

Successful Digital Marketing Tips

A comprehensive guide to creating an impactful digital marketing strategy

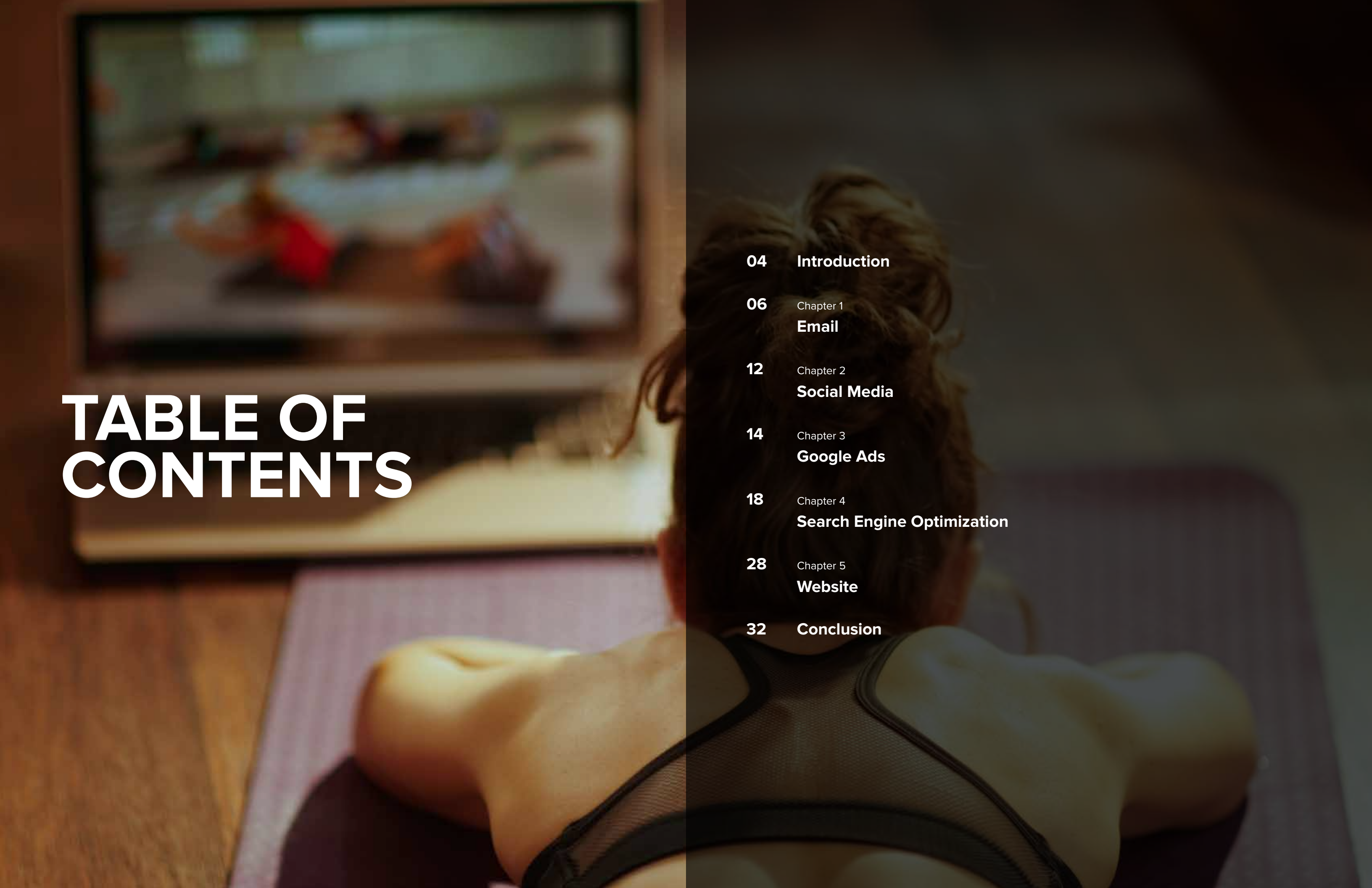
A person is lying on their back on a pink yoga mat on a wooden floor. They are wearing a black sports bra and white leggings. In the background, a laptop is open, displaying a blurred image of a group of people in a room. The scene is dimly lit, with the primary light source coming from the laptop screen.

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Creating A Successful Digital Marketing Strategy

INTRODUCTION

Is your organization doing what it needs in order to take advantage of all digital marketing has to offer? Read on to learn how you can set up a successful digital marketing strategy that is sure to get you results.

Word of mouth may be effective when it comes to marketing, but how do you keep your organization's virtual programs top-of-mind as your members and potential members go about their day? You meet them where they already are: their email inboxes, their social media channels and the places they search, like Google and Bing. Whether they are on mobile or desktop, marketing efforts can easily be seen by your audience if you utilize the right platforms, targeting and optimizations.

