Optimise

Internet Marketing News
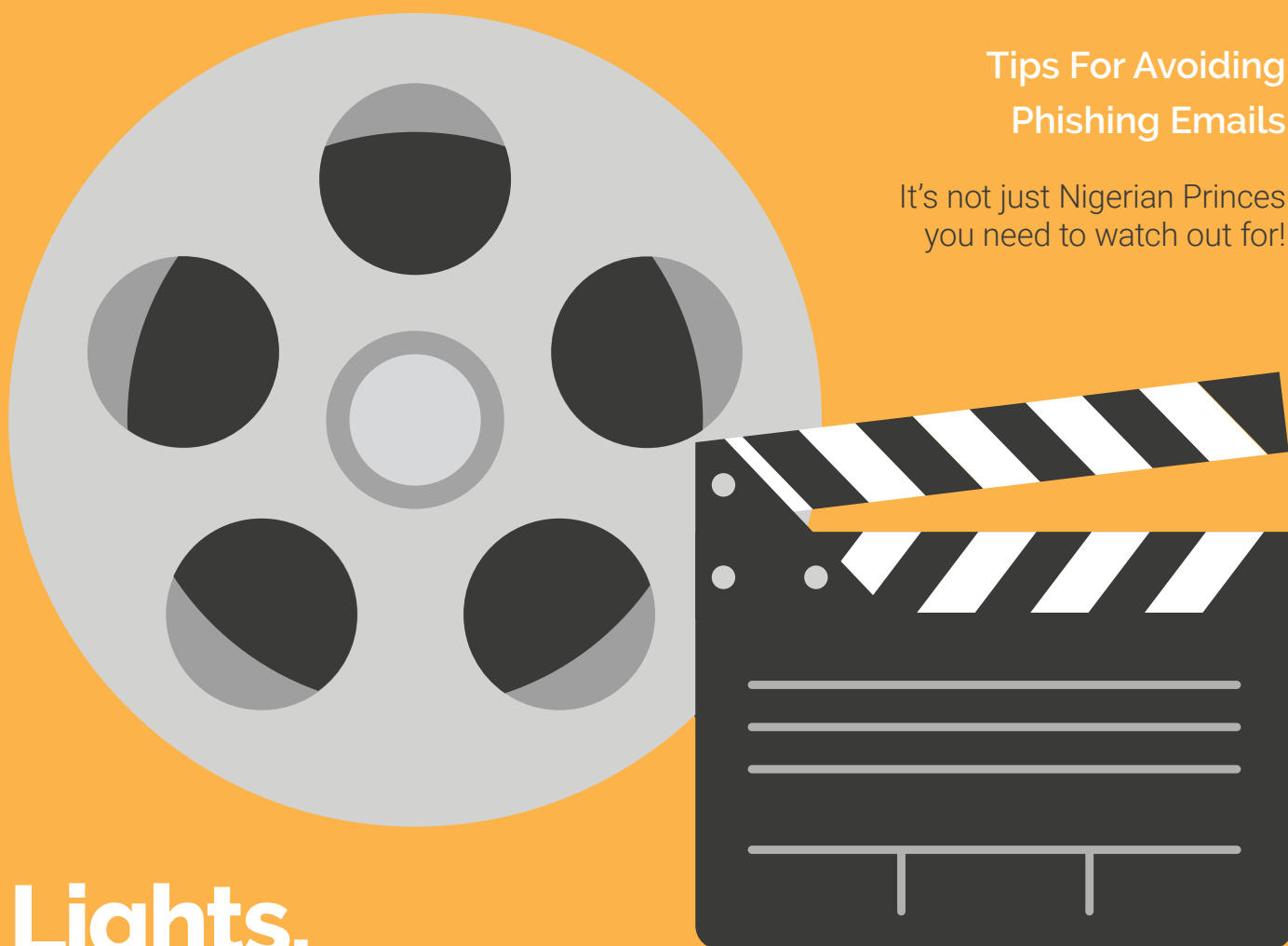
2017 Social Stats

Don't get left in the dark when it comes to social media!

Is Artificial Intelligence Making us Lazier?

5 tech advancements for first-world problems.

Tips For Avoiding Phishing Emails

It's not just Nigerian Princes you need to watch out for!

Lights, Camera, Sales

Get your brand on the video bandwagon or get left behind!

Welcome

Welcome to our 2017 Q2 issue!

It's official, Summer is over and we're already midway into Autumn—hard to believe isn't it? As we head toward the middle of the year, it's time to check-in on how your business is travelling and consider any changes you may need to implement now before heading into a new financial year. And what better way to do so than with our latest issue of Optimise?

Jam-packed with tips, tricks and helpful advice, this issue will give you plenty of business insight no matter your industry! In particular, I recommend checking out our cover special: 'Lights, Camera, Sales: Get your brand on the video bandwagon or get left behind!' No doubt you've heard us share many times about the importance of implementing video into your marketing, but the reality is, your business truly is missing out if you're not utilising the power of video content! If you're wondering how to get on-board without the marketing budget of a massive corporation, don't worry—it's still possible to harness video marketing no matter the size of your business!

Speaking of important insights, make sure you also check out our articles on steering clear of phishing attempts in 2017 (pages 14 - 16) as well as the top reasons your business should be on Facebook (pages 6 - 7); and once you're done there, head on over to page 17 where we ask the question: are recent technological advancements in Artificial Intelligence all they're cracked up to be, or simply making us lazier? Have a read and let us know what you think!

And finally, if you're looking for general industry news and insights on everything SEO, AdWords, web design and social media, don't worry, we've got you covered! From the latest on Facebook's Lead Generation ads, to tips on steering clear of common SEO and website design myths, to the benefits of Text-Message Extensions, there's plenty to sink your teeth into.

I hope you enjoy our latest issue of Optimise, and as always, if there's anything you'd like to see in our future editions be sure to let us know!

Happy Reading!

Ben Bradshaw
Editor in Chief, Optimise Magazine
CEO & Founder of SponsoredLinX

Meet the...
OPTIMISE EXPERTS

Drew Ioannides
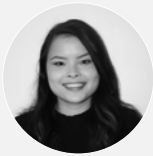
Doug Carpenter

Fiona Hoy

Adam Conroy

Jas Rawlinson

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Daniel Andreotti

Kylie Vaughan

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Megan Greentree

CONTENT In this Issue:

7 REASONS YOUR BUSINESS NEEDS TO BE ON FACEBOOK

Just in case you still need some convincing!

By Drew Ioannides

Could you go a day without Facebook? How about a week? For most of us, going without our favourite social media platform may mean missing out on a few posts, or being slightly out of the loop with the dietary habits of our friends, but inevitably life goes on. However, what does it mean for a business to be out-of-the-loop when it comes to social media? Well, as we'll see, the impact of thinking you don't need Facebook could be more severe than you may have first thought!

#1 FACEBOOK IS WHERE YOUR CUSTOMERS ARE.

It doesn't matter who you are or what industry you are in, your customers, or potential customers, are on Facebook. With over one billion active users per month and rising, there's simply no disputing the importance of the platform. While your customers may not specifically be looking for a business such as yours while watching hilarious cat videos, Facebook presents you with the perfect opportunity to get in front of your target market and begin building rapport with them.

#2 CUSTOMERS WANT TO GET TO KNOW YOU.

It's true—people are far more likely to trust a business they have built a rapport with, or seen their friends use, and Facebook is the perfect place to showcase your products, give customers a feel for your culture, and let them in on any events and special causes your company supports. Remember that day you took off work to volunteer with the RSPCA? Facebook is the perfect place to share this! And who knows, it may even win you some brownie points with your animal loving customers—and just when they're looking for an interior decorating business like yours!

#3 WE WANT TO BE "BEHIND THE CURTAIN".

We all love feeling like part of a group; it's our instinct and one that has a major impact on everything we do. Likewise, the same is true of the businesses we interact with—for example, going back to the same coffee shop because the barista knows your name and regular order. That feeling of familiarity and trust, like you're a part of a business, means you actively WANT to be involved with them—and for a business owner, this is the goal.

#4 EVERYONE ELSE IS DOING IT.

It might seem like a silly point to make—and probably one that invokes flashbacks to your parents/teachers asking, 'If everyone else was jumping off a bridge, would you too?'—but it's a valid point. Every time a potential customer uses Facebook there is the chance that they could be lured in by one of your competitors—and do you really want to miss out on the opportunity to be in the mix? It should be your brand that customers are seeing and interacting with, and unless you are active on Facebook, there's no chance of this happening.

#5 LEARN WHAT YOUR AUDIENCE ENGAGES WITH.

If your goal is to become a Fortune 500 company, then you need to get to know your customers (what makes them tick, what interests and motivates them, and most importantly, what drives them away). By utilising different styles of contact you can quickly learn what your audience's interests are—information that is valuable to your advertising campaigns.

Facebook provides you with the means to gather all of this information, which means that when you next decide to invest in sponsorship, or perhaps an expensive billboard advertisement, you'll instantly know which content is best going to hit the mark.

#6 FACEBOOK HAS ONE OF THE HIGHEST CONVERSION RATES AMONGST ECOMMERCE TRAFFIC.

According to Shopify—one of the leading ecommerce website platforms—Facebook beats out all other social media platforms when it comes to online sales; and on average, boasts a 1.85% conversion rate along with 85% of all social media generated sales.

#7 IT'S CHEAP!

Despite its advertising power, Facebook remains one of the cheapest platforms to advertise on. Once users are liking, following, and interacting with your page, it's easy to get new information out to them! Additionally, with the extremely detailed and accurate targeting options that are available on Facebook you can now rest assured every dollar you spend is going exactly where you wanted to spend it.

