# Blue Sword

*“In the social age, knowledge is only powerful if you share what you know.”*

*Charles Helen Robinson*

With over 15 years experience, of working with businesses in construction and building services, we have gained a vast wealth of knowledge on a variety of topics related to design, websites, SEO and social media.

Our clients have often remarked how useful this knowledge is for them to understand not only what we can offer, but also how to make their organisation as successful as possible.

As the quote suggests, knowledge is only powerful if you share it, so we thought we would put it into one helpful document…

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# *How is marketing changing*

**In today's fast-paced, digital world, businesses are facing a new set of challenges when comes to marketing. The rise of social media, search engines, and other online platforms has created a wealth of opportunities for businesses to reach potential clients in new and innovative ways. However, it has also created a need for a new type of marketing strategy, one that is more comprehensive and data-driven than ever before.**

### Digital first

One of the biggest changes in marketing for companies is the shift towards a more digital-focused approach. In the past, a business primarily relied on print advertising, direct mail, and other traditional forms of marketing to reach prospective customers. However, with more people than ever before using the internet to research and make their initial research decisions, digital marketing has become an essential part of any comprehensive marketing strategy.

### A varied approach

Today, the most successful organisations are those that integrate a range of different digital marketing tactics into their overall marketing plan. This might include social media advertising, Google Ads, email marketing campaigns, and search engine optimization (SEO), among others. By combining these different tactics, a business can reach potential clients at various stages of their decision-making process and create a more cohesive, multichannel experience that encourages them to learn more about the business before ultimately making contact.

### Data-driven actions

Another significant change in marketing is the increasing importance of data and analytics. Nowadays, there is a huge wealth of data on prospective clients and how they behave online. his data can be used to inform every aspect of the marketing strategy, from understanding which channels are most effective for reaching different audiences to optimising specific marketing campaigns for maximum impact. For example, a company can use online analytics tools to gain insights into their website's user behaviour and identify areas for improvement. They can track which pages are most popular, which forms are most often completed, and which types of content are most effective for engaging prospects. This data can then be used to inform website redesigns, content creation, and other marketing activities to improve the overall user experience and drive more conversions.

Moreover, data-driven marketing strategies can also help a business to target their messaging more effectively. By analysing data about the demographics, interests, and behaviours of their target audience, a business can create more personalised and relevant marketing campaigns that are more likely to resonate with potential customers.

*"As part of our plan to grow our business we needed to increase our website traffic. Blue Sword provided us with great ideas, I would highly recommend Blue Sword to any company looking to boost their business through digital marketing"*

*JLC Property Lettings*
*Business Owner*

## Get social

Another notable change in marketing is the growing importance of social media. Today, more potential customers are using social media than ever before use social media platforms such as Instagram, and LinkedIn, are primary business focused as sources of information and inspiration. As a result, a business must work hard to maintain a consistent and engaging presence on these platforms if they want to reach prospective customers where they are spending most of their time and attention.
To succeed on social media, it is crucial to create content that is both visually appealing and relevant to their audience's interests. They can use a range of tactics, including creating visually rich videos, sharing case studies, documenting live events, to build engagement and drive more conversions.

## Don't be afraid of trying new approaches

The most successful marketing strategies are those that are flexible and adaptable. As technology and consumer behaviour continue to evolve, a business must regularly reassess their marketing strategies and tactics to ensure they are keeping up with the latest trends and best practices. At the same time, they must also remain committed to their core values and unique selling propositions, which have always been essential components of successful marketing.

