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WEBSITE/CAMPAIGN STRATEGY

WEBSITE IMPROVEMENT TIPS

TRACKING AND REPORTING



AN EFFECTIVE WEBSITE AND MARKETING STRATEGY,  
SHOULD CONSIDER SOME REALLY IMPORTANT THINGS...

THE WHY

THE WHO

THE WHAT

# **( Why ) does my website exist?**

**Primary  
Purpose**

**Goals/  
Targets**

**Target  
Market**

**Core  
Message**

# **( Who ) does my website target?**

**Perfect  
Visitor**

**Demographic  
/ Geographic**

**Lifestyle  
/ Interests**

**Key Decision  
Factors**

# ( What is my website offering?

**Primary  
Offering**

**Value  
Proposition**

**Competitive  
Advantage**

**The Hook /  
Promotion**

# Set clear goals and objectives

**Sales  
Generated**

**Audience  
Reached**

**Realistic Budget**

**Realistic  
Timeline**



# Measure outcomes and optimise

**Website  
Engagement**

**Leads /  
Conversions**

**ROI**

**Customer  
Quality**

# Tips for improving your website for your customers.

# ( Chatbots / Live Chat )

**DRAFT**

 **PODIUM**

 **facebook**  
Messenger

**ZOHO**

 salesforce

HubSpot



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# ( Mail Lists / Subscriptions )



**mailchimp**



**Campaign Monitor**

HubSpot





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# ( Language Translation )





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# Customer Reviews Feed



## Customer Reviews

Airbnb  
Facebook  
Google  
TripAdvisor  
WooCommerce  
Yelp

Customer Reviews slider showing two reviews:

- janbuxton** (5 stars) - TripAdvisor  
Disregard bad reviews Don't know where the bad reviewers stayed but it couldn't have been here! Lovely park clean and close to transport straight into Adelaide without the hassles. We loved our stay, Tracey and all staff absolutely lovely to deal with couldn't do enough to help us as new visitors to Adelaide. Beautiful walks, lovely location, everything at your finger tips. Thank you Tracey for a very enjoyable stay we will be back.
- Pikiran2ku** (5 stars) - TripAdvisor  
A Little Refuge right by the City Stayed in a single bedroom cabin which was very clean, airy, light, spacious and comfortable. Located right by the Torrens River with a back gate opening onto Torrens Linear Park and its great walking/cycling trail. Lovely "non-city" feel because of all the trees along the river and abundant bird-life yet handy to everything and accessible to city centre. Managers were very friendly, hospitable and helpful. Our first stay but we'll be back.

# Customer Reviews Feed



## 10/10 would recommend

★★★★★ by Melissa on 14/05/20...

Very impressed with the quality of service from My living outdoors, from the initial consult with Michael, and the continuous communication throughout...

## Great Results

★★★★★ by Happy on 11/05/2020

Very easy to deal with company. Had lots of ideas to help us decide what we wanted with a new back yard verandah. Very efficient with getting back...

## Great Service and Quality

★★★★★ by Dan on 04/05/2020

Thank you MyLiving Outdoors for delivering an amazing project, the quality of work was superb. Communication before, during and after was excellent -...

## Our beautiful new living area

★★★★★ by Linda and Colin on 0...

We are really happy with the whole professionalism of this company. We were kept informed when things were going to happen and it's exactly what we wa...

## "DO YOURSELF A FAVOUR" ...

★★★★★ by doug m on 16/03/20...

When getting your quotes "do yourself a favour" and contact MyLiving Outdoors. Our project a pergola attached to the home on two sides was delivered...

## Awesome Outdoor retreat

★★★★★ by Jim B. on 11/03/2020

Great service by everyone I dealt with Michael and the team at Myliving Outdoors Are true professionals, from start to finish everything went very sm...

## Outstanding work

★★★★★ by Julie and Graeme on...

We had our front and rear decks replaced - March 2020. Michael and Bec have been fantastic. A very professional team from start to finish. The carpent...

## Beyond expectations

★★★★★ by Dtrain on 06/03/2020

Michael was knowledgable, and helpful. That build team led by Dan were excellent, respectful and professional. All work was skilled and fast. Very hap...



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**Good tracking and reporting, makes for better decisions in your marketing strategy.**





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(Thank you)



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