **Transaction Fees:** Additional fees unless you use Shopify Payments, which can add up.
- **Limited Customisation:** Custom design options are more restricted unless you know how to code.
- **Cost:** Monthly subscription fees can become expensive, especially if you add apps or premium features.



Web Platforms

Webflow



Pros:

- **Design Flexibility:** Offers advanced design tools for creating fully customisable, professional websites without needing to code.
- **Built-In Hosting:** Reliable and fast hosting with automatic backups and security features.
- **Clean Code Output:** Generates clean, semantic HTML, CSS, and JavaScript, which can benefit SEO and performance.

Cons:

- **Steep Learning Curve:** Advanced design capabilities can be overwhelming for beginners.
- **Pricing:** More expensive compared to simpler platforms, especially for e-commerce or business plans.
- **Limited Third-Party Integrations:** Fewer plugin options compared to WordPress, making some functionality harder to achieve.



Hosting a Website

Shared Hosting

Shared Hosting

- **Cost-Effective:** Typically the cheapest option, as multiple websites share the same server resources.
- **Limited Resources:** Websites share bandwidth, storage, and processing power, which may result in slower performance during high traffic periods.
- **Easy Management:** Often includes a control panel like cPanel, making it simple for beginners to manage their website without technical expertise.





Hosting a Website

VPS & Cloud Hosting

VPS Hosting (Virtual Private Server)

- **Dedicated Resources:** Provides a portion of a server's resources (RAM, CPU, storage) that is reserved for your website, offering more consistent performance.
- **Scalable:** Can easily scale up resources as your website grows, without needing to switch to a new server.
- **Greater Control:** Offers more control over the server environment, including root access and the ability to customise software installations.

Cloud Hosting

- **High Scalability:** Resources can be scaled dynamically based on traffic and usage, allowing for better handling of traffic spikes.
- **Reliability:** Websites are hosted on a network of interconnected servers, so if one server fails, another automatically takes over, reducing downtime.
- **Pay-As-You-Go Pricing:** You pay only for the resources you use, which can be more cost-effective for growing websites with varying traffic.



Golden Rules for Website Design

Structure, Navigation & User Experience

Website Structure:

- Logical arrangement of pages, ensuring a clear hierarchy (e.g., Homepage > Services > Event Planning).
- Use of a well-organised sitemap that supports user flow and SEO.
- Grouping related content together (e.g., product categories, service types, blog topics).

Navigation:

