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**New
Ventures BC**

GETTING TRAFFIC TO YOUR WEBSITE: THE BASICS

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WHO WE ARE

- First .CA domain registrar globally
- Managed & retail services
- 600 domains, web hosting, SSL, website security, domain brokering & more
- 100% Canadian
- Causes and Communities: women and girls in STEM, women entrepreneurs, small businesses and startups, BC tech

Pivot a business.
Start a side hustle.

SHARE IT ONLINE WITH A FREE .CA WEBSITE

.ca | webnames.ca



Discover your perfect domain

SEARCH

webnames.ca

▪ webnames.ca/litesite-for-nvbc

“Your ally on the web”

OVERVIEW: WHAT YOU CAN EXPECT

A framework to tackle these questions:

- What do you want your website to accomplish for your business?
- Which traffic metrics matter?
- What traffic channels should you focus on and what tactics should you use?

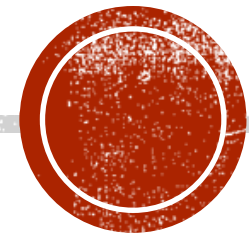


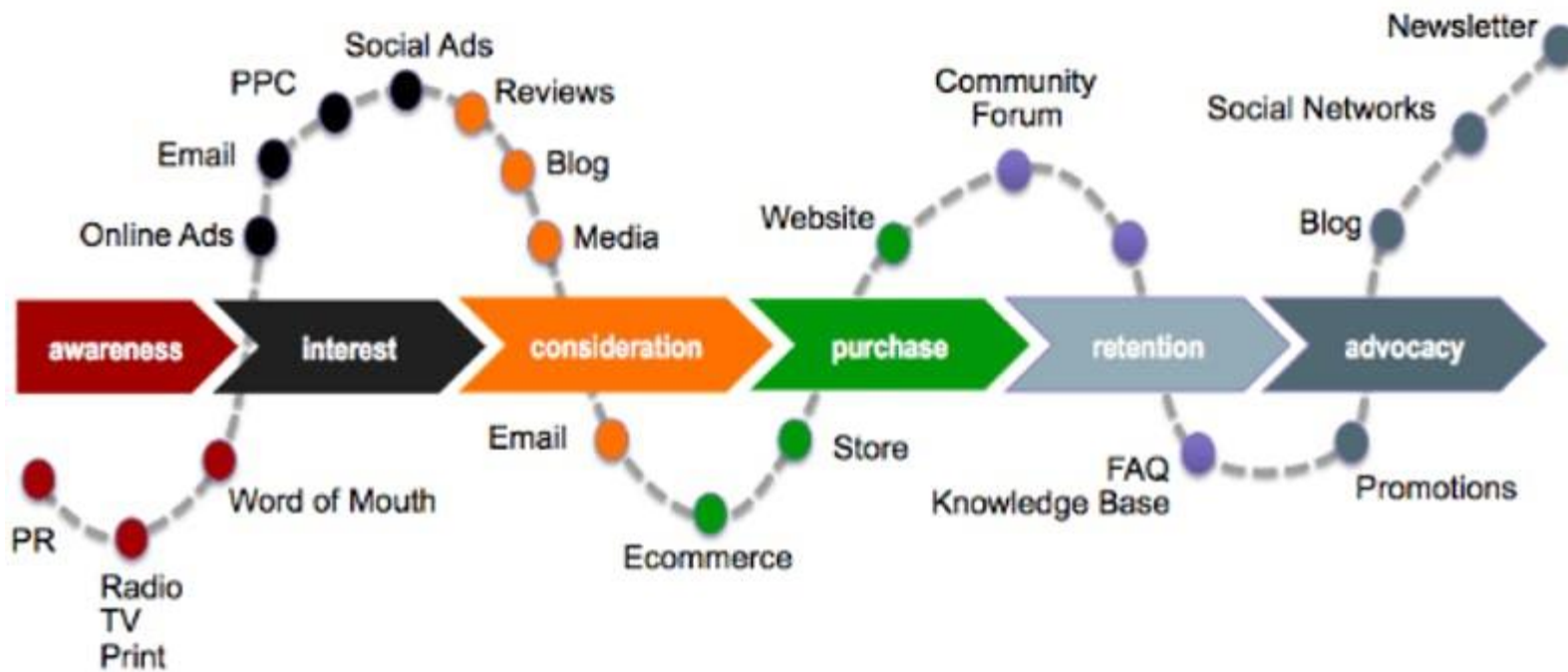
KNOW YOUR CUSTOMERS: BUYER PERSONAS

Why you need buyer personas
Demographics, motives, behaviours
Where to collect the data

Free, expert resources to help you to make them:

- [hubspot/make-my-persona](https://www.hubspot.com/make-my-persona),
- <https://blog.hootsuite.com/buyer-persona/>,
- <https://buffer.com/library/marketing-personas-beginners-guide>





CUSTOMER JOURNEY



How does your customer arrive at the decision to buy?



