How To Increase Enquiries Through Your Website

5 Towns Business Networking
28th March 2019

GROW YOUR BUSINESS WITH US
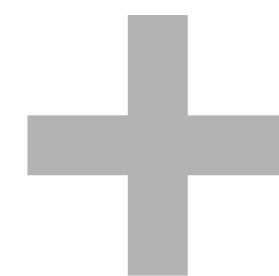
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Google Search Console
Google Analytics
Relevant Content
& Design

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

Google Search Console | Q Inspect any URL | ? | ⠿

Performance

Search type: Web ✎ | Date: Last 3 months ✎ | + NEW | Last updated: 25/03/2019

Total clicks	Total impressions	Average CTR	Average position
4,082	36.3K	2.7%	16.7

QUERIES | PAGES | COUNTRIES | DEVICES | SEARCH APPEARANCE

Query	↓ Clicks	Impressions
home cinema automation	54	808
home theatre installation london	19	366
smart home blog uk	14	512
automated home	13	605
automated lighting	13	658
luxury home cinema	13	424
home cinema installation london	12	153
luxury cinema room	12	229

Sidebar navigation
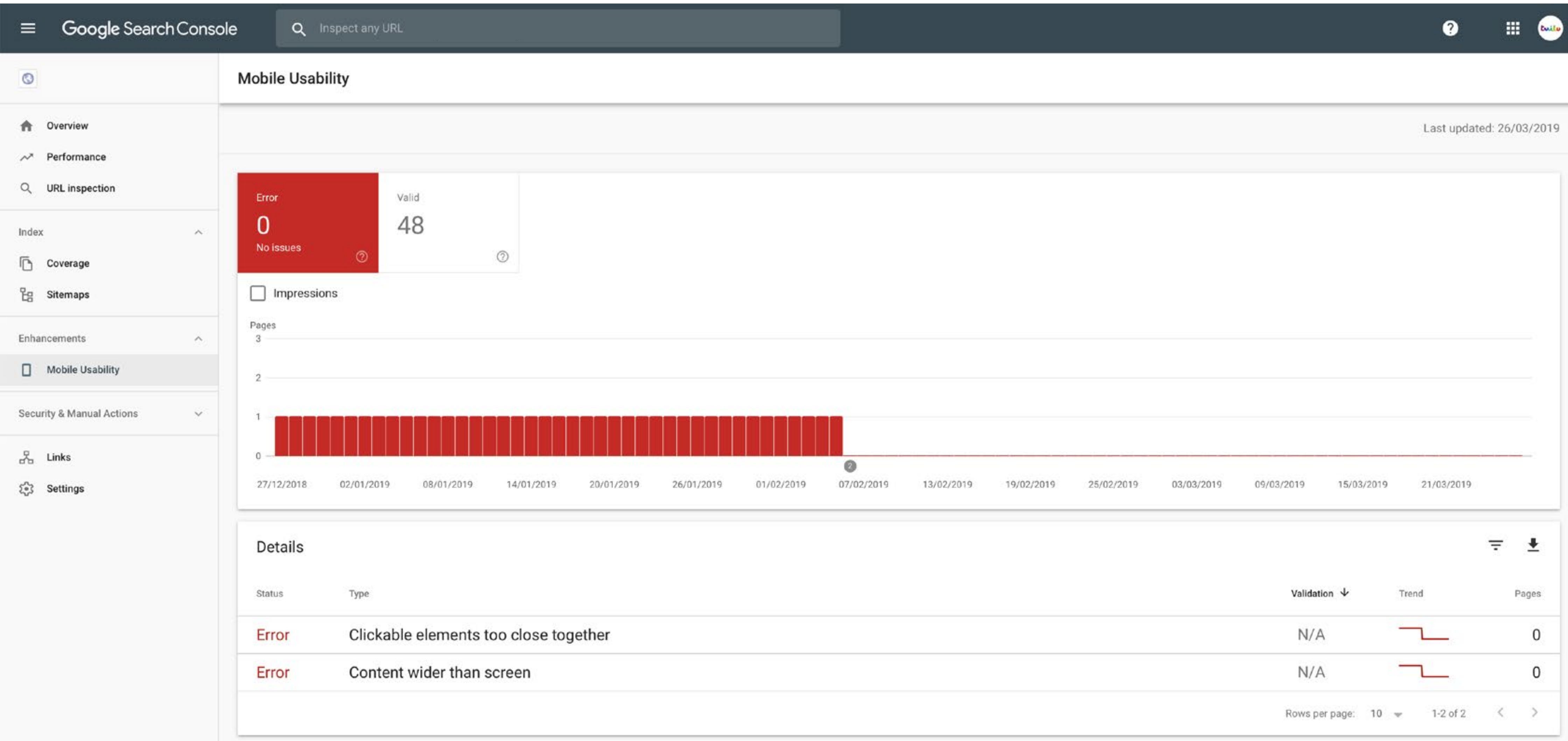- ♦ Overview
- ～ Performance
- 🔍 URL inspection

