

Your Website & CRM: Do They Go Hand-In-Hand?

Tips To Unlock Marketing Power With Integration



CHRISTOPHER CARBAUGH

Today's Expert:
Hoot Host

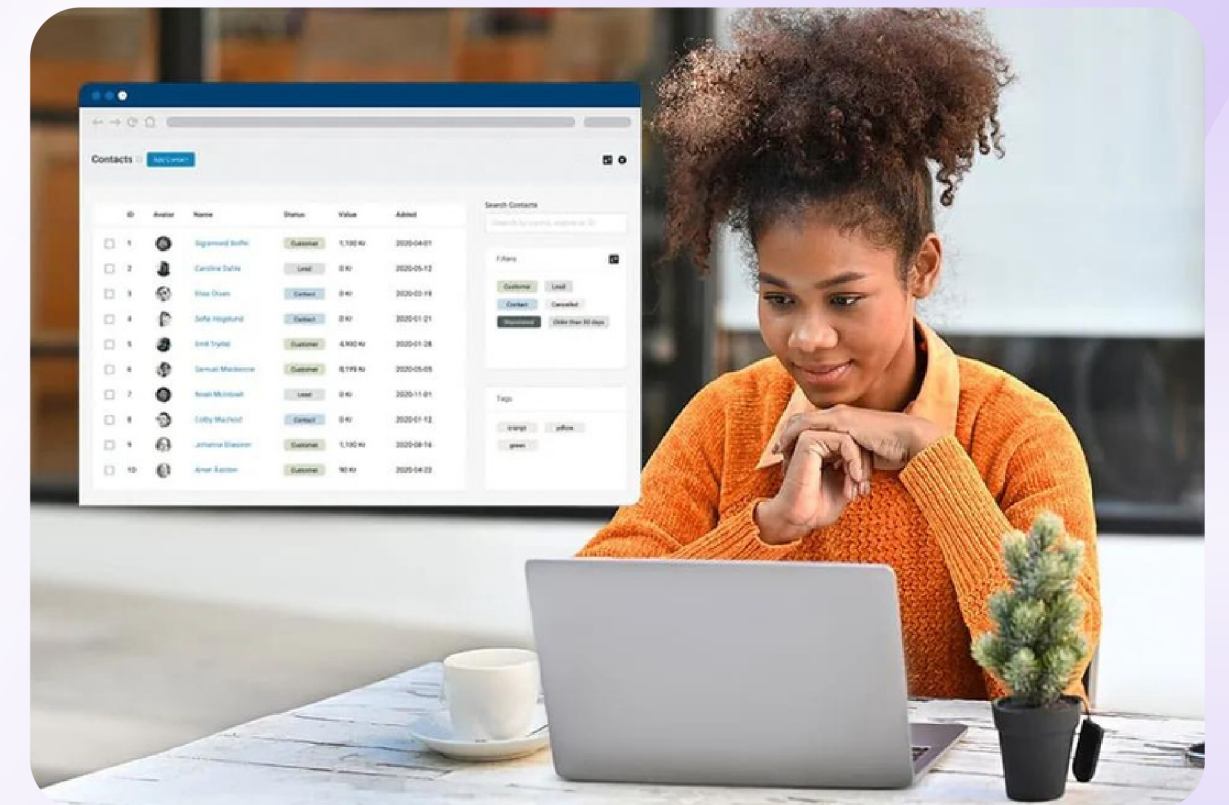
Your Website & CRM

Are you ready to transform your website from a basic online presence into a turbocharged marketing machine by adding a CRM?

🌟 It's time to supercharge your business growth and dominate the digital landscape!