Build customer journeys for each persona



Develop campaigns & tactics for each step in the journey



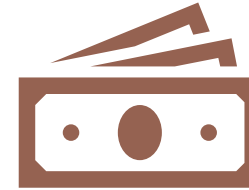
PURPOSE OF YOUR WEBSITE



Marketing



Hiring



Fundraising



OUTCOMES

Not all traffic is equal

Not all websites serve the same
need



Brochure websites
(lead-gen)



E-commerce
(Sales)



SaaS / PaaS
(Subscriptions)

Considerations:

- Marketing and sales funnels
- Pages and campaigns can work differently in each step of the funnel
- Conversion rate at each stage of the funnel, for each type of traffic
- Requires measurement





Tools: Google Analytics, FireBase, Woopra, CrazyEgg etc.



Metrics: What to optimize for vs. what metrics get you there



Platforms: CRM + CMS like Hubspot etc.

MEASUREMENT



ANALYTICS & METRICS

OBJECTIVES

- Revenue
- Leads
- Sales
- Profits
- Fundraising goals
- Signups
- Installs
- Hires

SETTING UP FOR SUCCESS

- Google Analytics setup & verification resources: [Google](#), [Hootsuite](#)
- Goal tracking setup resources: [Google](#), [NeilPatel](#)
- E-commerce tracking resources: [Google](#), [OptimizeSmart](#)

PRO TIP

- Analytics is for diagnosis and is not its own endgame
- Focus on 1st order metrics and objectives
- Refer to 2nd and 3rd order metrics only to debug deviations



The screenshot shows the Google Analytics interface for 'Website Inc > My Website website.ca'. The left sidebar contains navigation menus for Audience, Acquisition, and Behaviour. Under Acquisition, 'Channels' is selected, with sub-items like Treemaps, Source/Medium, Referrals, Google Ads, Search console, Social, and Campaigns. The main content area shows a table with the following structure:

Primary Dimension: Default Channel Grouping	
Plot Rows	Secondary dimension
<input type="checkbox"/>	Default Channel Grouping
<input type="checkbox"/>	1. Organic Search
<input type="checkbox"/>	2. Direct
<input type="checkbox"/>	3. Referral
<input type="checkbox"/>	4. Social
<input type="checkbox"/>	5. Email
<input type="checkbox"/>	6. (Other)

