

Module

03

WEBSITES



SMALLBUSINESSMASTERY.com



Marketing Mastery Program – Module 3

WEBSITES



Preparing A WEBSITE for your Marketing Campaign

This module is based on the importance of your website. In the previous module #2 you selected a campaign. Now you will learn about creating an Ad and a Landing Page on your website, for that campaign. Traditional Ads are no longer enough to trigger sales, so you will learn how to link traditional marketing Ads to your website. In this module we cover the five fundamentals for setting up a website:

1. Domain Registration
2. Web Hosting
3. Web Design
4. Content Writing
5. Web Tools

We have also included some tips on selecting a Webmaster and a Web Designer, which you will need in order to set up a website. If you currently have a website, the tips will help you determine if the necessary strategies are in place.

Remember, all marketing roads should lead to **your website.**

Some digital/internet marketers want to “do away” with traditional advertising altogether, claiming that it is dead.

They say it’s the “tried and failed” method of advertising. They’re wrong, traditional marketing has a well-established method of best practices and strategies that have succeeded and worked well – so in that sense, they are in fact “tried and true!” Contrary to what some may say, traditional marketing is NOT dead. But as business owners, you need to be aware of **changes** in

marketing, in consumer behavior, and how technology is driving those changes.

We are now in the digital age; your customers have Facebook accounts; text message their friends and family using their smartphones; and post reviews about your products and services online:



Whether consumers buy a product/service online or in a store, the stats show just how great online information, influences their purchasing decisions, and that a web presence has a direct, positive influence on sales.

Approximately one third of smart phone users, buying in store, use their phone to get product information, rather than ask a sales clerk.

81% of conversions, store visits, calls or purchases occur within 5 hours of a mobile search. Consumers are obviously using smart phones as a tool and has become the norm for most people. Businesses need smart phone business strategies.

Consumers are now **informed** customers, and they are turning to the convenience and speed of the Internet to make purchasing decisions. As you go through this module, your **customers** are looking for you online. Your **competitors** are already online. Are you online?

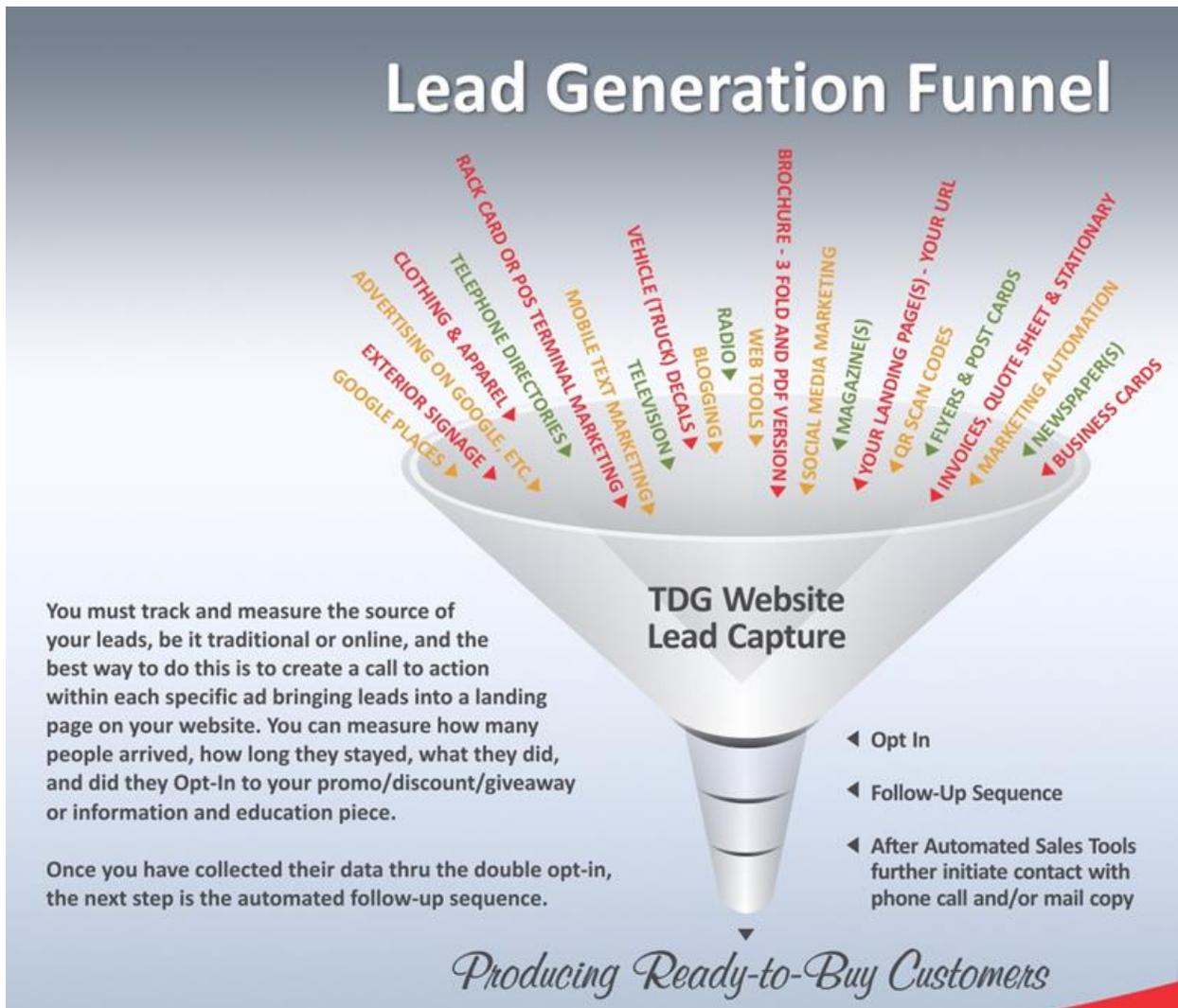
So what do we do with traditional marketing?

