



## 10 EASY ONLINE MARKETING TACTICS TO IMPLEMENT IN Q1

---

Setting ambitious goals in Q1 is a time-honored tradition in companies big and small. Falling behind on those goals before Q1 is over is also unfortunately a common occurrence. While it might sound cynical to talk about unmet goals this early in the year, it's also the reality of the situation for many companies. If you're setting digital marketing goals for 2016, it's best to make them tangible and specific. By setting smaller, manageable goals, you'll be able to steadily work toward larger goals without feeling overwhelmed. Help your marketing department get past the talking phase of goal-setting for Q1, and get to work doing simple bite-size tasks that will start positively affecting your company's bottom line halfway through the year. Here are 10 actionable online marketing items to start checking off your list:

### 1. Add social share buttons.

This resolution is for all the businesses that regularly post great original content on their site but fail to promote it. Your content may be amazing, but it's not likely to attract much traffic unless you promote it. There are lots of strategies for promoting your content—Buffer has a list of 11 you can try—but one incredibly easy way to start is to add social share buttons to your blog. You can do this by using an app like ShareThis, which will give you a snippet of code to embed on your site so that visitors see buttons that allow them to share the content they like on Facebook, Twitter, LinkedIn, and other social networks with one click.

### 2. Add calls-to-action and contact buttons.

In addition to adding social share buttons, try adding calls-to-action and contact buttons to relevant service pages and at the end of your most successful blog post. This makes it easy for site visitors to go to the next step of their research or purchasing process with minimal navigation around your site. If you regularly communicate with clients or customers over the phone, add a click-to-call button so that visitors who are looking at your site on their smartphone can call you instantly by pressing a phone icon.

### 3. Make sure your site is mobile-friendly.

In May of last year, Google rolled out their ominously nicknamed 'Mobilegeddon' update, which was designed to give a search engine rankings boost to sites that looked good and functioned well on all device types (desktop, tablet, smartphone, etc.). If your site isn't mobile-friendly, you may be ranking lower on search engine results pages than competitors who have optimized their site for mobile. Not sure if your site is mobile-friendly? Try Google's handy test. If your site isn't up to date, it's time to have a web designer make some changes.

### 4. Survey your new clients.

Resolve to make digital marketing decisions that are based on data, and start by surveying your new clients and prospects you have recently lost to get valuable feedback. Consider asking about how they found you, what they like about your process, and what part of your process they think needs improvement. Keep the survey short so that prospects and clients know it will take very little time and energy to fill it out. Share your findings with the sales team.

## 5. Join a LinkedIn group.

Joining a LinkedIn group relevant to your industry can help you expand your network and increase your authority, which is especially valuable if you're a content marketer. You can start a discussion with members of your group to get ideas for new content, ask for feedback on an article you're currently working on, and keep up with the industry news that other members are sharing, just to give you a few ideas. To get started, go to LinkedIn's Group Directory and search for terms related to your industry or target audience. Once you've found at least one group that you like, set a goal to stay relatively active in discussions throughout the year (otherwise, you won't get much out of the group).

## 7. Audit your site's page load speed.

Did you know around 25% of users leave a website if it takes more than 4 seconds to load? That number only gets lower as time goes on. Google provides a free page load speed tool for web developers to check the load speed of their company's web pages. Use this free tool to check your website to see if there are any major improvements to be made. The Page Speed Insights tool will also let you know how your site performs on mobile, and it will tell you what changes to make to improve the overall speed of your website. Read more in our blog about improving your page load speed.

## 9. Check your site's meta data.

Use a quick SEO tool like SEO Spider to pull up all the pages on your website and do a quick review of the title and meta description tags on all the pages. Ideally, your title tags shouldn't be longer than 60 characters and your descriptions should be under 170 characters. Make sure the tags are giving the right message to your audience and to search engines. In other words, make sure appropriate keywords are included. If you have the time, look at your H1 tags as well.

## 6. Do a quick Google Analytics analysis.

If you're still putting off going into Google Analytics to see how your site is performing, the time to stop is now. Anyone who has anything to do with a company's online activities can benefit from looking at Google Analytics every now and then. Whether you're a copywriter, designer, web developer, social specialist, stakeholder or junior level employee, a quick look at Google Analytics data can give you some direction for goals and strategy. At the very least, go into the Behavior section of reporting and check out the site content. Find the pages with the most pageviews, highest bounce rate, and pages with the highest average time on page. This will give you an idea of which pages are performing the best and worst overall and then you can go about analyzing them and try to make the worst pages perform more like the high performing pages.

## 8. Audit your online listings.

Review your company location, name, address, hours, etc. online. Make a list of all the places your company's basic information is listed such as Google, Yahoo, Facebook, Yelp and others. Be sure to do a search for your company and make sure that someone else hasn't incorrectly posted your information. Make changes as needed. There's nothing more frustrating for a customer or prospect trying to find you than calling a wrong number or showing up at the wrong location.

## 10. Update your search ads.

**Review and update any ads you may have running from last year. Make sure they are still relevant and linking to an appropriate landing page or web page. Nothing makes people bounce faster than landing on an irrelevant web page or clicking on an offer that has expired.**

If you have a team to help you, these 10 actionable items can be taken care of in just a couple of days. If the overall state of your website and online presence aren't so great, these could take a little longer, but it is well worth the time to go through them all and make sure your site and your company are ready for the year. Acting as the online marketing team for many of our clients, we go through at least these basic housekeeping points to get our partners started going in the right direction, and so should you.

**Need help implementing these tactics or implementing an online marketing strategy for 2016?  
Contact Us to talk to someone about your website and marketing goals.**

**Leverage Marketing**  
2400 E. Cesar Chavez  
Austin, TX 78702  
[www.theleverageway.com](http://www.theleverageway.com)

---