46%

Digital marketing expenditure will make up 46% of the total global ad spend in 2021.
- WebStrategies Inc, 2020



Chapter 1

EMAIL

Email is an inexpensive and effective way to communicate with members of your community. Most organizations use email marketing to spread the word about events, classes, programs. Meet your customers and potential customers where they already are: their inbox.

Meet Your Audience in Their Inbox

Email marketing has been around since the rise of the internet, but that doesn't mean it isn't an effective tool. In fact, open rates have increased from 17.2% in 2015 to 20.8% last year. (SaleCycle, 2020). Plus, according to Statista, there are 3.9 billion daily email users this year alone, and that number will increase to 4.3 billion by 2023. That is BILLION, not million—and that is a big number.

Email is an inexpensive and effective way to communicate with members of your community. Most organizations use email marketing to spread the word about virtual events, classes, programs and news.

Email Tips & Tricks

Collect Email Addresses

One of the most important parts of an effective email campaign is having your current or potential members' email addresses. Gather email addresses at every opportunity and check for accuracy. Request email information at front desks, events, courses, contest, with service forms, surveys and pop-ups for newsletter subscription on your organization's website. Also, be sure to update them frequently in your program management system of choice or CRM.

Send Email Campaigns Regularly

Frequent email communication keeps current and potential members engaged, drives traffic to your website and increases online participation. A good rule of thumb is to send one a week to start and adjust depending on your audience and your message. Do not inundate your email subscribers with daily emails. You do not want to overload their inbox, which in turn will guarantee an influx of unsubscribes. It could also lead to your audience becoming "email blind" to your messages and ignoring them, which will lower your open rates as a result.

Offer an eNewsletter

An electronic newsletter is an effective way to strengthen relationships with your audience at no cost. Include news items, upcoming virtual events, popular virtual program details, policy changes and interesting articles.



Link Emails to Pertinent Websites

Placing links in your emails makes it easier for readers to click on things they want to read more about, like a highlighted article or virtual program they want to register for. Link to your website in the email copy to drive more page views and ensure your audience is being directed to the correct place.

Have a Catchy Headline

You need to grab your audience’s attention within the first two sentences of your email. Use short, enticing headlines to pique the interest of your viewers. The key is to offer just enough information that will give people a reason to keep reading.

Provide a Clear Call to Action

Every email your organization sends should be short but needs to have one or more calls to action. Make sure it is prominent and linked to the right webpage so readers can act instantly. Whether it is renewing registration, signing up for a virtual class or program or reading a blog post, you need to have a clear CTA. Utilize buttons in your email design to make sure it stand out and drives traffic and engagement.

Create an Engaging and Appealing Design

One of the best ways to ensure a low bounce rate from your emails is to have a design that is eye-catching and appealing from top to bottom. Most email applications like MailChimp and PostCards offer enticing and attractive templates so you don’t have to design the email from scratch. Make sure that your organization’s emails are clean and professional and include your organization’s logo and relevant imagery. If you have a good piece of recreation or camp management software, it likely offers a dynamic email tool with customizable templates you can use.

Encourage Referral Marketing

Referral marketing can drastically expand your reach and aid in adding more memberships or virtual class/program sign ups. Encourage recipients to forward your email to friends and family or share links from the email to their social media channels.

Send Surveys

Send out surveys to your participants to gain better insights into what is working, what isn’t and where you can make improvements. Your community knows exactly what they are looking for out of your organization and are happy to tell you—just ask!

Segment Your Audience

Send targeted content to a specific segment of your database. Use filters such as age, year participated or activity they have done in the past. That way you are sending relevant content. For example, you could send an email to last year’s registrations to your virtual escape room offering to let them know that you’re bringing it back this year with new themes.

4200%

Email marketing boasts a 4200% ROI
(\$42 for every \$1 spent).
- Litmus, 2019

21% OF MARKETING BUDGET



Some of the most successful companies spend an average of more than 21% of their marketing budget on advertising. - Gartner

Chapter 2

SOCIAL MEDIA

There are currently 225.61 million social network users in the united states, which means that if you aren't utilizing a social media strategy for your organization, you are missing out on being top of mind for current and potential customers. Take advantage of easily connecting with your community and create a successful social media strategy.

Engage and Inform Your Audience in Their Newsfeed

Current and potential members spend quite a bit of time scrolling through social media—an average of three hours a day to be exact (Globalwebindex, 2019). Organic posts—what you share on your organization's Facebook or Instagram account—are always helpful, but their reach is minimal. An organic post's average reach is about 6.4% of page's total likes (Social Media Today), which is not a lot for most pages on the platform.

The best and more successful way to entice potential members to register for your virtual classes and events is to create ads for Facebook and Instagram via Facebook's Business Manager, which all businesses on the platform have access to. You can easily target members and potential members via their interests, age, location (by city, state and zip code), gender, education and more. You can even upload email addresses and other information to build audiences that match that information or create lookalike audiences based on it.