Regardless of whether just one—or all—of these reasons resonate with you, you simply can't go past advertising on Facebook! The power of the platform is that it gives you the ability to start small and then continue building once you are comfortable with the responses you are getting—and with ad formats like Lead Ads, which prepopulate contact forms with all of the relevant details you need, it's easier than ever to get in and give it a go!
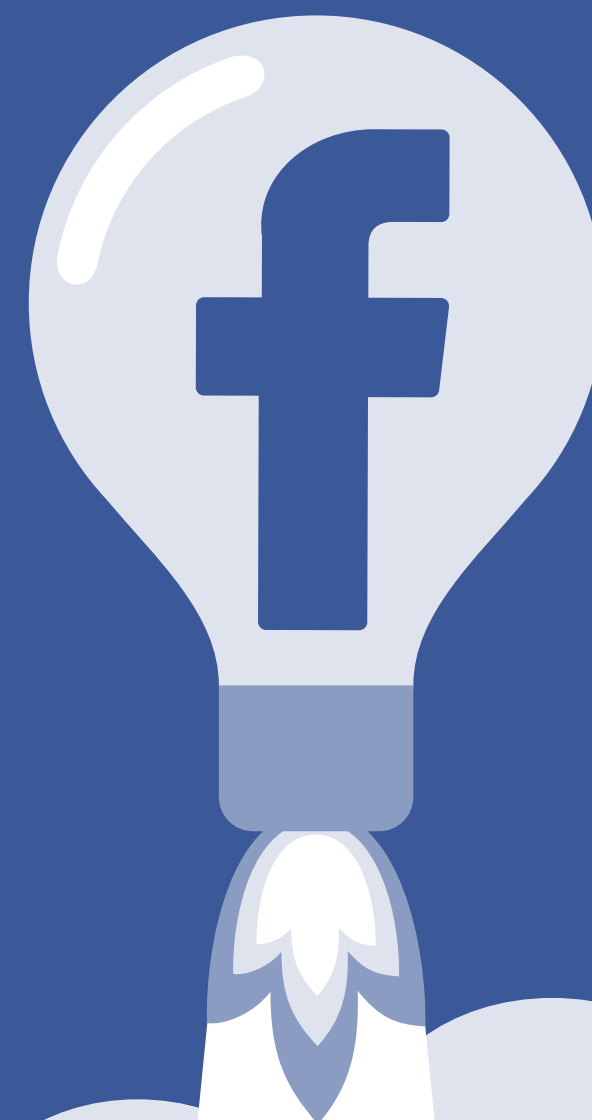
4 WEBSITE DESIGN MYTHS DEBUNKED

How many have you been fooled by?

By Doug Carpenter

Did you know you only use 10% of your brain?

Well—that's not actually true, but for some reason it's a myth we like to believe. Perhaps people like to think they can unlock an extra 90% of brain power and use it to communicate with their pets (I mean, what else would you want to do?)...But the reality is, we actually use much more of our brain that just 10%—so let's try using some of that mind power now to debunk the stickiest website myths getting around!

MYTH #1: MOBILE USERS DON'T CONCENTRATE FOR LONG.

It's easy to imagine someone using their phone while traversing the city or rushing between public transport, but in a recent study by Google it was discovered that 60% of smartphone usage is actually done at home (even on the toilet).

While attention spans of internet users are definitely shorter than they used to be, mobile users are no more distracted than those on a desktop—so don't get sucked into 'dumbing down' the user experience for mobile devices. Besides, people have plenty of time to digest all of your content while they hide from their kids in the bathroom!

MYTH #2: YOUR WEBSITE NEEDS TO BE AN ORIGINAL WORK OF ART.

"Don't re-invent the wheel."

I'm sure you've heard that saying before, but in this case it goes more like: "don't re-invent website navigation".

It can be tempting for designers and business owners to feel the need to push boundaries or be different from the rest, but when you mess with something that people are so familiar with it can actually lead to confusion. My tip? Be a pioneer at your own risk!

MYTH #3: EVERYTHING NEEDS TO BE ABOVE THE FOLD.

Actually, no it doesn't.

In fact, in a 2014 Time Magazine article from Chartbeat, CEO Tony Haile discovered that "66% of attention on a normal media page is spent below the fold" (analysed from the data of two billion site visits). Meanwhile, an analysis of almost 100,000 pageviews found that people used the scrollbar on 76% of pages, with 22% scrolling all the way to the bottom regardless of the length of the page (Clicktale, 2006)!

In short: sure, the first impression of your website is important, but this is exactly why you shouldn't cram it with every single piece of content and imagery that comes to mind.

MYTH #4: WHITE SPACE IS WASTED SPACE.

Every piece of your website real estate is valuable, so it seems logical that you shouldn't waste it. But pretend for a moment that leaving white space is not a waste at all, but in fact a key design element that can help users with readability.

Pretend no more, because it's true! Not only that, white space can be crucial in helping prioritise key elements and guiding users through your website.

So the next time your designer leaves a bunch of white space on the page, give them a pat on the back and tell them job well done.

HIGH CONVERTING TIPS
FOR YOUR WEBSITE

Are you grabbing your audience's attention in less than 8 seconds?

By Fiona Hoy

With everything we could possibly ever need to know available at the click of a button, we no longer have to read entire books or wait weeks for a letter in order to get the information we need—and this of course, has lead us to expect more information, more quickly. It's unlikely to come as a surprise to you that as humans we've become far less patient, but did you know that our attention spans have now dropped from approximately 12 seconds to only eight?! Yes, according to a Microsoft Corporation study, humans are finding it harder than ever to focus—which of course, is hugely concerning to advertisers and business owners!

So what does this mean for your business? Simply put, you need to ensure you're making the most of what your audience see and experience when they visit your website. As explained by Rob Weatherhead of MediaCom (for The Guardian), slow websites result in 32% of consumers bouncing off a site in less than five seconds! Not only will you see no results, but your users will also be left with a feeling of distrust and disinterest. So above all, your website needs to catch attention—and fast!

Below, are five of my top tips for analysing your website in order to counter the issue of low attention spans:

1. Visual Appeal

The first rule is to tell a visual story about your product or service in an appealing way. Note that low-quality or fuzzy images are not appealing to anyone, so spending that little bit extra on a professional photographer who can take high-resolution photos is well worth it! Secondly, remember that people will always prefer content that answers their question quickly, so instead of including cluttered paragraphs of copy, add a video or infographic to give them all the facts they need in a fraction of the time. This also helps to build rapport with your website.

2. Keep It Simple

As mentioned earlier, few people have the time or attention span these days for reading huge chunks of information (especially when they need an emergency plumber or electrician). My tip? Keep your information short and snappy! One of the easiest ways to do so is through the use of bullet points, as they allow you to state the basics in less than five words.

3. Make Your Goal Clear

It's all well and good to tell your audience about your product or service, but what do you want them to do with that information? Once a user has spent time navigating around—and building a relationship with—your website, they'll likely come to the crucial decision-making stage. When they do, you need to make sure that it's undeniably obvious what their next move should be—whether that's to purchase, make a booking, or get in contact. Simple phrases such as: "Call our friendly staff today on 1300 XXX XXX," or "Click to add to cart," are perfect examples—just ensure they grab your customer's attention without being obtrusive or you may risk coming across as too confronting or pushy (steer clear of bold red text and capital letters).
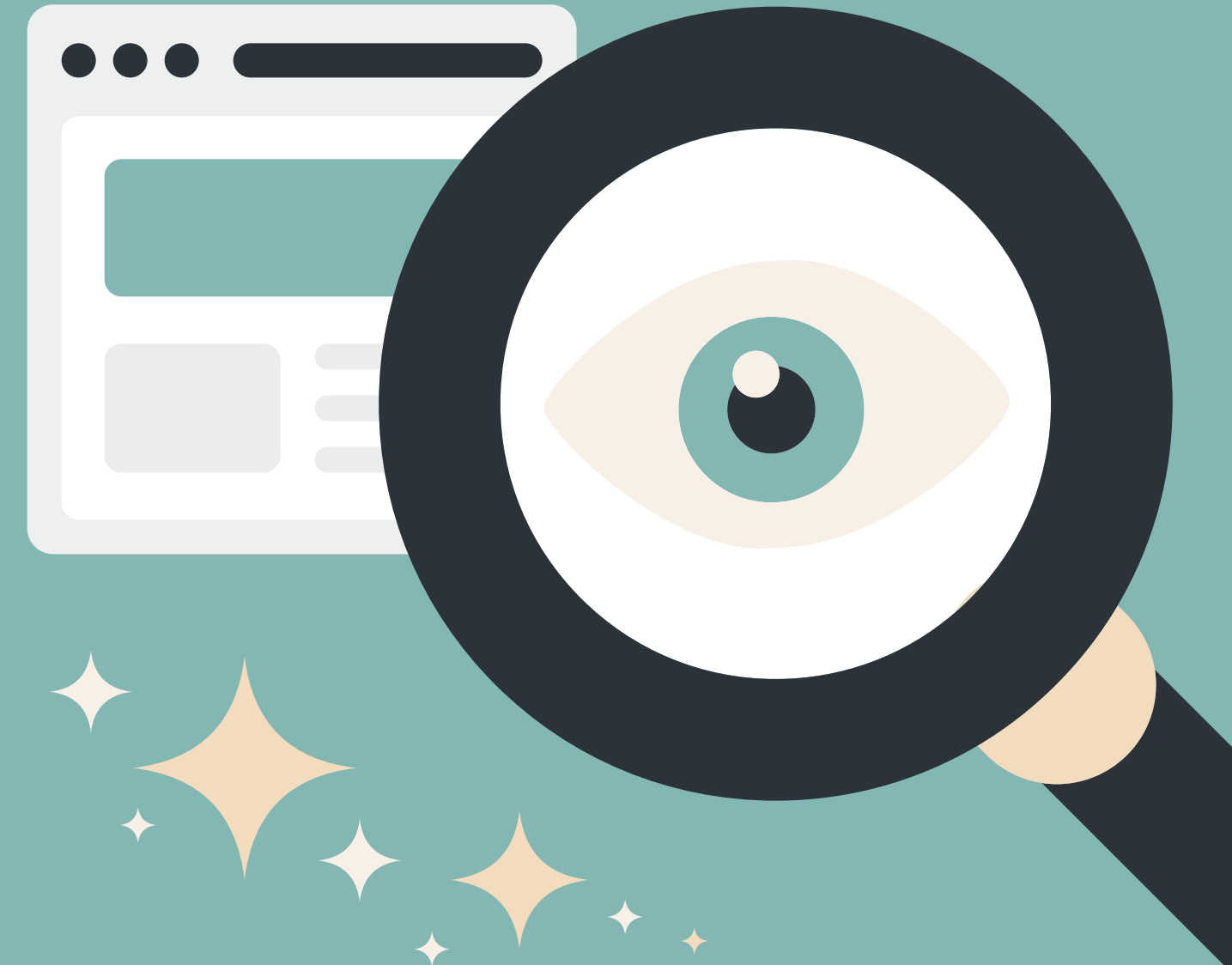
4. Simple Contact