# *Harnessing the Power of Digital Marketing: Unlocking Opportunities in the Connected Age*

**In the age of smartphones and ubiquitous Wi-Fi and more recently AI, the marketing landscape has irrevocably shifted. Gone are the days of one-size-fits-all billboards and print ads; instead, digital marketing reigns supreme, offering unparalleled levels of personalisation, precision, and potential. But within this vibrant realm lies a treasure trove of power, waiting to be harnessed by those who understand its intricate workings. This chapter delves into the heart of digital marketing, unpacking its secrets and revealing how businesses of all sizes can leverage its might to achieve remarkable success.**

## Untangling the digital web:

Digital marketing encompasses a vast array of online strategies designed to reach your target audience, engage them, and ultimately convert them into loyal customer/parents. Disciplines to consider:

- **Content marketing:** Creating valuable and informative content across platforms like blogs, social media, and email to attract and educate potential customers.
- **Search engine optimization (SEO):** Optimizing your website and online content to rank higher in search engine results, increasing organic visibility.
- **Social media marketing:** Engaging with your target audience on relevant social platforms, building brand awareness, and fostering community.
- **Pay-per-click (PPC) advertising:** Running targeted ads on search engines and social media platforms, directing potential parents to your website or campaign landing pages.
- **Email marketing:** Building an email list and sending targeted emails to nurture prospective parents
- **Analytics and data-driven marketing:** Measuring the effectiveness of your campaigns and using data to refine your strategies for optimal results.

## The enthralling advantages of the digital realm:

Compared to traditional marketing methods, digital marketing offers a plethora of advantages:

- **Precision targeting:** Unlike the shotgun approach of old, digital marketing allows you to laser-focus your efforts on specific demographics, interests, and online behaviours, ensuring your message reaches the right people at the right time.
- **Measurable results:** Every click, conversion, and engagement can be tracked and analysed, providing invaluable insights into what's working and what needs improvement. This data-driven approach allows you to continuously optimise your campaigns and maximise your return on investment (ROI).
- **Global reach:** The internet knows no borders. With digital marketing, you can extend your reach more easily to a global audience, opening new markets.
- **Cost-effectiveness:** While some digital marketing tactics require investment, they can be significantly more cost-effective than traditional methods, especially when considering their targeted reach and measurable results.
- **Interactive engagement:** Digital marketing goes beyond simply pushing messages. It allows for two-way communication, building relationships with your audience and fostering brand loyalty.

## Unleashing the digital powerhouse:

So, how can you harness the power of digital marketing for your organisation. Here are some key steps:

**1. Define your goals and ideal parent/student audience:** What do you want to achieve? Who are you trying to reach? Understanding your objectives and your ideal parent or student is crucial for crafting an effective strategy.

**2. Develop a data-driven plan:** Analyse your existing online presence, identify your strengths and weaknesses, and research your competitors. Use data to inform your content creation, channel selection, and budget allocation.

**3. Craft compelling content:** Content is king in the digital world. Create informative, engaging, and valuable content that resonates with your audience.

**4. Be social:** Actively engage on relevant social media platforms, participate in conversations, and build a community around your brand.

**5. Optimise for search:** Implement SEO best practices to ensure your website and content rank high in search engine results pages (SERPs).

**6. Track and analyse:** Regularly monitor the performance of your campaigns and use data to refine your strategies. Be agile and adapt as needed to maximise your results.

**7. Invest in learning:** The digital marketing landscape is constantly evolving. Stay up-to-date with the latest trends and technologies to ensure your skills remain relevant.

## The Future of digital marketing:

The future of digital marketing is bright, fuelled by advancements in artificial intelligence, personalisation, and augmented reality. Organisations that embrace these innovations and harness the power of data will be best positioned to thrive in the ever-evolving digital landscape. Remember, in this dynamic world, success lies not just in adopting the latest tools, but in understanding the core principles of digital marketing and applying them strategically to connect with your audience and achieve your goals.

By harnessing the power of digital marketing, a business can unlock a world of opportunity, forging deep connections with customers, building lasting brand loyalty, so embrace the digital arena, welcome its dynamism, and let your business' brand's shine bright in the online world.