Today's topics:

- Popular Website Platforms
- SEO, Performance, Accessibility
- Marketing Integrations and CRM



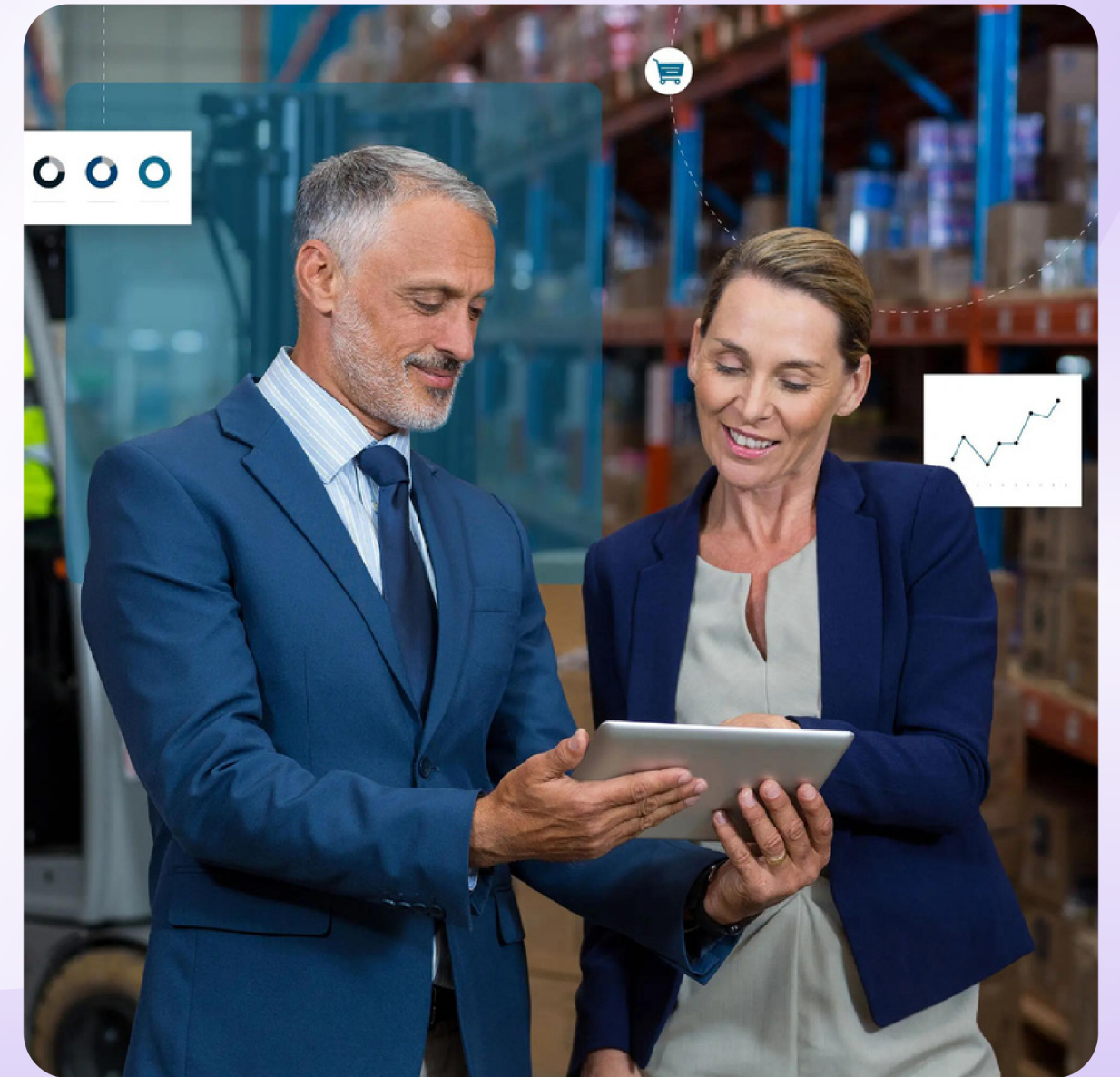
**Let's explore how to build a website
that is a powerful marketing tool for
your business growth.**

Popular Website Platforms

Website Platforms For Results!

There are many popular website platforms to build a website for your business. Today, we are going to focus on only the platforms that empower your business to create results!