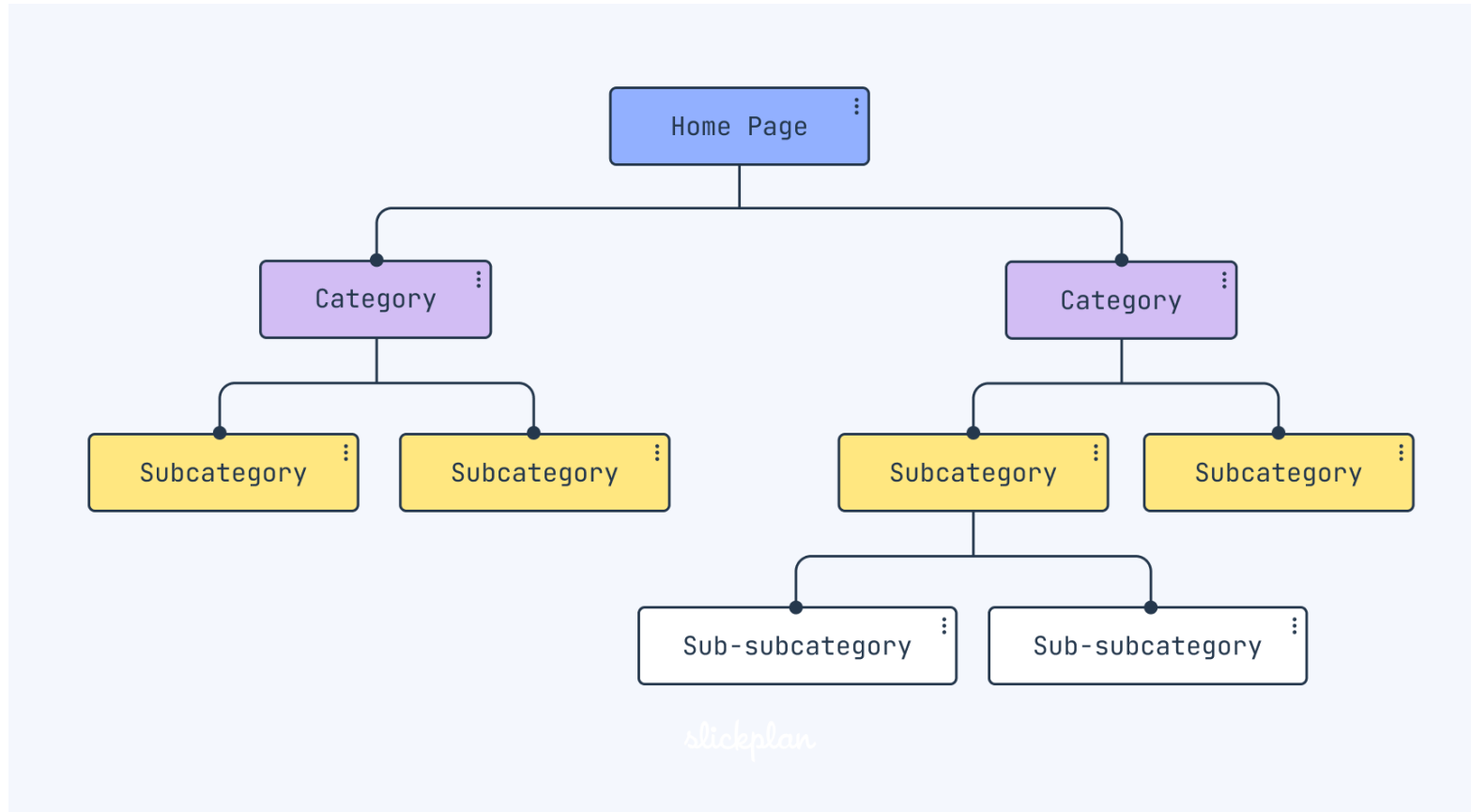
- Simple and intuitive menus—visitors should be able to find key information within 2-3 clicks.
- Consistent placement of navigation elements across all pages (e.g., header menus, footer links).
- Include breadcrumbs or internal links to guide users through deeper pages.

User Experience (UX):

- Prioritise fast loading times and mobile-friendliness—key factors in SEO and user retention.
- Clear Calls to Action (CTAs): Make it easy for visitors to take action (e.g., “Book Now,” “Contact Us”).
- Ensure accessibility by using readable fonts, contrasting colours, and simple language.