If it's not tried and failed, is it still tried and true? Here it is in a nutshell; what has happened with the emergence of online marketing and commerce is that traditional marketing has become "tried and costly" by comparison.

Start with the core – the centre or heart of the process, **YOUR WEBSITE!** Everything – **and I mean everything** – in your marketing, from your business cards, your brochures, newspapers, radio and Google Adwords should lead to your website. That's where and how you will capture your leads, get to know who your customers are, and convert them into sales.

All your leads and prospects should be **tracked, and can be, using Google Analytics, a service provide by Google that generates detailed statistics about website traffic, traffic sources, conversion rates and sales to name a few. There is a standard, free version for the general public and a premium version for a fee, which is used mainly by webmasters and marketers.** This provides detailed reports about your pages visibility on Google. Using Google Analytics lets you know exactly how many customers are getting to your website through whatever Ad or promotion you are offering. By tracking your leads you can learn more about your target market, with less expense and effort, than you ever could with traditional marketing.

Yes! All your marketing efforts can and should be tracked and measured. This is the key to knowing who your leads are; where they come from, how long they shop around and what they are interested in.



For example, when you advertise in the newspaper, on the radio or through Google Adwords, you can set up your Ad so that instead of having the Ad provide just the traditional business and contact information, relying on the lead or prospect to call you, you set up **a call-to-action in the text.**

The call-to-action is a message that directs your lead to your website. It draws attention to your business and entices your leads to get on the Internet and type in a special address that is linked to your website, but not your Home Page, (the opening or main page of a website used to greet visitors and provide information about the site) rather it is linked to a landing page (a standalone web page designed for a single, focused objective e.g. a promo or offer).

So, for example, using your local **newspaper** Ad, such as The Orangeville Banner, your special address (called the URL for short – Universal Resource Locator and it always begins with www. followed by the address) would be something like this. I'm going to use an example from page 37 from Module #2 where we used a bookkeeping business or accounting firm.

www.ob.cashflowdriver.com

The “ob” stands for Orangeville Banner, because the lead is going to a sales page on your website that has been set up specifically for this campaign. This sales page is called the landing page or lead capture page. It is created to drive leads from another advertisement, such as The Orangeville Banner Ad, to your website, where you will begin to interact and share features and benefits about the product or service you are promoting in the Ad. Because the newspaper advertising space is limited to your budget, it is too costly to sell them in depth and this process of driving them to your website, allows you to give them the full sales pitch without the cost.