If you want people to contact your business, you need to make it as easy as possible. For most large websites (such as eBay and Facebook), you'll notice that they tend to make contact information quite difficult to access—usually because they have millions of users complaining about the smallest and most irrelevant things—but as a small to medium size business owner, you're unlikely to have this problem. However, if you're worried about being spammed with robot-filled forms, just be sure to use a captcha (the little form you often tick/fill out when proving to Google you're not a robot).

On top of this, I also recommend making sure that your phone number stands out in the top right-hand corner of your website; the reason being, that as humans we inherently tend to look to this section for contact information. Additionally, you can also make life simpler for your customers by making your phone number clickable from a mobile device—allowing your current and potential clients to 'tap and call' with ease (particularly, before they get distracted by something else!).

5. Site Speed

Research shows that even a one-second delay in a website's loading time results in 11% fewer pageviews, a 16% reduction in customer satisfaction, and an average of 7% less sales or conversions! Pretty scary, yes? Now you may think that the speed of your site is out of your control and dependant on the end user's internet connection, but in truth, this is far from accurate. To get around this issue, I firstly recommend using the likes of Google's PageSpeed Tools in order to analyse what your current site speed is (on average, your server response time should be around 0.02 seconds). Secondly, I also recommend compressing the size of your website pages and images (this will keep the same quality, but reduce sizing).

Although they may sound minor, each of these tips and simple changes to your site could be the difference between a small or large improvement in sales and/or enquiries. Remember, keep it as simple as possible for your users—they don't want a 15-step process just to make a purchase. A quick checkout is best!

IS IT WISE TO RELY ON DATA FROM GOOGLE SEARCH CONSOLE?

We weigh in on whether the program makes the cut.

By Adam Conroy

Anyone in SEO will tell you that good sources of reliable information are often hard to come by in our industry, and those of us who have been around long enough to remember Keyword data in Google Analytics for organic traffic, can fully appreciate the increased difficulties that come with losing reliable data. Sometimes this can lead to SEO's turning a blind eye to the flaws inherent in certain tools—such as Google Search Console.

Search Console, or Webmaster Tools as it used to be known, is generally seen as an extremely valuable diagnostic tool for SEO providers—and one of the first things someone should check when trying to diagnose an SEO issue. However, despite containing vital tools and data, not everything in Search Console is as accurate as we might wish it to be.

Anyone involved with internet marketing who has looked at both Google Analytics and Google Search Console data will have noticed that the two show vastly conflicting data. According to in-depth analysis by various parties over the last few years, this is because the two simply attribute traffic differently. For example, if someone finds your site through an organic Google search, but then returns at a later date via a direct URL link (because their browser remembered your site), Analytics will register that user as organic traffic—while Search Console will define it as direct. Now, these varying definitions don't necessarily make Search Console unreliable, but they certainly are important in helping us understand why the data varies—particularly if we're trying to make decisions using that data.

That said, even if we give Search Console a partial pass for calculating data differently, a quick search across support forums quickly shows a very different story—with countless examples of people who've experienced errors and incorrectly reported data. Having encountered these issues myself on numerous occasions (along with many others in the SEO industry), I've since adopted a policy of taking all information within Search Console with a grain of salt. Sadly, recent research from the talented professionals over at Moz shows that things aren't getting any better either. Below, I've compiled two of their main findings.

POOR TOOL PERFOMANCE

While Search Console's 'Links to Your Site' section, and the associated Disavow tool, are easily some of the most useful available to an SEO provider, Moz' research shows that even these aren't up to scratch. For example, when comparing Search Console's link information to that of their own (and third party programs such as Ahrefs and Majestic), Moz' diagnostics revealed that Search Console had the worst performance of all tools tested.

WHAT DOES THIS MEAN FOR THOSE OF US WORKING IN SEO?

It's important to remember that Search Console is a free tool, and therefore, we can't expect to hold it to the same standard as tools with more developed resources. The truth is, despite having the "Google" stamp, Search Console isn't the be all and end all.

That said, there are various paid tools that are being demonstrated to have more reliable data and better functionality (such as Moz, Ahrefs and Majestic). Perhaps we simply need to invest more in these options and encourage further development in more reliable data sources?

ERROR REPORTING DISCREPANCIES

Moz also tested Search Console using various other metrics and found that it reported errors that had actually already been fixed. Now, this would be acceptable if Google's algorithm had not yet cached the changes, but this was not so. Even after changes had been cached, Search Console had still not been updated.

For those of us who work for clients, discrepancies such as these are extremely frustrating. Quite often we will fix site issues, only to have it appear as though we've not yet done so! While tedious for those of us in the industry, the results can be disastrous for those with less experience with Search Console—leading them to misinterpret the diagnostics, or worse, make damaging changes based on inaccurate information.

While some phishing attempts are so hilariously bad that they're easy to spot (like everyone's favourite charmer, the mysterious Nigerian Prince), others can be more convincing. According to ScamWatch, almost 25,000 Australians reported being targeted by phishing attempts in 2016, with over $350,000 lost.

Already this year we've seen an influx of spam emails from the likes of fake Australia Post and Gmail scammers, proving that hackers are getting increasingly clever. So if you're after some reminders on how to identify and avoid spam and phishing emails, make this article your top priority!

PHISHING EXPLAINED

A technique used by scammers which aims to trick users into revealing personal information (such as passwords and credit card details) by pretending to be a reputable company.

TIPS FOR AVOIDING
PHISHING EMAILS

It's not just Nigerian Princes you need to watch out for!

By Jas Rawlinson
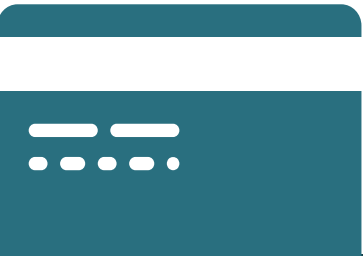
TYPES OF PHISHING

SPEAR PHISHING

This form targets specific people within an organisation, and may include personal details within the email. Eg. "Dear Lachlan…"
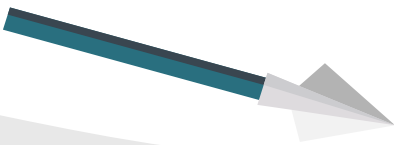
WHALING

More specific, this type of phishing targets large scale victims such as CEOs, Directors and CFOs.
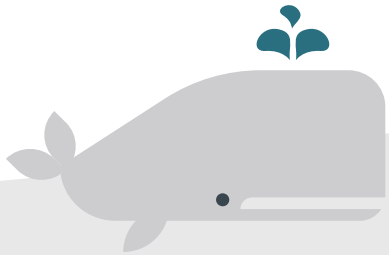
MASS-SCALE PHISHING

Although a less targeted approach, this form of phishing is most common. It involves scammers casting a wide net of attacks.

COMMON PHISHING TACTICS

Often you'll be sent an email from what appears to be a well known bank, telecommunications provider or similar, requesting that you update or verify your details. A key tip off? Legitimate businesses would *never* email asking you to verify your credit card or password over the internet. If this happens, do not enter your details or click on any links/attachments. If in doubt, call your provider or the business directly to verify the request.

You can also hover your mouse over the URL of a suspicious website to check if it's the same as the official version. For example, during the Australia Post scams that happened earlier this year, users were directed to a website with the suffix '.tk' (rather than '.com.au'). Additionally, another giveaway sign that the website is a fake, is if it starts with 'http:' instead of 'https:'

AVOID BECOMING A VICTIM

Things to look out for:

- Offers that seem too good to be true.
- Emails that start with 'Dear Madam,' instead of your name.
- Email attachments (generally word docs).
- Awkward grammar or spelling errors.

Keeping yourself safe:

- Always be suspicious of emails with attachments.
- If you click on a Gmail message and it opens a new tab asking you to sign in again, **check the URL carefully.**
- Check your bank statements regularly.