- Pick the website platform that meets your business goals
- Ensure your marketing tools integrate with your website
- Ease of use, updating, blogging, and SEO top priorities!
- Keep it simple, no unnecessary bells and whistles

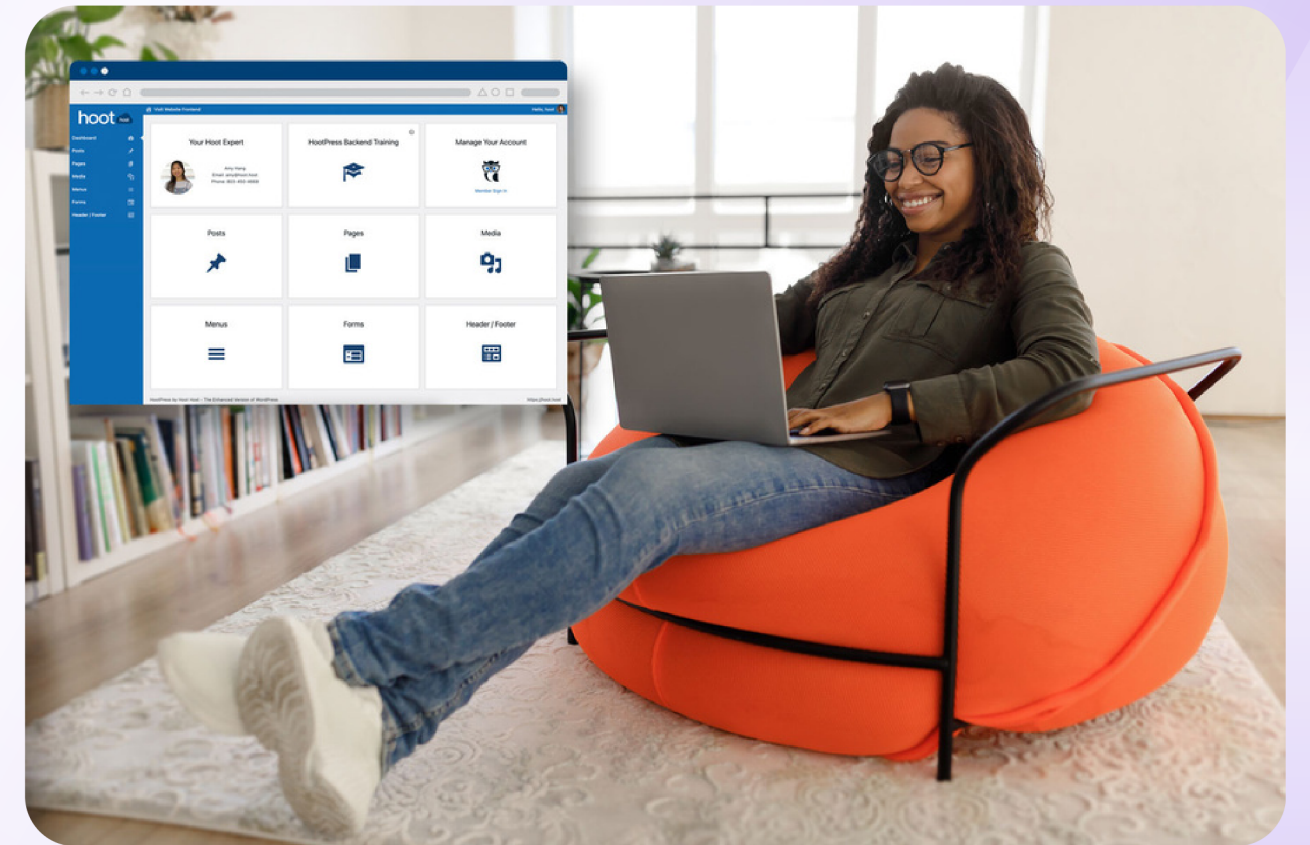


WordPress

WordPress is one of the most powerful and popular platforms for building business websites.

