

DEI Systems

Presents

**Foundations of Website Marketing -
Get More Clients and Grow Your Business**

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Get more clients and grow your business

By Michael Miller, Mindwhirl

Foreword by Robert Yasi.

I'm pleased to bring you the first in a series of guides to helping you grow a strong and profitable business. While the printing industry has many complexities and market niches, the information contained in this, and the up-coming guides, will give you the knowledge to take your business to the next level and successfully compete against anyone.

Often opinionated, Michael Miller has a knack of telling it like it is. Now more than ever, you need to understand exactly what is required to make marketing work so you can grow your business. If you cannot give Internet marketing what it needs to be successful, then maybe it's better to focus your energy somewhere else. This guide will give you the ability to make an informed decision.

DEI is committed to helping you succeed! When you win, we win. Your success ensures our success.

That is why for over 20 years we have been focusing on bringing you high quality new, refurbished and remanufactured prepress equipment, and private label supplies which are equal in quality to brand name supplies.

Our interest is serving you! Now, more than ever, we can do our part to enhance your business, and be a part of your success!

This guide and the ones to follow are just part of our commitment to you and your business.

If you have any questions, feel free to contact me at ryasi@deisys.com.

Sincerely,

Robert Yasi

Owner, President

DEI Systems, Inc.

Introduction by Michael Miller

I am pleased to have the opportunity to present to you the foundations of website, and in fact, Internet marketing. Robert Yasi, Owner and President of DEI Systems has asked me to share with you everything I know about marketing, and as much as possible, tailor it to printers and the printing industry.

While there is much to know about marketing in general and marketing on the Internet in particular, this guide will give you the information you need to finally be able to make an informed decision as to how you will attract visitors using the Internet, what your website should contain, and if you should even try to use the Internet to market your business in the first place.

It's a fast paced world and successful businesses need to do everything they can to keep up in order to succeed. The main problem is the resources required to maintain and grow a business. While the Internet is an ideal way to get your message to a large amount of people, are those people actually buyers?

This and future guides will give you the information you need to be able to not only answer that question, but also to be able to make an informed decision as to how you should go about attracting them, speaking their language and enticing them to purchase from you.

This information is the same information I gave to a group of 35 business people from all across the United States in a 3 day session that cost \$497 each to attend.

I am giving this information to you because Robert Yasi, owner and President of DEI Systems, has hired me to help you. DEI Systems is committed to helping their clients achieve sizable gains in their business growth, because as you succeed, DEI Systems succeeds.

You cannot find a more dedicated team of prepress experts who not only know how to utilize all of the latest technology in printing, they also service it.

Additionally, DEI Systems offers the most competitive pricing on a wide range of supplies – from ink, plates, film, and media.

Why is this important? Because, I do not take on clients lightly. I carefully research the ability a prospective client has to reach a larger market and make a difference in the lives of their customers. DEI Systems is such a company.

In case you are interested, I have spent the last 20 years studying, researching and implementing marketing plans for companies ranging from Fortune 500 beverage companies, hoteliers, and DIY Hardware chains, down to mom and pop small businesses. Through it all, I was able to consistently help these companies grow their businesses by at least 25% in the first year of our relationship.

My results have been incredible and as such, I am unable to take on new clients because the clients I have keep me continually busy. In fact, DEI Systems is the first new client I have taken on since 2007 and we are preparing for amazing growth in the coming year.

This is very important to you if you are a printer for two reasons:

- 1) You will want to be a part of, and be associated with the great success of DEI Systems because your company is going to prosper as a result. I've seen it many times in other industries. When you have a company like DEI Systems with high quality products and supplies priced at extremely attractive prices, once you let everyone know about it, that company will grow exponentially. You will want to be a part of this because, we are going to be sharing marketing knowledge and information with the customers of DEI Systems and this knowledge will help you grow your business at an equally increased rate.
- 2) You have survived the worst economic downturn in 30 – 80 years. Not since the 70's has there been any type of severe depression like the depression we have just gone through. But ... what if it's not over? What if technology and venture capitalists continue to put pressure on you with the intention of taking your business? You need to be able to compete with all competitors and all contingencies. When you can grow your business in a downturn, as the economy picks up, your business will grow right along

with it and you may even find your business growing by 50 – 100% in what may seem to be almost overnight.

Economic uncertainty can be trying times for business owners, that is why Robert Yasi has asked me to share this information with you. It is my sincere hope that you consume this information because it has an incredible amount of value. It represents not only, as I said before, an asking price of \$497, it also represents a fair portion of the knowledge it took me 15 years to learn.

Without further ado ... let's get started!

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CHAPTER 1 – Background Information

This guide is not a technical, “how to” manual of building the nuts and bolts of a website because you are a business owner. Building websites yourself should not be one of your strengths or your priorities; and secondly, because web building software, techniques and technology varies wildly and changes all the time. It is a much better use of your time and money to use the services of a web developer to develop your website.

If you plan on using a web developer, you must know several things:

- 1) Web developers do not know marketing. This is a blanket statement, I realize this, but while there may be one or two web developers in each city who do know marketing, the vast majority does not. It is your job as the business owner to dictate the content on the website and how you want to use the website. This book will give you the answers to your questions on how to do that.
- 2) Websites are not cheap. Yes, you can purchase a template for \$49, or pay \$25 a month to use web builder software, and you can get a 15 page website from a company staffed by Filipino freelance workers for \$200. In each case, you might as well flush the money you spend down a toilet because that is how much benefit you will get from these options. You will understand why as you read this guide.
- 3) Your web developer is not responsible for getting you on the search engines. You are. While more will be said about exact and specific ways to get listed in the top 10 for your chosen terms on the search engines in this and future guides, know that you pay your web developer to build your website and make it attractive and easy to use for your visitors.

Additionally, there are a couple things you must know that are extremely important to understand now, so that you will have the right mindset as we go through this training.

- 1) You cannot pay \$49 and be #1 on Google. This is just another way to completely waste \$49. There are companies who specialize in search engine marketing for companies who can get their clients into the top 10 listings on Google for their chosen keywords, but they start at \$10,000 a month and they will never guarantee anything.
- 2) Everything changes monthly, sometimes weekly, daily and even hourly.
- 3) Because of the fast pace of the Internet and the proliferation of competition who think that the Internet is a cheap way to get clients, you have to work hard to make gains on the Internet. This means:
 - a. Hard work, long hours
 - b. The need for resources to assist you
 - c. Marketing on the Internet is not cheap

I am well aware that this information goes against all of the conventional wisdom and advice you have ever read or received about the Internet and Internet marketing. I think you deserve to hear the truth so that you will know now what you will be getting yourself into. I don't want you to spend money getting online and then find out the hard way that it's too much work and you are not getting any return on your investment. We will talk more about ROI. But for now, let me just say that in this guide, since I lay everything before you so you can make an informed, intelligent decision - once you have decided to begin a web initiative I am focusing on providing valuable and actionable information to you so that you can get started right away.

Remember, even though I am repeating myself, even if you are technically minded and you would love to learn how to build websites: do you really have time to take on this task yourself as well as organizing and writing the content, then creating and tracking marketing campaigns while still producing or overseeing the production of your product? Unless you are incredibly focused, I seriously doubt it!

The idea is to have the website structure itself built for you by a professional, and to then have it handed over to you so that you can easily add content, make changes, add images and links etc, as needed. If you are already in the position where you are able to do these things, then you are off to a great start.

If however, you currently have a website but you can't make changes and add content, then you may, MAY, want to consider rectifying that situation as your first action point. Sometimes, websites are built with such complexity that you simply cannot use a content management system. Similarly, a website could be locked into a technology that does not easily allow for content management systems to be feasible. I can hear some of you saying there must be a technological solution to all issues like this and the truth is there are. But how much are you willing to spend for a solution? That is the question.

Regardless, I will have more on this later.

Why is online marketing important?

It's where your customers are at. If you knew all of your potential customers were attending a party, wouldn't you want to attend the party and tell everyone about yourself? The search engines are the party on the Internet and those "party goers" have needs, or pains, and they are searching for a solution to ease their pain. If they search for "Printers in Birmingham" it's highly likely that they are interested in having something printed and they are ready to buy.

But before you go running off and put your money into Google Ad Words Pay-Per-Click marketing, you need to read the rest of this guide. Even then, I wouldn't suggest you do it unless you know what you are doing. But we will get into that later.