A few things to remember when creating paid social media ads:

- + Keep your copy short and sweet yet informative.
- + Include a CTA button (Facebook will let you choose) and add a link that pertains to your copy.
- + Do not put a link in your copy.
- + Limit emoji usage.
- + Include a dynamic, eye-catching image that reflects your copy.
- + Remember, the less clicking your audience has to do, the more likely they will convert.

You should include images in your ads. If your Facebook ad contains images, it will be between 75% and 90% more effective (Consumer Acquisition). Video is also equally as important and must be uploaded directly into Ads Manager when you create your ads. If you do choose to share a video organically, also upload it to Facebook. The platform will likely share your organic post more than a link to YouTube.

Also, do not boost your posts. Facebook will suggest it, but your ability to target your audience will be limited. You get the most bang for your buck when creating ads in Ads Manager.

Chapter 3

GOOGLE ADS

Creating ads for search, display and video on Google is a daunting task, indeed. It takes time and effort, but in the end can pay off in big ways.

The first thing you want to do is educate yourself, which, to be honest, is going to take a lot of time in the beginning as Google has a plethora of easy-to-follow tutorials, all of which can be found at Google Skillshop. Once you complete each tutorial, you will then be able to take a certification test for each subject. Tests can be retaken, but you will have to wait 7 days. You must score an 80% or higher to achieve certification.

Google Search

Have you noticed when you search a topic or brand on Google that the first few results are ads? That is Google Search at work. Search ads consist of strictly copy and are limited when it comes to the amount. You want to be as direct as you can be to your audience, as well as informative. Search ads comprise of a headline, a display URL (web address) and a description. All of which should entice your potential customer to click through. You can also include ad extensions which provide additional information like location, a call button and more. One thing to keep in mind is that how often your search ad shows depends on how much you bid and the quality score (a score how likely the campaign will perform well) of the ad.

Google Display

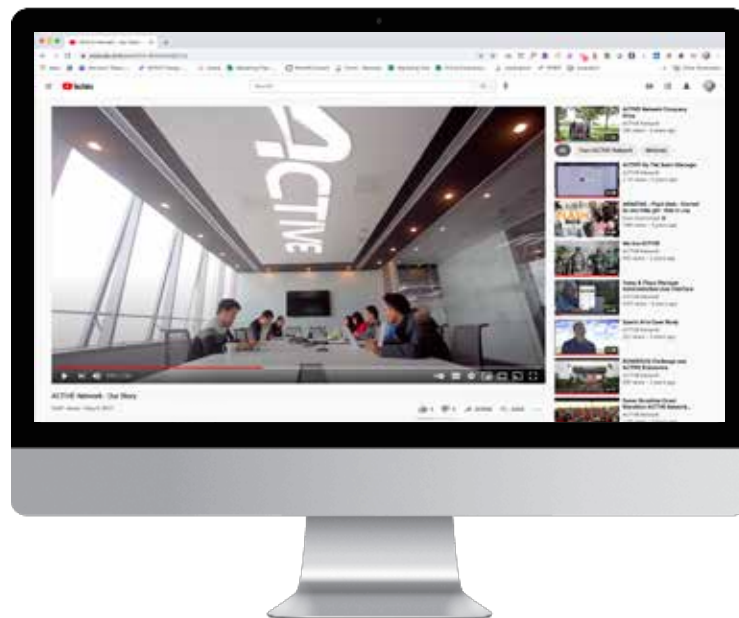
Unlike search ads, where the ads only appear to those already searching, display ads appear based on targeting parameters. For example, when you are on say, a news website, all those ads on it that do not have to do with the actual website you are on, are display ads. The Google Display Network has over 2 million sites, including social media channels, in which your display ads can be served on, so you are going to need to have those targeting parameters in place to ensure that your display ads get in front of the right people.



Google Video

Every single video ad you see on YouTube is a Google video ad, and while this content must be hosted on YouTube, ads can appear on the site, as well as on websites and apps running on Google videos partners. There are several types of ads you can utilize for your video campaign:

- + Skippable in-stream ads: video content that can be promoted before, during or after other videos on YouTube and across websites and apps running on Google video partners. After 5 seconds, the viewer has the option to skip the ad.
- + Non-skippable in-stream ads: video content that can be promoted before, during or after other videos on YouTube and across websites and apps running on Google video partners. These ads are 15 seconds or shorter. Viewers don't have the option to skip the ad.
- + Video discovery ads: this ad format consists of a thumbnail image of your video and some copy. The size and appearance of the ad will determine where it appears. These ads invite people to click and watch the video, which will take them to the YouTube watch page of channel homepage.
- + Bumper ads: this ad format is 6 seconds or shorter in length and appears before, during or after another video on YouTube and across websites and apps running on Google video partners. Viewers do not have the option to skip this ad format.
- + Outstream ads: this ad format is mobile-only and begins playing with the sound off. If viewers want to hear the sound, they can simply tap the out button to unmute the video. These ads are designed to increase your video reach at an efficient cost and is available only to appear on websites and apps running on Google video partners, not YouTube.
- + Masthead ads: drive awareness for a new product or service, or reach a massive audience in a short period of time with this ad format. It works differently for desktop, mobile and on TV screens.
- + Desktop - autoplays without sound for up to 30 seconds at the top of the YouTube home feed.
- + Mobile - autoplays without sound for the full duration of the video at the top of the YouTube app or m.youtube.com home feed.
- + TV screens - autoplays (where supported) without sound for the full duration of the video at the top of the YouTube app for TVs.