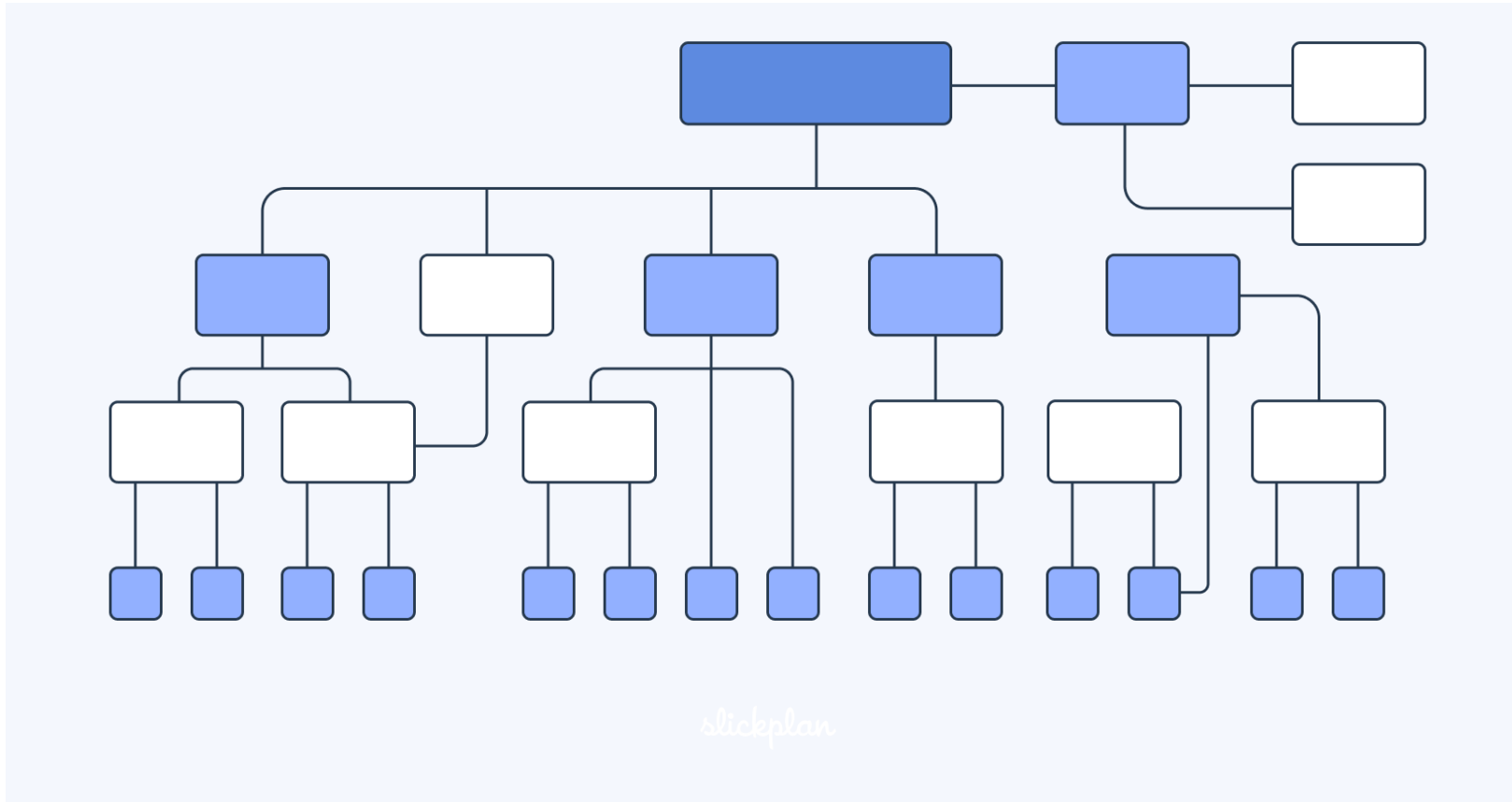


Organised Web Structure





Disorganised Web Structure





Golden Rules for Website Design

Content Clarity & Accessibility

Content Clarity:

- Keep text simple and to the point, avoiding jargon or overly complex language.
- Use headings, bullet points, and short paragraphs to break up content and improve readability.
- Prioritise the most important information at the top of the page (above the fold).
- Ensure content aligns with user intent, answering key questions visitors may have.

Accessibility:

- Use **alt text** for images to ensure content is accessible to visually impaired users and supports SEO.
- Ensure text is readable: use **high contrast** between text and background, and avoid small font sizes.
- Make all interactive elements (e.g., forms, buttons) easy to use on both desktop and mobile.
- Follow **WCAG (Web Content Accessibility Guidelines)** to ensure compliance and inclusivity.



Golden Rules for Website Design

Visual Appeal & Brand Consistency

Visual Appeal:

- Use a clean, uncluttered design with plenty of white space to make content stand out.
- Apply a clear visual hierarchy: larger fonts for headings, balanced use of images and text.
- Use high-quality, relevant images and videos that enhance the user experience and support the content.
- Ensure all design elements (e.g., fonts, colours, icons) work together to create a cohesive, professional look.