SHOCKING ONLINE STATISTICS

According to data from Scamwatch, 2016 saw Australians scammed of more than **$83 million**. Types of scams included:

Internet Scams	Email Scams	Hacking	Phishing	Nigerian Scams
+$21m	+$17m	+$2.8m	+24,900	+$1.4m
LOST	LOST	LOST	REPORTS LODGED	LOST
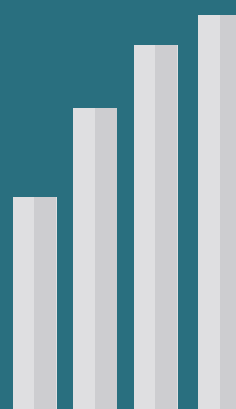
FREQUENTLY IMPERSONATED BRANDS/SERVICES

- PayPal
- Australia Post
- Banks
- Ebay

No matter how savvy you think you are, it's always good to refresh your knowledge when it comes to phishing emails. Make sure you always check the URL links, avoid clicking on suspicious attachments, and install good quality malware!

And if you're after a good laugh, I also recommend checking out James Veich's YouTube channel, where he shows his followers how to hilariously troll internet scammers. Trust me, you'll get a good laugh!

IS ARTIFICIAL INTELLIGENCE MAKING US LAZIER?

5 tech advancements for first-world problems

By Jas Rawlinson
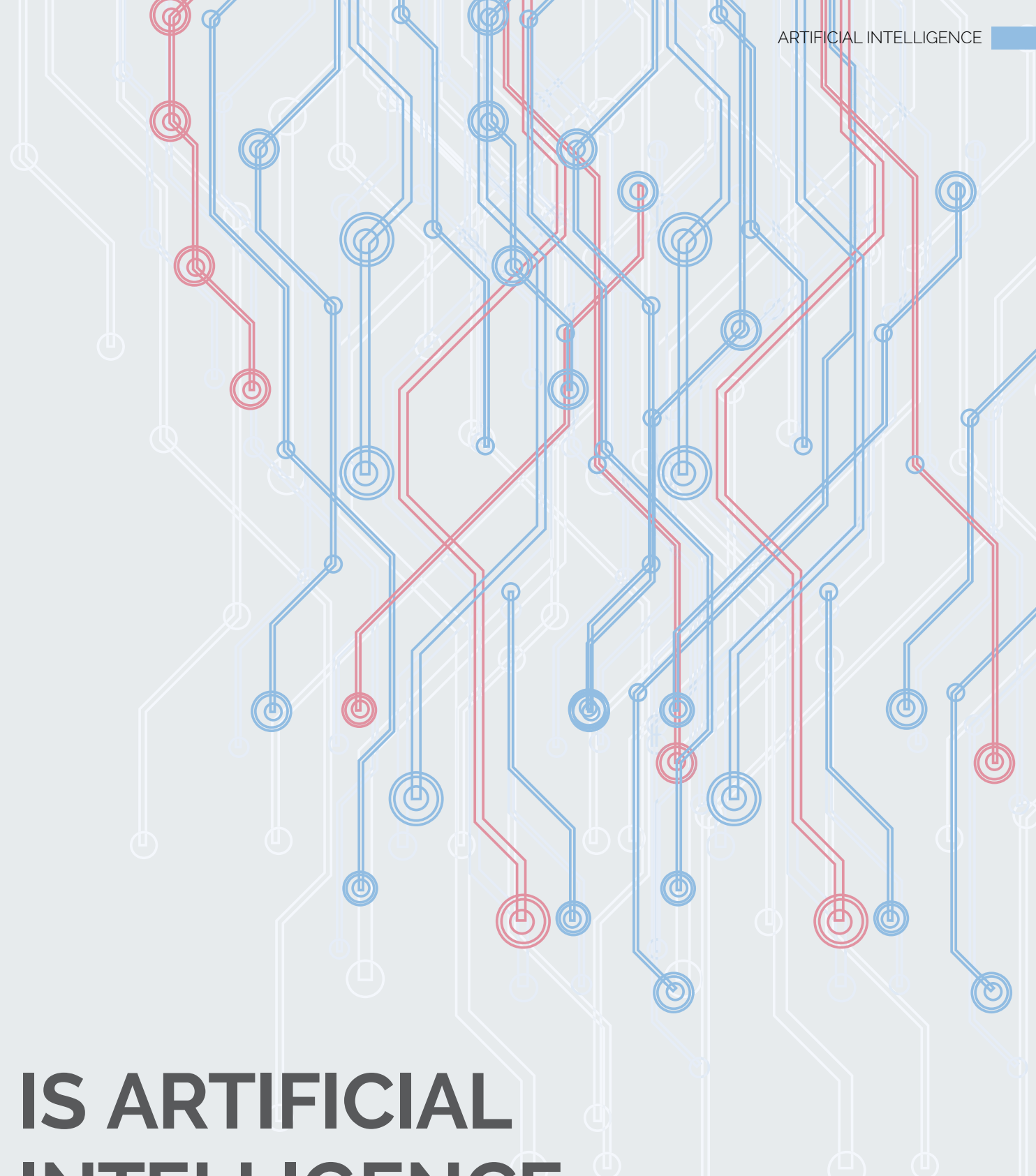
Artificial Intelligence (AI) seems to be one of the most popular topics in the world of digital marketing, and every year, we see developments that continue to defy reality. There are refrigerator cameras and measuring systems to alert our smartphones when we run out of milk or need more beer, AI themed apps that can show you in real-time what's inside your fridge, and bots that can make the nightmare of booking travel seem like a breeze!

But amazing as some of these examples are, I think we can agree that not all tech advancements are equal. Below, we take a look at five recent innovations for first-world problems and ask the question: are these advancements truly ingenious, or simply making us lazier?

THE 'ROBOT PIZZA MAKER' (ZUME ROBOTICS)

If the thought of people making your food irks you (fancy a stray hair with your meal?), and you live in Mountain View, California, you'll be pleased to know that you no longer have to worry about this—at least when it comes to pizza, that is!

That's because a company named Zume have decided to replace many of their staff with robots. While humans will still be topping your favourite pizza with cheese and other garnishes, robots will be used to apply sauce, pop pizzas into the oven, and then slice them to perfection! Zume has also created an automated pizza-oven-van—in which robots again pop the pizzas into an oven, before 'cloud command' is used to turn them on a few minutes before arriving at a person's house. The purpose of this innovation? To deliver an authentic 'fresh out of the oven' pizza.
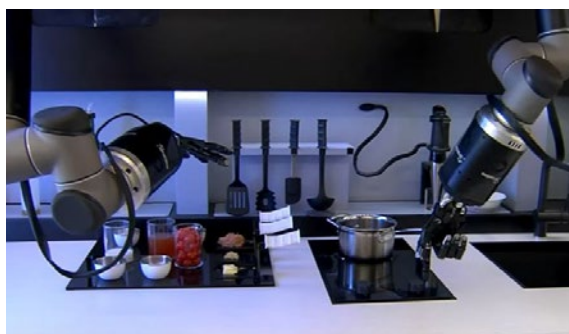
THE 'ROBOT KITCHEN' (MOLEY ROBOTICS)

Continuing along the food-based theme comes the 'Robot Kitchen' (from Moley Robotics), a fully designed kitchen equipped with a sink and oven, and two very dexterous robotic arms that sit atop the cooking area. Controlled via an app and set for public release next year, the Robot Kitchen has been designed to record human actions in 3D, and then mimic these movements with precision and accuracy. Supposedly, it can create entire meals from an iTunes style catalogue of recipes and then clean up after you!

If you ask me, I'm not sure what's more concerning—the fact that humans are really too busy to make themselves something sustainable, or that they're willing to pay for a metal object with creepy hands to do it for them.

THE 'ROBOT NANNY' (iPAL)

Sick of parenting your kids? Don't worry, now you can keep them busy and get that extra sleep-in you've been craving by leaving them with a talking three-foot-tall bot.

Not convinced? Well, I share your concerns. On the one hand, I think the iPal is much like any other talking toy that your child would play with—albeit, a lot larger and smarter—and its educational—based inclusions (such as apps and a touch screen tablet) are certainly fantastic for learning and development. On the other hand however, it still seems a little overboard to me. I mean, yes, it would be nice to enjoy some time to yourself while the iPal entertains your child and gets them out of bed/ready for school, but is a plastic robot (and the financial cost) really worth skipping the basics in parental duties?

THE 'ROBOT COCKTAIL MAKER' (MR MONSIEUR)

Ever wanted someone on hand who could make you one of 300 different types of cocktails, without a bad attitude or slow service? Say hello to 'Mr Monsieur'!'

While I can certainly see this guy speeding up service on busy cruise ships (such as the Royal Caribbean 'Quantum of the Seas', who have two of these robots), a serious question remains: who are we going to share our drunken woes with now? Who knows, maybe we'll see a robotic 'Drinking Buddy' in the future too!

THE 'MOTORISED RIDE-ON LUGGAGE' (MODOBAG)

Sick of toting your carry-on luggage through the airport like a normal schleb? Thought so! Well, lucky for you, someone has already come up with a solution—motorised ride-on luggage! Equipped with handles and a comfy seat, Modobag can reportedly zip along at eight miles per hour, for five miles per charge—allowing you to playfully zip past your competitors (ahem, fellow travellers) and spare your poor hands the arduous task of dragging your luggage through the airport.

