

PIPPOS TECHNOLOGY SOLUTIONS

YOUR WEBSITE IS NOW LIVE

So, what next?

7 Steps to launch your
website

Your ultimate guide to drive organic
traffic to your new website

www.pippotech.com.au

1. UPDATE YOUR SOCIAL MEDIA PROFILES

Insert your website address by copying and pasting the URL into your social profiles

- Facebook About section
- Instagram Bio
- Google My Business
- LinkedIn Business and Personal profiles



2. EMAIL SIGNATURE

Insert a hyperlink to your website address in your email footers.

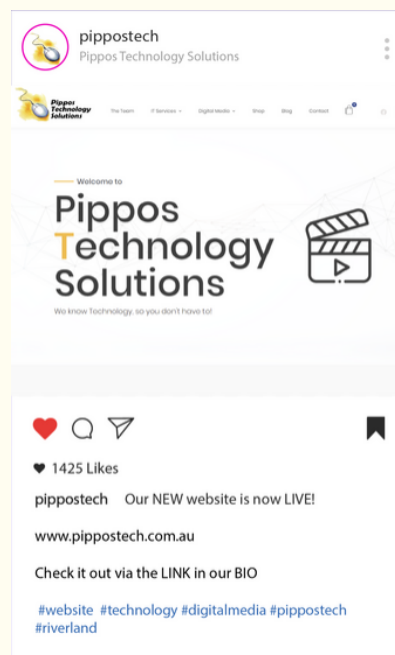
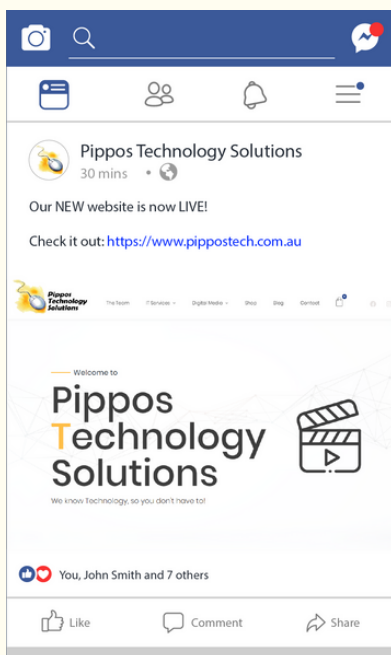
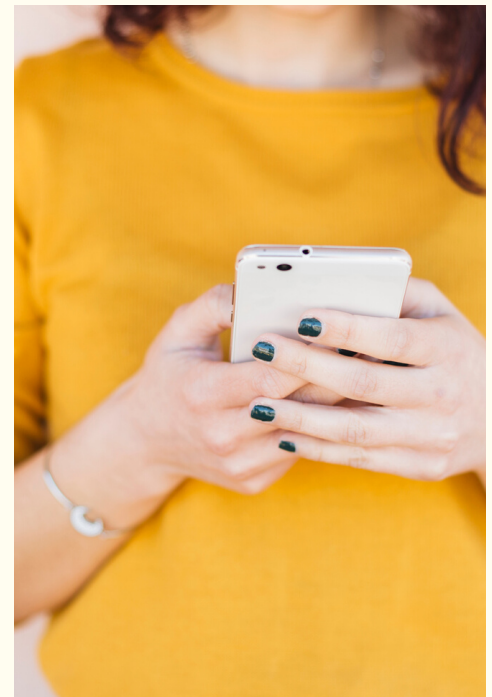
Learn how to update your email signature in Outlook
[CLICK HERE](#)



3. POST TO SOCIAL MEDIA

Let your social media followers know about your new website; make sure you include the domain as a link.

Remember you can't include hyperlinks in Instagram posts, but you can add the website address and then tell them to go to your Instagram Bio for the link.



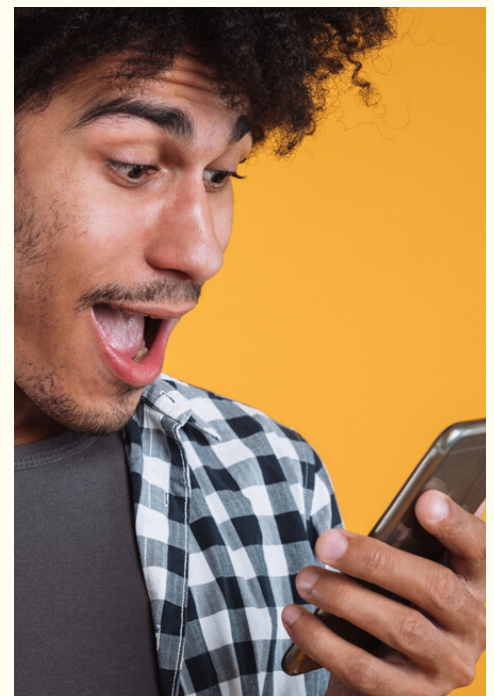
4. FACEBOOK & INSTAGRAM ADVERTISING

Run and advertising campaign on social media to drive traffic to your website; this will not only help raise awareness of your business but will also help with your Google rankings.



5. TRADITIONAL MARKETING

When running any TV, print or radio advertising, make sure you include your website address (and social media details too).



6. PRINT MEDIA

If you use pamphlets, brochures or business cards, make sure on your next print run that you include your website details.



7. EMAIL BLAST

Send an email out to all your customers letting them know you have a new website. Especially if you have just launched an e-commerce website. This will alert your existing customers to your new online shopping experience.



AND DON'T FORGET

The more people you have clicking on your website will help with your search rankings, so continue to use links to your website in your social media posts and marketing.

Prepared by

Pippos Technology Solutions

1A Wilson Street, Berri SA

(08) 8582 4200

www.pippotech.com.au



@pippotech