Index ⌃
- 🗐 Coverage
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Enhancements ⌃
- 📱 Mobile Usability

Security & Manual Actions ⌄

- 🔗 Links
- ⚙ Settings

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luxury cinema room	12	229
luxury home cinema room	12	199
home cinema leeds	11	181
home cinema installations london	11	159
home automation	11	351
audio visual systems	11	360
home automation lighting	11	533

Submit feedback
About new version

Google Search Console

Backlinks

Google

Search Console

Links > **Top linking sites**

Total external links ⑦

73

Overview
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URL inspection

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📱 Mobile Usability

Security & Manual Actions ⌄

⛓ Links

⚙ Settings

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
Search Console

☰ Google Search Console   🔍 Inspect any URL   ❓   ⠿   👤

🌐

| 🏠 Overview |
| 〽 Performance |
| 🔍 URL inspection |

Index ⌃

| 🗐 Coverage |
| ⧉ Sitemaps |

Enhancements ⌃

| 📱 **Mobile Usability** |

Security & Manual Actions ⌄

| ⅏ Links |
| ⚙ Settings |

Mobile Usability

Last updated: 26/03/2019

| Error
0
No issues ⑦ | Valid
48
⑦ |

☐ Impressions

Pages

3

2

1

0

27/12/2018   02/01/2019   08/01/2019   14/01/2019   20/01/2019   26/01/2019   01/02/2019   07/02/2019   13/02/2019   19/02/2019   25/02/2019   03/03/2019   09/03/2019   15/03/2019   21/03/2019

Details   ▽   ⬇

Status	Type	Validation ↓	Trend	Pages
Error	Clickable elements too close together	N/A	⌐_	0
Error	Content wider than screen	N/A	⌐_	0