Let's use another example, a Radio Ad. When you purchase a radio Ad you get either 30 or 60 seconds of time and needs to include a call to action. Using an example from page 37 Module #2, you would drive them to your website to access “3 Simple Secrets Successful Business Owners Know”. You would create a temporary image button that would say something like “click here for access to 3 simple secrets” mentioned on the radio, when they arrive at your Home Page, so you have some method of measuring the effectiveness of the Ad.

When your leads go from your traditional advertising to your landing page, you can measure how many people arrived through the Ad, how long they stayed on your site, what they did, and, if they opted in to any promos or discounts you are offering.

When you combine a traditional advertising vehicle with the power of the Internet, you can automatically collect information about, how well your traditional Ad is working. You can also begin to interact with your customers with special promotions.

Creating, planning or revamping your website so that it generates leads, sales and profit for your business

At one time or another you have probably asked yourself, is my website working or will a website be worth my investment? The honest answer is, having a website is crucial to both small and medium sized business success. If you have a current website you have probably not even scratched the surface of its potential for your business.

Below we are going to outline some of the fundamentals you need to know in order to have the basics of your website taken care of. This is a massive topic and our goal is not to turn you into a web guru, but, more to arm you with the basics so you can get the most from this program. Your website is a KEY part of your marketing. This is important stuff!

Most of what is described below will be executed by your webmaster. It is essential that you know the language of websites, so you can be an active participant in its creation, management and success.

The following are five fundamentals:

Fundamental 1 - Domain Registration

What are Internet users typing into a search engine or a web browser in order to find my website?

A domain is simple the technical term for a “.com”, “.ca” or “.something” name. Your domain name registration should reflect your business.

If you'd like to be geographically identified, for example you are located in Canada; your domain name could include “.ca”. However, you may want to have a broader audience using “.com” (commercial), “.org” (organization) or “.edu” (education) based on your business, product or service.

Make it relevant – this term will be repeated throughout, try to include at least one keyword into your domain name, have easy spelling and avoid hyphens.

Some businesses purchase additional domains thinking that it will increase their web presence. Additional domains provide very little benefit for attracting traffic to your website. Copying content from your core website actually inhibits search results. Search engines are intelligent enough to know you are cheating and will make the new domain invisible to the searcher. Building identical sites around multiple domains is a NO! NO!

Fundamental 2 - Web Hosting

Where will my website information be organized and stored?

Hosting (also known as website-hosting) is the business of housing, serving and maintaining files for your website and providing Internet access (bandwidth). Hosting provides small businesses with the systems to store information, images, videos or other content accessible to users of the Web so that prospects can find your website on the Internet. GoDaddy is our preferred host but your webmaster may have another third party host of their choice.

Fundamental 3 - Web Design, Navigation and Home Page

Will the design of my website have a direct impact on the number of leads and prospects it generates?

Your website will be designed so that there is ample room to grow and develop alongside your rising business ventures. The initial layout and design should all for easy navigation and is essential for your website.

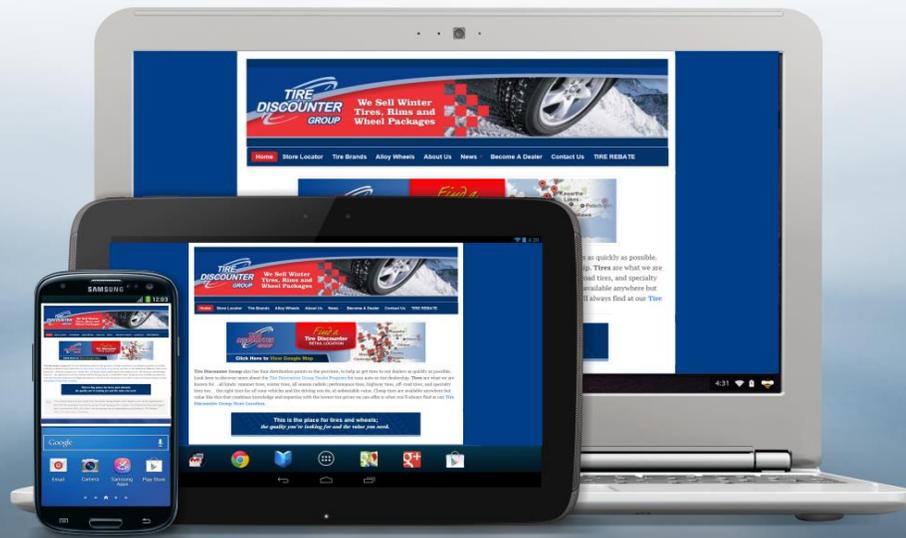
Your website will require a home page that succinctly describes your business; your home page is your calling card, your curb appeal, the front door to your product.