Brand Consistency:

- Maintain consistent use of brand colours, fonts, and logos across the website to reinforce brand identity.
- Align the website's tone and style with the overall brand message (e.g., playful, professional, luxurious).
- Ensure that online branding matches any offline marketing materials (e.g., brochures, business cards).
- Use consistent imagery that reflects your brand's values and resonates with your target audience.



Understanding User Intent

Information, Booking, Sales & Enquiries.

Information:

- Users seeking details about your business, services, or products.
- Ensure easy access to essential content (e.g., About Us, FAQ, product/service descriptions).
- Use blog posts, guides, or case studies to provide valuable information and keep users engaged.

Bookings:

- Visitors intending to book a service or accommodation.
- Provide clear and prominent booking options (e.g., "Book Now" buttons, calendar integrations).
- Streamline the booking process with minimal steps and ensure mobile-friendliness for ease of use.



Understanding User Intent

Information, Booking, Sales & Enquiries.

Sales:

- Users looking to make a purchase or explore product options.
- Highlight product pages, pricing, and shopping cart access.
- Offer detailed product descriptions, customer reviews, and clear calls to action (e.g., “Buy Now”).

Enquiries:

- Visitors seeking contact or further information before taking action.
- Ensure contact details and forms are easy to find (e.g., “Contact Us” page or live chat).
- Provide multiple communication options (phone, email, chat) to suit different preferences.



Activity:

Worksheet & Group Discussion (20 Mins)



SEO Basics

What Do Search Engines Look For?

Relevant Content:

- High-quality, informative content that answers user queries and provides value.
- Keyword usage that aligns with what users are searching for, including semantic variations.
- Fresh and regularly updated content to keep it relevant and engaging.

On-Page Optimisation:

- Proper use of **title tags**, **meta descriptions**, and **header tags** (H1, H2) to organise and highlight key information.
- **Alt text** for images to improve accessibility and help search engines understand visual content.
- Clean, keyword-rich **URLs** that clearly describe the page's content.



SEO Basics

What Do Search Engines Look For?

User Experience (UX):

- Fast loading times and mobile optimisation are critical for both user satisfaction and search engine rankings.
- Clear navigation and intuitive site structure that help users find what they need quickly.
- Low bounce rates and high engagement signal to search engines that the site is useful.

Backlinks:

- Links from other reputable sites signal authority and trustworthiness to search engines.
- Quality matters more than quantity—links should come from relevant, authoritative sources.

Technical SEO:

- Use of schema markup (structured data) to help search engines understand content and display rich results (e.g., reviews, business details).
- **Sitemaps** and **robots.txt** files to guide search engines in indexing your site efficiently.



SEO Basics

Keyword Research & Targeting Key Phrases

Understanding User Intent:

- Focus on what your target audience is searching for, including informational, navigational, and transactional queries.
- Align keywords with the different stages of the user journey (e.g., research, comparison, purchasing).

Tools for Keyword Research:

- [Google Keyword Planner](#), [Ubersuggest](#), and [AnswerThePublic](#) to identify popular search terms.
- Identify **long-tail keywords** (more specific phrases) that are less competitive but highly targeted.
- Analyse competitor websites to find gaps and opportunities in keyword use.

Targeting Key Phrases:

- Optimise content around primary keywords and related terms.
- Use key phrases naturally throughout the content.
- Incorporate location-based keywords for local SEO



Key Phrase 1: "Best gluten-free beers in the UK"

Page/Article: "Top 10 Gluten-Free Beers in the UK You Need to Try"

Review and rank the best gluten-free beer options available in the UK, focusing on taste, availability, and brewing methods.

Include phrases like "where to buy gluten-free beer in the UK" and "gluten-free craft beer options" to capture niche search traffic.