# *Captivating minds, cultivating hearts: content marketing strategies*

**In the competitive landscape of construction, all businesses face a unique challenge: captivating the minds and cultivating the hearts of discerning families. While quality remains paramount, today's customers seek something more – information is king and customers are wanting to be better and better informed, businesses need to stand out in a crowded market-place.**

**So how to be different stand out and attract an ideal customer.**

As mentioned previously, gone are the days of only producing , brochures and generic fact or information sheets. Effective content marketing demands a dynamic approach, weaving your company's narrative across a tapestry of engaging formats:

- **Blog with Brilliance:** Share voices, Company department insights, and glimpses into your business ethos. Showcase captivating projects, debate current industry practices, building trends, and offer thought leadership white papers.
- **Vlog Your Vision:** Immerse viewers in the energy and spirit of your business through captivating video content. Capture on site work to showcase finished results..
- **Embrace the Scroll:** Social media is your virtual work environment whether that is in office or on site. Post captivating photos and behind-the-scenes snippets, conduct live Q&A sessions, develop webinars, and engage in meaningful conversations with potential customers.
- **Infographics with Impact:** Make complex data about your business offerings, and any statistics visually appealing and easily digestible.

### Curating a Compelling Narrative:

With so many tools at your disposal, it's crucial to define a clear narrative that resonates with your target audience. Ask yourself:

- **What makes you unique?** What are your core values, your defining approaches to business, your proudest achievements?

### Beyond the Hype: Authenticity Wins

Remember, most clients will see through polished marketing ploys. Instead of boasting, focus on genuine storytelling. Highlight real experiences, showcase passion, and celebrate the genuine moments that make your business the place. Be transparent, address challenges thoughtfully, and demonstrate empathy for any clients concerns.

### Building Bridges, Not Walls:

Content marketing isn't a monologue; it's a two-way conversation. Encourage comments, respond to questions, Host virtual events, Q&A sessions, and live chats to personalise your outreach and build trust.

### Measuring the magic:

While the impact of content marketing may not be as easily quantifiable, data analysis can provide valuable insights. Track website traffic, social media engagement, email open rates, and leads generated to understand what resonates and what needs refinement. A/B testing different content formats and channels can help you optimise your strategy for maximum impact.

### Content Marketing: A Journey, not a destination

Remember, effective content marketing is an ongoing journey, not a one-time effort. Continuously experiment, analyse, and adapt to keep your content fresh, relevant, and engaging. By consistently telling your ';story; with authenticity and heart, you'll build trust, attract customers, and ultimately grow your business.

# *Your brand is how your business is perceived*

**You know how you shop with certain companies based on how they make you feel or the principals you believe they follow? Your prospective customers do the same to you.**

**We've said it before, but your brand is how your business is perceived by your customers and beyond. Shaping those perceptions are key to influencing behaviour, and behaviour impacts your bottom line.**

You no doubt have plenty of ideas about the marketing assets you'd like to create to get your message out to your audience. But until you look at all those ideas together, it can be difficult to see how different all the 'bits' can be. Bringing these different ideas into one central brand makes it easier to see things as a whole, so you can make smart decisions about how you'll use them to connect with your customers. The cohesive, well-articulated brand that emerges from a successful rebranding initiative increases the efficiency and effectiveness of all your marketing efforts. Rebranding is an investment—one that, if done properly, will yield returns over the life of your business.

There are even more reasons why change is good. Rebranding can allow your business to stand out from your competition by showcasing the things that make your company different and better. Rebranding lets you tell a stronger brand story. And those stories are what define the connections with your customers. Have you ever bought something because of a social media story? We know we have and that's down to aligning values with that brand.

The world is full of screens. All the more opportunity for your business to engage digitally with new and old customers, after all it's probably the first place they will look to find you. Without a modern feel that is visually appealing, you're unlikely to connect with your customers. An outdated website significantly reduce the level of trust that people place in a business and for these reasons, keeping an outdated website can have a devastating impact on your business. Ask yourself, do you feel like your website represents your business as it should - as you hoped your business would be, not something that you simply ended up with? Can customers use it and use it trouble free? If something is built from scratch you can make it work for a specific purpose.

As a full-service design agency we have the capacity to make sure that your branding is consistent across all digital and print platforms so that it is always clear who you are. We can help you to create targeted messages, add personality and engagement with your customers while delivering all aspects of the project down to the finest detail so that you don't have to shop around. Send us an email or give our team a call and find out how we can help you.