The Opportunity

Although internet use is growing dramatically by the day, the quality and usability of websites is not keeping pace at all.

People are not finding what they are looking for on the Internet and this represents a **huge opportunity** for those of you prepared to get **just a little bit better at online marketing**, to get as many clients as you need for many years to come.

You don't need to become the most expert online marketer in the world – just a small improvement in certain key areas will give you huge gains in the number of clients, revenues and your overall quality of your business and your life.

How to use this guide

This guide is intended to provide lots of useful nuggets of information about websites and marketing, much of which I hope will be new and informative to you. But this is not just designed as a theoretical read, and if you approach it as such you will not get the most out of it!

While I have not designed specific tasks for you to complete, as statistics show that no one completes them, I have asked specific questions designed to make you think.

What you get out of this guide is based upon your determination to think through the problems before you.

I know that this guide will give you knowledge that you need to increase revenues, but I can't do the work for you. It's a lot easier than you think, and it's a heck of a lot of fun, but you have to be committed and **take action**.

I have spent years working with business owners in multiple industries and from all walks of life, and I can tell you without hesitation or doubt that what separates those people who have reached the top of their fields from the rest of humanity is their **belief in themselves** and **their commitment to taking immediate action in order to see if they can succeed**. Success in life and business takes a sense of adventure and a willingness to learn from our experiences. Remember the lesson that Edison taught us as defined by the co-founder of NLP Richard Bandler: "There is no such thing as failure, only feedback."

CHAPTER 2 – Business From 30,000 Feet

This is going to be a very small chapter because there is not a lot you need to know about business in order to make a lot of money. While I won't get into details in this section, what I will give you are the rules which you will need to live by in order to make money.

These lessons seem simple. That is because the truth is simple. Anything that is complicated should be viewed with skepticism.

I am going to give you my take on business and the secret that everyone knows, yet only the most successful business people take advantage of.

Ready?

There are 3 rules for building a successful business.

- 1) No matter what you do, you are a sales organization first.
- 2) You are building a money machine. Your goal is: when you put money in, you get more money out.
- 3) You are in business to make money.

Let's take each in turn.

“No matter what you do, you are a sales organization first.”

Most people go into business and think that when they open their doors they will have a line of customers ready, willing and able to buy their products and services. For 88% of the business owners, they find that that is not true. As Dan Kennedy says, “The small business administration's statistics that over 80% of small businesses go out of business in the first 5 years is due to the fact that

business owners don't know anything about marketing and they don't realize that they are actually in sales.

You may be the best printer in the country, but if you can't get customers it doesn't matter.

You need to start thinking that sales and marketing are your most important tasks in your business.

“You are building a money machine. Your goal is: when you put money in, you get more money out.”

Have you read the E-myth, or E-myth mastery by Michael Gerber? Have you attended T. Harv Eker's Guerilla Business School? If you have, you know that the most important thing you can do in your business is, systematize.

McDonalds makes hundreds of millions of dollars every year and they have a labor force of unskilled workers whose average length of employment is 7 weeks. How is this possible? Systems! Every aspect of the job is nailed down into a process which is constantly streamlined and optimized for efficiency. Then it is written specifically into a training manual that spells out EXACTLY what the duties are for each job.

Exit interviews across industries have revealed the number one reason for failure in job performance and job dissatisfaction of high salaried and high skilled employees is “lack of training and expectations.”

With a system, every employee knows exactly what is expected of them in order to be effective at their job. The owner also knows that the employees know what to do and how to do it. This allows the owner to focus on more important, more creative tasks. This is leveraging. This is how you build a money machine!

The 3 areas of business

There are 3 functions of business: Operations, Marketing, and Finance. While there may be more depending upon your company and the way you break your company apart, these are the main pieces to every business puzzle.

Operations is where you create or produce the product or service you sell. You can make great leaps in efficiency and make money by saving money. You can utilize new technology, reduced supplies costs, leverage existing resources like equipment and employees, but at the end of the day, the money you make is derived from savings based on business volume.

Finance is vitally important to the success of your business because without capital to buy supplies, pay employees, pay rent, etc. You don't have a business, or a way to make money.

This leads me to the third rule: **“You are in business to make money.”**

Marketing is the only function of your business where you are actively involved in obtaining customers. That means sales, and sales equals money. This money allows you to run your business and also, as the business owner, gives you the ability to provide a good life to your family. When your business is a smoothly running cash machine, you can live a life full of happiness and a sense of security.

Some people don't like it when I'm blatantly honest like this. I really can't understand how they feel. Your happiness and success are tied into your business. Don't you deserve to live the best life you possibly can? In order to be competitive, you must give fair market value for your products and services, but that doesn't mean you should give it away! You are in business to make money!

If you take nothing else from this guide, remember this:

“True Entrepreneurs do not go into business to have a job, or something to do. They go into business to make money!”

You can achieve this if you focus on it. You might be able to do it online. It depends on your competition and your market. This guide will give you a glimpse into determining if it's possible for your business. The subsequent guide, for DEI Systems customers only, will lay out exactly what must be done to make money online. It will give a blueprint that you can follow to success online.

This guide will give you the valuable overview that no one will ever tell you, and I found after 15 years of spending \$40,000 - \$50,000 a year on seminars, courses, and coaching from the brightest minds in marketing in the country, and implementing those ideas with hundreds of clients.

Chapter 3 – How to Use Your Website to Get All the Clients You Need

If you are not getting as many clients as you need, then online marketing represents a golden opportunity for you and this all starts with the website itself.

If you are getting traffic now, with just a few critical changes and improvements which you can easily implement over the next few days, you can make a world of difference to the number of inquiries you receive from your website.

Even though there are advanced techniques to ranking even higher on the search engines and obtaining even more traffic, absorbing and implementing the lessons and advice contained in this guide is the single most powerful improvement you can make to affect your business revenues in terms of effort taken versus results obtained.

You need to understand that the internet represents the “Gold Rush” of our time.

Every day, a higher percentage of people are making the internet their primary research tool to find help for their problems.

This represents a fantastic opportunity for you to quickly find more ideal clients for your business than you could ever handle. If you’ve recently found new client inquiries dwindling with no apparent explanation, then you need to look at your online efforts very closely, because:

Your competition is getting smarter.

The chances are that the clients who would once have found you in the Yellow Pages are now busy searching for printers online. That means you have to be visible and you have to speak their language.

Other benefits?

Clearly, if you're not getting enough clients into your business, and your business revenues are not high enough, then getting more client inquiries is the number one goal for you.

However, there are many other reasons to start improving your website today.

Consistent work is the key to serious website improvement. If you spend a little time regularly on building and improving your online presence, you will be head and shoulders above all local competition in no time flat. If your website looks professional and meets all of our criteria for a great website, then other people will notice you and you will find referrals coming from all kinds of surprising sources.

In a very real sense, your website is your vehicle for becoming an expert; and experts are looked to for their knowledge and expertise. Experts can charge more for their knowledge, product, or service because you become the unique reason why someone should do business with you. (More on this later)

Your website is a great place to publish articles, blog posts, newsletters, eBooks etc. A website therefore offers a lot more flexibility and variety than standard advertising media.

It can save you money in many ways, but just think of the advertising savings, you can place smaller ads locally and have the ad include your web address. This way you don't have to tell your whole story in your ad, you can point them to your website for that, and your website can do a much better job of conversion.

Messages, ideas and advertising copy are much easier to measure online than offline, in terms of results. Once you have found things that work online, you can easily take the same ideas and use them in your traditional advertising and marketing efforts. Again, this makes the internet much more cost effective with a better return on investment than traditional media.

Let's get real

Search engines today are very different now than they were 10 years ago, and many of the things that used to work then in terms of getting more traffic and

more clients, don't work the same way anymore. Actually, many of the things that used to work last year don't work anymore.

But that's because most of the methods of getting traffic you may have heard about are based on tactics, tricks, or current fads and trends. To be honest, depending upon your competition and the state of your website, it may take some tactics and tricks to get your website high up in the search engine rankings.

But if you look at it as the long and slow process that it actually is, you will be a lot happier, grow your business steadily and come to the same conclusions I have.

What I've consistently discovered with all of my clients is that there are basic fundamental principles which never change, and if you get these right, you will always have a successful website and will get all the clients and opportunities and referrals that you desire.