TRAFFIC REPORTS

METRICS TO MONITOR

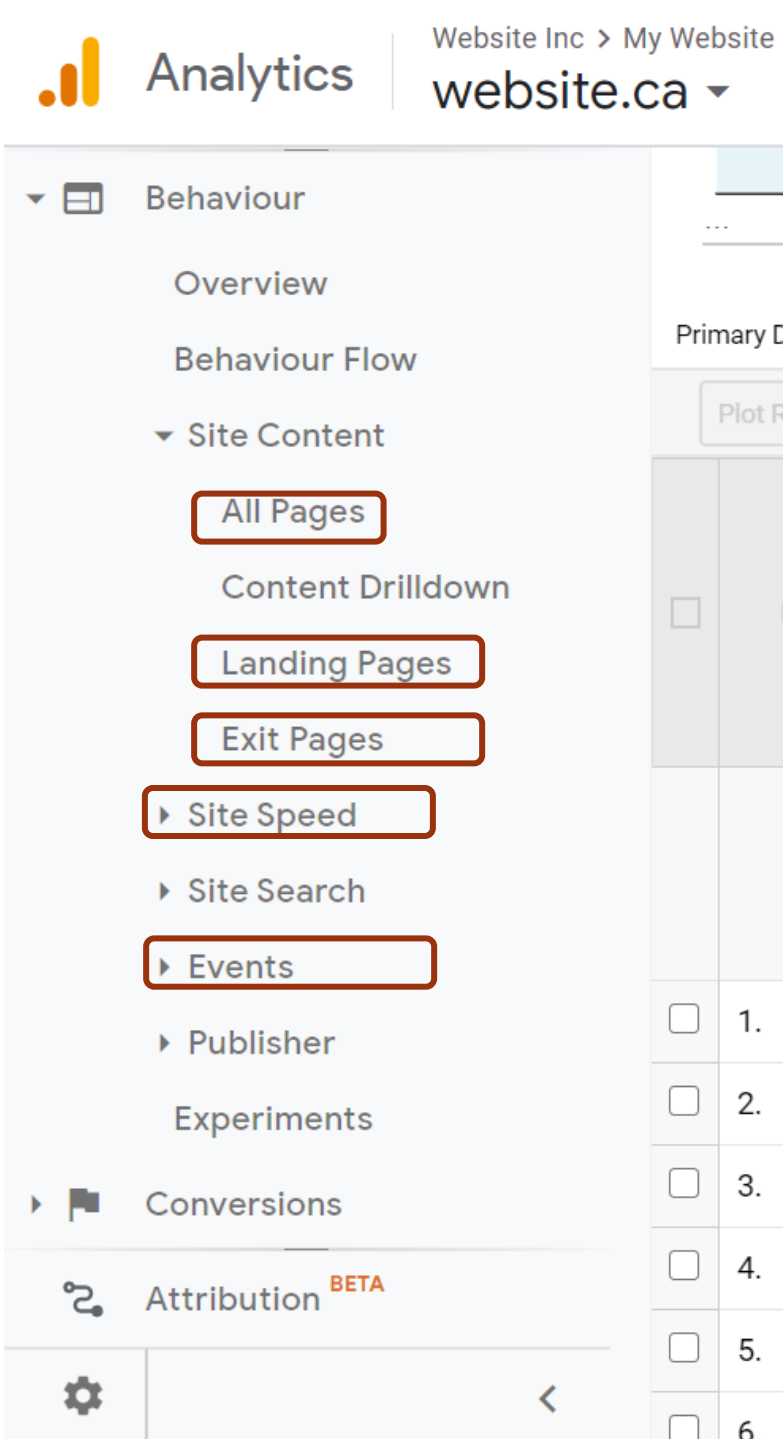
- Changes in Users, Sessions and Session Duration
- Conversions with Goals
- Revenue and conversion rates with e-commerce tracking
- Keyword movements & pages in Search Console