# *Elevating a design*

**The world of design and print can be a minefield and especially daunting when we start to talk about the different finishes available. But it doesn't need to be. The value in elevating a design with a special feature can lift the most simple of projects and take it from plain to eye catching without breaking the bank. When used subtly, a print finish can add a tactile level of class and it's something we, really love to use. Let's guide you through a couple of the most common finishes and why we suggest using them.**

## Singer Sewing

**What is it?**

Singer sewn book binding is a simple, stylish, and elegant binding method. This technique consists of sewing a visible thread across the entire spine, giving printed projects a traditional touch - very similar to standard saddle stitching, except thread is used to stitch the pages together rather than them being stapled. Singer Sewn binding is recognisable by its stitched spine, which allows for the brochure to lie flat once opened. Although one of the most simplest bindings, it brings a modern and stylish aesthetic.

**Why use it?**

Singer sewn binding is a simplistic, yet stylish way of bringing a project together and it's unfussy nature creates a clean finish. Being able to open a brochure flat yet securely stitched, means that content isn't lost to the gutter (the middle part of a bound booklet). The stitches can be left hanging at either end for a more rustic look, or they can be cut clean for something more polished look. Used on A company's main brochure, we added the sewn binding to bring some contrast to the super smart, embossed card cover and allow for the photography within to be experienced without losing any detail. The tactile feel of the binding brought a beautiful level of personal interaction to the brochure.

## Emboss vs Deboss

**What does it mean?**

We've all seen those beautiful invitations or book covers which have a tactile indentation element to them. That will be down to the process of either emboss or debossing. To emboss or deboss is to use metal plates to press or imprint your design into the product you're customizing. Embossing results in a design that's raised up from the surrounding material, and debossing results in a design that's stamped down or recessed into the surrounding material.

**Why use it?**

Using a finish adds interest to even the most simple design, adding ocus to a certain element on the page or creating a texture to break up the monotony of blank space. There's no right or wrong answer when it comes to choosing embossed or debossed printing techniques. Both are great for giving printed pieces a contemporary feel and at the end of the day, it's all about what's best for your project. However, the key difference between the two techniques - other than one being a raised design and the other being indented, is that debossing doesn't interfere with the other side of your stock. Therefore, it gives you both sides to work with, which isn't the case with embossing. The power of touch should never be underestimated in print marketing. Whether it's

embossed or debossed printing, they both add unique textures which feel good in the readers' hands by providing a captivating effect. It's something they don't feel or see every day. By investing more into your print by adding finishing options like embossing and debossing, it communicates a much higher quality and value with your customers. On this example, rather than just embossing a logo in one position, we introduced an emboss to create pattern and flow to a brochure cover. It added gravitas to a project which was printed simply.

## Foiling

**What does it mean?**

Hot foil stamping is one of the most desired and unique finishes in print. Foil printing uses heat, pressure and metallic paper (foil) to create its effect. Foil printing is incredibly popular and is now so much more easily accessible. Some may say, overused, but when used tastefully and in a clever way, it can still add a decorative effect to a product to enhance the brands tone. It's not just metallic colours either - neons, solid colours and holographic elements are available which can all build an incredible effect.

**Why use it?**

Foil printing adds another dimension to your printed project, making it more eye-catching and visually appealing. It adds another layer of quality to your printed marketing and communications is something which should be considered when you are looking to make any specific element within your project really stand out. Used on a company brochure this brought attention to a specific logo detail and added a sophisticated quality to a simple grey cover stock. The layering of a textured grey against a metallic foiled grey was subtle and refined and gave that first suggestion of prestige to the rest of the document. We'd love to hear what people think of this post and, if we can help you or your business elevate their brand!

# *The things to look out for when creating a good website*

**A website is the digital face of any organisation It is a vital platform through customers and other stakeholders can access valuable information about your organisation. Therefore, it is crucial that a website provides a positive user experience and appeals to its target audience. In this article, we will look at some key elements that make a good website.**

### 1. User-Friendly Navigation

A good website should provide clear navigation to users. Visitors should be able to find the information they are looking for quickly and easily. Businesses must ensure that their website has structure, with intuitive menus and an organised layout. An effective search bar can help visitors find the exact information they need with minimal hassle. When things are frustrating to find or use, visitors are more likely to just leave the site so it's really important that you make things easy for them.