There are two things that I firmly believe you need in order to experience online success:

1. The correct strategies, tactics and knowledge for your business.
2. An absolute insistence on doing things YOUR way, playing to YOUR strengths and basically just being yourself in a professional, client centered way that draws your ideal clients towards you.

The Biggest Lies in Internet Marketing

Ah, the experts. What's his name? The scotch tape marketer guy? Or the expert du jour who can write "how to" marketing articles and spell out all of the secrets to great marketing in a mere 400 words. They have probably fed you a line that sounds great, but if you have tried to implement their easy solutions, you might have thought you were doing something wrong.

Yes, there are a couple lies circulating about Internet marketing that I have to get out of the way right now. You will thank me for this later when you realize I am right.

The biggest lie is that the Internet is easy, quick and cheap. Actually, the Internet, and Internet marketing in particular, is the exact opposite of this.

Can you market yourself on the Internet on a shoestring budget? Absolutely! But be prepared to work 16 hour days for 3 months doing it. And most of that time, you are not going to see any results for all of your hard work and effort. In fact, only in the last week will you start to see the results. So, do you have what it takes to do a marathon of work for 3 months without seeing any results?

Maybe you have dipped your toes into Internet marketing and didn't see any results and decided to scrap the idea. Maybe you thought it was because you were doing something wrong. Truthfully, you weren't doing anything wrong. Your only mistake was believing the scotch tape guy.

The second biggest lie is that you can somehow cheat, trick or bamboozle your way to long-term success.

I'm kind of repeating myself, but let me just say it once more:

There is no shortcut to marketing and this includes Internet marketing!

Your competition all heard it was easy to get on the search engines too. They are out there trying to get up on the search engines just like you and everyone else is. Sure, many of them will do it wrong, and/or give up before they finally break through, but you are smarter than them and you have this guide to give you the whole truth without the flowery, pie-in-the-sky promises you have heard before.

Is the opportunity great? Yes!

Would your business be growing by leaps and bounds if you were #1 on the search engines when you search on the keyword that represents your business? Absolutely!

Is it easy? No! It really isn't. But it can be fun! You will have to learn something new every day.

So, you may be wondering:

When I am #1 on the search engines, I can stop then right?

No! You can never stop. Well, you can, but you won't be first for much longer.

One of the keys to bringing in enough visitors to your website is great search engine listings, or an ability to get good at another form of web visitor acquisition, such as paid online advertising, article writing, social media, etc.

All of these things can be learned. Short cuts and trendy tactics might work today but may completely backfire on you next week.

You can't become #1 without employing them all, but you don't know when one of them will become invalidated by Google.

Just to make myself absolutely clear, when I say tricks and tactics, I am talking about link wheels, landing pages and backlink campaigns. Google limits these from time to time and we have to adapt.

What I am not talking about when I say tricks and tactics is any form of spam or redirection that takes place through the use of a script or coding on your web server. If you put something like this in your keywords, or color it the same color as your background, then you are spamming, you will get caught and you will get sandboxed:

“printer, printing, the best printer, printing, printer, printing, good printing, better printing, good printers, great printing”

The final lie about Internet marketing is kind of a half lie. You have probably heard that there are several search engines that you need to optimize your website for: Google, Yahoo, Bing, and some smaller search engines.

The truth is, there is only 1 search engine and that is Google.

I have seen it over and over with my clients and my websites. Their websites are listed #1 on Yahoo and Bing, but 16th or 28th on Google and they will get more traffic from Google than they will from Yahoo and Bing combined.

In fact, I have seen a #1 listing on Yahoo, in a hot niche, send 0 (zero, nada, nothing, none, no) visitors to a website month after month after month. And yet, a Google listing in 28th place sent 10 visitors each month. This is a statistically impossible scenario, and I've seen it played out over and over again.

Now that you know the lies about Internet marketing and are committed to continue even though it is a lot of work, let's get to the truth.

The Truth About Online Marketing

It's all about people.

What I'm going to teach you in this book is how to do it the right way. Learning tactics for building traffic to your website is good, and will be introduced later in this book, however first you must learn the fundamentals, principles and overall strategies for web and business success. If you do this, you will be doing yourself and your business a huge service. To learn to succeed, we must start at the beginning.

Chapter 4 – Your Website's Purpose – The Keys to Success

There are two critical aspects to your website's success:

1. How you are going to get people to the website.
2. Turning website visitors into paying clients.

I will be touching on point number 1 some later in this book, and will be giving you some tools to get started with visitor acquisition.

But for the most part, in this book, we are concerned with the foundation to your website's success: how your website turns visitors into real, live, knocking-on-your-door, calling-you-on-the-phone clients. So here's a key question you need to ask yourself right now:

When somebody lands on your website, what do you actually want them to DO?

When I first ask clients this question, almost all of them give me the same answer:

Place an order.

That's the wrong answer. That's the goal, not the action. You see, the journey from website visitor to paying client is not achieved in a single step. The very next action that a web visitor needs to do after landing on your website is to either send you an email, or pick up the phone and call you (but they won't do that unless they have the information they are looking for first).

Think of it in the context of the following which is known as a conversion funnel, an education slide, or a client path. This is **GOLD!** Do not overlook the importance of this!

Step 1 - Client finds out about your website (through an ad, search engine etc)

Step 2 - Client arrives at your website

Step 3 - They look around, hopefully read the information and like what they read

Step 4 - If they really like what they find, they decide to get in touch with you

Step 5 - They enter into a communication with you (phone or email)

Step 6 - They ask for more information

Step 7 - They place an order

When you read between the lines on this 7 step process, you can see exactly what you need to do in order to be successful!

There are three specific things that you need to achieve with the visitors on your website:

- 1) Inspire them and put them in a positive frame of mind about what you do or what you offer
- 2) Educate them
- 3) Make it very easy for them to contact you with a question or place an order.

So there it is - the goal for your website:

To make your web visitor contact you ready to buy.

You should have one goal for people who land on your website, and that is to get in touch with you and place an order. For that reason, every call to action (be it a text link, a call out, or a big graphical button) recommends the website visitor to:

Call Us Today! Or email us at name@domain.com

But getting them to call or email requires education! You need to realize that only a small percentage of your visitors are going to purchase. You need to optimize your website in order to increase your conversion rate.

There are many ways to bring more and more of the right kind of visitors to your website, all of which can be learned easily. However, if your website is not optimized for conversion (i.e. getting the visitor to take the next step on the path), then simply bringing in more visitors is a waste of time and money.

I make it my business to know what percentage of visitors go to the contact page, place a call, download information, convert, or leave my clients websites.

I want to know everything that is happening on the website. The information is invaluable!

The average across industries is 1.5% of visitors to websites are in the right frame of mind to make an inquiry. Of that 1.5%, 30% are ready to purchase.

I like to increase that to 7% inquiry and 70% conversion. FYI: 10% inquiry is almost impossible to achieve.

This is important to know, because it tells you a lot about the effectiveness of Pay-Per-Click (PPC) advertising.

For most website owners, for every 100 people who visit the website, **none of them** make an inquiry.

How can you change this? Read on!

Chapter 5 – Your Website Through Your Client’s Eyes

This is a short chapter, but if you are paying attention, this should be one of the most enlightening parts of this entire guide.

Read this carefully:

Your website isn’t built for you. What you think of it does not matter! It’s built for your customer. What they think matters!

When you are getting conversions and making money hand over fist, if you are like most business owners with successful websites, you will catch yourself saying, “Man, I love my ugly website!”

This guide is designed to help you take control of your Internet marketing and that means your website! You can use this information in two ways:

- 1) To overhaul and dramatically improve your current website.
- 2) To help you to plan a powerful new website.

Your first task whether you are focusing on improving your current website, or building a new one from scratch, is to complete the following exercise.

Client Perspective Exercise

Go through your website, page by page, and adopt the mindset of a potential client. You need to experience the website as they would.

Sometimes it can be very difficult to be totally objective about something you’ve created yourself or put your time and money into. If this is the case, then I would suggest finding a trusted friend or colleague who will tell you the truth to help you with this exercise.

But remember, your family and your friends are not your customers. You really only care what your customers think! When I say customer, I mean someone who will actually give you money. Not a mere visitor. You want to know the thoughts of a visitor with the desire AND ability to make a purchase.

Ask yourself the following questions AS IF YOU WERE THE VISITOR and you are seeing this website for the first time. Make notes of your thoughts, observations and answers.

