

# BCA Social Media Success Series



## Session #1 – Websites and Blogging: What are your goals and how can your site work for YOU?

### 1. Have clear website goals:

- a. Easy to manipulate/make changes (we suggest Wordpress)
- b. Easily directs customers to your facility, including map/directions
- c. Allows for customers to sign up to your list to receive updates. (We suggest Mailchimp – it’s free and automatically can send your updates to your subscribed list)
- d. Blog – YES you need this function, if only for weekly specials. The “blog” is what keeps your site “in motion” and continually searched and indexed by Google and other web crawlers.
- e. Miscellaneous – about the company, background, what makes you unique, how you participate in the community
- f. Search Engine Optimization or SEO – What is it? Why is it important? (Further reading suggested at <http://offers.hubspot.com/seo-myths> )

### 2. What to blog:

- a. Weekly specials
  - i. Seasonal
  - ii. Holiday
  - iii. Community
  - iv. Incentive for signing up for list
- b. Events – in store or around the community – let customers know you’re part of it!
- c. Instruction/Tips (for retailers)
  - i. Gameroom decorating (add-ons, space considerations, lighting, sound)
  - ii. Game tips (billiards, poker, shuffleboard)
- d. Instruction/Tips (for club owners)
  - i. Planning an event/party at club
  - ii. Game tips (billiards and whichever other games you offer)
- e. Curated Content such as YouTube video of the week or links to BCA, Poolmag, etc.

### 3. Website enhancements:

- a. Get a social media widget that directs patrons to your company social media sites
- b. Get a sharing widget that lets your customers share with their friends
- c. Make sure you’ve installed Google Analytics
- d. Get Yoast SEO to enrich your post/page keywords

### 4. Measuring Your Traffic/Response:

- a. Google Analytics: <http://www.google.com/analytics/> - Look at traffic, but also “Acquisitions” to know where people are coming to your site from
- b. Alexa: <http://www.alexa.com/toolbar> extension available for Firefox, Chrome, Explorer (not Safari). Rough guide to how any site ranks (but only measured by who has the extension so can be misleading) Nevertheless, a useful free tool to “move the needle”
- c. Hubspot’s Website Grader: <https://website.grader.com/> Useful intel for how your site is functioning and where to make improvements

### 5. Free Resources:

- a. The Hubspot Library offers TONS of free intel for businesses: <https://library.hubspot.com/>  
Hint: Look to the categories on the right to drill down to the areas you want to study.
- b. Get your ongoing questions answered and links to more advice at our private Facebook group: <https://www.facebook.com/groups/1707538432862415/>