### 2. Mobile-Friendly Design

In today's world, a substantial percentage of internet users access websites on their mobile devices. Therefore, a website must be optimised for mobile devices. This means that the website should be responsive, i.e., it should adjust its layout automatically to fit any screen size. Thus, users do not need to zoom in/out or scroll left/right to navigate through the website's content. Consideration into the elements available to a mobile user and how things work is integral to a good website.

### 3. Up-to-Date Information

A good website must have up-to-date information that is relevant and useful to potential customers.
The website should also have a section dedicated to news, events and blogs, which keeps customers informed about the company's latest developments.

### 4. Visual Appeal

A website should be visually appealing and engaging to visitors. The website's aesthetic should reflect the brand identity. The use of high-quality images and videos can help to create an emotional connection and provide a realistic view of the scale and expertise and quality. And just because it's online it doesn't mean it should be without personality. Intrigue and interest can encourage potential customers to make contact

### 5. Contact Information

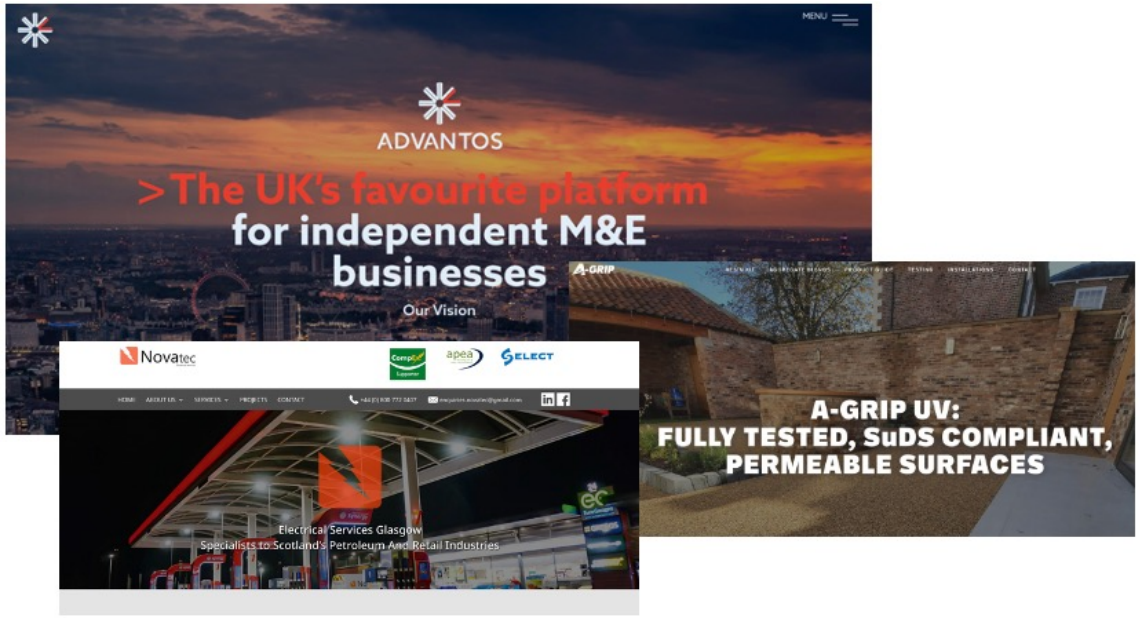
Sounds obvious but the website must provide contact information that is easy to find and prominently displayed! This includes the address, phone number, and email address. Additionally, the website should have a "Contact Us" section or form to allow visitors to submit inquiries or requests. These forms should then have a thank you landing page, this will help with results capture.

### 6. Social Media Integration

Social media integration is a vital component of any website. It allows visitors to connect with the company through different social media channels. Integrating Linkedin posts to a website will also help keep content fresh and relevant

### 7. Accessibility and Inclusivity

A website should be accessible to all users, including those with disabilities. It must meet the basic accessibility standards, such as providing alternative text for images, using appropriate colour contrast, and ensuring that the website is compatible with screen readers




A good website should provide visitors with a positive user experience and meet their informational needs. Importantly it should be unique to the the business and the content that is wanting to be shown. Each business will have unique attributes and unique selling points over competitors, so it is imperative that the menu structure content and user experience is unique and built specifically for the company's requirements..