- 1) How professional does this website look and feel? Why?
- 2) Does this website understand where I'm coming from, and my needs? Is there evidence that these people clearly grasp my situation?
- 3) Does this website clearly articulate understanding of my problems, challenges, fears and dreams?
- 4) Is there evidence of expertise with regard to my situation?
- 5) Is there a photo of the person/people involved? Do they look professional, friendly and approachable?
- 6) What's the most positive, exciting or helpful aspect of this website?
- 7) What's the most negative aspect of this website?
- 8) Are they offering me a solution which I can easily grasp and understand? Do their services feel enticing?
- 9) Is it simple for me to contact them? Is it positively encouraged for me to contact them with questions and queries?
- 10) How do I know I can trust these people?
- 11) Do they mitigate my risk?

Chapter 6 – Website Control – The Content Management System

Having a successful website is not like printing a brochure. Think about it for a moment. When you print a brochure, you get all of the artwork from the client, you do a proof, do whatever you need to do in order to set up the press, you run the job and then you collect your check. You start, you complete and it's done.

A lot of people take the same approach with their website. They approach it as a one-off project, put lots of attention and energy into it for a limited period of time, then put it live and forget all about it.

This is the sure fire way to fail online! A website should be a living, breathing thing. The content should not only be captivating, informative and helpful, but it should evolve over time:

- New pages should be added
- Content should be improved
- Website navigation and internal linking should be refined according to feedback
- And so on...

Think about your favorite websites for a moment. Do they stay the same forever or do they sometimes add new content and update their information?

Here is the key formula of success for ANY website. This will make you rich, but this is why most people fail:

New content and information must be added regularly, and the quality must be continually improved.

Let that little golden nugget resonate for a while because it is a piece of information that will serve you well for a long time to come.

Adding more content just for the sake of it, or just because you think it will get good search engine results, is a recipe for disaster. However, regularly adding high quality content because it will help your web visitors in some way is how you achieve huge success.

CMS Exercise

If you have a current website, I want you to read the following 10 questions and identify how many of them you can answer yes to:

- Are you able to go and edit a page of your website right now? E.g., change some text on your homepage?
- Are you able to insert a new photo on one of your pages?
- Are you able to add a brand new page to your website?
- Could you go to a page of your website right now and change the headline copy?
- Can you change the meta information on one of your pages, such as page description and title?
- Could you add an Alt Tag to an image?
- Do you know what the last two questions mean?
- Are you able to add a link to another website?
- If something goes wrong with your website, are you able to get it put back online quickly?
- Are you able to update your contact details immediately, if they change?

8 or above

If you were able to answer yes to 8, 9 or 10 of the questions, then congratulations! You have control over your website and you should be able to implement most or all of the advice in this guide without any trouble.

7 or less

If you have less than 7 yes answers, then this could be a concern. Now, most people who really don't know about Internet marketing, but think they do, will tell you that if you don't have control over your website, the person who has built your website has not given you control over the content management of the website and is doing you a professional disservice.

I don't agree with that advice. There could be extenuating circumstances where your website requires more customization than a content management system will give you. There are content management systems that will do everything on any technological platform, like Ektron, but Ektron costs \$15,000 or more.

Remember, most business owners believe they can get a website that will put them #1 on Google for \$250. No one will spend the money needed to have a great website! I had a 90 million dollar a year nuclear storage company tell me that \$3,000 was too much to spend on a website. But that's another story...

The only websites you can get with a content management system for the \$250 price are Joomla, Drupal, Typepad and Wordpress because they are free.

Of these, only Wordpress is easy enough to use and has enough of a community so that if you get into trouble you can make changes to your website yourself.

Typepad is ok, but it doesn't have the user base wordpress does and Joomla and Drupal are ok for simple websites, but trying to get them to do what you want becomes cumbersome if you are not a professional. Even then, they are cumbersome.

All of these are updated regularly and are very difficult to install unless you 1) know what you are doing or 2) have a hosting plan with a company who has placed you on a shared Linux server with C-panel installed.

Sound complicated?

See why I think you are being fed a load of bull when the “experts” tell you that you should have a content management system or your web developer is stealing from you?

I suggest you have a meeting with your web developer and get them to explain to you why you don’t have a content management system. There could be a very good reason. The most prevalent among them is: the content management system won’t do what you need it to do.

But realize that this explanation is only valid if you actually are busy optimizing your website for your visitors and continually testing to increase conversions.

Regardless, you should have a solid website that converts visitors to customers. In order to do this, my advice to you is to follow all of the recommendations in this guide, and at the end of the day, no matter how you accomplish it, there is no excuse for not being able to add or edit basic pages on your website, and any gaps in technical knowledge or understanding are just small obstacles which can quickly be overcome with some commitment. Commitment is key here. Ask anyone who is successful online, they will tell you how much commitment is necessary.

I’m not trying to turn you into a “techie”, but to enjoy any kind of online success, you will need to occasionally break through the technical “pain barrier” even if it just means getting to grips with some of the jargon used by our technical colleagues. This is good business.

The more you are prepared to jump out of your comfort zone and learn new technical concepts, the faster your online success will grow because your competitors will not be prepared to do it and you will therefore gain an advantage - and more clients and business.

Besides, it really isn’t that frightening or difficult. If you can use email, a digital camera or a mobile phone, you can learn this.

Shifting your mindset about what you are capable of technically is well worth the effort.

NOTE: Internet marketing and website optimization really isn't that difficult. It's time consuming and tedious. It's grunt work. This is a little off topic, but if you have the resources to delegate some of these tasks to, I would do it immediately!

Even further off topic, no, you can't farm this work out to foreign freelancers. I've tried. It doesn't work. It takes them 5 times longer and then your savings are eaten up and your personal time has been consumed in training. It's a losing scenario.

Ok, back on track ...

How can I choose the right web developer?

If you decide to have someone design the website for you, here are some things to look for in a web designer/developer:

- Someone who understands that you need traffic as much as, if not more than good design, and will build your website accordingly. Ideally you will deal with a web development company with a design and marketing department, but in reality most web developers couldn't sell water in a desert - they are effectively art students not business or sales people.
- Someone who understands your goal for your website and will build it accordingly. **You will need to do the work to get traffic to your website and you will need to create the unique content** – no one else can do this for you in the way that you can. But having a website built properly in the first place is going to make your job a lot easier. If it has not been built properly then it will be like running uphill with a heavy weight on your back.
- Your web developer should be able to show you how to maintain and update your website and explain things in a way that you can understand - not be too clever, arty or esoteric in their communications with you,

otherwise the relationship will not work.

- Don't shop for a website or any kind of technical services on a price basis, but on a return on investment basis. What are the benefits going to be and what are they worth to you?
- A good test is to ask if Flash is a good idea on your website. If they say "Yes!" and start talking about all of the great things they can do, then they aren't the web developer for you. Why? 1) Flash is more expensive. 2) Flash graphics do not sell. Text and standard images sell better. 3) Search engines can't see the data in a Flash file. You are building your website for both people and search engines. 4) Some people have slow internet connections and hate Flash because it takes a long time to download. That's enough reasons isn't it?

Chapter 7 – Who Is Your Website for Again?

I'm going to say this again, but this time in depth. I'm beating this into the ground because it is that important! If you don't understand this, you lose! If you understand this but don't take my advice, you lose! If you understand this and take action on providing quality content to your visitors, you win! ... and you win in a BIG way!

Ready? Here we go!

Do you know what questions your website visitors are asking when they arrive on your website?

I do, and I can tell you exactly what they are!

- Who are you?
- Do you understand my most pressing problem and challenge?
- Can I quickly and easily find information to confirm this?
- Are you explaining to me clearly how you can help me?
- Do I get the sense that you are passionate, committed and competent?
- Are you a generalist or do you have specific expert skills to help me?
- How do I know I can trust you?
- How can I get more information such as how much you charge, what my options are, turnaround time, and other specifics?
- I want to get that information without some kind of a full-on sales pitch. If I email you, will I get a quick reply? If I phone you, will you be helpful and courteous?

