

# 5 Surefire Tips for Website Marketing

Our website marketing experts have developed five surefire tips for optimal website performance and inquiry generation.

1

## Utilize Google Analytics

Google Analytics gives you access to a wealth of statistics about your website. Having access to this information isn't enough. Are you using it to fine-tune your strategy? What pages are people visiting? Did the visitor come from a search engine or a referring site? All of this information can help you make better decisions regarding your website.

2

## Create a quick contact form

When prospective students visit your site, how many steps does it take to reach a contact form? Two? Three? A quick contact form on key pages makes it possible for site visitors to easily inquire. It's a proven inquiry generator.

3

## Discover linkbuilding

One way that search engines rank your site is by the quality of the sites that link to yours. Linkbuilding is the proactive process of seeking out specific sites to link with. It takes time and legwork, but is well worth it.

4

## Go mobile

Mobile phone sales and usage continue to grow. Mobile search has grown fivefold in the past five years, outpacing PC searches. Look at your site analytics to see where traffic is coming from. It may be time to launch a mobile website to complement your main website.

5

## Invest in a content management system

You shouldn't have to be a web developer to make small changes to your school's website. What you need is a good content management system that gives you more control over managing the site's content, saving you time and money.

**Want to learn more about how to implement these five surefire tips? Contact us today to find out how PlattForm can help your school make a bigger impact with website marketing.**