BEHAVIOUR REPORTS

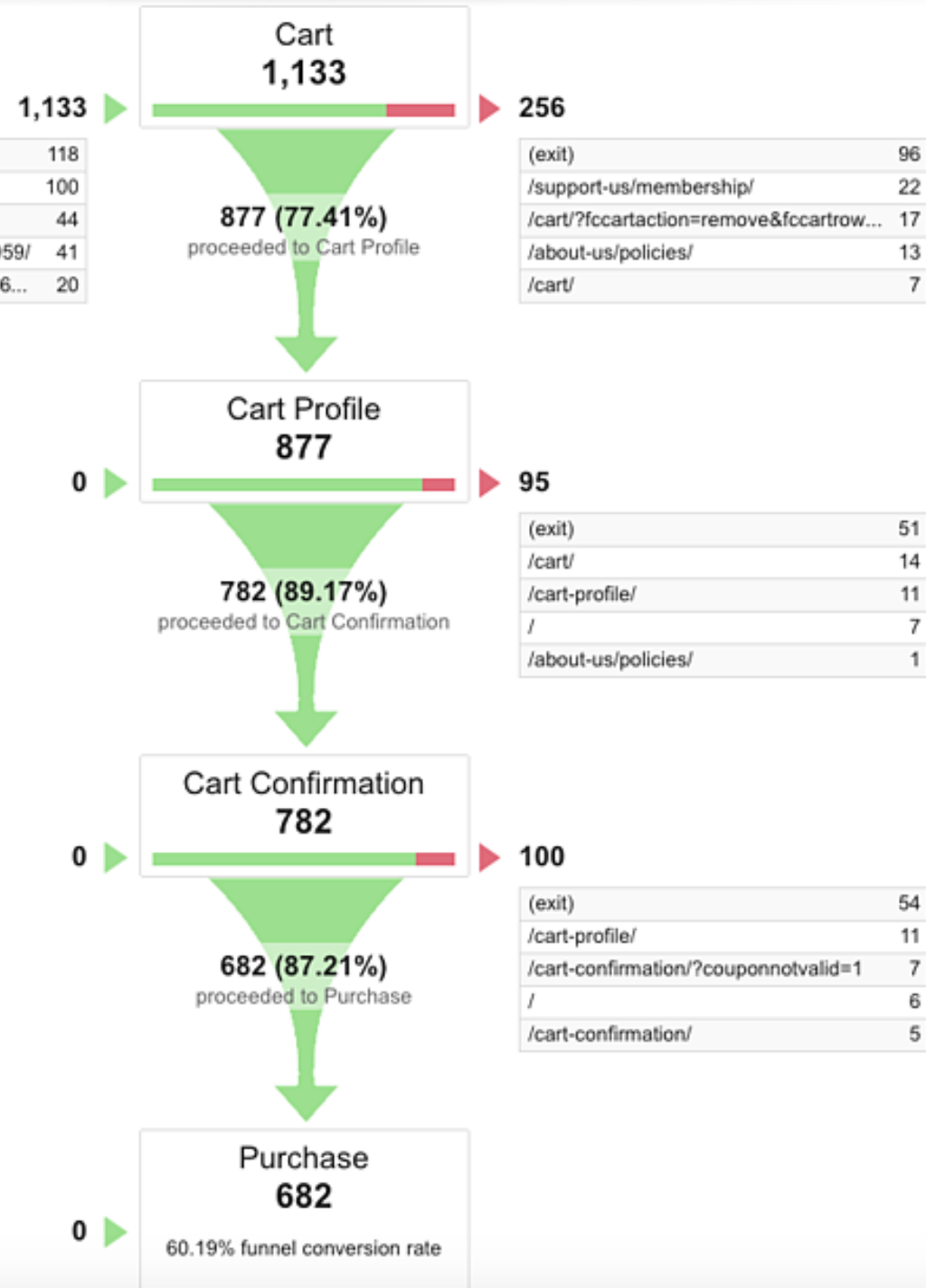
METRICS TO MONITOR

- Changes in pageviews over time
- Entrances
- Page value with goals and e-commerce tracking
- Event tracking for on-click actions such as form submissions or file downloads



The image shows a screenshot of the Google Analytics interface. At the top right, there is a logo for 'Analytics' and a breadcrumb trail: 'Website Inc > My Website website.ca'. The main navigation menu is expanded to show the 'Behaviour' section. Under 'Behaviour', there are options for 'Overview', 'Behaviour Flow', and 'Site Content'. The 'Site Content' section is further expanded to show 'All Pages', 'Content Drilldown', 'Landing Pages', 'Exit Pages', 'Site Speed', 'Site Search', 'Events', 'Publisher', and 'Experiments'. Below 'Site Content', there is a 'Conversions' section. At the bottom of the menu, there is an 'Attribution' section with a 'BETA' label. On the right side of the menu, there are several checkboxes and a list of numbers (1, 2, 3, 4, 5, 6).

CONVERSIONS REPORTS



WHAT TO LOOK FOR

- Funnel Visualizations (drop off rates by step)
- Product Performance and Sales Performance

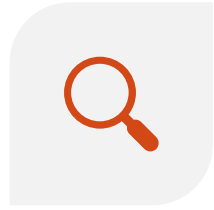
METRICS

- Revenue, conversion rates and avg. order value in e-commerce tracking
- Coupon usage and Affiliate tracking





DIRECT



**SEARCH /
ORGANIC**



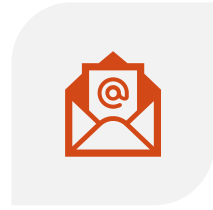
SOCIAL



PAID



REFERRAL



**EMAIL
MARKETING**

ONLINE TRAFFIC CHANNELS



DIRECT TRAFFIC

- ✓ Direct traffic is a result of brand building offline and online
- ✓ Domain name matters. Forwarders matter.
- ✓ Drivers: word of mouth, great service quality
- ✓ 'Make My Logo bigger': Claim credit
- ✓ Tracking errors may inflate direct traffic



ORGANIC SEARCH - SEO



- ✓ Content is king
- ✓ Fix technical SEO first: robots.txt, internal links, menus, 404 pages
- ✓ Local SEO = low hanging fruit
- ✓ If not local, go niche. (e.g. DIY brewing kit or serology test automation)
- ✓ Google Search Console, Google My Business and Google Keyword Planner; Tips: Moz
- ✓ Optimize website page titles, URLs, headers & content with geo-keywords