Rows per page: 10 ⌄   1-2 of 2   ‹ ›

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

Google Analytics

Know your audience

Google Analytics

Know your audience

Google Analytics

Google Analytics

See where your customers are coming from
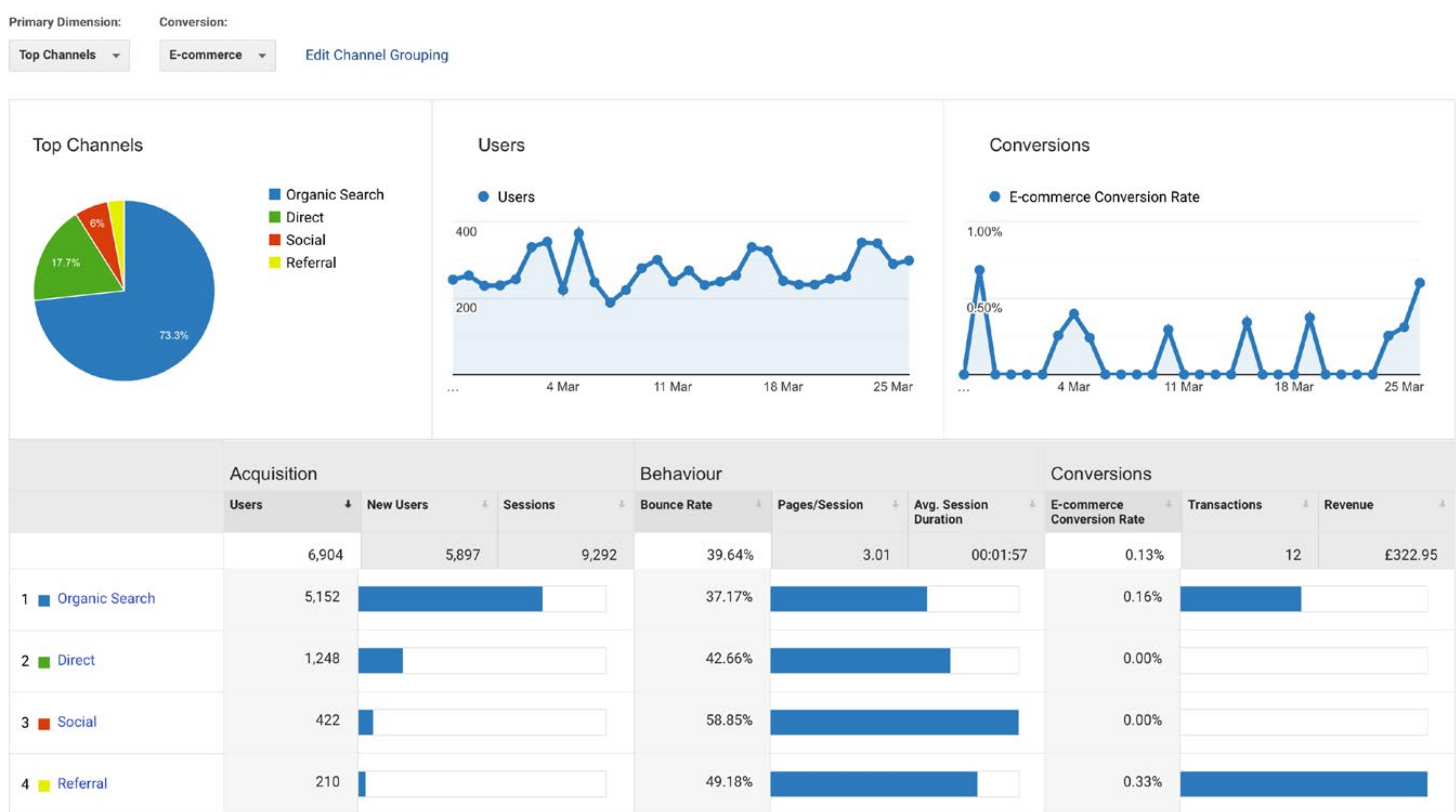
Google Analytics

Google
Analytics

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

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Google Analytics

Set goals

Google Analytics

Analytics | **All Web Site Data** ▾

🔍 Try searching "Any anomalies in sessions this month?"

ADMIN   USER

View **+ Create View**

All Web Site Data   ▾

←

📄 View Settings

👥 User Management

🚩 **Goals**

🚶 Content Grouping

▼ Filters

⇥ Channel Settings

🛒 E-commerce Settings

Dd 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

Google
Analytics

Analytics

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Try searching "Any anomalies in sessions this month?"

ADMIN   **USER**

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All Web Site Data

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✅ **Goal set-up**   Edit
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

Continue   Cancel

③ **Goal details**

Cancel

Google Analytics

Set goals

Google Analytics

Track your goals

Google Analytics
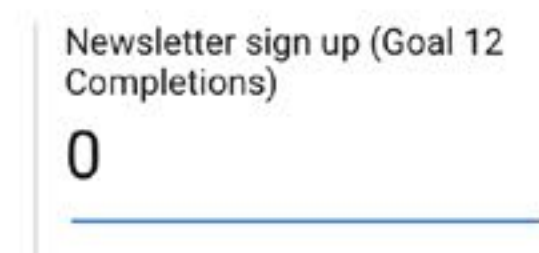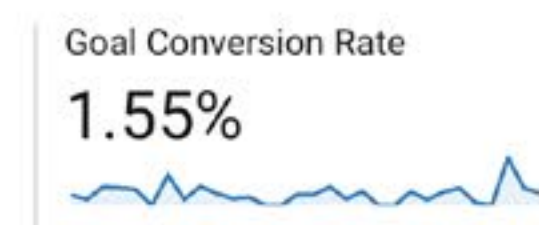
Relevant Content & Design

