THE MARKETING UMBRELLA

HOW TO CRUSH SELLING ON FACEBOOK

DON'T RISK BIG FINES! IS YOUR WEBSITE VIOLATING THE ADA?

12 ESSENTIAL WAYS TO DRIVE TRAFFIC TO YOUR WEBSITE

ISSUE 8

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If your website it not compliant with the Americans with Disabilities Act (ADA), you may be risking many thousands of dollars in fines without even being aware of it. Your business could be fined up to $75,000 for the first violation and $150,000 for additional violations under federal law. In some cases, you might incur additional fines under state and local laws on top of that.

Driving traffic to your website is more competitive than ever today. And the competition will just keep increasing. Take ecommerce for example.

- In 2019 ecommerce retail sales accounted for 14.1% of purchases worldwide.
- In 2023 that number is expected to hit 22%.
- By 2025 online purchases are expected to make up on quarter of all global purchases.

There is no denying that people increasingly decide to contact businesses due to information they get online.

That's why we would like to discuss some musts for driving traffic to your website.

Welcome to the Marketing Umbrella Magazine

The best source to generate more sales for your business with online marketing.

Each month we break down the complexities of a few key digital marketing strategies.

We keep it practical, so you can decide if you want to implement them in your business.

It doesn't matter if you're just starting out or an established business owner, you will benefit from harnessing the power of digital marketing.

To your Success,
The Results Pathfinder Team
www.resultspathfinder.com
+1-833-518-1181

BROUGHT TO YOU BY

Umbrella Local is the leading digital marketing agency focusing on helping small businesses grow with digital marketing.

Umbrella Local has local marketing experts in almost every market.

We provide dependable growth strategies that will increase your sales. Many of our services are results-based, which means you only pay when we reach the agreed goal.

If you want marketing to deliver dependable results at affordable prices, reach out to Umbrella Local.

HOW TO CRUSH SELLING ON FACEBOOK

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FACEBOOK POSTS

Organic Facebook posts are a great way to engage with your customers and build loyalty. Posts can help you with selling on Facebook by making your audience aware of your company, engendering positive feelings and linking your audience to your website or Facebook shop. And Facebook posts don't cost anything unless you boost them.

Today, people like to have a relationship with companies or they are soon gone. But it doesn't stop with engendering goodwill with your immediate audience. There is the added advantage that if your audience likes your posts, they will share them. That means your posts may be seen by like-minded people who will become your customers.

Of course, not all of your followers will see all your posts. In fact, only about one in every 19 fans sees an unpromoted post. That's a disappointing average of about 5.20%. However, you can pay to boost your ads in order to command a bigger audience.

In addition to paying to boost posts for a wider audience, you may want track the popularity of your posts in order to help plan the direction of Facebook ad campaigns. What's popular? What bombs? Your organic social media feedback can help you determine the messages and creative to use in your paid ads. There's a lot to be said for free testing when it comes to selling on Facebook.

Organic social media is a long-term game. You aren't going to get the immediate reach you do with paid advertising, but it can enable you to build relationships with your customers over time.

FACEBOOK ADS

Facebook ads enable you to get in front of just the right audience immediately. You don't need to wait to build up a following as you do for posts. Facebook offers many different kinds of ads as well as focused targeting options. Facebook ads are a must for selling on Facebook, but you need to choose the types of ads that work best for your company and then target the audiences likely to buy.

Types of Facebook Ads

Image Ads

Facebook Image Ads enable you to both raise brand awareness and drive people to your site or app through an emphasis on engaging visuals. Use your own images or create an ad with stock photos to tell your story. If you have a specific tangible product you want to promote, image ads are a great way to do it.

Video Ads

People love video. About half the time people spend on Facebook, they are engaging with videos.

Facebook Video Ads are effective because video brings people right into the scene. You can use a previously created video if you like. However, Facebook also offers video creation tools.

Facebook offers a variety of types of video ads:

- Slideshow

- Stories

- Carousel

- Messenger

- Playables

- Instant Experiences

- In-Stream Video

Carousel Ads

Carousel ads can show up to ten images or videos within just one ad. Even better, each has its own link. You can show multiple images of one product or even create one long photo that may be swiped.

Collection Ads

Collection ads have a primary image or video and three smaller ones in a grid. You can customize the display of products to each viewer. These ads help viewers move quicky from discovery to purchase.
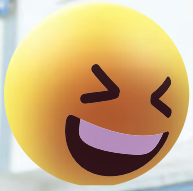
Facebook Ad Targeting Options

Do you want to market to a very broad audience or a niche audience? You can leave it up to Facebook to show your ads to those likely to find them relevant or you can set up parameters to narrow your audience as much as you like.

You can set up

Core Audiences based on data such as

- Location
- Demographics
- Interests
- Behavior
- Connections

Custom Audiences who have engaged with your business before. These people may be

- On contact lists
- App users
- Site visitors

Lookalike Audiences that target new people with interests similar to those of your best customers. You create a source audience and then set your ads to reach people with common traits and interests.