Sarcasm aside (and the fact that it must be difficult to command respect when you're riding your bag around the airport), the Modobag does include some practical features, such as a USB charger and 2000 cubic inches of packing space; but again, it's kind of first-worldy. I guess it serves as a good way to keep the kids entertained though!

As much as I may laugh at each of these innovations, they definitely have the ability to make life easier for different individuals (and if you've got the money to splash out on one, why not?). For me, though? I think I'll stick to making my own dinners and carrying my own luggage for now.

Images: Youtube

2017 SOCIAL STATS YOU NEED TO KNOW

Don't get left in the dark when it comes to social media!

FACEBOOK

Facebook has over **1.23 BILLION DAILY USERS**

- In January Facebook finally began trialling mid-roll ads, which according to sources, will result in 55% of ad revenue share for advertisers (1).
- Facebook's Head of Advertising, Andrew Bosworth, revealed plans to make Facebook advertising more personal in the future by using artificial intelligence and customised media buying (2).

+1.75 Billion monthy users

TWITTER

- Every day, 500 million tweets are sent.
- 80% of Twitter users are on mobile.
- In February, Twitter introduced new measures to counter online abuse, including safe search options, collapsible tweets, and stronger counters to prevent repeat offenders from creating new accounts.
- 70% of users expect a reply to negative feedback or queries within 60 mins (4).

+317 Million users since 2006

80%

INSTAGRAM

+600M monthy users
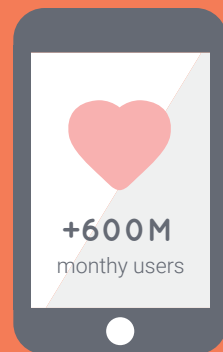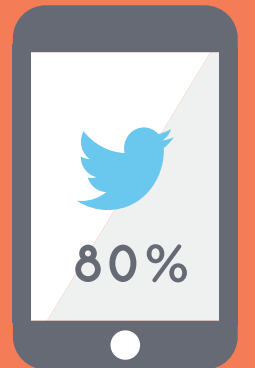
- 60% of people learn about products & services on Instagram.
- Over 300 million people use Instagram daily.
- 80% of users are from outside of the U.S.
- Instagram is expected to generate around $1.5 billion in mobile advertising sales this year, and $5 billion in 2018 (3).
- To date, over 40 billion photos have been shared to Instagram.

YOUTUBE

- Generation Z are the biggest daily consumers of YouTube content (70%), with product review videos proving to be the most popular category across all age groups (5).
- With 10 million unique viewers in Dec 2016 alone, YouTube remains the most popular video platform (6).

LINKEDIN

2 SEC

- In January, LinkedIn introduced a new layout, with improved search functions.
- As the largest online professional network, LinkedIn has over 467 million registered members.
- Every second, 2 new users signs up.
- LinkedIn's fastest growing demographic are students and recent graduates.

SNAPCHAT

$770M

- In 2017, Snap's ad revenue forecast was revealed to be a whopping $770 million—a 157% increase from last year!
- In April Snapchat revealed two new features for advertisers: Snap Engagement Audience (which allows brands to retarget users who've watched their other ads) and app install ads (which allow advertisers to target users most likely to download their app)!
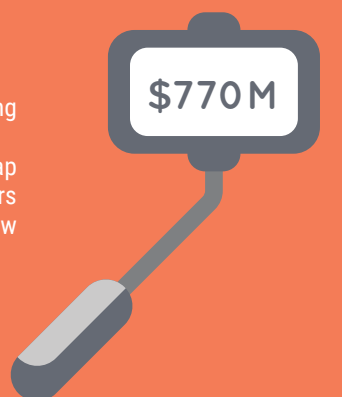
Sources: 1. Recode (2017), 2. AdWeek (2017), 3. eMarketer (2015), 4. Lithium (2013), 5. Influencer (2017), 6. Nielsen & IAB Australia (2016).

LIGHTS, CAMERA, SALES!

Get your brand on the video bandwagon or get left behind!

By Polina Kants

Help your business rank on Google Search with a tailored SEO campaign.

As with any science-based methodology, we too have a SponsoredLinX Search Engine Optimisation service which follows a procedure to secure a profitable outcome for our clients.

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One of my favorite things about working for a full-service Marketing agency, is that I get to work with a lot of awesome clients and have a finger in a lot of cool projects—especially video. As a result, a good part of my job has me watching online videos for recon ('know thy competition' and all)—the good, the bad, the hilarious, and the downright boring. And if one thing is clear it's this: a good product video can be the catalyst for turning your everyday (or even odd) products into a success!

Not sold? Well, did you know that:

- 4x as many customers would rather watch a video about a product than read about it (Animoto, 2015).
- Almost 50% of customers will search for videos related to a product before visiting a store.
- Marketers that utilise video grow revenue 49% faster than those who don't.
- By 2019, 80% of consumer internet traffic will be made up of those watching video content (Cisco, 2015).

Got your attention? Great! But before you run off to create a video, here are three key points you'll first need to consider: Audience, Platform, and Length.

1. AUDIENCE (THE 'WHO')

Ask yourself: who is your target audience and what makes them tick? If you have several target markets you will need to decide whether a single promotion video is enough, or if you'll need several to cover all your segments.

2. PLATFORM (THE 'WHERE')

How will you distribute and promote your video? YouTube or Vimeo? Google Display Network or Facebook Advertising? Each platform comes with its own requirements in terms of size and length—as well as best practices for conversion.

For example, while Vimeo Pro has a better analytics platform, higher engagement rate, and the ability to embed your logo into the video player, YouTube has a much larger audience base, is easier to customise to your branding, and (unlike Vimeo) is free. Additionally, YouTube also allows you to run your video as an ad, utilising the Google Display Network. Now, given that YouTube's audience consists of over one billion users, that's a lot of potential viewers—especially when combined with the Google Display Network.

However, it's all about which platform is right for your audience. For example, if your target market is very active on Facebook and doesn't have time to spend hours on YouTube, then Facebook advertising is definitely the better option—particularly given their fantastic targeting capabilities, the ability for users to easily share content, and a user base of over 1.8 billion!

At the end of the day, it really comes down to what you're after and where your target market is more likely to engage with your video.

3. LENGTH (THE 'HOW LONG')

Once you have the who and the where, you need to know how long your video should run for. As an example, an explainer video generally ranges anywhere from 30-90 seconds, depending on the benefits and complexity of the product.

That being said, a couple of months ago I watched a promo video for FiberFix, lovingly titled: 'Redneck Drives a Duct Taped Car Off a Cliff!', and I kid you not, it's one of the best things I watched in 2016 (now, if only you could use duct tape to fix time—specifically a whole year!). Jokes aside, while we might disagree on foreign politics, I think we as a species can agree that it does not take five minutes to explain how to use duct tape—and nor would most people want to spend that long watching an ad about it! That said, I watched the full ad at least twice, while also manhandling another three people into watching it. That's how powerful a good video ad can be!

If you're thinking to yourself, 'That's cool, but I don't have the budget or schedule for a five minute, live-action, 10-film-crew extravaganza,' don't worry; according to Animoto, two out of three consumers actually prefer videos under 60 seconds—so no matter your budget, there's always a winning option! With all of this knowledge in mind, there are two main roads you can go down:

One: Go it on your own and produce the video yourself.
Two: Call a video expert.

While it may seem easiest to just try and do everything yourself, bear in mind that you do get what you pay for. A professional marketing company will have trained professionals who specialise in video production, project management and marketing, and can work with you to produce something within your budget. Most importantly though, they can make the long and technical video creation process as easy and smooth for you as possible—saving you time, preventing unnecessary headaches, and creating brand value through a professional and high quality product. From scriptwriting and storyboarding, to voiceover creation, live video shooting, and even setting up your advertising campaigns on Facebook or AdWords—they can do it all!

Get In Touch

Whichever video creation road you choose to travel, the most important thing is that you take that journey! If you're keen to get started and want to know where to start, let us help you on your way. Give SponsoredLinX a call today on 1300 859 600, and let's book in a time to chat about your next successful video campaign!

TEXT MESSAGE EXTENSIONS & YOUR BUSINESS

Start meaningful conversations via text!

By Sam Fuller

It's interesting how far technology has come; after all, no longer do we need to sit at a desk to find information or reach businesses, now we need only to look down at the palms of our hands and unlock our smart devices! Not only is it easier for consumers to find your business from their smartphone, but they can now also text their queries to you via AdWords' Message Extensions.

QUESTIONS ANSWERED IN A JIFFY

Released in late 2016, AdWords' Message Extensions allows mobile users to directly text a business—allowing both digital advertisers and business owners alike to enhance the communication between consumer and provider. Appearing alongside your current AdWords ads, the feature displays your mobile number along with a little speech bubble icon, prompting users to text your business for any queries they may have.

LOW COST

In great news, the costs of running Click-To-Message (CTM) extensions is extremely manageable! Each time a user contacts you via the extension, your AdWords account will be charged the same Cost-Per-Click fee as you would if a user clicked on your ad's headline (or a similar extension).

SETTING UP ADWORDS CTM

To get started, you'll need to jump through to the ad extensions tab, and then create your message extension in either the ad group or campaign level. From there, a box will appear prompting you to add your business name, mobile number, Extension text (the info that will show in your ad) and your preferred Message text (question examples that you'd like to set an auto reply for).

This last box is extremely important for several reasons, particularly as it allows you to start a meaningful discussion with the user—even if you're not currently available to answer. For example, if you get a lot of texts from customers asking to make a reservation at your restaurant, you might want to set up an auto-reply asking which dates they are travelling on? This ensures your customer gets a speedy reply to their first question, and you can then follow up with them in more detail.