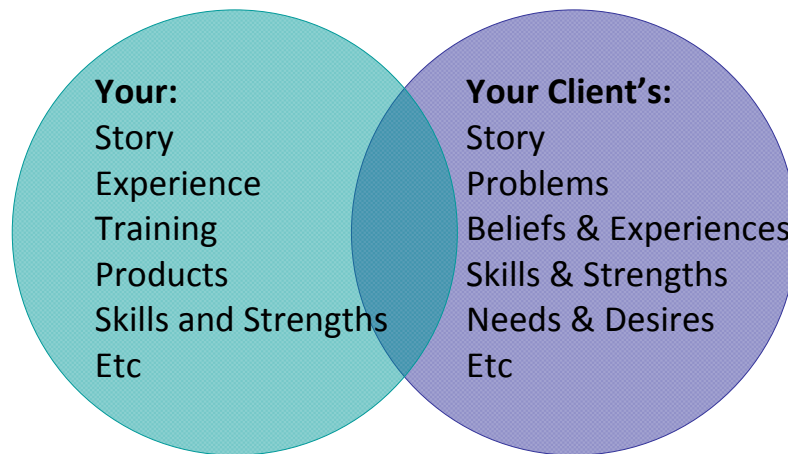
Notice a trend? They are self-interested!

**Hint: They don't care about you, they care about themselves!*

I'd like you to visualize two circles. One represents you and everything about you (your experience, your personality, your training, your products, your services, your beliefs, your desires, etc).

The second circle represents your potential client (their problems, goals, needs, personality, values and beliefs, etc).

I now want you to imagine the point at which these two circles potentially overlap - the meeting point between everything that your client wants and needs to improve their life, and everything that you bring to the table that can help them get there.



Your website and your marketing should be a clear representation of that **meeting point or “sweet spot”** where the two circles overlap.

I strongly suggest you enlist the help of a friend, a customer or fellow professional to again go through your website with the mindset of being your client. Are you clearly answering all of the questions in bullets at the beginning of this chapter?

If not, it's time to get to work and start making improvements.

When you engage with your potential clients in this professional yet personal way, you will create incredibly powerful rapport with them, and your results will improve dramatically.

What Do They Want Exercise

How well do you know your ideal online audience?

1. Make a list of your ideal client's problems. For example:

- What keeps them up at night?
- What frustrates them?
- What stops them from enjoying the life they desire?

2. Who is your ideal client? For example:

- How old are they?
- Are they male or female?
- Where do they live?
- What do they do for fun?
- What do they respond well to? (Language, stories, ideas etc).

3. What do they most want to know from you? What information are they trying to find on your website?

4. What does your ideal client believe about themselves, about you, about the world?

5. What are your ideal client's biggest fears, desires, hopes and dreams?

You may be wondering what this has to do with printing. The answer is: you want to sell printing. So, you need to know what printing buyers are looking for. To do that, you need to know who they are.

Just like the odds are you are a 45+ year old male and you are interested in making a lot of money in your business so you can retire in a decade or so and leave it to your kids. Your interest is piqued by money making opportunities even though you are very cautious about believing everything you read. Still, if there is

an opportunity, you are willing to listen and learn. You sometimes think you don't have all the answers and you are missing something, even though you are constantly making good decisions. You learn easily and are well read. You don't have a lot of time to accomplish everything you want in life, but you are still holding out on the belief that you will one day be able to find a way to get it all complete. Your wife and you are very intelligent and you prefer the finer things in life even though you watch your spending habits because you are interested in your family's future security. You are interested in growing your business and have it run without your constant involvement. This would allow you and your family the opportunity to go on vacation more often, or to experience life more.

Am I right?

You may be a woman. In fact, there is a 15% chance you are a woman. Even so, you should still have the same mindset. This description of you should be at least 70% statistically accurate. If not, you are the exception, not the rule – but let me know! I want to hear from you! (mmiller@mindwhirl.com)

When you have a full understanding of your client on this kind of level, you will be able to write web content for them, which will captivate and entice them.

Based on the above questions, what do you think you need to tell them about or ask them about that will convince them to get on the phone with you or to email you immediately? – and you can't say low price! Price is a sloppy way to sell. That's for amateurs who don't know better!

Chapter 8 – Measurement and Analytics

You may be the greatest printer for miles around and you may have incredibly valuable services to offer potential clients. But how will web visitors and potential clients know this if they never hang around on your website for more than a couple of seconds? Or if they never find the right page of your website?

The big problem is that most visitors to your website will actually only stick around for a few seconds, if that. And before you know it, they are off filling out contact forms on your competitor's websites.

(As a side note, you can get a lot of great marketing ideas and tips from your big competitors' websites. Some of those guys spend millions of dollars each year in online advertising, and they most likely have tested every message, headline and concept. I suggest you take a good long look at what they're doing.)

Measuring What Happens on Your Website

There is a well-known saying in business which states “things that are measured, improve!”

Here are some things that you should definitely be measuring on a regular basis:

- **How long people are staying on your website.** Most people stay for a couple of seconds, so as you make improvements to your website you should notice people staying longer on average and you can test if your changes are working.
- **Average time spent on particular pages.** Are certain pages on your website more popular than others? Do people stay there longer, and absorb more of the information? Again, understanding this will give you a lot more insight into what you are doing right and wrong. Are certain pages unpopular and not receiving as many visits?
- **How many pages per visit.** If a visitor only visits one page and then leaves immediately, this is known as a “bounce”. Having a low bounce rate is

critical. In general, the more pages a visitor browses on your website, the better. For someone to go from casual surfer to client, they will almost certainly look at lots of different pages on your website more than once and come back for a return visit, finding out more information each time until they are ready to get in touch and make contact.

- **New visitors versus return visitors.** In general, for the reasons just mentioned, the higher the percentage of return visitors, the better you are doing. Someone who comes back to your website more than once is highly likely to become your client.
- **Goals.** In any decent analytics application (e.g. Google Analytics), you can test all of the above-mentioned statistics (or metrics) and you can also measure specific goals. The goal could be for the visitor to visit at least 5 pages of your website, or to spend at least 3 minutes on your website, but the goal could also be to send a message to you via your website, or go to your contact page.
- **Where your visitors are coming from.** If most of your visitors are from your local area, then that is good news as they are more likely to be buyers. Also, what are the sources of your traffic, and the quality of that traffic? In other words, do certain traffic sources bring you high converting visitors? Again, solutions such as Google Analytics will tell you all of this and much, much more. Imagine if you knew that publishing an article on a certain third party website produced three new clients for your practice. Don't you think it would be a good idea to write some more articles for that website?
- **Return on Investment (ROI).** Probably the most valuable aspect of an analytics application is this ability to find out the return on investment of different marketing and advertising channels. Whether you write articles, produce online advertisements, or book Yellow Pages ads online, you are always paying, either in time or in money. Analytics allows you to measure exactly what that investment is worth to you in terms of client revenue.

Google Analytics

I have already mentioned Google analytics above. In order to really measure your progress, and to optimize your website for maximum conversions, you need an analytics package that gives you this information.

You can download and install Google Analytics FREE. You can get at:

www.google.com/analytics

Once you've signed up, you get a simple piece of code which either you or your webmaster should be able to integrate into your website template in an hour or so. Most people, even Google, would have you believe it's a 5 minute process to integrate it. It really isn't and the more pages you have, the longer it takes.

I'm about to give you another tidbit of information you need to know about Google analytics, but before I do, let me just say that Google Analytics is way more powerful and easier to use than standard web stats applications. It will quickly let you know all kinds of different things such as:

- Where your visitors are coming from
- How many pages they're visiting
- Which pages they're visiting
- How long they stay on your website, and a whole lot more.

If you take advantage of the Goals feature, you will also be able to keep regular track of what percentage of visitors are converting into inquiries.

It's not possible for me to give you a whole training session on analytics here, but please believe me when I say that learning to use this tool properly will put you head and shoulders above at least 90% of your online competitors, and offers numerous other benefits to your business.

Here is the information that you need to know that no one will tell you about Google analytics: I have recently (May 2010) found out that Google may be using your website information against you!

Let me put this another way. Several Internet marketers that I am in a private mastermind group with have evidence to suggest that Google is using the data that they are collecting on your website to rank your website.

Google owns your data and it appears that they are using the data to see who is hitting your website, how long they spend on your website, what they are doing on your website and all of the other things Google finds important.

Some of my Internet marketing colleagues have found that when they uninstall Google analytics (which is a hard process and involves more than taking the code out of your website) that their search engine rankings rose to the first page within hours.

Now, this didn't happen with all of those who have tried this, but it is interesting and I really wouldn't put it past Google. Knowledge/Information is power and Google has a lot to gain by using your data against you. Think about it. Google wants people to stay on their search engine and click their PPC links so they can make money. They are going to ensure that the organic (free) listings are websites with quality information (websites that people spend a long time viewing). Google is the fox guarding the hen house, so don't assume that they are trying to help you by giving you free tools! You have to wonder why they would give free tools away!