- Ideal for search engine optimization
- Amazing for blogging to expand your audience & SEO
- Easy to update using Gutenberg native builder
- Scalable to grow with your business over time

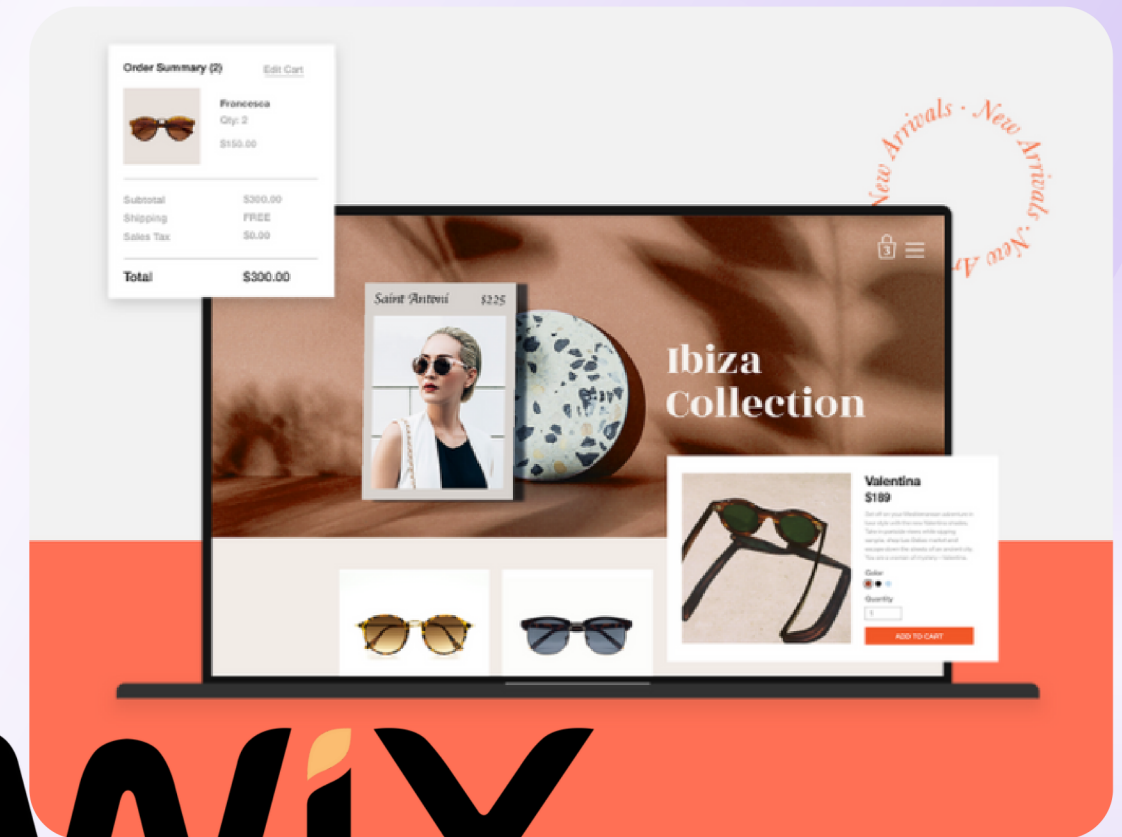
WordPress requires maintenance, has a learning curve, and not all WP websites are created equal. Overuse of plugins, clunky page builders, and poor standards can turn your WordPress website into a nightmare. Keep it simple for ideal results!



Wix

Wix is arguably the most popular platform amongst small businesses and Alignable members for many reasons.

- Makes SEO and Google integrations easy!
- Powerful blogging to expand your audience and SEO
- Super easy to manage yourself or find expert help
- Hosting and technical stuff all included in your plan



WIX

While Wix can be easier to deal with than WordPress, it is a proprietary platform. Which means your website is part of their platform and can't be moved if you want to stop using Wix.

Other Popular Platforms

While WordPress and Wix are my top recommended platforms for online results, here are some honorable mentions you can review:

- Shopify - great for e-commerce and online sales
- Squarespace - great for basic brochure or portfolio sites
- Webflow - video, animation, and high level design sites
- Custom coded and designed sites have many benefits!

WordPress and Wix are the top options for driving business results.

These other platforms are good for specific purposes, but fall behind when it comes to our focus today - SEO and marketing integrations.