**70% OF PEOPLE
SAY THEY
BOUGHT FROM
A BRAND AS
A RESULT OF
SEEING AN AD
ON YOUTUBE VIA
GOOGLE'S VIDEO
AD PLATFORM.**

Google/Talkshoppe
US, whyVideo study - Feb, 2020

Chapter 4

SEARCH ENGINE OPTIMIZATION (SEO)

93% of all online interactions start with a search engine. Does your organization make it to the first search engine results page? If not, make it a goal to appear there as 75% of people do not go past the first results page. It may seem daunting, but utilizing search engine optimization is an inexpensive way to ensure that your organization is easily searchable.

Be Where Your Audience Searches

Search Engine Optimization, otherwise known as SEO, is an effective and incredibly important marketing tactic. But what is it exactly? It is an unpaid way to market in which the quality of a webpage is improved to receive more traffic (and better-quality traffic) to a website or webpage from search engines.

Think of it like this: How often do you go past the first or second page when you search for something on Google? Not often, right? Improving your website's SEO will help your organization rank better for specific search terms, thus moving you closer to that first search results page—or even onto the first page. Currently, Google has 90.1% of the search engine market (Statista), so optimizing your website toward Google's algorithm for ranking would be advantageous.

SEO Tips & Tricks

Begin with Keyword Research

Think about what you offer your community. What virtual classes, services, facilities and virtual events do you manage, and how are they valuable to the public? Also, think about how your target customer would conduct a search. What would that person want to know? Make sure to include all types of phrases that would lead directly to a buy, as well as others that are research-based. Creating this list of brainstormed words and phrases will direct people right to your organization and its offerings.

Look at Google's suggestions

At this point you should have a pretty big list of 20 to 100 keyword phrases that you've brainstormed. Now Google the phrases. As you type in the search terms, check to see what phrases Google is suggesting. If you find relevant ones, add them to the list. Google recommends searches that have some popularity, so this is your first step toward homing in on the right keywords to use for your site.

Another great way to utilize Google is by scrolling to the bottom of the results page to see what searches relate to the keywords or key phrases you have searched. If they are relevant to what your organization offers and does, then add them to the list.

Utilize a Keyword Research Tool

Up to this point, you've mainly been guessing how your organization's current and potential clients are searching for you. Keyword tools help you make the leap from what you think people are searching to what you know people are searching. Here are three FREE keyword tools that you can use online:

- + Google Keyword Planner - This tool allows you to search for keywords or key phrases most relevant to your organization and what it offers.
- + WordStream - This tool utilizes Google's search data to deliver relevant keywords and key phrases, includes competition scores and more.
- + Wordtracker - As with the previous tool, this one also uses Google's search data and boasts that it is better-designed for SEO.



Competitor Analysis

Other organizations are probably doing some search engine optimization as well. Check out the websites of your neighboring organizations and similar groups. Click around the website to see what phrases are being used often. Also, check the top bar of your internet browser on each page. Any similar organization that has done work on SEO will have its keywords here: Whatever relevant phrases you see, add them to the list. If you see some location-based phrases like “Zumba classes in San Antonio,” change the city and add the phrase to your growing list of brainstormed keywords.

You can also search the name of your competitors in Google and see what the searches related to it are at the bottom of the results page.

Survey Your Customers

This isn’t absolutely necessary in the research process, but it could give you some good insight into how your members and customers think. Ask them how they found you in an email survey or one linked to Survey Monkey or Google Forms — or post the link on your social media channels. Ask them how they find virtual classes and programs that are similar to what you offer. This could be really helpful to weed out some of the industry jargon you may use internally. For example, if you and your staff refer to your buildings as facilities, your audience might call them gyms instead. The ultimate goal here is to add keyword phrases to the list from your customers’ perspectives.

Choose Keywords Based on Relevancy

Don’t get caught in the traffic trap. As an example, let’s say you are the parks and rec department for Chicago. You see “parks and recreation” as one of the keyword ideas and find it is searched 135,000 times in the United States per month. This may seem enticing, but it’s not a good keyword for you! First, it’s not that relevant because you are only trying to attract people from Chicago and those visiting Chicago. Second, most of the people conducting that search are looking for the TV show. And third, it’s not realistic to think that your website will be able to jump NBC, the Peacock app, Wikipedia, Hulu, IMDB and the NRPA in the rankings. So throw that one out!

Try a much better keyword idea, as recommended by Google: “Chicago recreation.” This phrase is searched at a much lower rate and has low competition. It is also as relevant as you’ll find. Each person who conducts that search is looking specifically for you. Check it off in Google’s keyword tool to mark it as one to make your master list.

