

# How To Increase Enquiries Through Your Website

5 Towns Business Networking  
28th March 2019

**GROW  
YOUR  
BUSINESS  
WITH US**



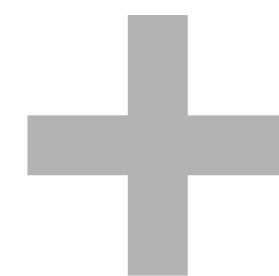


# Google Search Console Google Analytics Relevant Content & Design



# Google Search Console & Google Analytics

What are they?



# Google Search Console

Overview



## Anybody can use it

You will need to verify ownership of your domain, Google offers various methods to do this

## Works with common web platforms

Plugins available for content-managed systems such as WordPress

## Easy to use and feature rich

Track search keywords, monitor the health of your website, add a sitemap, and lots more!



# Google Search Console

## Identify keywords



Google Search Console

Inspect any URL

?

Overview

Performance

URL inspection

Index

Coverage

Sitemaps

Enhancements

Mobile Usability

Security & Manual Actions

Links

Settings

Performance

Search type: Web

Date: Last 3 months

+ NEW

Last updated: 25/03/2019

Total clicks

4,082

Total impressions

36.3K

Average CTR

2.7%

Average position

16.7

| QUERIES                          | PAGES | COUNTRIES | DEVICES | SEARCH APPEARANCE                        |
|----------------------------------|-------|-----------|---------|--|
| Query                            |       |           |         | <div>Clicks</div> <div>Impressions</div> |
| home cinema automation           |       |           |         | <div>54</div> <div>808</div>             |
| home theatre installation london |       |           |         | <div>19</div> <div>366</div>             |
| smart home blog uk               |       |           |         | <div>14</div> <div>512</div>             |
| automated home                   |       |           |         | <div>13</div> <div>605</div>             |
| automated lighting               |       |           |         | <div>13</div> <div>658</div>             |
| luxury home cinema               |       |           |         | <div>13</div> <div>424</div>             |
| home cinema installation london  |       |           |         | <div>12</div> <div>153</div>             |
| luxury cinema room               |       |           |         | <div>12</div> <div>229</div>             |