THINGS TO BE AWARE OF

If I were to mention a downside to AdWords' Click to Message feature, it's worth noting the lack of conversion tracking. Unfortunately this does restrict the ability of digital advertisers, and users, to see if the feature is working from AdWords directly; but that said, it's highly likely Google are currently working towards a solution for this issue.

With 16 million text messages sent every minute, it's clear that for most of us, text messaging is our preferred form of personal contact—and therefore, features such as AdWords' Click To Message are extremely valuable to every business.
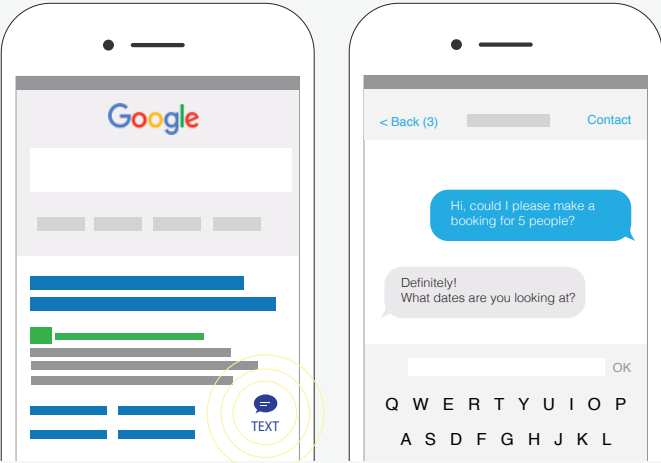
💡 Get In Touch

To find out more about the benefits of AdWords' Click To Message for your business, contact one of our Client Managers today at Sponsoredlinx on 1300 859 600!
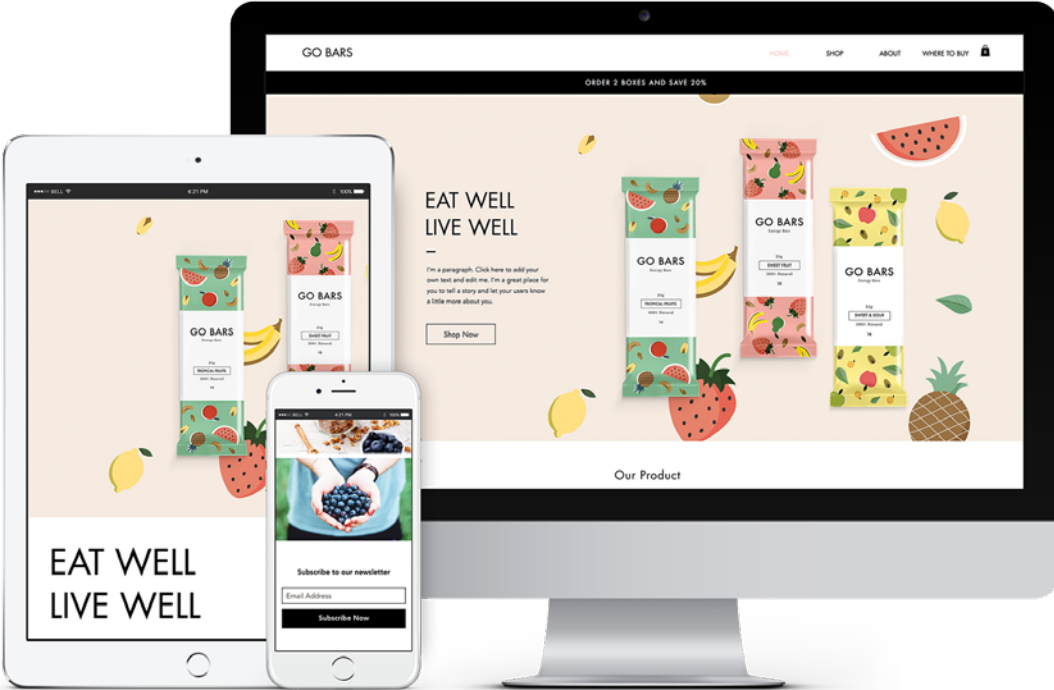
TO WIX OR NOT TO WIX?

The pros and cons of using a Wix-built website

By Margot Wallace

Taking a look through the plethora of website Content Management Systems (CMS) available, it's easy to get overwhelmed—and for a small to medium business owner, the task of choosing a platform can be a real challenge. Should you go with Joomla, Drupal, WordPress, Squarespace, BigCommerce, Shopify, or something else entirely? Likewise, varying prices can also make it difficult to choose!

One of the more aggressively marketed CMS-style platforms, is Wix. Featuring huge celebrities in their advertising campaigns—including Heidi Klum, Jason Statham and Gal Godot—Wix has been extremely successful in attracting millions of business owners to use their products. To date, there are over 90 million users—almost four times the population of Australia! When combined with the fact that Wix is routinely marketed as 'easy and free', it's not hard to see why the platform is popular amongst small to medium enterprises. After all, Wix is relatively cheap, simple to build, includes stunning and professional designs, and allows you to set up domain and hosting for under AU$150 per year!

But Are Wix Websites SEO Friendly?

A common issue often pointed out by SEO experts is that websites built with Wix will not rank as successfully on Google as those built on a CMS (such as WordPress, Joomla etc)—and there is certainly no denying that the platform has indeed had issues in the past. For example, up until 2012 Wix used a flash-based editor for its websites, resulting in many issues regarding website rankings, and an inability for this data to be indexed by Google. Put simply, if Google can't index your website, then your website isn't going to rank well—if at all.

WIX PROS AND CONS

PROS

1. No Need To Learn Code.
With no need for a fancy background in coding, Wix is amazing for those who have their own business and want to get their digital presence started. Simply drag and drop the elements to where you want them, and you're done! What you see is how it will appear online.

2. Affordable Pricing.
Wix gives you a number of subscription plans to choose from, ranging from the most basic (free), all the way to premium (which includes extra features).

CONS

1. No Tag Manager Support.
Unfortunately Wix doesn't include Tag Manager—which limits your ability to track who is calling, emailing or contacting you through certain forms.

2. No Custom Scripts.
The inability to add custom scripts means you have less control over how your website performs and interacts with your customers.

3. Inability to Change Templates.
As Wix only allows for one account template, things can become awfully difficult in the future should you decide to rebrand.

However, since that time Wix have made the switch to a HTML5 editor, and over the past few years have made continuous improvements to the platform in order to remain relevant in an ever-changing digital space. As an example, users can now customise aspects of their website that they deem important to Google—including meta descriptions, URLS, page titles, alt tags, and so much more.

So, Why The Stigma With Wix Websites?

Contrary to popular opinion, Wix-built websites are almost as likely to rank well on Google as other websites. So why then, are SEO Experts so wary? There are a number of reasons— one of which results from the lack of ability to add custom scripts from Google Tag Manager. This is seen as an issue because GTM analyses how people are responding to your website, and then helps track—amongst other things— whether or not organic traffic users are calling or emailing your business. Without these options, businesses lack the data needed to assess whether their SEO campaign is on the right path, or whether they need to change aspects of their website to better entice people to make contact.

Further, Wix also doesn't allow for Google Analytics (unless you upgrade to a premium package with Google), which can be frustrating—especially considering the platform is advertised as free.

The bottom line is this: Wix is great for businesses that are just starting out and are not yet fully committed to paying large amounts for a web developer; however, it still has many more developments to go through before becoming a fully customizable platform for all website types.

My advice? Truly invest in your website—after all, it's your customer's first impression and shows who you are. With a great web developer and SEO expert onboard, you can get expert assistance to make your website as Google friendly as possible, whilst also taking the guess work out of creating your own website.

💡 Get In Touch

Need help getting the best SEO and web advice? Contact our SEO experts on 1300 859 600!

THE IMPORTANCE OF UNIQUE PRODUCT CONTENT FOR ECOMMERCE SITES

Copy and paste just isn't going to cut it!

By Amy Ambrose

One of the most common mistakes that eCommerce sites tend to make is not including enough information (or any) for the products they are listing. Many times, a business owner may simply copy and paste product descriptions from a parent site, wholesaler, or similar product listings on their own site—not realising just how severely this impacts on their page rankings.

The most important thing I can share with you is this: Google prioritises unique content, and therefore, it's important to make sure yours stands out! A great way of doing so in a natural manner is to include a unique product description for everything you sell. While this can be very time-consuming to setup, not only will it allow you to anticipate frequently asked product questions in advance (therefore saving yourself time in the long run), but it also creates the opportunity for each product to sell itself.

Despite what you may have heard, it is in fact more important than ever to include meaningful information on the products you are selling—as more often than not, the internet is the only place your time poor customers are likely to see these products! Because they haven't had the time to go into a physical store, they'll be relying solely on the information at hand to make a decision—and this is why it's absolutely vital for your product information to convey everything they need to know!

From an SEO perspective, unique product content also gives the individual item a better chance at becoming a landing page for Google's search engine—connecting customers directly with the product they are Googling. Additionally, customers don't have to search through the website to find what they are looking for, as they will instead land directly on the product for their query—making the process of purchasing one step easier!

That said, keep in mind that the days of spamming Google with keyword stuffed pages are over. Google's algorithm is becoming increasingly sophisticated, and creating great content that enhances customer experience on your website (and likewise, improves bounce rate) will demonstrate to Google that your site is being well received. As a result, this will work to improve Google's trust in your site, and in turn, your rankings.

