

Fundamental business tips and tools

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9 Simple Steps to an Effective (and Profitable) Website

Supporting **DYNAMIC BUSINESS**



9 Simple Steps
To an Effective and (Profitable) Website

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Suzi Dafnis
Australian Businesswomen's Network



Supporting **DYNAMIC BUSINESS**

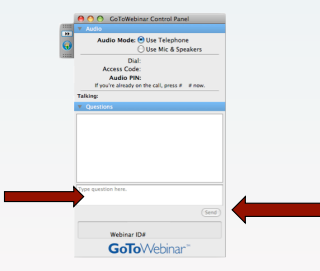
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The Questions Pane

Q&A



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TWITTER

Use tag: **#abnwebsite**

Follow along:

- Suzi is **@suzidafnis**
- Bianca is **@biancaboard**



Suzi Dafnis
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SUCCESS BLUEPRINT**

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VALUED AT
\$97



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Step 1
Getting Your Strategy Right

Business Strategy → **Online Strategy**

Tactics → **Execution**

Don't start with tactics; that's like starting at the end and working backwards!

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Your Web Strategy
What Should I Include?

1 What are your objectives?

2 Who are you targeting?

3 Do you know what they want?

4 What can you offer them?

5 What are they looking for on your site?

6 What is the process when they visit?

7 What makes you stand out from the others?

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Step 2
Conduct a Website Audit

Bad Site vs **Good Site**

There's no point marketing your site if it's not set up as a lead-generating and converting machine. If it's not making you money then it's not doing its job.

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#1 Biggest Mistake
Relying Solely on your
Contact Us Page to Convert

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Effective Contacts

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Call To Actions (CTAs)
Common Call To Actions

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Call Now Request More Information Request A Quotation Free Consultation Download A Free eBook

Watch Webinar Newsletter / List Subscription Free Trial Offer Free Samples Ask a Question

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Helpful Hint
Tell people what to do...

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Call us today on 0427 250 498

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Chef's Table

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#2 Biggest Mistake
Not Being Compelling!

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Don't be boring.
Be remarkable!
Be different!



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Guess What
It's not about you....

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It's about them.....

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#3 Biggest Mistake
No Lead Capture! (no bait)

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The 5 critical things you MUST know before you spend a cent on your website. Take our quick 2-minute survey and it's yours free.

Get 1 FREE chapter from new book Launch!

Download Social Media Marketing Industry Report

Boost conversions in just 5 days. Download our 5-day challenge! (Get it now, FREE!)

Let us help you make building a breeze

Give it to me!

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Hot Tip
Increasing Your Subscribers

Newsletter Sign Up

Name

Email

Subscribe

Free Weekly Advice

Struggling to generate any leads from your website? Want to know how to tap into new markets effectively?

Sign up to our weekly newsletter to find out the secrets to turning your website into a marketing success.

First Name*

Email Address*

Sign me up!

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Providing more information here gives you a **3600% Increase in Opt-Ins!**

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Step 3
Conduct Keyword Research

78% of consumers use search engines to find new products and services.

Are you visible to that 78%?

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Web Tools
Some of my Favourites

Google AdWords
Google Keyword Tool

SEOMoz
SEO Moz

MARKET SAMURAI
Market Samurai

Wordtracker
Wordtracker

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Step 4 Improve your On-Page SEO



Hello, I am
Your Website

On-Page just refers to optimising the content that is currently on your website.

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Climbing The Ranks Site Rankings in Google



Google search results for 'seo services australia'.

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How does SEO Affect You? Improve your On-Page SEO

42% of traffic #1 Website	12% of traffic #2 Website	08% of traffic #3 Website	06% of traffic #4 Website	05% of traffic #5 Website
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The right traffic = Conversions and we know what that means... MORE PROFIT!

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**The Top 3
On Page Steps To Follow**

1. Title Tags
2. Meta Descriptions
3. Keywords in Copy

Cooking Classes Wagga | Food | Am
www.foodam.com.au/
From the beaches of Thailand to the bistros of Paris, Food | Am Cooking Classes bring a world of food to Wagga.

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**Step 5
Creating Great Content**

You no longer just sell.....
Products & Services

You must become

- A Content Marketer
- An Educator
- A Resource Centre

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**Step 5
An Example...**

eBooks
Guides
Blogs
Weekly Videos
Golf Primers
Newsletter
Online School

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Brainstorming
12 Months of Content

How to Create 101 Content Ideas in 60 minutes or less

February 18, 2013 by **Wendy**

By Bianca Board, Web123

If you're in small business, chances are you need to become a publisher to survive online. The way people buy these days has changed dramatically. Your buyers seek out information when they want and how they want, whether you like it or not. 97% of people will research you online before they even call or email you, so it's vital you provide them with the information they need to make an informed choice.

You no longer have control over the sale. So take time to learn and enjoy the ride! Embrace it! Have fun with it. I know I was scared to death at my first blog post years ago but now I love it.

I'm going to show you my proven method for creating great content quickly and I promise, it won't hurt a bit.

So grab your egg timer, set it for 60 minutes, turn off your phone and let's go!

How to:
Create 101
Content Ideas
in 60 Minutes
or Less

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Exercise:
Write down the top 10
questions you get asked by
prospects

Then answer them using:

Video **Blog Posts** **eBooks** **Webinars** **Presentations**

Cheat Sheets **Infographics** **Reports** **Top 10 Lists** **Articles**

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Step 5
Repurposing and
Repackaging

Website Starter Kit

Video Series **eBooks**

How To Articles **Action Plans & Cheat Sheets**

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Step 6
Building Inbound Links

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Link Baiting

- 1 Create Highly Entertaining Content
- 2 Publish The Content To Gain Popularity
- 3 Successful Link Bait Will Increase Traffic

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Inbound Links
How Do I Get Them?

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Tip: Dedicate 2-3 hours per week to link building alone.

- Video
- Guest Blogging
- Facebook & Twitter
- SlideShare
- Pinterest
- Directories
- Press Releases
- Google Places & Google Plus
- Commenting
- How To Articles

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Step 7
Nurturing Your List

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- 1 Create Demand for Products & Services
- 2 Convert Visitors Into Leads
- 3 Nurture Leads to Sales Ready State
- 4 Transfer Sales Ready Leads to Sales
- 5 Measure Return on Your Investment

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Nurturing Your List
How Do I Do That.....?

1 Email Marketing
2 Automatic Responders
3 Package & Promote New Content
4 Effective Use of Social Media
5 Publishing Podcasts
6 Publishing Webinars

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Step 8
Analyse & Optimise

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What to Measure:

- ROI
- Conversions
- Sales
- Email Subscribers
- Top Keywords
- Referral Sources
- Pages per Visit
- Bounce Rate

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Step 9
Count Your Money

The Best Part is....

1 Counting Your Sales
2 Counting Your Leads
3 Counting Your Conversions
4 Counting Your Profit

Then Repeat from Step 1

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And Now.....
Repeat From Step 1

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Step 1: Your Strategy
Step 2: Website Audit
Step 3: Keyword Research
Step 4: On-Page SEO
Step 5: Your Content
Step 6: Building Links
Step 7: Nurturing Your List
Step 8: Analysing Results
Step 9: Count Your Money!

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Free Downloads!
9 Step Blueprint & Essential Resources

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web123.com.au/blueprint
web123.com.au/abn

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Thank you

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Q&A

Use the Question Pane to Ask Your Questions



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