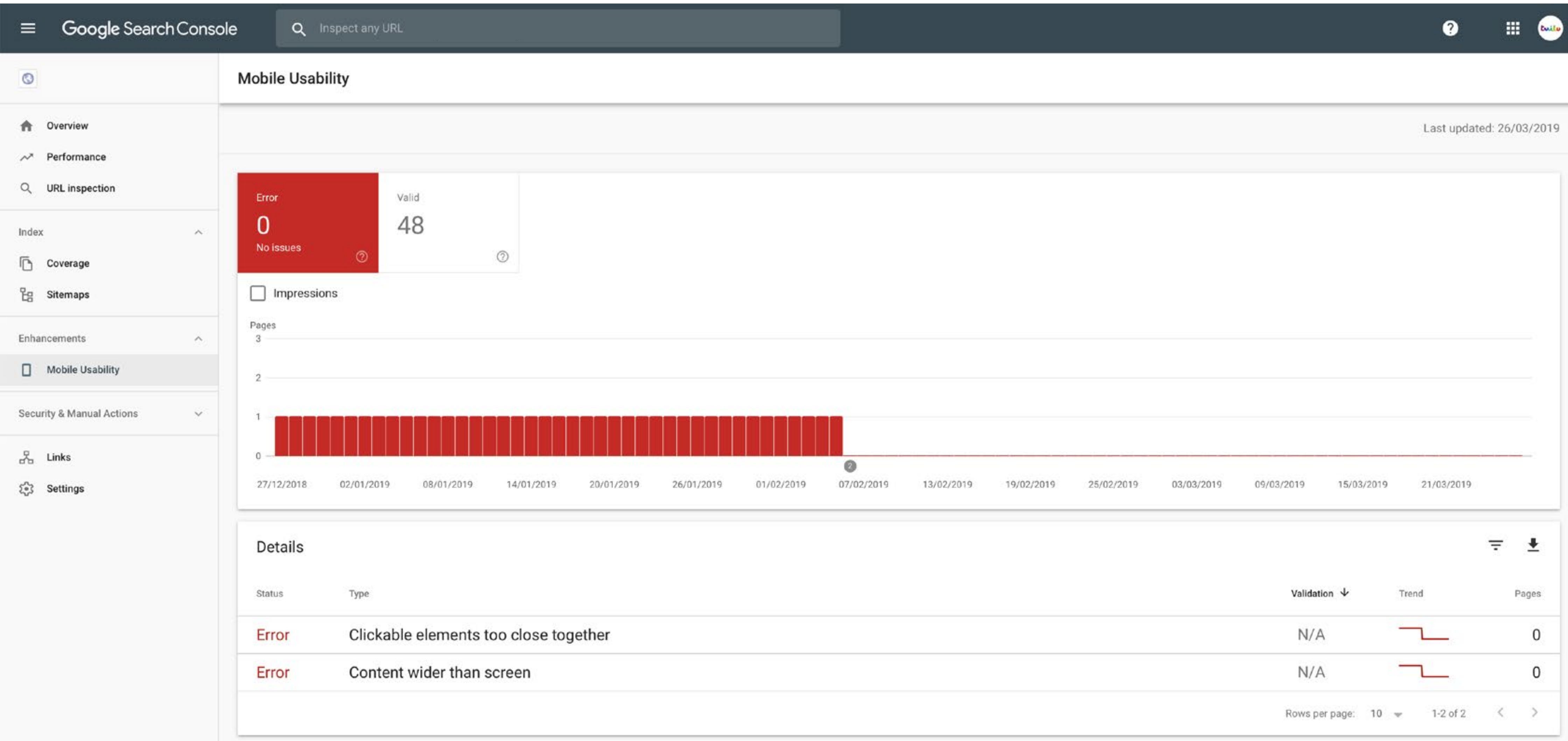




|   |                           |   |                         |   |              |  |  |
|---|---------------------------|---|-------------------------|---|--------------|--|--|
| Google Search Console   |                           |   | Inspect any URL         |   | ?            |  |  |
| <div>Overview</div> <div>Performance</div> <div>URL inspection</div> <div>Index</div> <div>Coverage</div> <div>Sitemaps</div> <div>Enhancements</div> <div>Mobile Usability</div> <div>Security &amp; Manual Actions</div> <div>Links</div> <div>Settings</div> | Links > Top linking sites |   | Total external links 73 |   |              |  |  |
|   | Top linking sites         |   |                         |   |              |  |  |
|   | Site                      |   | Linking pages           |   | Target pages |  |  |
|   | twipu.com                 |   | 16                      |   | 3            |  |  |
|   | pinterest.com             |   | 8                       |   | 3            |  |  |
|   | picswe.com                |   | 4                       |   | 3            |  |  |
|   | houzz.ie                  |   | 3                       |   | 1            |  |  |
|   | acarchitects.biz          |   | 3                       |   | 1            |  |  |
|   | cloudaccess.host          |   | 2                       |   | 1            |  |  |
|   | tradeshowmixer.com        |   | 2                       |   | 2            |  |  |
| twitur.com  |                           | 2 |                         | 1 |              |  |  |
| socialrank.io   |                           | 1 |                         | 1 |              |  |  |
| twilo.net   |                           | 1 |                         | 1 |              |  |  |
| tuuliajolla.info  |                           | 1 |                         | 1 |              |  |  |