Don't try and push a square peg into a round hole with an off the shelf template! A well-designed website will help a business attract prospective customers, engage with the target audience, and present a professional image. It is crucial for a business to take the time and effort to design and maintain an effective website that represents their brand and values.

# *How do Instagram ads work?*

**Instagram ads are paid content that appears in newsfeeds and stories. Instagram ads are targeted towards people most likely to be interested in your service or products.**

**People see Instagram ads based on their demographic data, as well as their interests. These ads are meant to blend in seamlessly to the point where users barely recognise them as ads.**

There are two indications of content being a paid advertisement. The first sign is the word “sponsored” written under the organisations name.

The second sign is the call-to-action (CTA) that appears at the bottom of the picture. These typically have phrases like “shop now” or “learn more” depending upon the campaign’s goal.

## How do I lower my Instagram ads cost?

When it comes to advertising on social media, you want to do whatever you can to lower the cost for advertising on these platforms. Here are a few best practices that will help you lower the cost of your Instagram ads and maximize your return on them.

**1. Use automatic bidding**

If you’re new to Instagram advertising, it’s beneficial to use automatic bidding for your campaign. It’s an easy way for you to get a bid that is the best for your campaign.

Automatic bidding is beneficial to your business if you don’t have any previous data telling you about a good CPC to set for your campaign. It will help you set the bid amount that’s right for your campaign.

When you use automatic bidding, you prevent your organisation from overbidding to run an ad. The lack of previous data can make it difficult for you to know the best bid amount. You may think you need to bid more than you actually do.

Using automatic bidding helps you set the right bid amount until you obtain data that helps you guide your campaign. It’s a great way to reduce your Instagram advertising costs.

**2. Use precise targeting**
When you set up your Instagram ads, the goal is to reach people that will be interested in your products or services. To drive the best results for your campaign, use precise targeting to reach your ideal audience.

Instagram allows you to target people through:
• **Location:** You can target people based on where they live. This can be as broad as a country or as specific as a postal code.
• **Demographics:** Demographic information is the most common way to target leads. It includes information such as gender, age, and race.
• **Interests:** When people interact on social media, you can see where their interests lie. Whether it's crafting or technology, you can target people based on what they like.
• **Behaviours:** If someone takes certain steps to browse your site, you can target them based on those behaviours.
• **Custom audiences:** Custom audiences are audiences unique to your business. With custom audiences, you can import information, like email addresses, into your targeting options. These are generally people you know are already interested in your products or services.
• **Lookalike audiences:** When you know the type of people that are interested in your business, you can target people who share similar characteristics to them. This means that you can target people who haven't found your products or services yet but will be the most interested in them.

When you use precise targeting, you reach more people interested in your products and services. This means your ad copy will be more relevant to them, which will allow you to get a higher ad rank and lower CPC. It will also lead to an increase in conversions, which helps offset the cost of running the campaign.

**3. Set goals**
Whenever you run a marketing campaign, it's crucial that you set goals for your campaign. Setting goals will help keep you focused on what you want to achieve with your ad.

There are three main goals you'll want to focus on achieving with your Instagram ads:
• **Awareness:** With an awareness campaign, you'll focus on increasing awareness surrounding your business, brand, product, app, or service. You want to expose people to it and help them become familiar with it. With this campaign goal, you'll focus on running a CPM campaign.
• **Consideration:** If your goal is a consideration, you'll focus on educating your audience more. You'll want to provide your audience with more compelling information that gets them to convert. For this goal, you'll focus on earning website clicks, views, and reaching leads.
• **Conversion:** Many organisations set the goal of getting their audience to buy their products, download their app, or use their services. When you focus on conversions for your campaign goal, you want to provide compelling copy that immediately gets your audience to interact and respond to you offer.

By setting goals, you'll have a more cohesive campaign. You'll know what you want to achieve, which will allow you to create more cohesive ad copy. Better ad copy leads to more engagement and more conversions.