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THE IMPORTANCE OF
GOOGLE ANALYTICS

Tracking is life!!

By Aimee Devitt

Undoubtedly, Google Analytics is one of the most powerful marketing tools for businesses online! Specifically, it allows you to measure the results of all incoming website traffic while determining what is and isn't working.

Sadly, it's also one of the most underutilised—because while most website owners spend a huge amount of time and money trying to get people to look at their websites, many fail to take the time to track the success of these efforts. And while it's understandable—given how intense and overwhelming all that data can be—it's important to get ahead of the game and ensure you're covering all your bases!

WHERE TO START

Everyone who uses online marketing has a goal, but very few have the knowledge of how to use their website to achieve those ambitions. For example, say you want to double your leads per month, and you want to do this via Google AdWords, Facebook and Instagram—this is a great start, but how do you know which leads are coming from where?

This is where the powerful tracking of Google Analytics comes in! Not only can it tell you how many sessions or people are visiting your website, it will also reveal where they are coming from, along with their online behaviours.

Below, I've compiled four Google Analytics metrics that will make life easier for you.
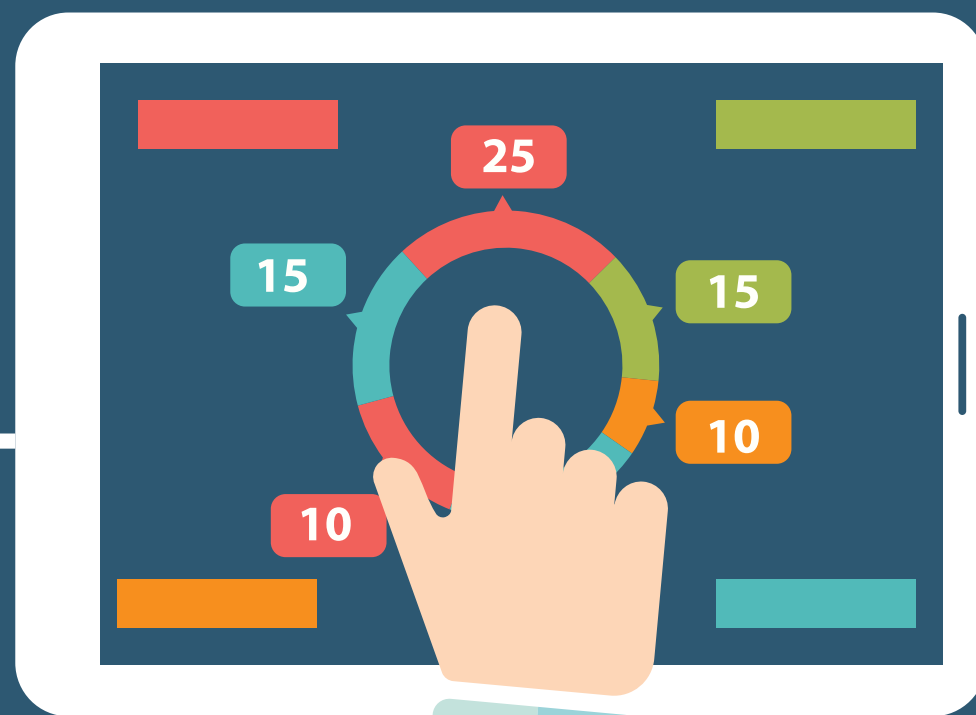
1. ACQUISITION OVERVIEW

Excellent for getting an overall view of the traffic coming to your website, Acquisition Overview will allow you to see details on consumer behaviours and conversions, along with every channel of traffic. Below are some of the traffic categories you may see:

Direct Traffic – Your URL was typed into a search bar.
Referral – The user clicked through to your website via a different website link.
**Organic Search** – The user found you in search engine results.
Paid Search – The user found your website by searching specific keywords and clicking on your ad (i.e Google Adwords).
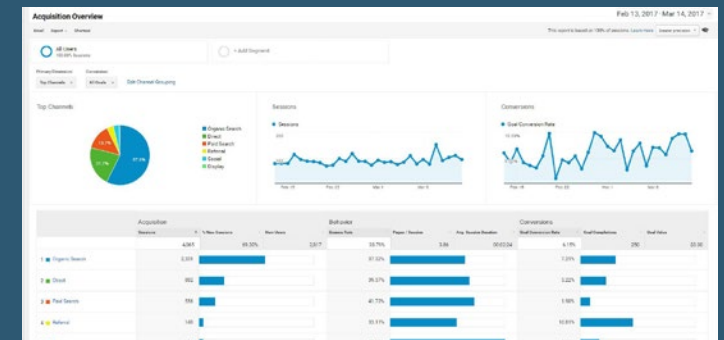

2. BEHAVIOUR FLOW

Whether you're looking to discover which pages your consumers are best interacting with, or those that they're dropping off, this report is great for determining the way in which people interact with your website! This is particularly insightful for addressing and improving any issues, and decreasing bounce rates.
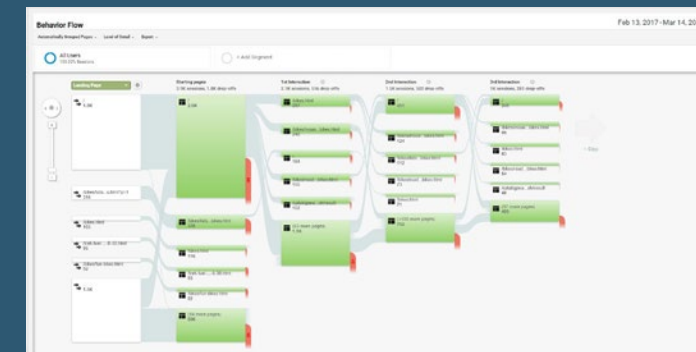
3. AUDIENCE LOCATION REPORTS

With this tool you can discover from which locations around the world people are accessing your website. This is particularly handy if your marketing campaign targets locations, as you can then drill all the way down to individual cities and isolate your hot spots around the country!
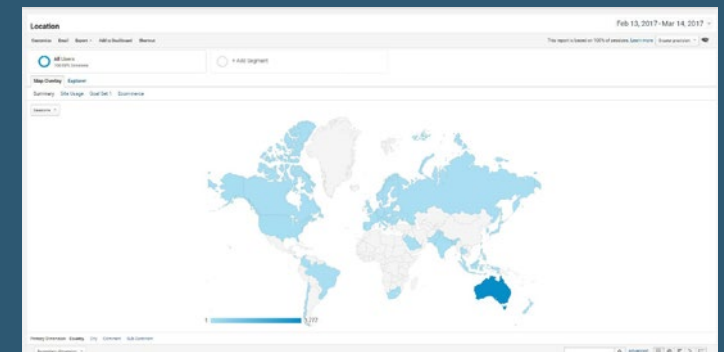
4. CONVERSIONS

While Google Analytics provides an abundance of insightful data, it can't work to the best of its ability unless you tell it what's critical to your business—including your goals. Whilst for the majority of us the main goal would be revenue, this will only give you a small snippet of the big picture. For example, with an eCommerce website there are numerous areas through which you can measure success, such as the number of contact forms filled, or newsletter subscribers. All of these examples contribute to revenue, and therefore, should form part of your goals.

When approaching Google Analytics, think about it this way: you wouldn't drive at night with your headlights off, would you? Likewise, the same principal applies to your website. Switch your business headlights on nice and bright, and see where you are heading by implementing Google Analytics!

3 COMMON SEO MYTHS THAT EVERY BUSINESS SHOULD DISREGARD

Don't fall for these false guarantees!

By Daniel Andreotti

Ranking in the number one top position is a goal that many businesses share, and likewise, there are a lot of myths about how to achieve this. Below, we cover three of the most common SEO myths that advertisers often fall for.

MYTH #1: "WE GUARANTEE YOU'LL RANK ON PAGE ONE!"

If you've ever looked into having your digital marketing managed by an agency, you may be familiar with some of the interesting 'promises' made by certain SEO providers— most often, guarantees of ranking in the top position if you sign up with them. In reality, however, there could not be a falser statement in the world of Google. In fact, Google's own policies state very clearly that you cannot guarantee a ranking on their platform in any way, shape or form!

Beware of any agencies or marketers who claim they have "special relationships" with Google, or that they can "priority submit" pages they believe will rank higher. "Priority submit" simply does not exist.

MYTH #2: "LINK BUILDING IS DEAD."

Despite the hype, Link Building (getting external websites to link to a page on your website) is most certainly not dead. That said, you do need to approach this method with caution and ensure you're creating links in a natural fashion. If you don't, you risk getting penalised by Google—which is a nightmare in itself.

Link building is in fact extremely valuable for your online marketing, as it creates a sense of trust and authority. For example, think about how much more likely you are to click through to a website if you see it being linked from a reputable site. On the flip side, are you likely to trust a website that is linked from hundreds of spam/low-quality websites? Not so much.

The key aspect to building high-quality external links is to ensure they are coming from reputable sources that relate to what you do. Like everything, they come in different shapes and sizes—for example, lower quality links will come from social media platforms and directories such as Yellow Pages and Local Search, whereas high-quality links will be seen through industry specific websites with content similar to yours. This can be difficult to achieve and various roadblocks may present themselves, but rest assured, link building is an important part of an effective SEO strategy.

MYTH #3: "WE'VE USED SEO IN THE PAST— WHY DO WE NEED IT AGAIN?"