# Google Search Console

Mobile usability





# Google Analytics

Overview

## Know your audience

Monitor user demographics, location, interests and more

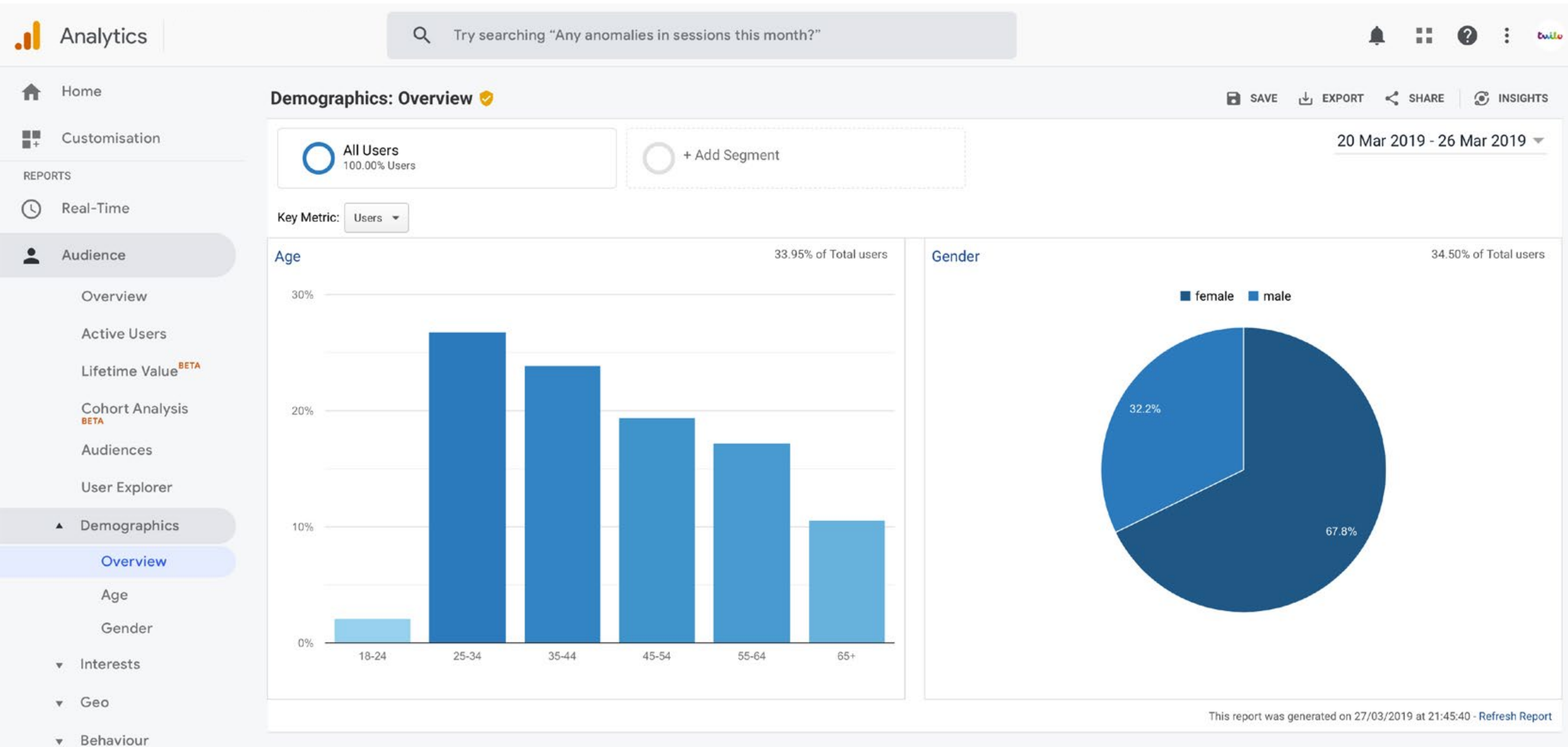
## Detailed acquisition

See where your customers are coming from

## Set goals

Track the progress of your website using goals and events





Analytics

Try searching "Any anomalies in sessions this month?"

Home

Customisation

REPORTS

Real-Time

Audience

Overview

Active Users

Lifetime Value BETA

Cohort Analysis BETA

Audiences

User Explorer

Demographics

Interests

Overview

Affinity Categories

In-Market Segments

Other Categories

Interests: Overview

All Users

100.00% Users

+ Add Segment

Key Metric: Users

Affinity Category (reach)42.07% of Total users

|       |  |   |
|-------|--|---|
| 3.75% |  | Food & Dining/Cooking Enthusiasts/30 Minute Chefs |
| 3.53% |  | Media & Entertainment/TV Lovers                   |
| 3.50% |  | Shoppers/Value Shoppers                           |
| 3.22% |  | Lifestyles & Hobbies/Family-Focused               |
| 3.15% |  | Shoppers/Bargain Hunters                          |
| 2.81% |  | News & Politics/Avid News Readers                 |
| 2.80% |  | Food & Dining/Foodies                             |
| 2.72% |  | Media & Entertainment/Book Lovers                 |
| 2.71% |  | Shoppers/Shopaholics                              |
| 2.65% |  | Lifestyles & Hobbies/Fashionistas                 |

In-Market Segment37.60% of Total users

|       |  |   |
|-------|--|---|
| 6.20% |  | Travel/Hotels & Accommodations  |
| 4.01% |  | Travel/Trips by Destination/Trips to Europe/Trips to the UK   |
| 3.59% |  | Real Estate/Residential Properties/Residential Properties (For Sale)  |
| 3.40% |  | Real Estate/Residential Properties/Residential Properties (For Sale)/Houses (For Sale)/Preowned Houses (For Sale) |
| 2.83% |  | Travel/Air Travel   |
| 2.72% |  | Apparel & Accessories/Women's Apparel   |
| 2.49% |  | Employment  |
| 2.09% |  | Autos & Vehicles/Motor Vehicles/Motor Vehicles (Used)   |
| 1.90% |  | Apparel & Accessories   |
| 1.90% |  | Home & Garden/Home Decor  |

Other Category40.27% of Total users

|       |  |   |
|-------|--|---|
| 8.98% |  | Arts & Entertainment/Celebrities & Entertainment News |
| 4.28% |  | Travel/Hotels & Accommodations                        |
| 3.86% |  | Food & Drink/Cooking & Recipes                        |
| 3.57% |  | Real Estate/Real Estate Listings/Residential Sales    |
| 2.90% |  | Sports/Team Sports/Soccer                             |