**4. Create more relevant landing pages**
Creating more relevant landing pages is another great way to reduce your Instagram ad costs. Many organisations make the mistake of directing leads to their home page after clicking on their Instagram ad. It doesn't encourage engagement because people aren't directed to a landing page that is relevant to the ad.

When you create an Instagram ad, the creative and ad link should be cohesive.

If you're advertising a specific department or facility or offer your ad link should direct people to a page about the ad topic. Directing them to your homepage isn't relevant to the ad you created because it's focused on your entire company instead of specifically focusing on the ad content.

**5. Test your ad**
If you want to lower your Instagram ad price, you must test your ad. Whenever you create ad copy, it's never going to be the best or most effective version of your ad. It's crucial that you test to your ad to ensure that you're putting out the best possible version.

Testing your ad helps you create more relevant ad copy. Relevant ad copy means you'll get a higher ad position, which leads to a lower CPC. It's an easy and efficient way to lower your Instagram advertising costs.

## How do I launch Instagram ads?

If you're ready to start running Instagram ads, there are three different ways to start running ads:

**1. Within the Instagram app**
When you access ads in the Instagram app, you can share posts you've already created on Instagram. You'll go into the app and select the post you want to promote. Once you select the post, you can launch it as an ad.

Once you launch your promoted post, you can start tracking how many people see your post and interact with it.

**2. In Ads Manager**
Instagram ads use the same Ad Manager tool as Facebook. If you want to run ads through this program, it's easy and efficient.
When you use Ads Manager, you can set up your campaign, make alterations to your campaign, and monitor the results. It's a great way to run your Instagram advertising campaign.

## What kinds of ads can I use on Instagram?

When you run an Instagram ad campaign, you'll have your choice of advertising formats. There are four main types of ads:

**1. Story ads**

Story ads are the newest option for advertisers to reach interested users. Considering that over 500 million Instagram accounts use stories every day, it's a great opportunity to connect with people. People take a look at business's Instagram stories, too. In fact, 33 percent of the most viewed Instagram stories are from businesses. People want to hear from businesses through the stories function, so having a paid ad wouldn't seem out of place.

These Instagram stories make full use of the screen. If someone sees your Instagram story ad, they will only see that on their screen. It helps you get your audience to focus fully on your ad.
Story ads are very effective for your audience. They engage with them and check out your products. Although it's a newer feature, it has the power to drive valuable results for your business.

**2. Photo ads**

Photo ads are the most common ads on Instagram. These are pictures that appear in your audience's Instagram feed. Instagram photo ads appear in a square frame or portrait frame.
As mentioned previously, these ads have a CTA button at the bottom of the photo and a sponsored tag.

With these ads, it's crucial that you choose the right photo. You want your photo to fit in with Instagram's style. Having a photo that looks too stock photo-like will stand out and could deter people from interacting with your ad campaign.
To have an effective campaign, you must choose a photo that balances looking like a regular Instagram post with choosing a photo that embodies your brand image.

**3. Video ads**

Video ads are another option for your Instagram ad campaign. These operate similar to photos, except the content contains a video. These videos can be up to 60 seconds long.

Videos are great for capturing your audience's attention. When they scroll through their feed and get to your ad, the ad will immediately start playing. It's a great way to catch your audience's attention and get them interested in your ad.

It's important to note, however, that the videos automatically play without sound. This is important to think about when you create your video ad because you don't want your audience to miss important information. If you put your most important information in the first few seconds, your audience is likely to miss it.

Instagram video ads are an effective way to engage your audience and get them to check out your business.

**4. Carousel ads**

Carousel ads are a great option to get your audience to interact with your ad. These ads allow you to post multiple photos or videos in one post. It's a great way to provide your audience with many options for your products.

Let's say you're promoting a new fashion line. Showcasing one piece wouldn't do justice to the line. While it does represent the new line, it doesn't show people the variety in your clothing line.

By using a carousel ad, you could use multiple photos and videos to showcase your product line. It enables you to show your audience variety, which engages more people. One outfit may spark interest in your audience over another outfit.