SEO, Performance, Accessibility

Google SEO Essentials

Google SEO Essentials are key configurations for your website to meet technical standards and be indexed on search engines:

- Use
 - Wix SEO Dashboard and Assistant Tools
 - RankMath in WordPress for SEO Configurations
 - Built-in SEO tools to audit and fix issues
- Install Google Search Console and Analytics
- Configure business information and core data set up
- Page and Post Title/Description/Image Attributes
- Configure Robots.txt, Structured Data, XML Sitemaps

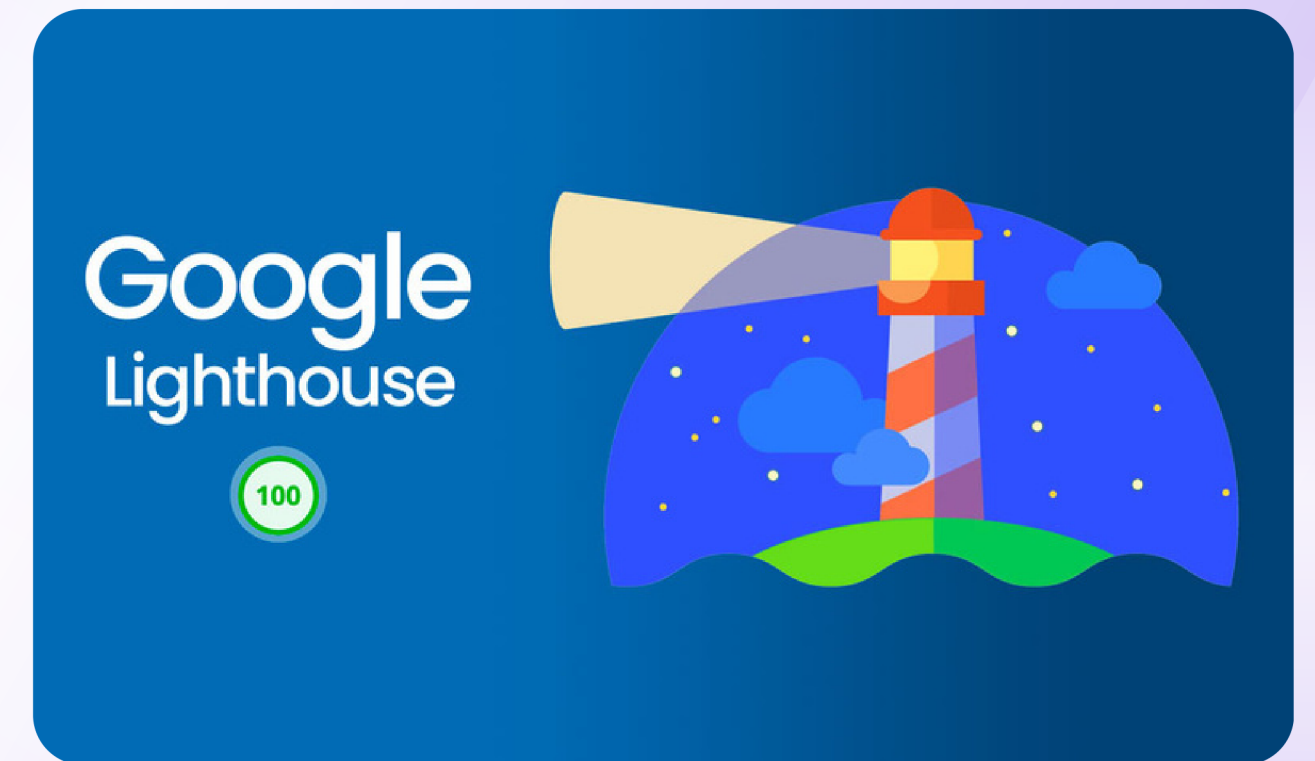


Performance and Accessibility

Performance and accessibility compliance are top priorities for a business website!

Use Google Lighthouse to make sure your website is meeting ideal standards:

- Performance over 90% especially on mobile!
- ADA / WCAG compliance using UserWay integration
- Accessibility statement added to sitemap and site footer
- GDPR / CCPA compliance using CookieYes integration
- Privacy policy added to sitemap and site footer