Like most marketing strategies, SEO is a long-term solution that achieves value, credibility and success for your business over time. To break it down, SEO is essential for any business with a website, and therefore, it needs regular maintenance. Once your SEO strategy has been successfully implemented you will be in a dominant position for quite some time, however, don't forget that all your competitors are playing the same game! If you're serious about the success of your business, you can't expect to set up an SEO strategy as a one-time event—it will always require close attention. Keeping track of your competitors and researching how your keywords are ranking is a never-ending—and vital—part of your SEO strategy.

On top of this, it's also important to remember that trends and popular search terms change constantly—and consequently, so too could your search engine relevance. Google's crawlers are always on the lookout for fresh content, new images and general progression, and if this is not happening there is no guarantee you will remain on the front page for the keywords you have. Your relevance can fade quickly if your site goes stagnant, so why invest if you are not willing to grow and maintain that investment?

SEO is an ever-changing, yet important part of your digital marketing strategy, and one that requires expert attention. Don't fall for false promises—always do your research and stick with reputable companies that will work with you to build your brand to its full potential.

LET'S TALK ABOUT TARGETING CIRCLES OF INFLUENCE

By Kylie Vaughan

A circle of influence is anything or anyone that will have the capacity to positively or negatively change an idea or opinion. When it comes to the realm of marketing, it's crucial that we select the right circles of influence for our business (such as websites, blogs and forums), as well as those we need to distance ourselves from—particularly given how many scams and 'get rich quick' schemes are floating around these days.

DISCOVERING YOUR CIRCLES OF INFLUENCE

Understanding who you are as a business owner, as well as your core business values, and which of your products and or services are most important, is what sets you apart from your competitors. Likewise, it's also important to understand who your circles of influence are, and how to best target them; as doing so can, in most cases, help you plant the right marketing seeds and create a diverse portfolio of marketing strategies.

Firstly, ask yourself: who are your target audience? What age and economic bracket are they in? What are their interests? These may sound like generic questions, but they're actually highly important. To generate leads that turn into sales, we need to work from the outside in.

For example, if you're a yoga instructor and your aim is to get more attendees to your weekday 3-5 pm classes, then it's safe to assume that you'll be targeting stay-at-home parents, part-time workers, the health conscious, and people interested in spirituality. With this understanding, you'd need to look at which circles of influence would give you maximum exposure and ensure they remember your business. Your goal should essentially be this: ensure your ads are in the right places at the right time(s), and in front of the right people—otherwise you'll be going in the wrong direction; and this will cost you time, money and clients!

So, coming back to our yoga class scenario, possible circles of influence could include healthy living, clean eating, yoga gear, pilates, spirituality websites, activities for mums and bubs, and many more.

DON'T WAIT, TAKE CHARGE

The main difference between targeted influence marketing and others— such as Search Engine Marketing— is that this form focuses on latching onto the sites your clients are potentially frequenting, as opposed to waiting around for people to find you through keyword searches. For example, a wedding planner's circle of influence would likely include catering, musicians, bridal cars, photographers, makeup artists, wedding dresses, and suits (to name a few), and our goal would be to ensure your banner ads were parallel parked across as many like-minded websites as possible! After all, while we want to lead potential clients to your business, we also don't want to sit back and wait—we need to be out there, pushing the barriers and making moves to ensure we're pulling out the stops to get you, your business, and your products/services in front of the RIGHT PEOPLE!

To make your strategy even stronger, I'd suggest pairing this method with other strategies such as remarketing (re-showing your ad to users who've visited your page without converting), Gmail campaigns, and SEO (which is your organic miracle child)— allowing us to confidently ensure you stay on track and supersede your goals.

Are we jumpstarting your creative juices yet? Don't be scared to expand your mindset and diversify your marketing strategies.

Remember: right ads, right place, right time, right people…

Enjoy!

CANONICAL URLS

So, what's the fuss all about?

By Nicholas Davis

You've probably heard a hundred times by now that SEO is not all about page titles, meta descriptions, content and backlinks, but have you heard about canonical links? Often overlooked, these nifty little things are a huge deal—in fact, for some of my clients they've literally been what has made the biggest difference to their campaigns!

At the heart of SEO, Google is dependent upon a good organic experience. After all, if spam content and keyword stuffed metadata (topped up with backlinks) were all that made up Google, organic internet users would gradually cease to use the service and Google would lose money in paid advertising.

So, how do you create a good organic relationship with Google? Firstly, think foremost about user experience and making it easy for crawlers to read your site. This is where canonicals can help!

SO, WHAT ARE CANONICAL URLS?

A canonical link is a line of code you put on a page to prevent duplicate content issues, and to tell Google how you want the URL to appear. In other words, it is the search-friendly URL you want Google to treat as authoritative.

CANONICAL URLS FOR ECOMMERCE

Properly implementing canonicals can be a real deal breaker for search engines, especially eCommerce sites. Why? Because, asking Google to visit an eCommerce store can be like asking someone to visit a high-rise apartment building and look at every individual room—what this means, is that it's essential where possible to populate your site with user-focused information.

For example, let's say you run a website called bethsdresses.com.au. Beth's Dresses may have 50 individual product pages, but if you haven't filled out unique product descriptions for each then this is a problem, because:

1. Just as you wouldn't expect a client to look through 50 identical apartment rooms and come back satisfied, neither should you expect your customers to be impressed by identical copy/paste product descriptions.

2. Contrary to DOI SEO tips, placing a canonical link on duplicate pages is much like showing someone one room, and giving them the courtesy of knowing there are 50 others of the same nature. As a result, no organic traffic is likely to ever land on 49 of those pages—which is definitely not the most strategic use of canonicals!

Now, let's say that you went ahead and wrote original and engaging descriptions for your entire Beth's Dresses product base, but still didn't achieve your expected traffic levels. In this case, it's possible that the problem is a result of your CMS showing your products in multiple URL locations (as a result of multiple categories). Now, obviously you're not trying to appear spammy, but it's certainly not a good look for your website—and this is where canonical URLs come in handy! For example, by building a dynamic canonical URL into your website template, we can ensure that the canonical points your user to the top level product page (which, for example, might be: bethsdresses.com.au/products/tiffany-dress/).

Canonicals bring much value to the internet, and are so much more than simply a way to deal with duplicate content. They also help crawlers better understand a website and work to prevent search engines from sending users to the wrong place.

The various uses of canonicals are just one of the reasons SEO is not all about metadata. That said, I would advise against tweaking with them too much, as a bad canonical can actually result in a page disappearing from organic Google results!

Get In Touch

If you're struggling with canonical URLs for yourself, give us a call on 1300 859 600! Our friendly SEO staff will be more than happy to provide the right direction for your business.

FACEBOOK ADS:
TAP, TAP, GO!

How To Connect People To Your Business In Two Taps!

By Megan Greentree

Picture this: you're chilling at home and cruising through your Facebook newsfeed, when all of a sudden, something catches your attention. Curious, you click the link to find out more and soon find yourself surfing through the advertiser's website, quite quickly forgetting what it was you were looking for in the first place! This can, of course be rather frustrating—especially as you try to find your way back to the thing you were originally checking out on Facebook.

Thankfully however, there's a solution—Lead Generation Forms! Not only do they help curb these frustrations, but they also help to keep people engaged with the task at hand—without taking them away from Facebook. In a world of instant gratification, the window to capture people's attention is short, and the less steps and effort your potential customer needs to make, the more likely they are to contact you. The beauty of Lead Generation ads, is that people can contact your business in just two quick taps—and then continue socialising on Facebook!

HOW IT WORKS

When someone clicks on your ad a form opens in the same screen, displaying the Facebook user's email address, full name and contact number. These fields are automatically populated from information in the user's profile—making the process extremely simple and fast.

From there, you can also add a custom field (such as a booking date or service the user is looking for), and can create up to three customised questions (multiple choice or open ended).

THE BENEFITS FOR SMALL BUSINESSES

Whether you need a new website, or your current version is in need of a revamp, Lead Generation ads are perfect for everyone. Not only do they allow legitimate enquiries to reach you via Facebook (without the need for a website at all), but they also store your leads directly in your Facebook Business Page. Extremely convenient, this allows you to manually download leads at your convenience! Of course, if you want to take it a step further, you can also integrate your Lead Ads with various CRM systems, allowing you to sync your leads directly to your sales funnel.

And finally, if you find yourself in a situation where your website is receiving a lot of traffic, but few leads, you can also utilise Lead Ads to increase your conversion opportunities while decreasing the effort needed for people to contact you. Pretty handy hey?

SO, WHAT EXACTLY CAN YOU COLLECT THROUGH LEAD ADS?

If you sell products, then Lead ads are perfect for collecting email addresses for promotions and competitions, as well as email marketing. Alternatively, if you own a service-focused business, they can be used to generate bookings, appointments, consultations and special promotions. As you can see, Lead Ads work well for both product and service-based businesses!

💡 Get In Touch

Regardless of whether Facebook marketing is part of your sales funnel or you're yet to take the leap, Lead Generation Ads can inject serious value into your business—either as a stand alone campaign for a well targeted audience, or as part of a remarketing sequence. Give us a call today on 1300 859 600 to get started!

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per week*

The Convertopages 2.0 platform allows you to convert more enquiries for your business, using results proven optimised conversion websites.

This world-first service now offers your business even more tools to stay on top of your marketing budget, and get ahead of your competition.

In just five business days our expert web development team can custom create your Convertopages site, giving you instant access to all of the tools you need to be successful online.

*For SponsoredLinX clients

✅ Simple Point and Click Interface

✅ Easy to Understand Analytics

✅ Mobile Responsive Site

✅ Page Duplication

✅ **FREE** Feature Updates

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