Using carousel ads is a great way to garner engagement and interest in your ads. You'll give your audience multiple visuals to look at and get them interested in your products or services.

# *Correctly structuring your web pages to enhance SEO*

Correctly structuring a web page is essential for providing a seamless and intuitive user experience, optimising for search engine visibility, and organising content in a logical and engaging manner. Use clear and descriptive headings, these are known as heading tags (H1, H2, H3, etc.) to organise content hierarchically. The main heading (H1) should provide a clear and concise summary of the page's main topic, followed by subheadings (H2, H3, etc.) that break down the content into sections and subtopics.

So, a little bit more detail why these tags are so important for website rankings. H1 headings also known as Heading 1 tags are a type of HTML tag that denotes the most important heading on a webpage. They are typically larger and bolder than other text on the page and are used to indicate the main topic or title of the content. H1 headings are essential for search engine optimization (SEO) because they help search engines understand the main topic of the page.

So first and foremost, H1 tags are crucial for SEO. Search engines like Google rely on these tags to understand the structure and content hierarchy of a webpage. By using H1 tags to emphasise the main heading of your page, you provide search engines with valuable information about the primary topic or subject matter of your content. This allows search engine crawlers to index and rank your page more accurately, potentially leading to higher visibility in search engine results pages (SERPs).

Moreover, H1 tags aid in enhancing user experience. In an era of short attention spans, website visitors often skim through content to quickly find what they're looking for. By using H1 tags, you help users identify the main heading of your page at a glance. Clear and informative headings make it easier for visitors to determine if the page contains the information they need, encouraging them to stay on your website and explore further.

Furthermore, H1 tags contribute to the overall accessibility of your website. Assistive technologies such as screen readers rely on heading tags to navigate and understand the structure of web pages. By appropriately using H1 tags, you ensure that visually impaired users can easily comprehend the main heading of your page, thus improving the accessibility and inclusivity of your website.

It's worth noting that while using H1 tags is important, it's equally crucial to use them appropriately. The most effective H1 tags are concise, descriptive, and clearly reflect the content of the page. Aim for a balance between keyword optimization and providing accurate information to both users and search engines.

Then H2 tags, or Heading 2 tags, are secondary headings that come after the main heading (H1) on a webpage. While not as prominent as H1 tags, H2 tags serve important purposes in enhancing the readability, user experience, and SEO of a website.

One of the key reasons why H2 tags are important is their role in content organisation and structure. When used appropriately, H2 tags help break down the main content of a webpage into distinct sections or subtopics. This hierarchical structure not only makes the content more visually appealing and easier to navigate but also enables users to quickly scan and locate specific information within a page.

Moreover, H2 tags provide context and relevance to the content on a webpage. By using descriptive and informative H2 headings, you can guide users through the different sections of your content and offer them a clear overview of what to expect. This helps to maintain user engagement and encourages visitors to explore the entire page rather than bouncing off quickly.

From an SEO standpoint, H2 tags also play a significant role in improving search engine visibility and keyword optimisation. Search engines like Google consider heading tags, including H2 tags, as important elements for understanding the topical relevance and structure of a webpage. By including relevant keywords in your H2 headings, you can signal to search engines the key topics covered in your content, which can potentially improve your search engine rankings and organic visibility.

Correctly optimising a webpage needs a combination of website design and build and how to create and put in place a great SEO strategy that gets more people to your website.

SEO will help you discover an entirely new area of lead generation. Thousands of people are already using the internet to search for the products and services your company offers. Adding SEO ensures those potential customers can find your website organically. We would be delighted to talk to you if you have a need to increase relevant traffic to your website.

We hope you will have gained some useful knowledge and insights and that one or more of the chapters have created food for thought. Remember, the key to success lies in staying ahead of the competition.

If there are any other topics that you would like information on that are not in this first edition eBook, please do let us know and we will happily send you a bespoke chapter or arrange a call to talk about your specific challenges and requirements.

e: andrewk@bluesword.org
w: bluesword.org
t: 0141 478 0704

Blue Sword

bluesword.org