Maintain Your Keyword List

Once you’ve checked all of the keyword phrases you want to target, export them to a spreadsheet so that you can get organized. Try to rearrange your keywords into categories like events, recreation, vacation, things to do and rentals, and update it regularly. This will help when you go into phase two: putting the keywords in the right place on your website.

Placing Your Keywords

URL

One of the first places search engines and web crawlers scan is the URL, or web address. Google trusts that the URL of a web page will accurately describe the page. The following is an example of what your URL should look like:
<https://www.mywebsite.com/keyword-phrase>

Optimize Your URL Structure

Improve URLs for SEO by thinking big picture and keeping it simple. Make sure your URLs include keywords that are relevant to the content of that page. The simpler the URL, the better for web crawlers. According to SEM Rush, SEO friendly URLs:

- + Include your keyword
- + Are descriptive and meaningful
- + Are easy to read
- + Use relevant categories/subfolders
- + Contain three to five words (if possible)
- +

You can check your URLs with SEMRush’s On Page SEO Checker, which verifies whether or not you have a keyword in your title and meta tag, as well as offers suggestions if you do not.

SEO Title

The SEO title, also known as the HTML title tag or page title, is another place search engines look to find the topic of each web page. When you are on a website, look up at the top bar—that’s the SEO title. You should put your keyword here.

<title>keyword phraselcompany name</title>

This is the first thing people see when come to your page from the search engine results page. You’ll also see your SEO title if you look at the tabs within your browser after you click on the result of your choice. This will help you rank for the keyword, as well as get the user to click through.

Google uses the click through rate to determine how relevant your organization’s website is for a specific keyword, meaning you WANT to encourage people to do so with enticing yet helpful and relevant SEO. Keep in mind that if no one is clicking on your result within the search results page, your ranking may go down over time.

Yoast SEO is a great tool to help you come up with optimized titles. The plugin checks two crucial aspects: the width and if you use your keyword. The width shouldn’t be too long or too short—try for around 600 px. Also, keep in mind what it will look like in mobile. A good width looks like this:

Meta Descriptions

Also known as the page description, this is a short section of your website’s code where you get another opportunity to describe what searchers will find on the page. When you perform a search on Google and view the results, check out the short description provided for each listing. You’ll notice that whatever you searched will appear in bold in that description. A good page description helps attract searchers to your listing on Google.

<meta name = “description” content = “Our organization helps people find this keyword and accomplish this keyword phrase.” />

The optimal length for meta descriptions is between 155 to 160 characters, as Google truncates if it goes any longer. Keep in mind that you want to keep your meta description as informative, relevant and enticing as possible to drive clicks. However, meta descriptions do not factor into Google's ranking algorithms.

Headers

Headers are the titles within your web page and provide much needed structure, especially for people who tend to scan the page as opposed to reading it through. Your header should be consistent, interesting, relevant and relatively short.

Search engines see H1 (header 1) title tags as the most important title within a web page. For your website, your header should include the keyword:

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<h1>keyword phrase here</h1>.
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According to Search Engine Journal, H1 introduces the topic your page is about (only use one per page). H2 describes the main topics you'll cover, and H3 through H6 serve as additional subheadings within each section. Make sure to include keywords in your header tags and optimize for featured snippets like in the example below:Image File Names

It's important to have images on your website because pictures are pretty to look at, and they give you another opportunity to further describe your web page to search engines. Images should also be relevant to the page and topic at hand. You want Google to be able to know what the image is without even looking at it, so using a key phrase is imperative. Save images on your site with the following nomenclature:

keyword-phrase.jpg
Image Alt Tags

Since search engines can read text but not images, you need to describe images in search engine language. That's where the alt tag comes in. Depending on how your website is built and updated, you'll find an area to describe images in an "alt tag" or "alt section." While the file name is image's online address, the alt tag is a short phrase that describes it. Make sure the image relates to keyword, though. You might get a slap on the wrist from Google if it doesn't. Here's an example:

Website Copy

Make sure the first paragraph includes the keyword. Google knows that well-written introductions should cover the main topic. Mention the keyword when possible throughout all of your content. Do not, however, stuff it in everywhere. Search engines don't like that, and neither will your readers. It is generally recommended to make sure your keyword phrase represents less than 5% of total content on that page. For example, do not mention your keyword more than five times if you have 100 total words on the page. The SEO Toast tool is a good device to help make sure you are not overusing your keywords.

On top of links

Your website is likely to include lots of links. Your website menu is full of links to other pages on your site, so keywords should live there, too. Rather than pasting the link directly in the content, add the keyword to sit on top of the link so people click on the keyword to reach the correct web page. Link building is important, and search engines factor those links and "anchor texts" into their rankings.

Support with Relevant Phrases

Search engines hate to be tricked. For example, they don't want you to optimize a web page about bicycles for "dress shoes" just to try to get your site on the first page of search results. What you should do instead is make sure all your content relates to the keyword and support it with relevant phrases. For example, if your main keyword is Chicago recreation, make sure you mention Chicago and recreation individually.

