

5. Microsite

What is a microsite?

A microsite is a website with brand content that is located outside the company homepage and / or the brand URL. It differs from a company blog, newsletter, or other brand platform by having its own independent URL.

Why consider a microsite?

There is no doubt that microsites offer compelling advantages, especially in larger, more marketing-oriented companies. The following benefits are particularly noteworthy:

1. The SEO advantage

Microsites can boost SEO efforts in several ways. Popular and high-quality microsites are distributed throughout the web. Depending on the project, advertising and marketing blogs and even local bloggers can feature the microsite on their site. Each microsite is actually its own website, so it has its own URL. With a unique address that is easy to remember, this way people can find the company's product or service faster and easier. This is definitely an advantage in search engine optimization. Your microsite can also include a selection of keyword-rich domain names that are valued by Google, Yahoo and other top search engines. This facet increases the ranking of your content and thus helps in SEO as well.

2. Extended reach

Access to a B2B platform known in the market with far less effort by leveraging best practices from other industries and organizations. Digital extended reach ensures that content and messaging is not only clearly delivered to target audiences, but also engages each potential customer from their traffic with fresh, creative copy.

3. A focused path

Compared to a larger website, a microsite offers a more focused and clearer representation of your specific product brand. By highlighting only one specific product, service, or campaign, your microsite provides potential customers with a clearer and faster information or shopping experience. No distraction of additional content means higher and faster potential customer engagement.

4. You can test new marketing messages

Your company's website needs to stay relevant throughout, and too much random content on it can confuse or even lose your customers.

Unlike your company's main website, locally optimized websites give you the opportunity to test and experiment with new marketing ideas. This way, you can see what message you really want to convey with your business.

5. Experience

Microsites allow users to have a better experience because they have to navigate less to find what they are looking for compared to a regular main website. This can add another dimension to the brand that you can't easily achieve on your own website.

6. Faster development

With fewer pages and content, microsites are easier and faster to develop. Microsites are a great solution when it comes to a seasonal product or campaign with a short lifespan (lifespans: 3,6 and 12 months). Since microsites are put up quickly and taken down when the campaign is over. This also eliminates the risk of something going wrong on the main website and causing additional problems.

7. Cost efficiency

Microsites are great when only a tight marketing budget is available. They are less expensive because they are less involved than a large website. They are also easier to maintain and less expensive than adding a larger website.

To sum it up: Microsites are pretty great. Here's how they can help your business:

- Your microsite is designed to rank highly for local search queries
- Microsites have a strong call to action that prompts users to take action
- Microsites look good on any device, from desktop computers to tablets and cell phones
- It's typically easier to edit a locally optimized site than to make changes to your main site
- You can test new marketing messages and learn what works best for your business and your customers

Price: € 9,000 for one year