Key Phrase 2: "HMS Astute submarine specifications"

Page/Article: "A Detailed Look at the HMS Astute: The UK's Advanced Nuclear Submarine"

Provide an in-depth overview of the HMS Astute, focusing on its specifications, capabilities, and role within the Royal Navy.

Use phrases like "HMS Astute class submarine details" and "UK's nuclear submarine capabilities" to target searches from naval enthusiasts and military researchers.

Key Phrase 5: "Romantic weekend getaways in the Cotswolds"

Page/Article: "Romantic Weekend Getaways in the Cotswolds: Top Hotels and Hidden Gems"

Highlight the best romantic spots in the Cotswolds, with recommendations for hotels, activities, and dining.

Include targeted key phrases like "romantic hotels in the Cotswolds" and "Cotswolds couple retreats."



SEO Basics

On-Page SEO

- **Title Tags:** Include the main keyword in a concise title (under 60 characters) for search visibility.
- **Meta Descriptions:** Write a compelling summary (150-160 characters) to improve click-through rates.
- **Header Tags (H1, H2, H3):** Use structured headings to organise content and highlight keywords.
- **Keyword Placement:** Integrate primary and related keywords naturally, especially early in the content.
- **URL Structure:** Use short, descriptive URLs that include relevant keywords.
- **Alt Text for Images:** Provide descriptive alt text for images to improve SEO and accessibility.
- **Internal Linking:** Link to other relevant pages to enhance user experience and guide search engines.
- **Mobile-Friendliness:** Ensure your website is responsive for optimal performance on mobile devices.



SEO Basics

Local SEO & Business Profiles

Google (and Bing) Business Profile (GBP):

- Set up and optimise your Google Business Profile for local search visibility.
- Include accurate business details (name, address, phone number, website, and opening hours).
- Ensure your business's Name, Address, and Phone number (NAP) are consistent across all online listings.
- Connect your Google Business Profile and website with social media profiles to enhance local SEO signals.

Local Keywords:

- Target location-specific keywords (e.g., "boutique hotel in Edinburgh") to attract local customers.
- Incorporate these keywords in page titles, meta descriptions, and content.

Online Reviews:

- Encourage customers to leave reviews on platforms like Google, Tripadvisor and Yelp.
- Respond to reviews (positive or negative) to engage with customers and improve your local reputation.

Schema Markup for Local SEO:

- Use local business schema markup to provide search engines with structured data (e.g., address, opening hours, and reviews).



SEO Basics

Schema Markup

Schema Markup is a type of structured data that helps search engines understand your content more clearly and display richer search result.



SEO Basics

Schema Markup

Types of Schema Markup:

- **Local Business Schema:** Used for business details like address, phone number, and opening hours.
- **Product Schema:** For e-commerce sites, includes information such as price, availability, and product ratings.
- **Event Schema:** Provides details for events like dates, locations, and ticket information.

Benefits for SEO:

- Enhances visibility in search results by displaying rich snippets (e.g., star ratings, FAQs, business info).
- Increases click-through rates by making your listing stand out.

How to Implement:

- Add Schema Markup using tools like Google's **[Structured Data Markup Helper](#)** or plugins for platforms like WordPress.
- Validate your Schema using Google's **[Rich Results Test](#)** to ensure it's properly implemented.



SEO Basics

User Experience & SEO

Engaging Content:

- High-quality, relevant content keeps users on the site longer, improving engagement metrics like dwell time.

Site Speed:

- Fast-loading pages improve user satisfaction and are a ranking factor for search engines. (Lighthouse Tools)

Mobile-Friendliness:

- Optimise for mobile devices with responsive design, as Google uses mobile-first indexing.

Easy Navigation:

- Simple, intuitive navigation helps users find content quickly and improves SEO by reducing bounce rates.

Clear Calls to Action (CTAs):

- Use strong, visible CTAs to guide users toward desired actions (e.g., “Book Now” or “Contact Us”).

Internal Linking:

- Guide users through related content and improve SEO by linking strategically within your website.