PAID TRAFFIC

- ✓ Paid Search – Google, Bing ads
- ✓ Display advertising (remarketing or for physical goods)
- ✓ Niche media spots
- ✓ Paid social & boosted posts
- ✓ Lead generation – prospecting through Growbots, LinkedIn Sales Navigator etc. for B2B
- ✓ Cross channel remarketing / retargeting
- ✓ Pro Tip: Conversion tracking and optimization



REFERRAL TRAFFIC



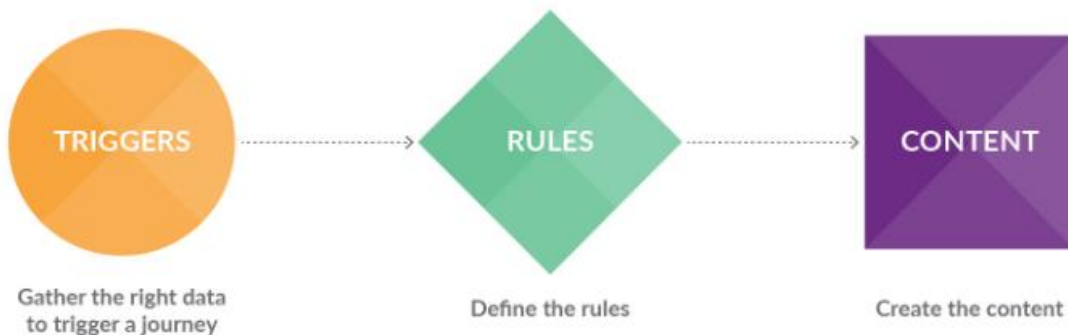
- ✓ Earned traffic from a relevant audience
- ✓ Includes paid sources such as affiliate and partner programs
- ✓ Review websites, top 10 listings, maps, vertical aggregators can be key
- ✓ Get quoted: Publish research reports, surveys and papers
- ✓ Engage with press and influencers
- ✓ Leverage your personal social network



EMAIL TRAFFIC

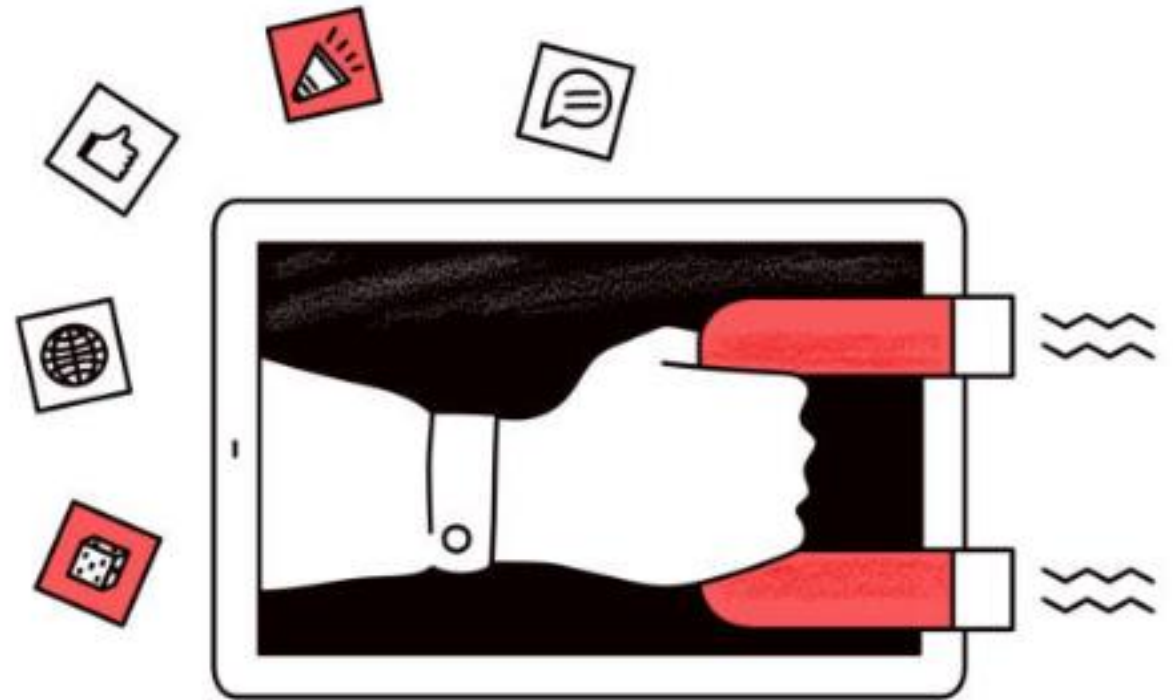


- ✓ Warm traffic, high ROI
- ✓ Continuously build out your email list
- ✓ Different strategies for B2B and B2C
- ✓ Segmentation and personalization
- ✓ Automation (action-based triggers and drip campaigns)
- ✓ Ensure relevance in landing pages
- ✓ Promote sharing
- ✓ Be mindful of platform and device