# Google Analytics

See where your customers are coming from



Real-Time

Audience

Acquisition

Overview

All Traffic

Google Ads

Search console

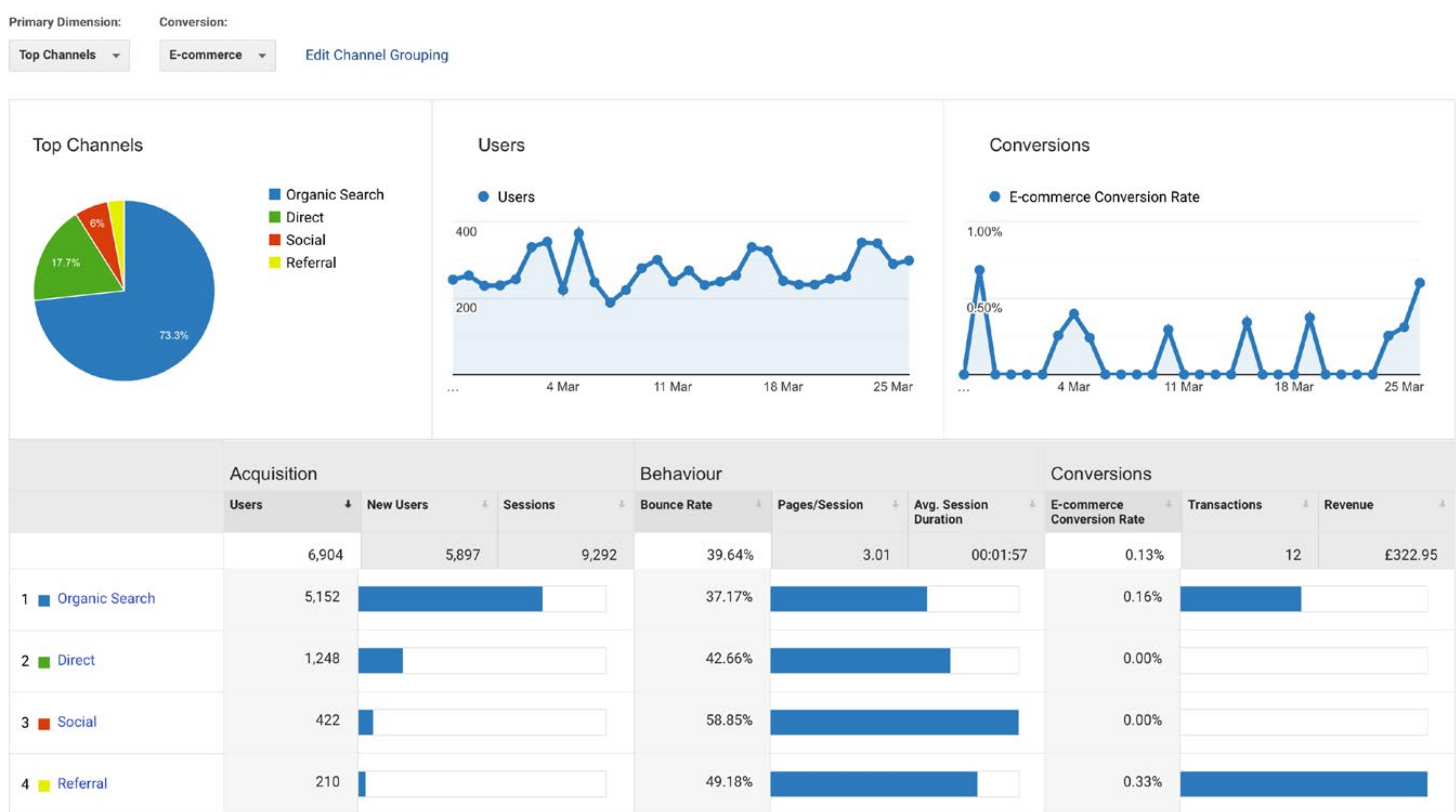
Social

Campaigns

Behaviour

Conversions

Discover



To see all 4 Channels click [here](#).

# Google Analytics

Set goals



## Goals

Set your own objectives such as making a purchase, filling in a form or visiting more than X pages

## Events

Check when a visitor takes action on your website, such as clicking a particular button





# Google Analytics

## Set goals



Analytics

All accounts > Simply Vehicle Leasing

All Web Site Data

Try searching "Any anomalies in sessions this month?"

3

ADMIN

USER

View

+ Create View

All Web Site Data

View Settings

User Management

Goals

Content Grouping

Filters

Channel Settings

E-commerce Settings

Calculated metrics BETA

PERSONAL TOOLS & ASSETS

Segments

Annotations

Attribution Models

1

Goal set-up

Template

Select a template to start with a pre-filled configuration

REVENUE

Make a payment

Completed online payment

Make an appointment

Scheduled a visit or meeting

ACQUISITION

Create an account

Successful sign up, account or view created

ENQUIRY

View more

Viewed product or service details

Contact us

Viewed phone number, directions, chat or email

Get estimate

Requested price or time estimate

ENGAGEMENT

Compare information

Compared features, products or options

Add to favourites

Saved product or information to a list

Media play

Played interactive media, like a video, slideshow or product demo

Share / social connect

Shared to a social network or emailed

Smart Goal

Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your Google Ads bidding. [Learn more](#)

Custom

# Google Analytics

Set goals



Analytics

ng

Try searching "Any anomalies in sessions this month?"

3

ADMIN

USER

View

All Web Site Data

View Settings

User Management

Goals

Content Grouping

Filters

Channel Settings

E-commerce Settings

Calculated metrics BETA

PERSONAL TOOLS & ASSETS

Segments

Annotations

Attribution Models

Goal set-up

Custom

2 Goal description

Name

Sill in the contact form

Goal slot ID

Goal ID 15 / Goal Set 3

Type

☒ Destination e.g. thanks.html

☐ Duration e.g. 5 minutes or more

☐ Pages/Screens per session e.g. 3 pages

☐ Event e.g. played a video

☐ Smart Goal

Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your Google Ads bidding. [Learn more](#)

3 Goal details

# Google Analytics

Set goals



Analytics

ng

Try searching "Any anomalies in sessions this month?"

3

?

