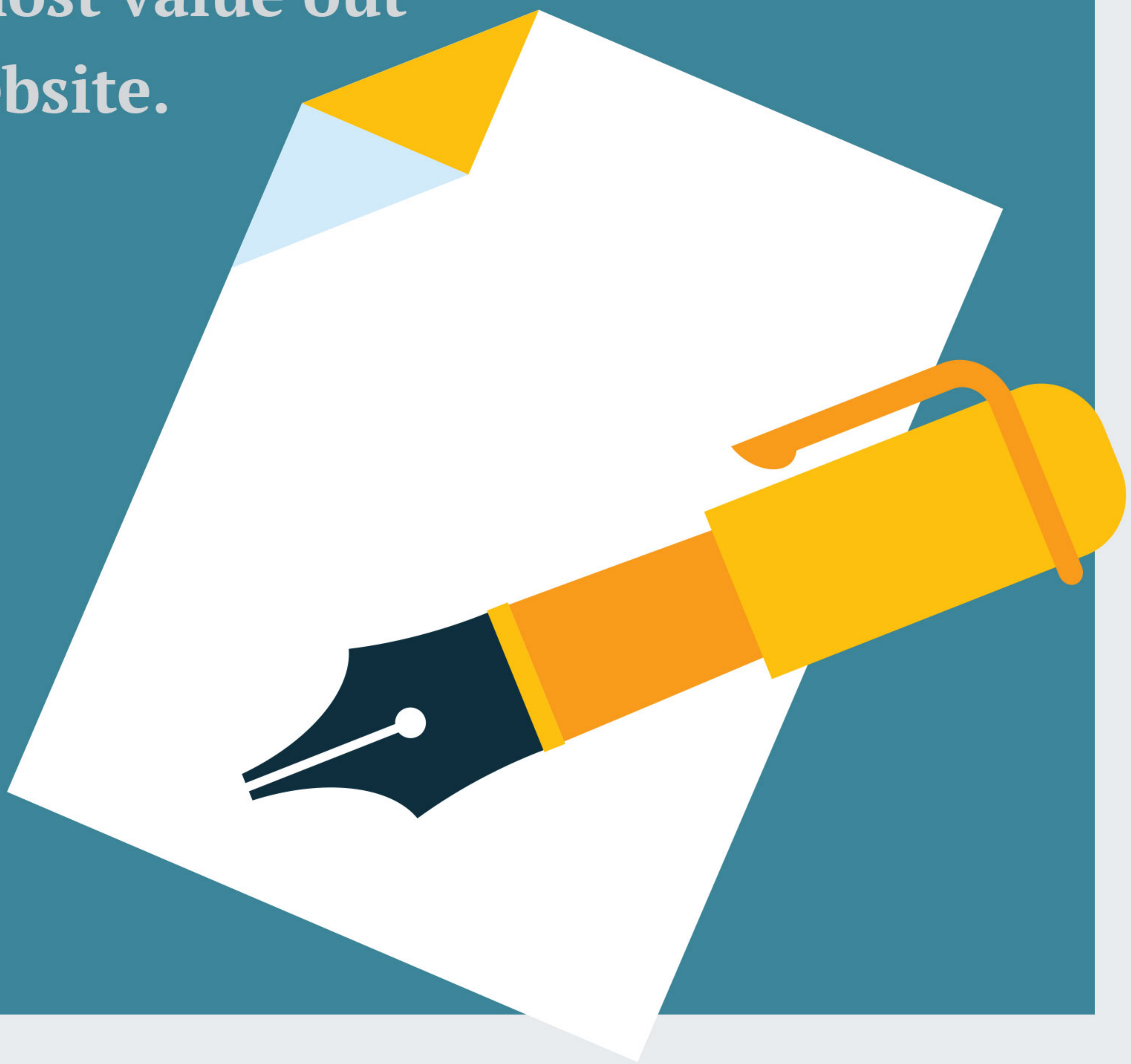


# Your Website Launched. Now What?



# Congratulations on launching your website.

You are probably breathing a long sigh of relief. And you should! The hardest part is over. But, that doesn't mean your work is done. To help, we have compiled a list of some things for you to focus on to get the most value out of your new website.





## Get The Word Out

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Once your new site is up, it's important to actively encourage new users to visit by including your web address on many of the touch-points your audience has both on and offline with your brand.

- ✓ *Include your URL on all of your branded materials including business cards, letterhead, brochures, press releases, email signatures, and invoices.*
- ✓ *Bridge your social audience with your website audience by including website links in newsletters, social updates, and advertisements.*



## Keep It Fresh

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Your website should continue to grow and develop alongside your business; continue to update your site by adding new images, content, and functionality.

- ✓ *Updating your site tells search engines your site is actively providing fresh, updated information to your visitors, which helps to increase your SEO rankings.*
- ✓ *An on-site blog is the best way to add keyword rich content to your site regularly.*

*\*\*Hint: You can contact our support desk if you are interested in adding a blog to your site!*



## Be Social

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Social media is a great way to draw users to your site, engage with your audience, understand your target market, and improve your SEO.

- ✓ *Publish external industry resources as well as your own branded blogs, resources, ebooks, or internal website pages.*
- ✓ *Ask your customers or clients questions to gain consumer-insight.*

*\*\*Hint: When users comment or answer a question, it's crucial to respond. Thank them, and let them know you take their feedback seriously.*



## SEO

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There are a few easy steps you can take to improve your SEO just by using the fields available to you in the CMS.

- ✓ *Complete the meta data with thoughtful keywords and descriptions on each of your website pages including the page name, browser title, search description, and applicable alt text.*
- ✓ *Check your site for broken links; add additional internal linking between pages based on projected site-path for your visitors.*



## Track Data

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Blue Archer has equipped your site with Google Analytics tracking data, which gives you an in-depth look at how visitors interact with your site.

- ✓ *Monitor how many monthly visitors come to your site to help determine improvement over time or areas for needed improvement.*
- ✓ *Make content changes based on which pages perform well and which pages cause your site users to exit.*



## We're Here To Help

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Remember, our Support, Marketing, and Development departments are available to answer your questions, build marketing campaigns, program additional functionality to your site and more!



*Analytics*



*Content Marketing*



*Social Media*



*SEO*



*Custom Software*

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