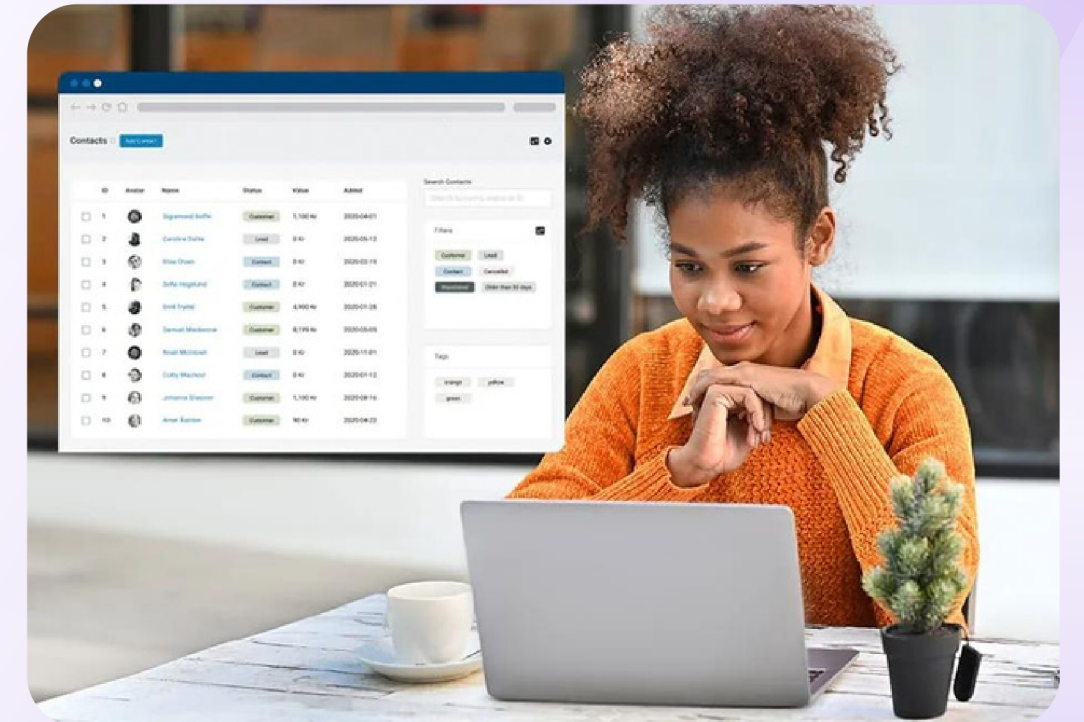


Marketing Integrations and CRM

Popular CRM Platforms

Use a platform that meets business goals and budget!
CRM and marketing tools should help you effectively handle contact management, email marketing, social media, calendar booking, payments, etc!

- Wix CRM - Amazing built-in management for Wix users
- HubSpot - The ultimate all-in-one platform but \$\$\$
- Pipedrive - Great for pipeline management and email
- Monday - Management, operations, pipelines, affordable!
- High Level - CRM + marketing all-in-one online software



Marketing Integrations and CRM

Don't let your website be a static online brochure!

Your business website should be an effective marketing tool helping you grow your business!

- Follow the Digital Consumer Journey Strategy
- Use blogs to expand audience and drive leads for SEO
- Make pillar pages and service pages lead gen focused
- Make the desired action of your website simple!
- All forms, signups, calendar, integrated with CRM
- Manage leads and contacts using a CRM
- Increase customer retention and advocacy on your site!



Reminders & Recap

Reminders & Recap

When you have an easy-to-manage but professional website, that meets SEO and modern standards, PLUS has marketing tools integrated, you will build a more powerful online presence for your business!

- WordPress and Wix - top results driving web platforms
- Follow Google SEO Essentials to increase Google rank
- Remember to audit your performance and accessibility
- Blogging + digital consumer journey = success!
- Integrate with CRM and marketing tools to manage leads and contacts, pipelines, email marketing, and beyond!



Special Offer

Try HootCRM for all your marketing needs!

- Contacts Management & Activity
- Lead Generation & Pipelines
- Calendars & Booking
- Email Marketing
- Social Media Scheduling & Posting
- Google Business Profile Management
- Landing Pages, Funnels, Forms
- Website Chat Widget by Waggle AI (add-on)
- Reporting & Analytics
- Automation and Integrations



Get HootCRM for free with purchase of any website hosting or maintenance plan.
Use code FREECRM at checkout.

Time For Questions

Post Your Questions in the Q&A