A good **home page** design incorporates the following:

- ★ What your company does. What services you provide. What products you sell.
- ★ Should highlight the value-added aspects of your products and services
- ★ What can users do once they have reached your website? Are you providing information and education in addition to your products and services?
- ★ What can you say in a strong tag-line that summarizes and defines your website and your company? The tag-line should be brief but make a point.

Responsive Style Websites

... that Expand, Shrink
and Adjust to the Device



Design 3 Sites in 1 to Work With

COMPUTERS / LAPTOPS
TABLETS
SMART PHONES

Questions to ask yourself:

- ★ What are your core offerings and do they need a landing page for each?
- ★ What order are those pages in? (prioritize from highest revenue generator or most profitable)
- ★ What is the primary goal of the website? Is it to move a prospect through the sales cycle and provide education and information on your product or service or do you sell online?
- ★ What is the secondary goal? If the primary goal is to provide education and information what is your follow-up? If selling online what other products or services are you offering?
- ★ What would you like to measure e.g. Leads?
- ★ What are the problems the customer has that your product can solve?
- ★ What are you trying to accomplish on each landing page? Will the page satisfy what the searcher is looking for? The first call to action was to get prospects from your advertising campaign to your website. What is the next call to action?

Fundamental 4 - Content Writing

How do I know what content is required and how much?

Ironically, content is the number one reason businesses are not being found or noticed on the Web.

There is a real science to making the connection between your content and Search Engines e.g. Google, Yahoo and Bing. Content plays a crucial part in achieving the first page of a search. Content needs to be formatted and organized so that it works on the Web to get you results in being Found and being noticed.

Wow, are you saying that relevant content can drive more traffic to my website? Absolutely, that is why you need to place a strong emphasis on the content of your website.

Your website sales page/landing page is usually long-copy and scrolling content, somewhere between 3 and 8 scrolling pages.

How do I get content? – The answer is, record it. By the way this strategy has many uses; the website landing page, a booklet, flyer or print ad, all of your sales tools. Your marketing message need not be newly written each time, just re-purpose, and as in module #2 you write to a specific client type.

Here are the steps to produce the content you need, in less time than you thought, and in a way that will help you sell a product or service, even while you sleep.

Step #1 – record yourself when selling, yes, this works well, whether you are on the phone, in the store or on a sales call. The equipment you need to do this is inexpensive and can be purchased at The Source, Future Shop or Staples.

Steps #2 – transcribe the audio to a word docx. Type it yourself or have someone type it for you.

Steps #3 – edit the transcription to remove unnecessary words.

Step #4 – remove what the prospect, or client has said, unless it is something that can be used.

Steps #5 – re-arrange content writing in a logical order.

Step #6 – this will be a good start to the content for your sales or landing page.

The advantage of having a good long scripted landing “sales” page

What this landing sales page needs to do, is bring in sales for the product or service that you are advertising. Remember the acronym AIDA. Using the above recording concept, creates long, scrolling Ad copy and having this on your landing page works!

This Landing page gives you the space you require to grab the attention of searchers, promote offers on products or services and create calls to action throughout. e.g. Ask for the sale, ask them to call you, invite them to your store for a FREE sample, invite them to sign up for a free report, a birthday club, a FREE newsletter, contact us today!

Fundamental 5 - Web Tools

How will I know if my website is working for me?

Imagine knowing who’s visiting your website, when they visited, what products and services they were interested in, and when they are going to buy.

Companies like Google, Bing and Yahoo gather and organize information from the entire web and make it available online. This is an important element in order for people to find your website. Your webmaster should include the following optimization process and/or reports:

- ★ **Keyword analysis:** they compile a list of keywords or search terms that potential clients use to find products or services that are the same as yours. They will then edit the content on your site by placing the keywords in the appropriate places to generate traffic
- ★ **Competitive analysis:** they research your online competitors so that they can provide your business with a marketing advantage.
- ★ **Online directories-** they list you in online directories so that you are registered and

indexed to help locate your website online.