ADMIN

USER

View

+ Create View

All Web Site Data

View Settings

User Management

Goals

Content Grouping

Filters

Channel Settings

E-commerce Settings

Calculated metrics BETA

PERSONAL TOOLS & ASSETS

Segments

Annotations

Attribution Models

✓ Goal set-up

Custom

Edit

✓ Goal description

Name: *Sill in the contact form*

Goal type: *Destination*

Edit

3 Goal details

Destination

Equal to

☐ Case sensitive

For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Value optional

☐ OFF Assign a monetary value to the conversion.

Funnel optional

☐ OFF

Specify a path that you expect traffic to take towards the destination. Use it to analyse the entrance and exit points that impact your Goal.

Verify this Goal See how often this Goal would have converted based on your data from the past 7 days.

Save

Cancel

Cancel



# Google Analytics

Track your goals



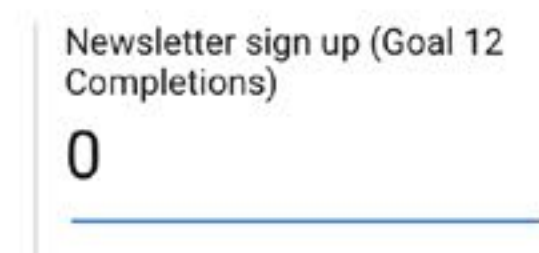
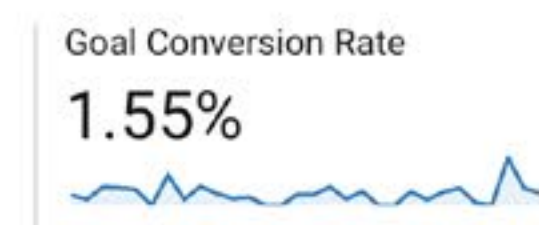
- Real-Time
- Audience
- Acquisition
- Behaviour
- Conversions
- Goals
  - Overview
  - Goal URLs
  - Reverse Goal Path
  - Funnel Visualisation
  - Goal Flow
  - Smart Goals
- E-commerce
- Multi-Channel Funnels
- Attribution
- Discover

Goal Option:  
All Goals

Overview

Goal Completions vs Select a metric

Hourly Day Week Month



Goals

| Goal Completion Location |
|--------------------------|
| Source/Medium            |

| Goal Completion Location |                   | Goal Completions | % Goal Completions |
|--------------------------|-------------------|------------------|--------------------|
| 1.                       | /product/saffron/ | 75               | 53.57%             |
| 2.                       | /downloads/       | 11               | 7.86%              |
| 3.                       | /                 | 7                | 5.00%              |

# Relevant Content & Design

Overview

## Keep your content relevant

Use Search Console data to optimise your website

## Keep your design relevant

'Content is King', but design is a close second

## Show you care

Your website should work seamlessly across all devices and be super-quick!





# Relevant Content & Design

Keep your content relevant



home cinema installation london



Rating ▾ Hours ▾

## Custom Controls - Home Cinema & Crestron Smar...

5.0 ★★★★★ (6) · Home cinema installation

London · 020 3012 0321

Closed · Opens 9AM Thu



WEBSITE



DIRECTIONS

## Couture Digital

No reviews · Home cinema installation

London · 0800 195 4825

Closed · Opens 9AM Thu



WEBSITE



DIRECTIONS

## Finite Solutions

5.0 ★★★★★ (3) · Home cinema installation

London · 020 7371 8761

Closed · Opens 8AM Thu



WEBSITE



DIRECTIONS

More places

## Home Cinema Installers London

<https://www.domain.com/home-cinema-installers-london> ▾

We provide luxury home cinemas in London. Our designers and installers have years experience working with high-end media and cinema rooms.

## Home Cinema Installation | Cinema & Media Rooms | Screening Rooms

<https://www.customcontrols.co.uk/home-cinema-installation/>

Custom Controls are a high end home cinema installation company, based in London and Cheshire, specialising in dedicated cinema rooms. As experts in ...

Query

home cinema automation

home theatre installation london

smart home blog uk

automated home

automated lighting

luxury home cinema

home cinema installation london

luxury cinema room

luxury home cinema room

home cinema leeds

home cinema installations london

home automation

audio visual systems

home automation lighting





# Relevant Content & Design

Keep your content relevant

## Are you using a 'CMS'?

Platforms such as WordPress allow you to edit your meta information

- 1 [Home Cinema Installers London](#)
- 2 <https://www.domain.com/home-cinema-installers-london> ▼
- 3 We provide luxury home cinemas in London. Our designers and installers have years experience working with high-end media and cinema rooms.

1. Meta title
2. Page URL
3. Meta description

## Home Cinema Installation | Cinema & Media Rooms | Screening Rooms

<https://www.customcontrols.co.uk/home-cinema-installation/>

Custom Controls are a high end home cinema installation company, based in London and Cheshire, specialising in dedicated cinema rooms. As experts in ...