If you are a little curious about Google's intentions like I am, there is a great alternative tool which gives you all of the information that Google analytics does and more (visitor tracking) and it installs the exact same way as Google analytics. It is called Clicky and you can sign-up for it at <http://www.getclicky.com>

You do have to pay for the service, but it starts at \$10 a month. It's worth it!

Your goal is to look at the data your analytics tool is giving you and understand what it means and the action items you should take based on the meaning. This is an advanced topic and I'll give this information in the next guide.

Chapter 9 – Your USP – How Does It Help Your Client?

I know what you are thinking - USP? I mean your Unique Selling Proposition. Even if you did know what I meant, there was a good chance that you really don't know how to create it for your company. It's understandable. Even some marketing companies don't know how to create them for their customers.

I'm going to give you the easy way to create your USP. I know, I know, you can thank me later!

In your mind, I want you to imagine that you are running for the President of the United States right now. I'm sure you have a good idea of what the people need right now, and you have ideas on how to turn the economy and the country around.

Those things you would do to turn the country around – that is your platform. That is what separates you from all of the other candidates. This is your Unique Selling Proposition.

Now, in your business, you are the president of your current and future clients printing needs. What do they need? How can you help them and change their lives for the better? Seriously! You need to really get into it and search for an answer. Just remember, you cannot choose price. Price is not an option when marketing and choosing your USP.

What is it that makes you unique among printers? What special view point, or service do you have that sets you apart?

I want you to really listen to this next sentence ...

If you think all printers are the same, what do you think the customer thinks?

Here is the logic in the customers mind, and it happens in the blink of an eye:

"I can't define how printers are different - then I guess all printers are the same. If all printers are the same – the only way to choose is price."

See why you can't choose your USP on price? See why it's imperative that you start separating yourself from your competition?

A solid Unique Selling Proposition is going to be the thing that makes you rich! Well, that and hustle, but it makes your hustle 700% more effective!

As you get going on your USP, what you will find is it will come down to 4 things:

Problems, Solutions, Features and Benefits

There are some simple changes you can make to your website copy (and general business marketing copy), that will create more desire, empathy, rapport and generate floods of inquiries pretty much immediately. When you have identified your USP, you will find this very easy to do.

In order, the steps are:

- Make it very clear to the visitor that you are aware of their problems. (PROBLEM)
- Offer them a solution to that problem. (SOLUTION)
- Explain the aspects of what you do that are relevant to that problem. (FEATURES)
- Explain all the wonderful things that are going to happen to them because of what you do. (BENEFITS)

Problems

The best way to get immediate attention from your visitors is with your webpage headlines. The big bold text that you use at the top of each page should:

1. Identify the person for whom that page is written, and
2. Demonstrate that you are offering them something

Let's say, for instance, your potential client is suffering from a high degree of work stress because they are struggling to meet a deadline, leave town for an important meeting, and they need business cards for the meeting.

Do the following headlines immediately captivate his or her attention?

MILLER PRINTING

or

BUSINESS CARD PRINTING

Both of these headlines are commonly found on most printers' websites, and marketing materials. However, both are asking the potential client to take a huge leap of faith and are in fact very disconnected and weak.

How about the following approach:

BUSINESS CARDS FAST

This is certainly more specific to the visitors' needs, but it still doesn't do many of the critical things that effective marketing copy needs to do. What about the following:

NEED BUSINESS CARDS YESTERDAY? WE CAN HELP YOU TODAY IN 10 MINUTES!

Ok, this does assume that you have a graphic artist who can spend 10 minutes with the client, create the cards today and get them to them in time for their meeting – even if that means shipping them to the hotel the night before the meeting. BUT, this is of course a much more powerful approach. AND you can charge extra for it!

What you need to consider with your advertising messages is how can you ask a question that elicits a YES response, identifies an ideal client, and makes a strong connection.

The headline is of course only part of the picture. Leaving the visitor dangling here is like finishing a fairy tale without the happy ending, but it's certainly a great way to **create attention**. This is essential in the modern age where we are bombarded every moment of our lives with more information than we can possibly handle.

Headlines that grab our attention are priceless!

From my experience and research, I can tell you that the vast majority of people who land on a website spend less than 3 seconds there. However, if you get your headlines humming, you can expect people to spend a lot longer on your website and to start to build powerful relationships right there and then.

Yes, websites are built for real people in order to develop real relationships.

If you've never truly grasped the full implications of this before, and have never realized the power of the relationships you can build with a website, then I suggest you re-read the sentence above a few times and let it really resonate.

Solutions

As I just said, asking a question or making a strong statement in your headlines is the way to get your website visitor to pay attention, raise their hand and say **"Yes, that's me!"**

It is an incredibly powerful device.

But you cannot then leave them dangling. Just talking about problems is never enough. This is your opportunity to give that person some **hope and options**.

In short, here is what you do:

NEED BUSINESS CARDS YESTERDAY? WE CAN HELP YOU TODAY IN 10 MINUTES!

We know you are stressed and need high quality business cards NOW! That's why we have design consultants ready to assist you and get your much needed business cards to you within 24 hours! Relax! And take just 10 minutes with us; We will ensure you make a great first impression!

MILLER PRINTING - High Quality Printing - Fast, Easy, and Convenient!

Remember, ask them a question to elicit the problem, then provide a solution.

Features

When you truly grasp the difference between features and benefits, everything will change for you.

Letting your potential client know that you are a certain kind of printer with a particular specialty or way of doing things is based on features.

For instance:

“From postcards, posters, booklets, banners, dynamic presentation graphics and trade show displays, we are the partner for your next project.”

That is all features.

Features, in short, are the items you produce and the technical aspects of your products/services. They describe what you actually do and provide.

It is my belief that **at least 80% of your marketing should be based on benefits** (which we will come to next), however experience has taught me that most business owners focus the vast majority of their marketing on features.

Look at the paragraph above (in italics) again.

If I landed on a webpage with that copy, my natural reaction may well be to say “So What?” or more importantly, “What’s in it for me?”

AND

If I came to the website looking for business cards or brochures, would I stay?

Benefits/Solutions

When you learn how to effectively and consistently use benefits in your marketing, **you will create desire in the minds and souls of your visitors**, and they will quickly carry out the number one goal of your website, i.e. to contact you in order to buy.

Benefits are the answer to those “So What?” or the “What’s In It For Me?” questions.

Features and benefits can be tied together with simple phrases such as; “which means that...” or “so you can expect to...”

For instance, let’s take apart the fake ad I did above:

NEED BUSINESS CARDS YESTERDAY? (PROBLEM)

WE CAN HELP YOU TODAY IN 10 MINUTES! (BENEFIT/SOLUTION)

We know you are stressed and need high quality business cards NOW!(**PROBLEM**)

That’s why we have design consultants (**FEATURE**)

... ready to assist you (**BENEFIT**)

... and get your much needed business cards to you within 24 hours!
(**BENEFIT/SOLUTION**)

Relax! And take just 10 minutes with us; (**EMBEDDED DIRECTION – tell people what to do**)

We will ensure you make a great first impression! (**RAPPORT BUILDING BENEFIT/SOLUTION**)

MILLER PRINTING - High Quality Printing - Fast, Easy, and Convenient! (**USP**)

The best way to understand the power of benefits is to think of national brands like Coca-Cola.

Do they ever try to sell you on fizzy, black drinks in aluminum cans?

No, they sell you strictly on the perceived benefits of refreshment, of living life to the fullest and belonging! You can be a part of their group. Yes, you can “open happiness!”

Just like AXE body spray is more than extremely smelly. If you use it, you will make women swoon for you and dance around you mindlessly seeking to please you.

Or if you use Glad trash bags, you will eliminate odor and be able to easily tie them closed so you can get back to the game.

Look at this:

GLAD Food Storage Bags can hold just about everything from fruits to snacks to meats.

(FEATURE) Pop the food in, zip and toss in the refrigerator or pantry for safekeeping.

(BENEFIT)

Now GLAD Food Storage Bags have an extra wide seal **(FEATURE)** that seals tight every time. **(IMPLIED BENEFIT)**

Implied Benefits

Almost every national brand uses these implied benefits:

- You will make more friends
- You will have a great life if you use our product
- You will associate with beautiful people
- You will be full of energy
- You will be popular, fashionable and look like a model.