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

Relevant Content & Design

Keep your content relevant

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 Technolgies & 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

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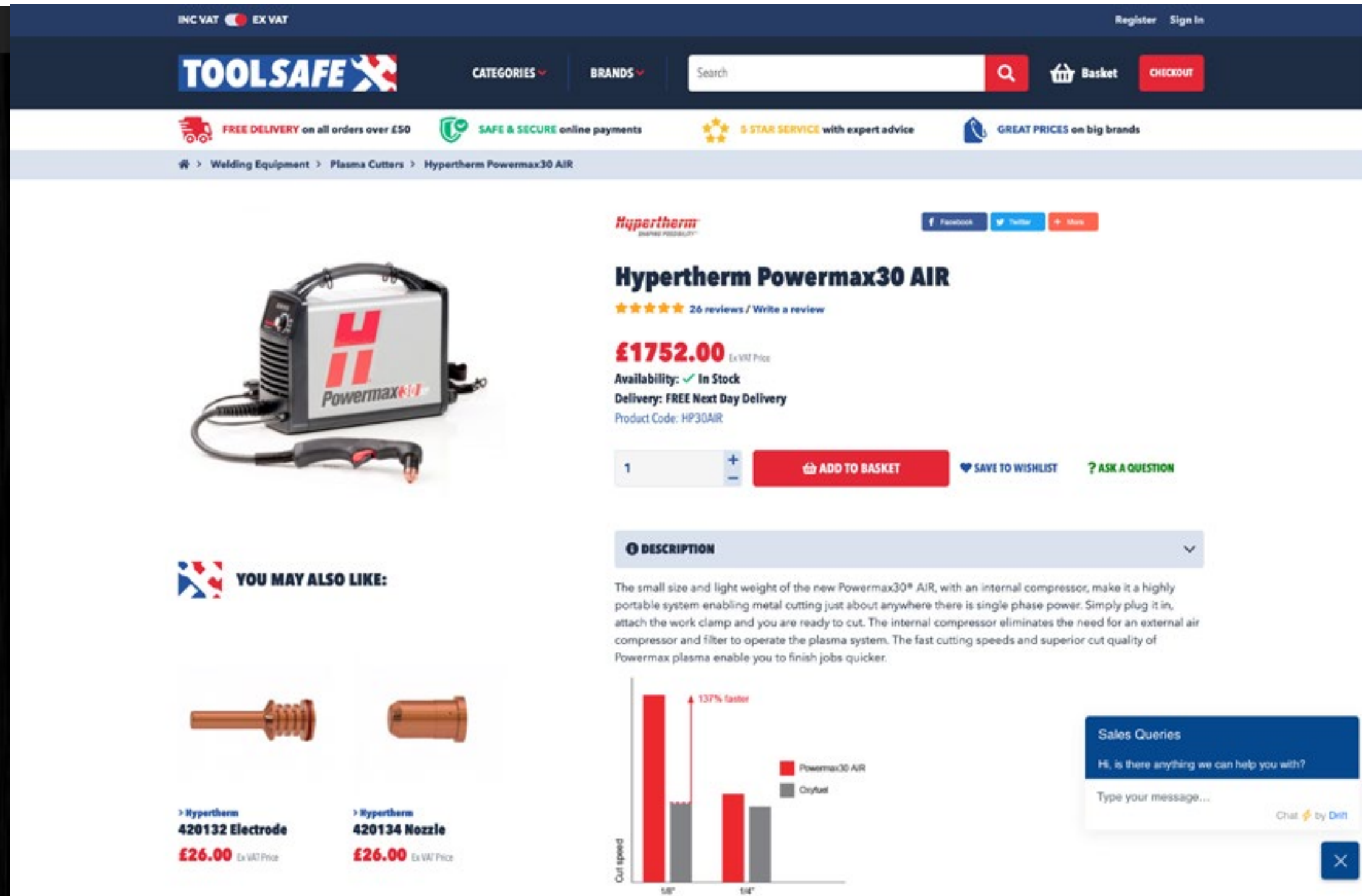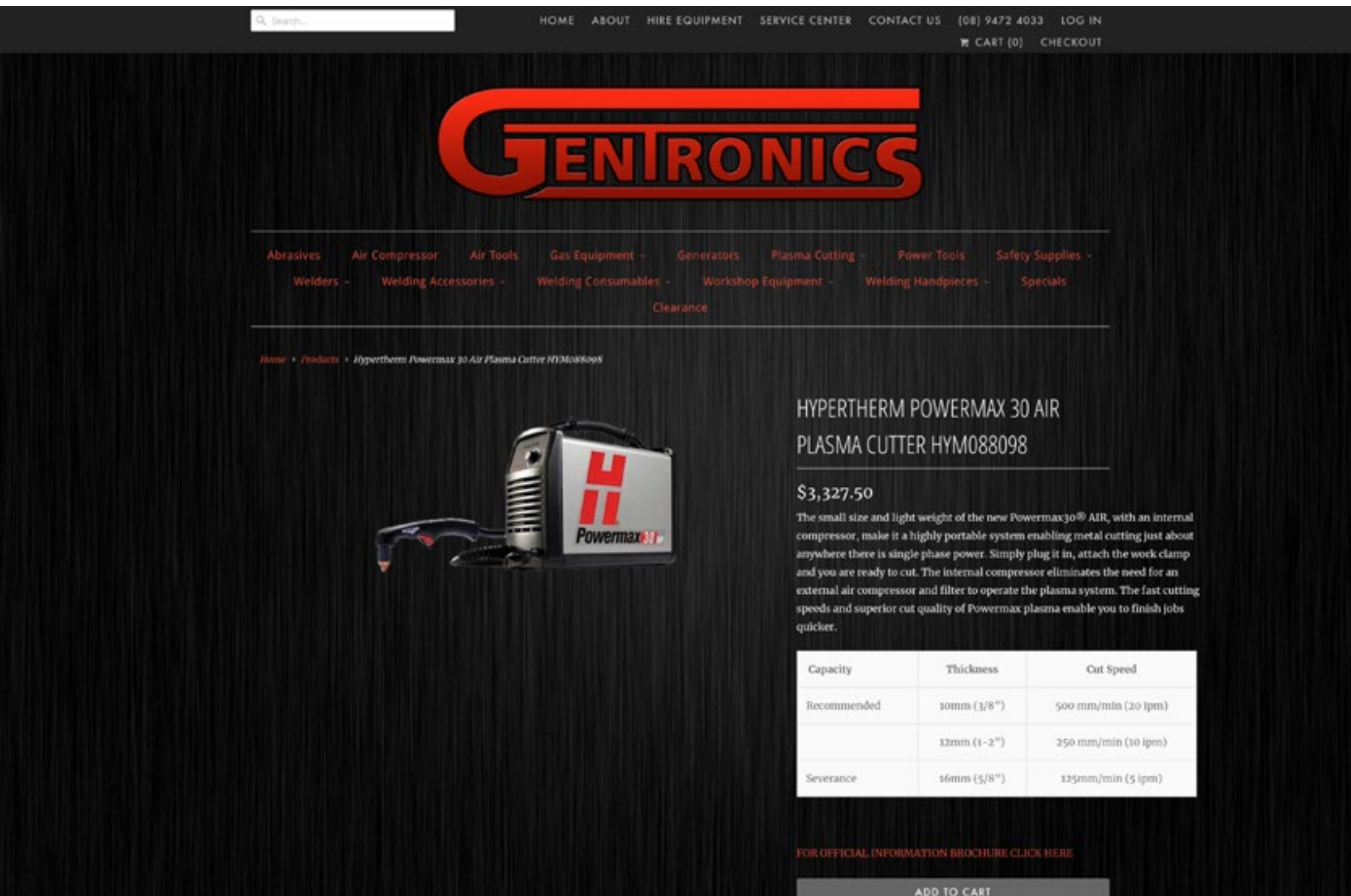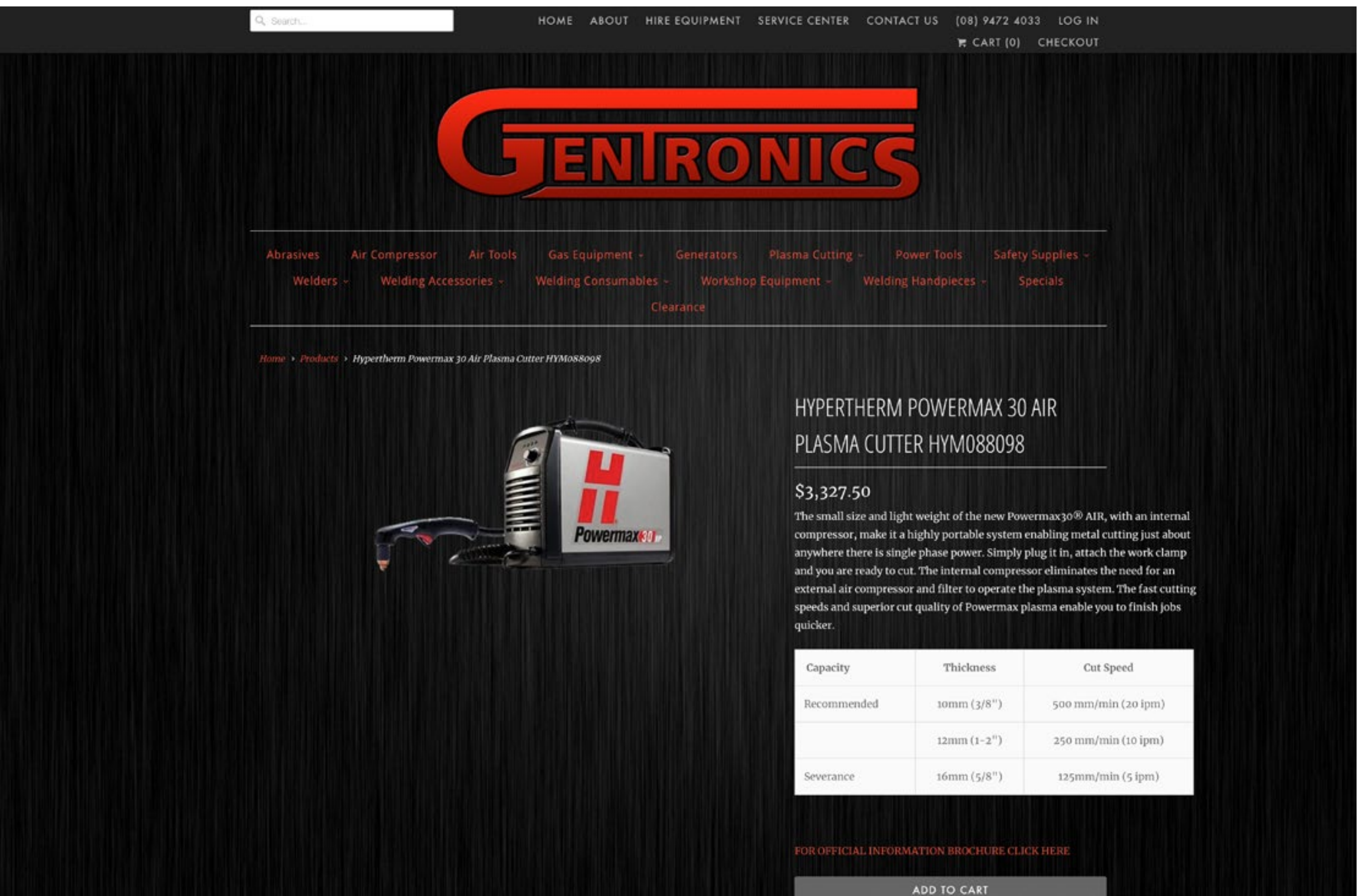
Relevant Content & Design

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

✔ **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

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THANK YOU!

Any Questions?