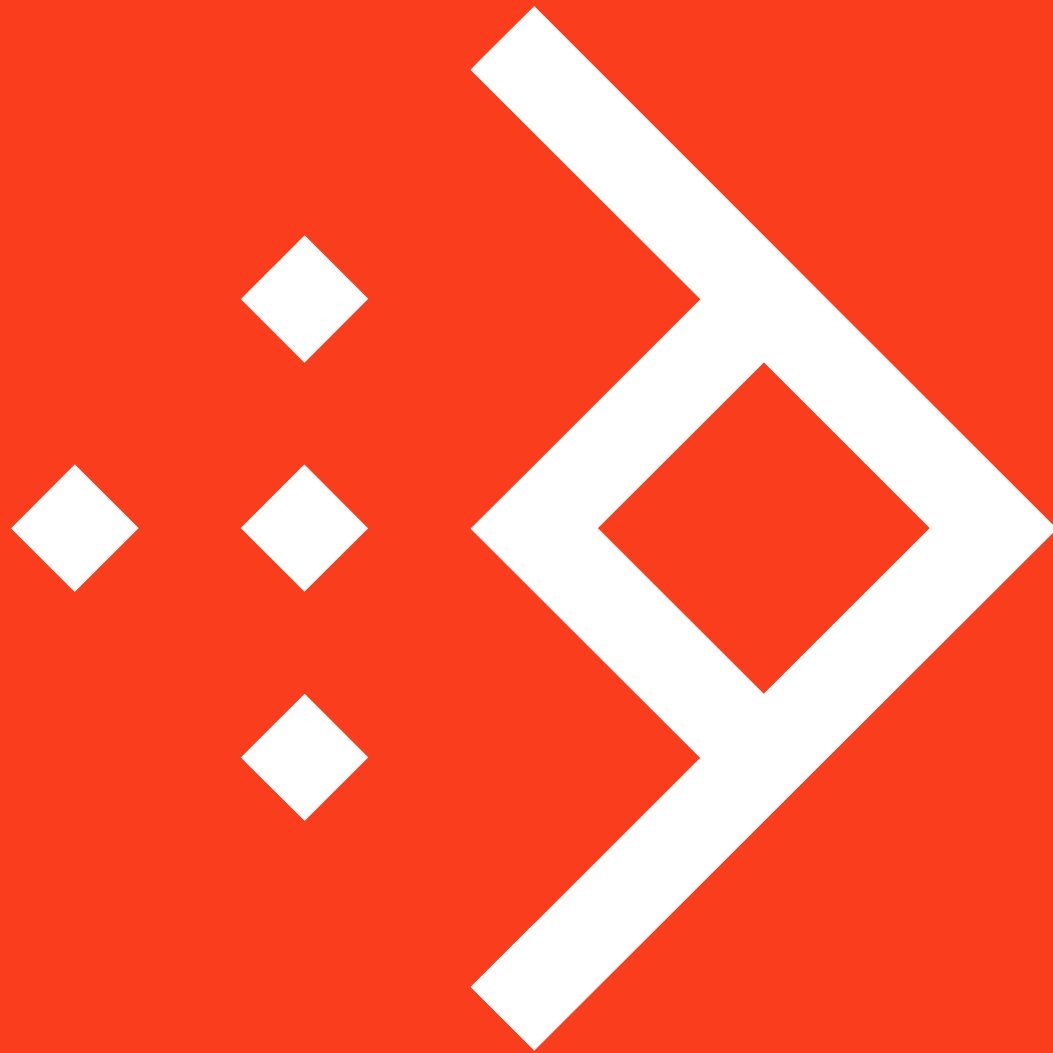
Low Bounce Rate:

- A good user experience reduces bounce rates, signalling to search engines that the site provides valuable content.



Q&A Session

Put Your Hands Up!



Accelerate your business goals with a compelling marketing presence.

We work with companies of any size, or can support the development, launch and success of individual projects and campaigns. Get in touch today to grow your online reach and attract valuable customers to your products and services.

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Thank you for your time.

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