9 First Steps in Website Marketing

This is an extra resource to go along with the original article:
[6 Squarespace Plugins and Integrations for Marketing Your Business](#)

If you're ready to market a new website, here are suggested first steps:

1. Clarify who the target audience is for the website. Make sure that all website copy is written to appeal to that target audience. At the same time, ensure that the messaging is clear - will they understand what the website is offering within a few seconds?

2. Conduct keyword research to find which words should be targeted on the website.

3. Make sure all possible areas of the website are optimized for SEO. On Squarespace, you can use their basic SEO features, but you may also choose to use a more in-depth service that integrates with the website, such as [SEMrush](#).

4. Have a means to build an email list. For example, you might have pop-ups or static sign-up forms on the website.

5. Consider a pre-launch campaign for the site. You could set up a landing page to gather email addresses so that an email can be sent to those people on launch.

6. Set up social media accounts and make sure they link back to the website.

7. Decide on other marketing strategies to use. For example: content marketing, PPC advertising, paid social media advertising, partners and affiliates…

8. Create a marketing plan. Whichever strategies you choose, you need to be consistent. For example, email marketing and content marketing should be run on a schedule.

9. Ensure that website analytics is set up to track the impact of marketing efforts. Where possible, use tracking pixels to attribute traffic and conversions.