Now that you have your one page optimized, apply the steps to other pages, and create new pages for new keywords to have a home. From there you'll have a highly optimized website, and you'll eventually get more people to see what you're doing and want to participate.

Implementing Linkbacks

When Google determines how to rank websites with its algorithm, links are the most important factor (including both the quality and quantity of the links, as well as words used in the link). Simply put, you want websites to point at your website through links.

Find Who Links to Your Website

It's possible that there are some websites that already link to your organization's website. Improve the value of those links and discover which sites link to yours and optimize.

To find out which websites link to yours, visit Moz Link Explorer and enter your website URL. This tool is highly accurate and will allow you to check the backlink profile and the Domain Authority of any website. Domain Authority is a search engine ranking score that predicts how likely a website will rank on search engine results pages (SERPs). The goal is to rank high, as it determines the relevance of your website for a specific subject or industry.

Once you have that list, approach the owners of those websites. First, thank them for linking your website, and second, ask if they would be willing to change the anchor text. An anchor is a text you click to move from one internet destination to another; it literally anchors two different locations on the internet together. Make sure to use appropriate verbiage when choosing a keyword or key phrase to link. You want to let readers know what to expect before they click. Just as with the linked word “anchor,” you know this is a safe and reputable source you are being taken to that goes more in depth about anchor texts; it’s also being used to show where the source of the information about anchor texts came from. Linking anchor text also helps Google’s algorithm know what your content is about, which helps with ranking on SERPs.

Start a Blog

Business blogs should ideally be helpful articles for your target market to read. You should use them as a way to make your organization a thought leader in your industry. Since blog articles are more resource-based than regular web pages, people are more likely to link to them. If you write excellent content, the links will follow.

One thing to remember is to link within your blogs. Link your sources, link businesses you mention, link organization and governmental agencies if they are relevant and always link to other relevant blogs you have written. Plus, don’t forget to make sure to utilize the anchor text when linking.

Mention Other Organizations

From time to time, it’s good practice to feature other companies on your blog that are doing certain things well or inspire you in some way. If you mention companies, let them know about it! From there they may choose to link back to the article because it’s good press for them, which in turn creates another link back to you.

Guest Blog

Organizations and bloggers love to have guests write blog posts to share another point or view or bring in an expert on a subject. Approach influential blogs in your industry and ask to cover a specific topic for their blog. If they say yes, be sure to include links back to your website. This is an understood trade-off in the blogging world: exchange good content for a link back or two.

Subscribe to HARO

HARO (Help a Reporter Out) is company that connects journalists and sources through daily emails. Reporters from all size publications and websites submit a query that says what type of sources they are looking for. Sources (like you) receive the emails and can choose to respond with a quote, link, story, etc. If you are chosen to be a source for a story, you’ll be featured in that article and will most likely receive a link. This is good for free PR and excellent for SEO.

Add Social Sharing Buttons

Give people an easy way to share your event listing on Facebook, Twitter, LinkedIn or other social media platforms. This is important for two reasons: first, when people share your content on their social channels, you will receive more visitors, and second, search engines will see those shares as links and will view your blog as a more trusted (and therefore higher-ranked) website. The same goes for your organization’s employees. If you have something you really want to get out there, ask your employees to share it on their social channels if they feel comfortable doing so.

Set up Social Profiles

If you don’t already have a presence on the main social media platforms (Facebook/LinkedIn/Instagram/Twitter), create accounts as soon as possible. Businesses without social profiles lose credibility from the general public, so it’s a good idea to set those up, even if you don’t use them except for sharing important information and updates with your community.

As mentioned earlier, search engines put value on social links. Because of this, it’s a good idea to share articles and links through on your social platforms. This will help you increase traffic, build a following and up the number of social links to your website.

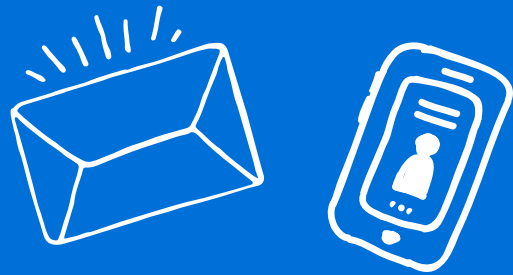
Write and Share Press Releases

Press releases are powerful because you can submit them to local and online publications. All the publications that choose to pick up your story will include links back to your website.

Submit your blog to Alltop

Alltop.com organizes the internet into many different categories. Each category on AllTop has automatic feeds to blogs and information sources that stay up to date with trends and changes within that topic. You can submit your blog feed to Alltop, and each new article will be listed on the Alltop category page that relates to your industry. Those live as links back to your website.





83% OF SMALL BUSINESSES BELIEVE THEIR DIGITAL MARKETING IS WORKING.