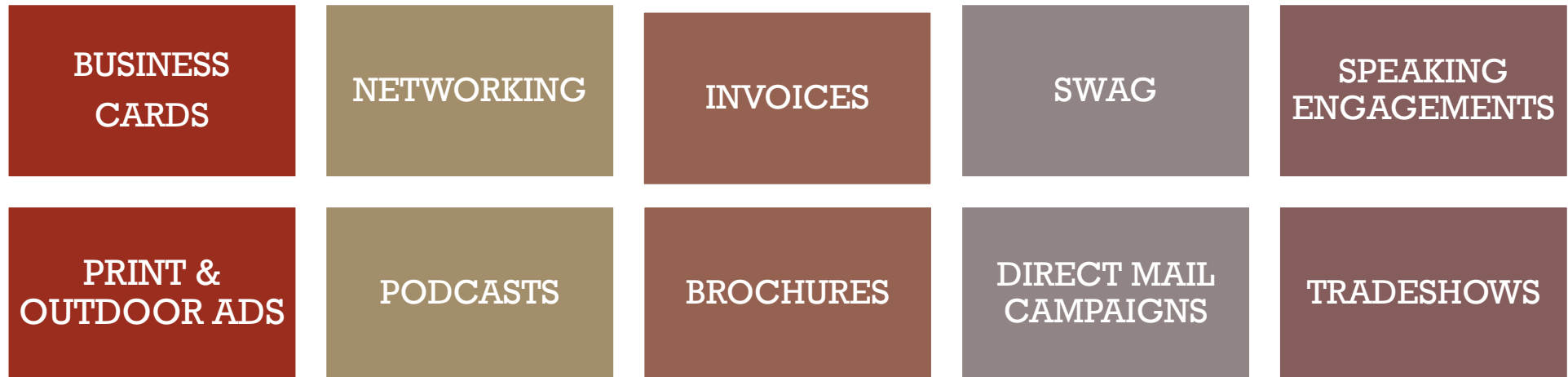


SOCIAL TRAFFIC

- ✓ Be where your customers are
- ✓ Optimize your profile
- ✓ Optimize your content
- ✓ **Be visual** (A+ how-to's [here](#) and [here](#))
- ✓ Engage beyond your followers
- ✓ Boost posts



Owned and
Paid Offline
Channels



- Connect offline and online channels for an integrated customer journey
- Put your domain on everything
- Use short and relevant custom urls
- Check Direct and Landing Pages in Google Analytics for an increase in traffic
- Check Google Search Console for an increase in brand name search volume

OFFLINE TRAFFIC CHANNELS



DIGITAL MARKETING BASICS CHECKLIST

SETUP

- ✓ Know your customer and map their journey
- ✓ Good domains; fast & local hosting
- ✓ Setup Analytics & reporting processes
- ✓ Google My Business, Search Console, Ad accounts & monitoring processes
- ✓ Social Media profiles, email marketing accounts and design drip campaigns
- ✓ Bridge online and offline. Your website goes wherever your brand name goes
- ✓ Get a head start with competitor analysis tools: [SimilarWeb](#), [BuiltWith](#)

OPERATE

- ✓ Produce relevant, visual, relatable and accessible content regularly
- ✓ Embrace thought leadership and earned media
- ✓ Ads: Search and Display for B2C; LinkedIn & Search for B2B
- ✓ Ads: Setup Remarketing audiences and email follow-ups
- ✓ Testing Loop: launch, measure and optimize campaigns across channels
- ✓ Automate your marketing stack as much as possible – more time on strategy, lesser on execution





QUESTIONS?



THANK YOU

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Bring your business idea online with a Free .CA Website

Build a 1-page website in less than 1 hour

Everything you need to get online, included:

- ✓ A Free .CA domain¹
- ✓ Branded email account (eg. yourname@yourbiz.ca)²
- ✓ Powerful DIY 1-page website builder
- ✓ Mobile-ready website templates tailored for small businesses

100% FREE for 1 full year to attendees and participants of New Ventures BC events and programs⁴

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