## Specialists in Smart Home Technologies & Bespoke Home Cinema ...

<https://www.finitesolutions.co.uk/> ▼

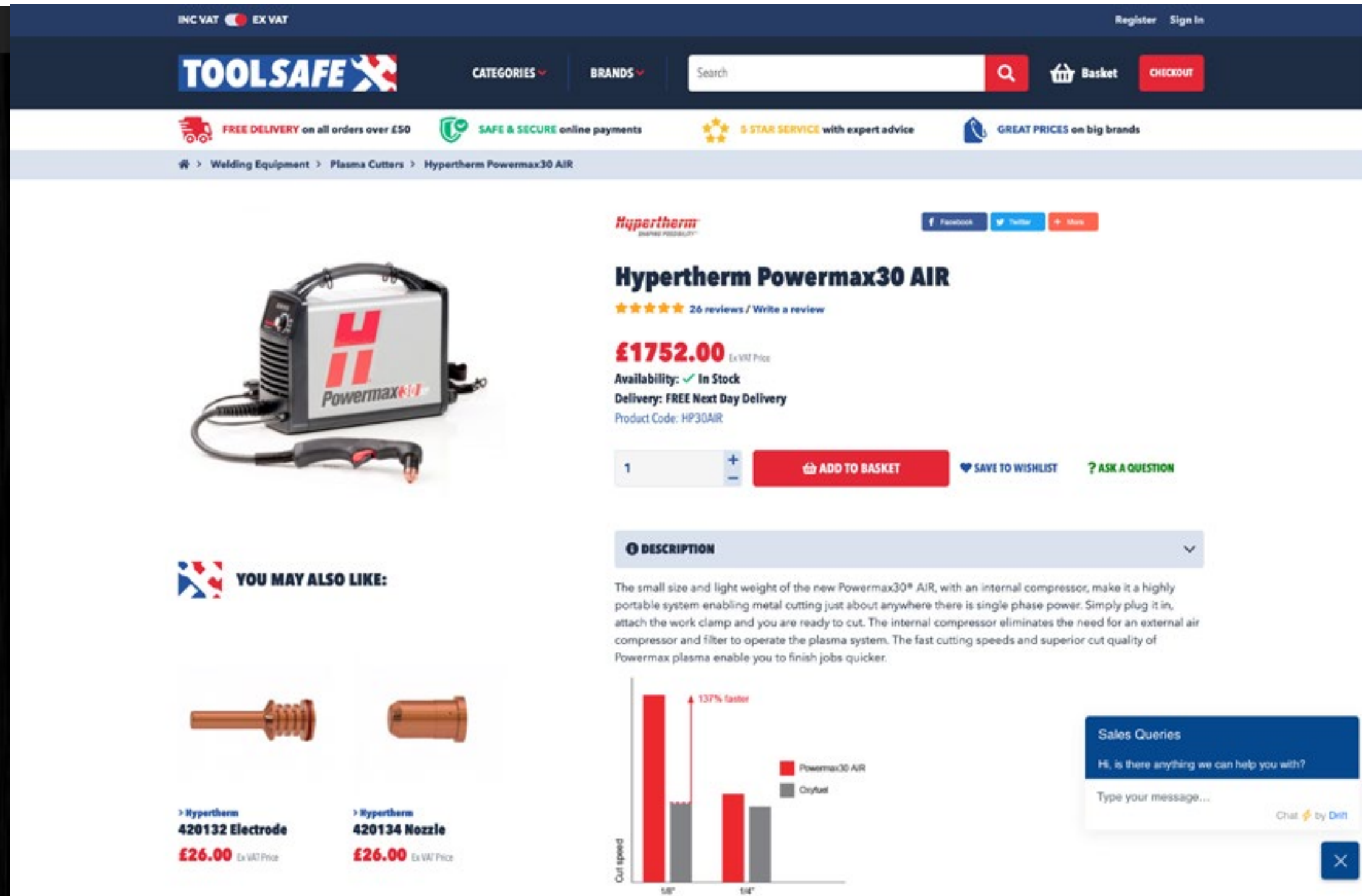
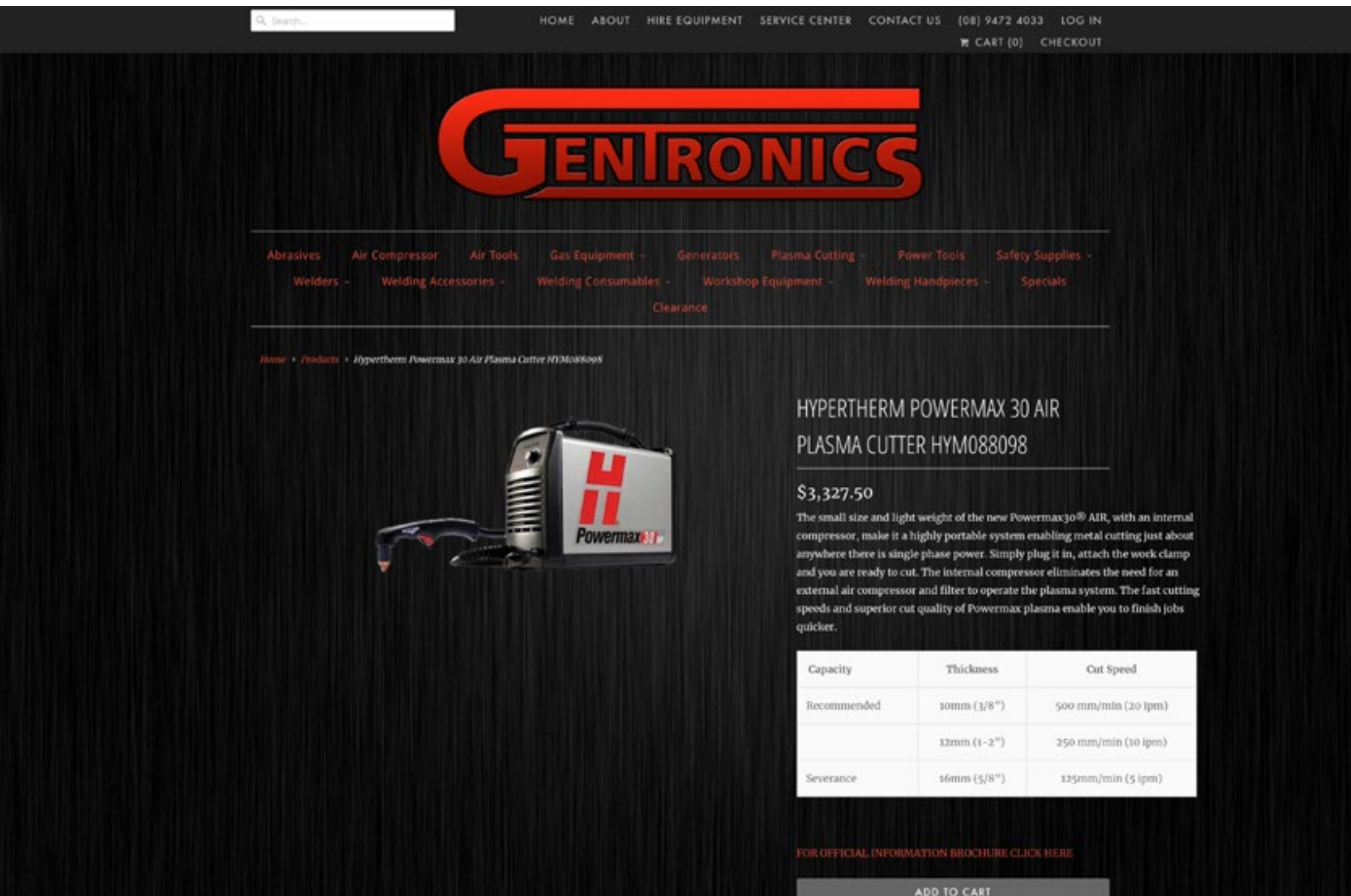
... and functional solutions in smart home systems, bespoke home cinemas and ... the design and installation process is simple and to support you post contract.