Clutch
2018



Chapter 5

WEBSITE

One marketing tool that is often overlooked is an organization's website. Websites offer a plethora of information to potential and current customers, both on a surface level and deeper, and they help create an excitement about your organization, establishing a sense of stability and dependability within your community.

Your organization's website should be the centerpiece of your recreation marketing. People within your community need to have the ability to access your website around the clock, which saves time for your staff and improves the experience for your customers. You need to make sure your website is functioning like a well-oiled marketing machine and get the most out of your biggest online presence

Have a Memorable Web Address

People need to remember your website's URL to be able to come back directly for information, news and updates on virtual programs and classes. Your URL should be distinctive and at the very least encompass your organization's name as it's likely going to be the first thing people search for on Google. Make sure to put it on all of your marketing materials. According to Forbes, consider the following when picking a web address:

- + Be brandable
- + Make it pronounceable
- + Keep it short, but not too short
- + Go after a ".com" (e.g. activenetwork.com)
- + Avoid trademark infringement & confusion
- + Make it instantly intuitive
- + Use keywords sensibly
- + Append or modify if necessary

Create and Optimize Google My Business Page

To better establish your organization, as well as create a sense of dependability, you need to create and optimize a Google My Business Page. This is a free service for all businesses, specifically with a physical address, that organizations can use to easily share quick information like location, website, business hours and phone number.

Through Google My Business, your organization can share offers, photos of your facilities, be contacted via phone or a message and view engagement. Businesses can see how many calls, website clicks and direction requests were executed via their Google My Business listing and make adjustments as necessary. You can choose to have or not to have whatever information you deem pertinent to the customer experience. This appears on the right-hand side of the Google search results page when a person searches for your organization directly. Customer reviews will appear below the listing.

Engage Your Visitors

Copy alone is not dynamic enough. Engage your visitors with enticing photos, interesting and informative short form videos, synced social media updates and more. If it's attractive, visitors will stay longer and interact more with what you offer. But don't overdo it. You don't want to overload visitors with media. You want to give them just enough to be interested in what your organization offers and register for memberships, virtual events, virtual classes and programs.

Have Clear Navigation

Navigation is key. A lot of times, visitors will come to your page with a specific intention in mind (to donate, to register, to read news, etc.). Make sure your navigation bar is well-organized, visible, and prioritized based on your popular pages. A good rule of thumb is to have your navigation present at the top of your webpage, as well as the bottom.

Update Your Content

Many websites suffer from having a news section that has articles that are old, irrelevant and never change. Since the rise of social media, people expect fresh content that is updated regularly. Make sure you change and update your website often to reflect your latest offerings. It's easy to do this with an intuitive content management system.

Offer an Online Recreation Guide

Save money and make your recreation guide more accessible by posting it on your website. Make it easy to find. Add it to your home page and possibly even your navigation. Share it regularly via email and on your organization's social media channels.

Make Calls to Action Prominent

You have goals. Whether you want someone to donate, volunteer or register, make sure you encourage people and make it easy. It's as simple as having prominent buttons on your home page or listing some of them in your navigation. It is likely that the CTAs will have their own landing pages within your organization's website, so make sure to link them in emails and social channels as well.

Keep Branding Consistent

Stay consistent across brochures, letterheads, ID cards, signs, emails, your website and more. That way, people will start to recognize your recreation brand across all touch points. A good way to maintain consistent branding is to create a brand book for your organization that includes various iterations of brand logos that can be used, color scheme, outline of the brand story, brand language and fonts.