These benefits aren't directly stated, but they are implied in the pictures and images that surround the product.

In summary

The simple four step formula I have taught you above is a powerful process to help you produce effective copy for your website. In fact, this is what the most highly paid copywriters in the world use.

Just remember, the potential customer is only interested in their needs. Not yours. Your marketing copy should focus on them!

BENEFITS EXERCISE

- 1) Do you believe that what you do offers people the potential for more success, happiness and life improvement than a Cola drink? Assuming the answer is yes, list some features of the services or products you provide.
- 2) List some benefits of what you offer for each feature. (If you find this difficult, simply insert the words “which means that...” at the end of the features you have listed.)
- 3) Go and look up other websites of your competitors and similar type businesses. How effective do you think their website copy is now, knowing what you know about the problems/solutions, features/benefits formula?

Chapter 10 – Leading Visitors

Navigation

When a visitor first arrives on your website, they are in a new place. It is strange and different, and they have probably never been there before. As I stated earlier, most visitors spend about 3 seconds on each new website they visit. The easiest way to help somebody on a new journey is to give them a decent map or nowadays an effective GPS system.

In the online world, the easiest way to help somebody on a journey through your website is by the use of effective **website navigation** – Navigation is the system which tells your website visitors where they currently are on your website, and enables them to work out where they want to go next and how they can move around your website to find the information they want.

Navigation devices might include global navigation (the navigation “bars” or buttons that appear on each page of your website, for example down the left or right hand side, or across the top and bottom of the page), internal links which might appear in the text of your pages, or buttons or links that enable the user to move backwards through website pages, up to the top of the page etc.

The Most Important Piece of Navigation on Your Website

Unless you are selling products directly on your website, it is highly likely that the biggest goal of your website, as I have stated many times, is to get potential clients to contact you.

Your website copy will put them in a positive frame of mind for more information and help, but your navigation is the key to making it easy for them to contact you.

If your navigation is not simple and intuitive, then you are putting barriers in your visitor’s path. On my website, I have “Contact Us” buttons at the top, bottom and side of every page. I also have phone numbers, sign-up forms and text links on every page which lead to my Contact form and telephone details. These text links contain wording such as:

“Get in touch for more information”

“Request our free design kit”

“Have question?”

*Try not to use “click here”

Next Generation Navigation

There is a new trend in marketing online that gives visitors a path through your website that has nothing to do with navigation. This is an advanced topic and will be presented in the next guide.

Design Considerations

The best way to make your visitors feel welcome is a pleasing website design. This doesn't mean that you need to go over the top and have animations, flash intros or blinking text – in fact, the opposite is best.

Remember that your web visitors are impatient and have limited attention – but the best way to grab it is not through annoying gimmicks, but by making sure they feel instantly comfortable on your website, understand what it's about and can locate the information they want. Here are a few design devices you can use to help make this happen:

Clean, professional design

Your website doesn't need cutting edge, expensive or avant-garde design, but it does need to look professional, clean, crisp and uncluttered. Be warned that many web designers, while they might have wonderfully creative ideas, aren't actually very good at marketing. Some of their ideas might actually be counterproductive to getting potential clients to stay on your website and convert into paying customers. When in doubt, keep it simple! (and look at your national printer competitors websites for ideas!)

White space

Reading web pages can be hard on the eyes. Plenty of white space translates into visitors staying on the website longer, thereby giving you more time to capture their attention.

Black text on a white background is best. You know this though! Use common sense!

Short paragraphs

Short paragraphs also make your visitors' lives a lot more comfortable and enjoyable. People read text on screen much more slowly than they do on paper, so adjust your paragraph lengths accordingly.

Bite-sized pieces of information are much easier for your visitors to digest than huge scrolling pages of tiny text with no apparent breaks.

Isn't it obvious that is how I write? You should wonder why. 😊

Bullet Points

The same principle applies to bullets – they break up the appearance of large blocks of text and can be used to make important points or lists stand out.

Other advantages of bullet points are:

- They naturally create white space just like this
- They have a powerful effect in terms of summarizing and convincing
- They can lead your visitor to take action

*When it comes to formatting, this guide is a lesson in and of itself.

Minimize use of Gimmicks

As mentioned above, keep to an absolute minimum – or avoid entirely – gimmicks like flash introductions (“Skip Intro” is the second most clicked button on the web), flashing or blinking text, pop up or pop-under windows, and music that starts playing automatically.

Search engines and people don’t like these sorts of extras, often they are not necessary and annoy and distract visitors from the information they are looking for. Save it for your MySpace page!

Videos are increasingly becoming part of websites, but make sure they are relevant, good quality and can be turned on or off by the web visitor.

Photos, images and multimedia: Bringing your website to life

Photographs and images on your website can be a great way to add character and color, break up the page and provide something else for your visitors’ eyes to look at. They can also be a great tool for conveying an idea or powerful message – remember that “a picture paints a thousand words”.

Exercise some caution about how you use images - you don’t want to use too many of them indiscriminately. Make sure the images you use are relevant – they should say something about your services and be benefit driven.

Just remember, if you are going to use images make sure they are of good quality, that they are consistent in terms of colors, photographic styles and sizes, and also fit in with your branding and web theme.

If you don’t think of yourself as a digital photographer, or need a wider range of images than you can take yourself, there are lots of websites offering royalty-free “stock” photographs and illustrations which you can use. Options for purchasing them range from subscriptions (cheaper for buying in bulk), to “pay as you go” credits. Just make sure you know what you are paying for. The fees on some images renew every year...stay away from these.

Chapter 11 – Building Trust

There are a number of elements to a website which can build trust in your web visitors, some of which we have already covered previously in this guide:

Empathy and rapport with your web visitors, based on the problems, solutions, features and benefits formula. If your website visitor clearly grasps that you understand them and can offer them great benefits which will help them feel good in their life, then they will start to feel good about you.

Professional design, a website that is easy to understand and find your way round, and good use of quality images especially of the people providing the service; all of these things build credibility and trust. Taken together, these contribute to the impression that you are professional and “above board”, have nothing to hide, and are trying to help and direct your web visitor, rather than confuse them.

Personality - share your values, ethics and beliefs on your website – this is your voice, and personality! It makes your message more appealing.

Current and Previous Customers (Credentials). Your web visitor should be able to easily find information about your experience. This includes you dropping names of your current and previous customers. If you have done work for household names, then you should mention it!

However, don't put this on the homepage as the first thing your visitors read; it is much more powerful as logos off to the side – trust me on this one!

If you want to expound, put it on your “About Us” page; If you can tie your credentials into benefits, all the better.

Testimonials. Testimonials serve one purpose; to let a new potential client know that you can be trusted to provide the service and benefits offered in an ethical and professional manner. You have done it before, so the odds are you will do it again.

Testimonials are very important to minimizing the risk for potential clients. So be sure to use them liberally.

Remember, here's an important point: **testimonials do not have to be from a client** (current or otherwise).

Let's pause for a minute here while this sinks in.

In fact, none of your testimonials need to come from clients. They can come from trusted colleagues, notable citizens, etc.

The point I'm making here is that you need to **expand your definition of what a testimonial is** and what it does. Don't get stuck in the traditional idea of a testimonial meaning a personal recommendation written by a current or ex-client, and being about YOU.

This doesn't have to be the case. A testimonial should meet two criteria. It should be:

- From a real person or source that can be cited exactly (not just "John from Birmingham")
- Focused on one of two things:
 - A benefit of a solution that you offer (NOT a feature)
 - An aspect of YOU that makes you and what you do irresistible in the eyes of a potential client.

If the testimonial is about the type of service or product you provide then the testimonial doesn't even have to mention you. For instance, perhaps you can find something on You Tube or elsewhere online, where a famous celebrity openly states that your product or service is exceptional.

Trust Exercise

Think about what makes YOU trust something or somebody. When you go to a website, what do you trust? When you walk into a store, what gains your trust? What makes you buy certain things, or trust certain people's advice (whether it be a sales person, doctor etc)?

Now, go through your website again (or a competitor's if you don't have one – or both), as your potential client. Ask yourself if you trust this person. If so, why? Are you motivated to get on the phone to them? What might stop you?

Chapter 12 – Getting Traffic

So you've built a fantastic website which meets all of the criteria mentioned so far, and is pretty much guaranteed to convert visitors into clients.

