

SPARROWLY GROUP

Website Marketing Masterclass: How to Turn your Website into a 24/7 Sales Machine - Fact Sheet

Resources and useful links are below:

- See what platform your website is built using [Builtwith.com](https://builtwith.com).
- Think with Google (<https://www.thinkwithgoogle.com/intl/en-aunz/>) - great insights for how people use Google Search.
- Google Analytics Academy > <https://analytics.google.com/analytics/academy/> - to learn how to use Google Analytics.
- Think with Google - Test My Site (Page Speed Analysis + Report) > <https://www.thinkwithgoogle.com/feature/testmysite/>
- Facebook Pixel > <https://www.facebook.com/business/help/952192354843755>
- Answer the Public > <https://answerthepublic.com/>
- Character Counter Tool > <https://ezlocal.com/tools/meta-title-counter/>
- Peterson Winery 'About Us' Video > <https://www.petersonwinery.com/About-Us>
- Destination NSW First Program > <https://www.destinationnsw.com.au/tourism/business-development-resources/nsw-first-workshops-program>