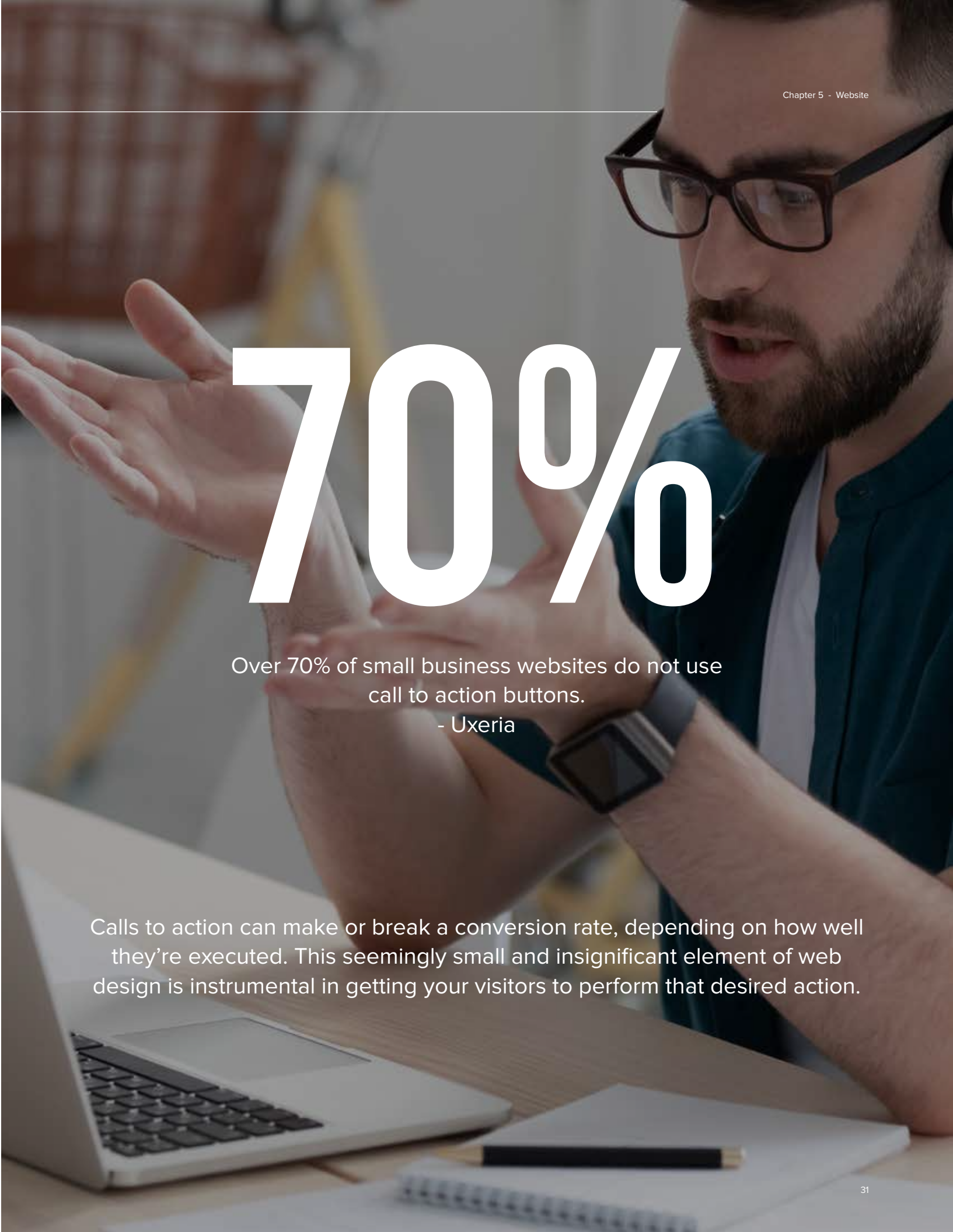
Enable Social Sharing and Social Media

Social sharing buttons on your website allow your visitors to share your web pages, blogs and anything they deem worthy of sharing with their friends on Facebook, Twitter and more. Social network buttons allow you to accumulate your own followers and likes right from your website, as well as help get the word out about whatever your organization offers to your community like virtual programs, classes and events.

Make Your Website Mobile-Friendly

If you want to rank on Google, it is imperative that you make sure your website is mobile-friendly. Otherwise, Google will not index your website first. If your website isn't fast, responsive and suited for mobile devices, your ranking will suffer immensely. You can check to see if your website meets Google's mobile-friendly standards with this quick and easy test.

Another reason you need to have a mobile-friendly website is because mobile has a huge market share when it comes to the device on which users are viewing websites. In fact, mobile user share increased by over 10% in 2020; mobile market share worldwide was 52.1% compared to the desktop market share of 44.2%, according to TechJury.



70%

Over 70% of small business websites do not use call to action buttons.

- Uxeria

Calls to action can make or break a conversion rate, depending on how well they're executed. This seemingly small and insignificant element of web design is instrumental in getting your visitors to perform that desired action.

Building Strong Communities

CONCLUSION

Your Community Partner. At ACTIVE, we are a dedicated, experienced and patient partner providing you with the tools and support you need to create an engaged and active community. Our solutions and teams are partners in the community with you, because we measure our success by your success.

ACTIVENet

[ACTIVENet](#) will be there for you when it comes to your organization's needs. Whether that means engaging your community, streamlining operations or managing participation, [our software is here to help your organization perform at its best.](#)

Camp & Class Manager

At ACTIVE Network, we help class and camp administrators earn interest and connect with their audience using [online class registration and management software](#). [Connect with us today](#) for more information on our powerful online class management software – and how you can use these tools to engage your customers, streamline operations, and maximize class participation to support your revenue goals.

Digital Marketing Services

ACTIVE's [digital marketing agency](#) has 20 years of experience and runs digital marketing campaigns that produce results. [Contact us today](#) to learn how you can save time and worry with ACTIVE's digital marketing services.

ACTIVEWorks Endurance

Grow your events and increase revenue with [ACTIVEWorks Endurance](#). Our dynamic all-in-one solution has the tools you need to help attract and convert new participants. Rest easy with streamlined events that are supported by event technology that grows your event and elevated the experience for all involved.

ACTIVEWorks Endurance has robust [analytics and reporting](#) tools, a helpful [CRM](#) and [email](#) tool, a participant experience enhancing app and [Virtual Event Bags](#) that can be custom branded to showcase your sponsors. [Connect with us today](#) to see how ACTIVEWorks Endurance can set your events up for success!

