ONLINE MARKETING
HOW DOES OUR WEBSITE BOOST YOUR BRICK BUSINESS

51st Annual General Meeting
Champagne Sports Resort, Drakensberg
01 May 2014

Presented by:
Dianne Volek
Webmaster

• How is the CBA website performing?
• What’s popular, what’s not?
• How can YOUR business benefit
• How do we keep improving?
“We are pleased to report that average visits per month increased from 6,000 in early 2011 to about 6,700 in March 2012.”

The increase is consistent throughout the year.
BUT You cannot get more visitors than are seeking your product.
The addition of Google maps in 2013 has helped to improve our popularity and usefulness to visitors, the benefit to CBA members AND our Google ranking.
HOW CAN YOUR BUSINESS BENEFIT?

Are you sending us news, to take advantage of CBA's top Google ranking?

IMPROVING ACCESSIBILITY

Contemporary Architecture of Nelson Mandela Bay
We need your referrals: A small CBA logo will remind your readers of your Accredited Supplier status. Then link from the image to our website.

<table>
<thead>
<tr>
<th>Organic Search</th>
<th>61,356</th>
<th>% of Total: 100.00% (51,676)</th>
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<td>61,356</td>
<td>% of Total: 100.00% (51,676)</td>
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<tr>
<td>Direct</td>
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WHAT’S WITH SOCIAL MEDIA?
196 VISITORS OUT OF 130 000?
It’s not just the CBA
It’s not just South Africans

The Social Media are SOCIAL - pushing business in this setting can have a negative impact

Want to stay in touch with FAMILY: 56%
Want to stay in touch with CURRENT FRIENDS: 55%
Want to reconnect with OLD FRIENDS: 32%
Google+ is not just for SEO – it works for other products too – we will be keeping an eye on G+ in 2014

MOBILE & TABLETS ARE A SMALL BUT GROWING NICHE...
What do you mean by “Responsive”?
Please chat to me over the next 2 days to…

**update** your contact, profile + map details

**answer** any questions

**assist** with using the website