FACEBOOK SHOPS AND MARKETPLACE

Many businesses publish organic posts on Facebook and create paid ad campaigns but neglect to consider using Facebook to directly sell their products.

Facebook enables you to directly sell two ways.

- Use Facebook Shops to set up your own online storefront right in Facebook (and Instagram). Facebook Shops have about one million monthly global users and around 250 million active stores globally.

- Facebook Marketplace is more for individuals who want to sell items and services. However, some businesses also use it to advertise their products.

Read more about setting up a shop on Facebook and Instagram.

UMBRELLA LOCAL CAN HELP YOU WITH SELLING ON FACEBOOK

Marketing today is complicated. More and more, it requires experts for its many aspects. If you are busy running your business and don't keep up on the ins and outs of Facebook marketing on a daily basis, it only makes sense to contact Results Pathfinder for a free discussion about Facebook marketing services.

Umbrella Local even offers Facebook advertising with guaranteed results!

Stop leaving money on the table. Contact Results Pathfinder now.

DON'T RISK BIG FINES! IS YOUR WEBSITE VIOLATING THE ADA?

If your website it not compliant with the Americans with Disabilities Act (ADA), you may be risking your many thousands of dollars in fines without even being aware of it. Your business could be fined up to $75,000 for the first violation and $150,000 for additional violations under federal law. In some cases, you might incur additional fines under state and local laws on top of that.

Businesses that are open to the public but don't enable suitable "public accommodation" so the disabled can access them, make themselves vulnerable to fines and lawsuits. And we aren't just talking about installing ramps for wheelchairs and other adjustments at the location of your physical premises. We are talking about your website.

INCREASINGLY LIKELY BUSINESSES WILL BE CITED

Federal circuit courts differ somewhat in their rulings about website accessibility. It is expected, however, that courts will become stricter in this area, because the Department of Justice (DOJ) issued website accessibility guidelines in March 2022. The DOJ's guidelines provide examples of what you can to enable those with visual, hearing or motor skills disabilities to use your website.

Here's why that is significant. Before March, some courts were hesitant to fine businesses because they did not have DOJ guidelines to follow. Now that excuse is out the window.

The First, Seventh and Ninth Circuits have all ruled that "public accommodation" is not limited to physical locations. In other words, the ADA applies to business websites under certain conditions. The parameters of when the ADA will be enforced are expected to become broader rather than narrower.

The DOJ website accessibility guidelines say "the Department has consistently taken the position that the ADA's requirements apply to all the goods, services, privileges, or activities offered by public accommodations, **including those offered on the web."**

If you don't know whether or not your website is currently accessible to the disabled, you may want to give your lawyer a call today. Violating the ADA is taking a big risk with your business.

ASIDE FROM PENALTIES, WHY ELSE SHOULD I MAKE MY WEBSITE ACCESSIBLE?

A Larger Customer Pool

Around 61 million adults in the US have disabilities which include visual, hearing and motor skill disabilities. Many of these people will not be able to navigate your website unless you take steps to make it accessible. Why wouldn't you want to offer your products and services to more people who want them?

A Better Image

Taking steps to accommodate the disabled says your company cares about its customers. Conversely, if your company is fined for violating the ADA or becomes the target of litigation, your reputation will take a nosedive.

WHAT ARE SOME COMMON WEBSITE BARRIERS TO THE DISABLED?

The DOJ Guidelines mention that people use a variety of methods to navigate the Internet. Blind people can use screen readers that read text to them. Deaf people can use captioning. Some with motor skills disabilities that make it hard to use a mouse may still be able to access a website through keyboard navigation or voice recognition software.

The DOJ Guidelines also list examples of website accessibility barriers. Here are specific barriers the DOJ mentions that you will want to address:

- **Poor color contrast:** People who are color blind or have limited vision may not be able to read text if there is not enough contrast between the text and the background.

- **Use of color alone to give information:** Many charts are color-coded. This is a nightmare for those who are color blind unless the chart adds explanatory text.

- **Lack of "alt text" on images:** Alt text is text you add so if an image does not appear, the alt text describes what it is. Text readers can also read alt text to blind people.

- **No captions on videos:** If you are not captioning your videos, you are losing that part of your audience who has hearing difficulties.

- **Inaccessible online forms:** Online forms can be impossible to navigate for some people with disabilities. You can make your forms accessible with

    - Labels that can be read by screen readers to indicate information such as where to enter a credit card number

    - Clear instructions

    - Error indicators for when a form is not completed correctly

- **Mouse-only navigation:** People with motor skills disabilities may have trouble using a mouse or trackpad. Therefore, you will want to be sure people can completely navigate your website with a keyboard and never have to use a mouse.

HOW CAN I MAKE MY WEBSITE MORE ACCESSIBLE?

There is a wide range of technology today that can help you make your website accessible.

CAN RESULTS PATHFINDER HELP MAKE MY WEBSITE ADA COMPLIANT?

Results Pathfinder knows website accessibility compliance is going to become an increasingly hot issue. That's why Umbrella Local marketing experts undertake training in helping their clients with ADA compliant websites.

Results Pathfinder offers website accessibility services that will enable you to comply with legal standards and better serve your customers. Call us at 1 (872) 242-1231 or complete this web form to contact us.