- ★ **Videos**- they produce videos and upload them onto your website and other social media sites such as YouTube or Facebook.
- ★ **Analysis**- they install Analytics to run behind your website. This tool is used to track who, what, where, why and when of your clients visiting your website. A very powerful tool.

FYI – Your websites digital information can provide you with more control and insight into your clients than you have ever had before. Knowledge is power!

What is SEO Anyway?

I am sure that you have heard the term SEO (Search Engine Optimization). This is a process for making a website visible to searchers. Strategies, techniques and tactics are used to increase the number of visitors to a website and to obtain a high-ranking placement in search results. This is usually done by your webmaster as part of their service. Monthly or quarterly reports should be made available to you by the webmaster so that you can clearly see the results from your website.

What you need to know before hiring a:

- ★ Webmaster / SEO Specialist
- ★ Web Designer

You don't need to know all the technical stuff, but, wouldn't you like to have control over what's happening with your web-presence?

To give you a rough idea of what you need to know, here is a checklist

- Who is this person?
- Which questions do I need to ask them?
- What information do they need?

The Webmaster / SEO Specialist

Who are they? It could be one person (or two) but it is never the Web Designer! Even if your Web Designer tells you, they know all about search engines – please trust me, they don't.

The webmaster is the technical geek, who knows about the technical structure of a website. They sometimes talk in a language you will not understand; to determine if they know their stuff, you should ask them about websites that they have previously worked on and check them out.

When checking these websites (not if they look nice!!) here is some help on what to look for:

- ✓ the site should be easy to browse
- ✓ each page of the site has an internal link
- ✓ there should be a site map
- ✓ pages should load quickly
- ✓ each page should contain substantial unique content
- ✓ images and video should be search friendly
- ✓ keywords should be apparent in the title and content
- ✓ Now you know the keywords of this website, write them down. Now close the page source and the website and open a search engine like Google or Yahoo.
- ✓ Type one of the keywords into the search field. Check out, if you can find the website and where. Do this with all the keywords and you will see if this person's work is successful.

What information do they need from you?

They need the passwords for the server of your website. (Make sure that you own this website and you have the passwords. You get this from your Web Host) They also need the text-content of your website. Maybe they want to change a few headlines – let them do that, even if it is not as nice looking as you would like – at least find a compromise with them. The keywords have to be in the headlines. Go through every single page of your website and decide about the keywords and the headlines.

Below is a checklist of what else they should do:

- submit your website to the search engines
- install links (internal and external)
- register in Google Maps
- install Google Analytics on each and every landing page
- install a Sitemap and register at Google
- register the website in (free) directories like DMOZ
- make sure the links are text with keywords, not just the name of your website
- make sure that the internal links of the pages of your website are text, not pictures

This is of course just a simple checklist, but it should help you to work with your technical person.

The Web Designer

Who is this?

They are the artist - they are responsible for the design of the website, and ONLY the design.

What information do they need?

After you've done the homework on your marketing plan, you should know exactly the way you talk (communicate) and with whom (target group). Having made your Corporate Identity, you know about your corporate design. This should be a file with all your logos in different sizes, black and white etc. with your font etc. A copy of this file has to go to the Web Designer.

What you need to know: As you did with the webmaster, ask for websites they have previously designed. Check them out. Do you like their style? And more importantly, will your target group like this style?

Make sure there are not a lot of fancy animations, or just pictures without text.

Show these websites to your Webmaster/SEO Specialist. Make sure, that these two people can work together. Both have to commit, that they will work closely to make your website work.

Module 3 WEBSITES Summary

As mentioned—traditional marketing has not gone the way of the dodo bird—yet; but the impact that technology has on our everyday lives and spending habits is undeniable.

For organizations to stay competitive – at least a basic understanding of how a smartly designed website can work for you is required, to ensure you remain in control of your marketing plan and are receive the ROI you desire from your efforts.

A Good website does more than showcase your product or service. It gives customers the ability to interact with your brand and get a feeling of whether doing business with you is where they want to be. It should be easy to understand, responsive and easy for the customer to act on (for a purchase, contact, promotion etc.); because in this digital age, the next competitor is only a click away.