[Bespoke Home Cinema](#) · [Contact](#) · [Home Cinema Seating](#) · [Smart Home Installation](#)



## Relevant Content & Design

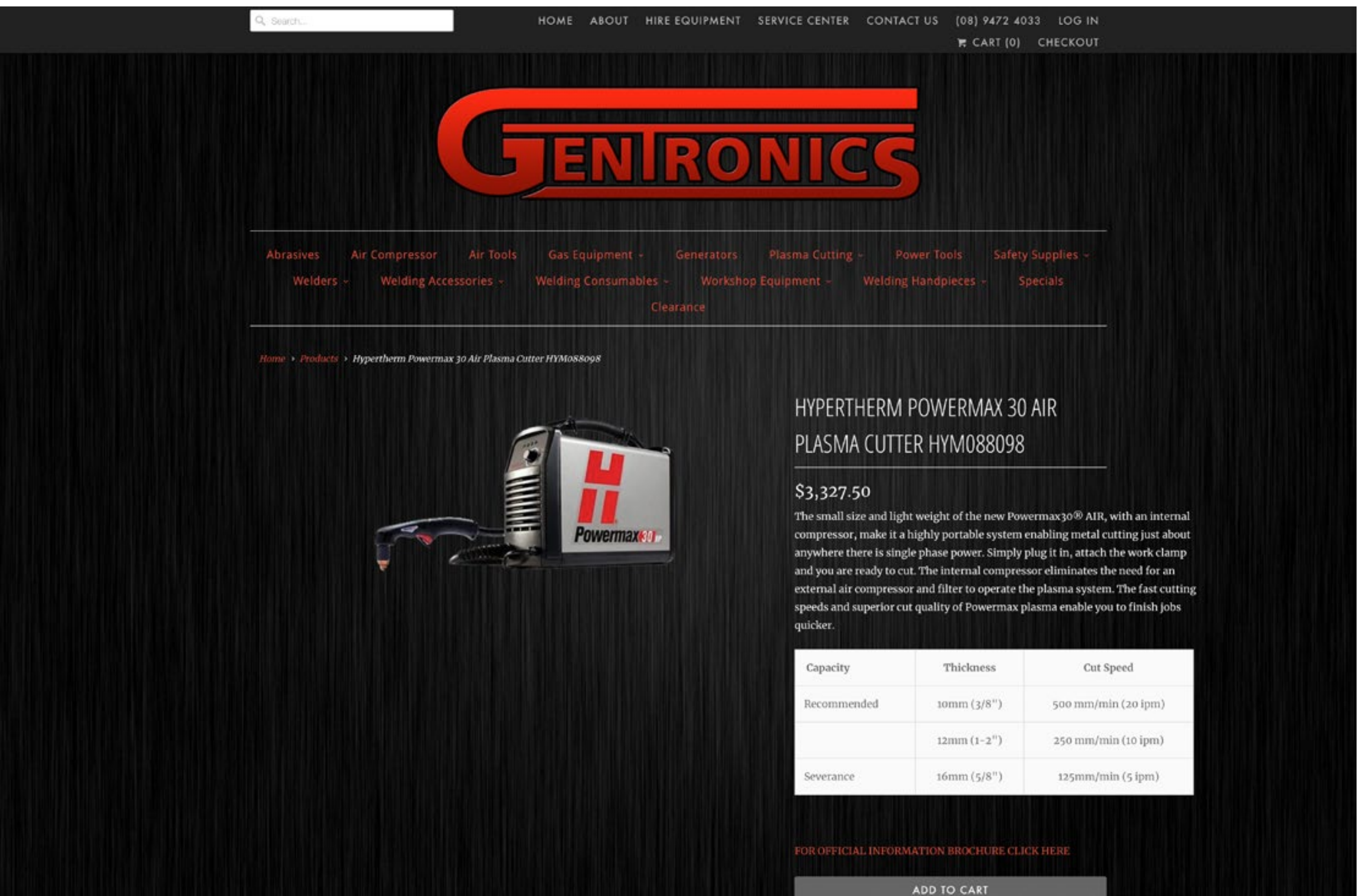
## Keep your design relevant





# Relevant Content & Design

Keep your design relevant



✗ Important content secondary

✗ Dark, depressing

✗ No related content

✗ No help

✗ Call to action almost hidden

# Relevant Content & Design

Keep your design relevant

INC VAT ☐ EX VAT

Register Sign In

TOOLS SAFE

CATEGORIES

BRANDS

Search

Basket

CHECKOUT


FREE DELIVERY on all orders over £50

SAFE & SECURE online payments

5 STAR SERVICE with expert advice

GREAT PRICES on big brands

Welding Equipment > Plasma Cutters > Hypertherm Powermax30 AIR



Hypertherm

SHAPING POSSIBILITY

Facebook

Twitter

More

Hypertherm Powermax30 AIR

★★★★★ 26 reviews / Write a review

£1752.00 Ex VAT Price

Availability: ✓ In Stock

Delivery: FREE Next Day Delivery

Product Code: HP30AIR

1

+

−


ADD TO BASKET

SAVE TO WISHLIST

ASK A QUESTION

DESCRIPTION


The small size and light weight of the new Powermax30® AIR, with an internal compressor, make it a highly portable system enabling metal cutting just about anywhere there is single phase power. Simply plug it in, attach the work clamp and you are ready to cut. The internal compressor eliminates the need for an external air compressor and filter to operate the plasma system. The fast cutting speeds and superior cut quality of Powermax plasma enable you to finish jobs quicker.



> Hypertherm

420132 Electrode

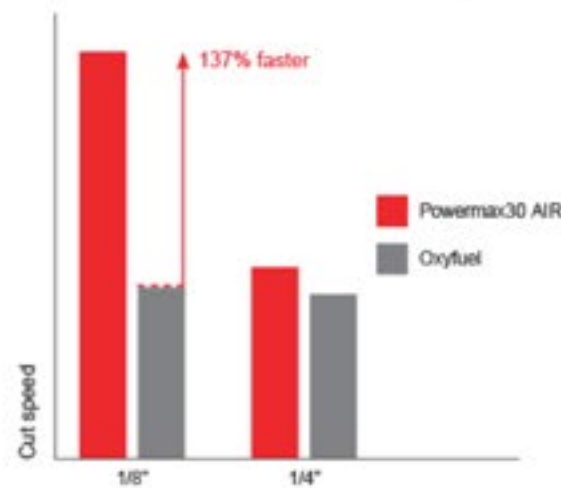
£26.00 Ex VAT Price



> Hypertherm

420134 Nozzle

£26.00 Ex VAT Price



| Thickness | Powermax30 AIR | Oxyfuel |
|-----------|----------------|---------|
| 1/8"      | 137% faster    |         |
| 1/4"      |                |         |

Sales Queries

Hi, is there anything we can help you with?

Type your message...

Chat by Drift

✓ Important content visible

✓ Trust signals

✓ Reviews

✓ Availability

✓ Immediacy

✓ Help

✓ Related content



# Relevant Content & Design

Show you care

## Use good web hosting

Speed is everything

## Support all devices

Ensure your website works seamlessly from desktop to mobile

## ...and know your audience!

Make sure your content and design are relevant, using the free tools available to gather data



# THANK YOU!

**Any Questions?**