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START WITH ANALYSIS AND STRATEGY

- To begin, take a look at where you are and where you want to go. Just a few questions you will want answered are *What is the traffic to your site? Where is it coming from? Where do people go when they leave your site? How long are they staying on each page?* A good digital marketing agency or marketing consultant can list many others.

- But don't stop at your own website. Also look at the amount of traffic your competitors generate and its flow.

- Know your longtime goals, because it is impossible to reach goals if you haven't set any.

- Don't get too alarmed if your competition has more website traffic than you do. All website traffic is not created equal. You must define the personas of your audience closely so you know who you want to attract. After all, there is no point driving people to your website who aren't likely to convert.

- There are many analytical tools of course, but the place to start is always Google Analytics.

ADVERTISE

This one is obvious, but there is no getting around that advertising can generate traffic very quickly. You have a lot of available advertising options including search engine pages, display ads and social media ads along with boosts and sponsored content.

POST ORGANIC SOCIAL MEDIA

Even if you advertise on social media for fast results, you will still want to play the long game and publish organic posts. Social media is a great way to connect with your customers. Advertising a special or sending customers to your website for more information on an intriguing topic can go a long way to increasing your traffic.

A few ways to drive traffic from social media are to

- Partner with social media influencers.

- Follow related (but noncompetitive) social media accounts. Develop relationships if they look promising.

- Don't just post. Interact with those who like and comment on your content.
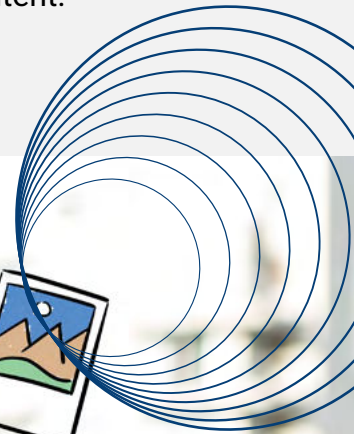
OPTIMIZE FOR SEARCH

If you want to drive traffic to your website, of course you must do everything you can to optimize your site for search engines.

Following are a few quick tips.

Keywords

Select keywords for which your audience will search. Check Google Keyword Planner for high search, low competition keywords. And don't overstuff your content with keywords, or Google will interpret it as spam.

Metadata

For people to find your site, it's important to write effective title tags and meta descriptions. You should Include your primary keyword in your meta title. Write your title tag to attract attention and entice people to click. This is what comes up when people see your link in search.

Your meta description is a description of your content. This will also come up in search and help people determine whether or not they want to visit your site. Also use important keywords in your meta description.

And don't forget the meta titles, meta descriptions and alt text for your images.

URL

A basic to drive traffic to your website is to write a short URL for your content that contains your primary keyword.

Internal Linking

Link your content to related content on your site where it makes sense. It shows people where else they may want to visit on your site and it also helps search engines find your page.

External Linking

Link to relevant, high-authority pages. For example, you may want to cite a respected study to back up the credibility of your content.

Backlinks

You should have a backlink program where you build backlinks to your website from other sites. Quality matters. Some marketers post substandard content on external sites just for the backlinks. It is far better to have a smaller number of backlinks from quality content on authority sites.

DON'T MAKE YOUR AUDIENCE WAIT

Nothing frustrates people more than slow loading pages. People will leave if they have to wait too long, which of course is terrible both for your image and your SEO.

Don't make this kind of needless mistake when you are trying to drive traffic to your website. There are tools to check your page speed to be sure it's up to par.

DEVELOP RESPONSIVE DESIGN

Your customers use all kinds of devices to access your website these days. Make sure your designer tests your site on phones and tablets not just on desktops and laptops. You want your users to be able to easily navigate your site.

Usability is also factored into Google's algorithms. In fact, Google now primarily uses websites' mobile versions for ranking and indexing.

PUBLISH FRESH CONTENT

Content marketing can be very effective in driving customers to your website. But you need a strategy across all your marketing channels not just your website. Integrate your content, so when you are focusing on a topic on your website, you reflect that in your social media, email campaigns and other channels.

Just throwing up a blog post now and then isn't going to cut it. The foundation of content marketing is to publish content that your customers value rather than content that just brags about how great your company is.

Here's some things to consider:

- Find ways to use video. Videos are great for SEO, and they can be humanizing.

- Brainstorm how you can engage your customers rather than just writing at them. This could be anything from surveys to games.

- Be imaginative in creating lead magnets of different types. White papers are great, but don't limit yourself.

- Invite guest bloggers, preferably influencers in your industry.

UMBRELLA CAN HELP YOU DRIVE TRAFFIC TO YOUR WEBSITE

This article barely scratches the surface on what you can do to increase traffic to your website. If you are not an expert, you may want to contact the experts at Umbrella Local to amp up your traffic. Call us for a free consultation.

SELL MORE AND PAY LESS
WITH OUR 24/7 AI CHATBOTS

Increase the leads and sales of any website, Facebook page or eCommerce shop by 2x-10x. Or you don't pay!

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