The only problem is how are you going to get people to see the website?

There are two parts to any website enterprise. The first is building a website that captures your visitors' attention and turns them into a client.

The second is getting those visitors to the website.

So that is your big question:

How will you get people to your website in order to discover you and the services that you offer?

How to Generate Traffic for Your Website

There are dozens and dozens of ways that you can get visitors to your website. Think about the ways that you find different websites when you are browsing online. Some of the most successful approaches are:

- SEO (or Search Engine Optimization) This means getting your website optimized for maximum search engine success.
- PPC (or Pay-Per-Click advertising) This involves getting your ad seen next to the main search engine results.
- Advertising your services on other people's websites
- Posting in blogs and forums
- Writing expert articles on third party websites
- Online press releases

Any combination of the above can propel your business to higher levels of success. Pay-per-click advertising for instance can sometimes, by itself, create a successful business in no time at all.

I can't cover here all of the traffic-generating ideas and tactics that are out there, I am going to save that for the next guide. However for now I am going to give you an overview of the most important way to get traffic to your website - and PPC.

Search Engine Optimization (SEO)

In brief, SEO involves building and presenting your website and content in such a way that the search engines rate it highly and give you good listings in their results.

The truth about SEO, which has been backed up with years of experience and the corroboration of many of my Internet marketing colleagues, is:

If you build a website which is easy for your visitors to find their way around, and is full of high quality, useful content, then the search engines will love it as well!

Read that sentence again. The SEO secret is hidden in it!

This sometimes takes time, but once you start to get good search engine listings you can look forward to **sustainable and free traffic** to your website.

Probably the most important things that you can do to ensure good quality, free traffic from search engines are:

- Add good content regularly
- Refer to your geographical location within your content
- Get other websites, directories and blogs to link to you, in other words find other people who are willing to make a positive mention of your website on theirs.

Read those again. I may not be giving you a map to more traffic, but I've given you directions!

Meta Tags

This is another point of contention with me. Keyword meta tags are touted by the experts as the end all be all of web website optimization for search engines.

Remember I said there was only 1 search engine – Google? Google doesn't use keyword meta tags to rank your website!

So optimizing your websites meta tags for the search engines might be an exercise in futility. You can do it for the other search engines, but those other search engines will give you somewhere between 1 and 5 visitors each month combined.

Here is what the meta tags are good for: The Title and The Description!

Google will display the Title tag and will sometimes pull the listing text from the description (depending upon the keyword you searched on).

Here, I just searched Google for "Norfolk Virginia Printers"

I got results and this was one of them:

[Signature Printing | Norfolk VA](#)

Signature **Printing** - a full service commercial **printing** company. We have served business clients throughout Hampton Roads since 1981.

www.sigprint.com/ - Cached - Similar

The [Signature Printing | Norfolk VA](#) is being pulled from their title meta tag in their code.

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html xmlns="http://www.w3.org/1999/xhtml">
<head>
<meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
<title>Signature Printing | Norfolk VA</title>
<meta name="keywords" content="printing, offset, lithography, litho, 4/C, process,
digital, press, bindery, prepress, Indigo, Komori, Rastek, forms, business,
collateral, agency, inkjet, proofs, folder, bookmaker, bookmaking, books," />
<meta name="Description" content="Signature Printing - a full service commercial
printing company. We have served business clients throughout Hampton Roads since
1981." />
<meta name="robots" content="all,index,follow" />
<meta name="Distribution" content="Global" />
</head>
```

Also notice that the exact text that appears in their listing is being pulled from their description. However, if you look at the page, you will also notice that this exact same text is also the first sentence on the homepage. It's hard to tell if Google is pulling it from the description or the page, but I'd guess it's from the description as this is typical.

So, what have we learned? If you perused their keywords, you noticed that they didn't use Norfolk Virginia Printers anywhere.

But the title did! In fact, the title has a dual purpose. To help rank (some), and to entice people to click.

And notice the bold words in the description? (You should Google "latent semantic indexing") But the description isn't used to rank. It's used for people to be enticed to click.

See this:

[Liskey & Son's Printing](http://www.liskeyprinting.com/)
www.liskeyprinting.com/ - Cached - Similar

These people need help! ... and yet, they are still ranking well.

You see, the title isn't the end all be all for SEO. Actually the meta tags are for the visitor, not for ranking.

You can control what the visitor sees when they search Google with your Meta Tags (but not the keywords meta tag – it has almost no value).

So your meta tags should be optimized, but not for the search engines. They should be optimized for the visitor!

Also, if you were paying attention and you Google'd "Norfolk Virginia Printers" just to see the page for yourself (+5 points!) you probably noticed the results were below Google's new(ish) local search feature. Takeaway – go sign up for Google places! You can be listed at the top of the page for your city. If your business is in a metro-area ... you see the benefits right?

Pay-Per-Click Advertising (PPC)

I am absolutely certain that for every business, in whatever field, the best way to get more clients quickly in the modern age is by improving your website in precisely the way I am describing in this guide.

I am equally convinced that once you have built an effective website or turned your existing website into something more "sticky" (visitors will stay longer) and as your conversion rate increases, you will understand what the big deal is about the Internet. It will be obvious on your bottom line.

But the path to plentiful Internet generated business is not an easy one and there are those who would seek to make it seem easy and tell you that Google ad words is the end all be all of Internet traffic.

The truth is, and I have been studying results with Google adwords for over 10 years, - 50% of Google adwords advertisers lose their money. The way Google is set up, these advertisers don't just lose money, they lose a LOT of money!

I'll talk more about the cautions in a second, but if you are wondering what a good way to use Google Adwords is, I would suggest:

1. Get good at Google Adwords
2. Use the lessons you've learned from Google Adwords to produce profitable ads for other networks
3. Use the lessons you've learned from Google Adwords to improve your website from an SEO perspective
4. Use the lessons you've learned from Google Adwords to improve your offline advertising materials, e.g. posters, brochures, press releases – this is probably the biggest benefit!

Now some people will tell you that Google Adwords is the most powerful advertising opportunity there has been in the history of business.

They say this because you only pay for people who click through to your website.

They may be right – but I doubt it. I've seen too much money wasted! At least, if you do decide to do Google adwords, if you have implemented the suggestions in this guide, your website should convert a good portion of those who click through to your website so you will get a Return on your Investment (ROI). Just be aware that your competitors are most likely the ones clicking through the most though.

Google Adwords is dangerous! By not knowing what you are doing, you can waste a lot of money very quickly.

I have seen people lose hundreds even thousands of dollars within hours of opening a Google Adwords account.

Some of the biggest mistakes are:

- **Advertising on too broad a search term.** Stick with your focus – your USP!

- **Advertising on too many words**
- **Advertising to too large a market.** If your services are provided on a local level, then you should only really be advertising to people in that local area.

Google offers you ways to minimize both of the above risks, for instance:

- You can specify your maximum budget for the day
- You can choose exactly the search terms you want to bid on
- You can specify exactly which cities or geographical locations you want your ad to be seen in

And, not to beat a dead horse but ... you can still lose your shirt! Just be careful!

Chapter 13 – Action Plan

At this point, you are ready to go further in depth with your own implementable action plan for website success. Over the next few pages are all of the relevant questions and planning points that, taken in combination with the exercises above, you need in order to put together the blueprint for a super successful website, as well as to start thinking about web marketing and development in the right way. You may need technical help with some of it to get started, but don't forget that the ultimate plan is to have full control over everything.

Maybe this plan will be to build your first website, your second website, or perhaps it's a plan to improve your current website. It doesn't matter; the principles for success are the same.

Good luck and see you online!

Selling Yourself

What are your thoughts on business and selling in general? Do you have a problem with selling yourself, or thinking of yourself as a business person? Or maybe you see this as strength? Be honest!

Once you have decided on a way to sell what you do, in a way that you are comfortable with, why not sit down and start putting it into words for your website.

Here's how I do it:

I focus on the areas in which I truly believe I can help people more than anyone else. Once I know what these things are, where I can offer true value, I then tell myself it would be ethically unsound for me not to sell myself to them.

I feel obliged to not let my potential clients purchase an inferior product simply because someone else is better at selling than me. People have got to get over their fear of selling. People need what you are selling, so help them get what they

want and deserve. Write down the strengths that you have and the areas where you feel you can offer your clients a truly great value and improve their lives.

Setting Your Goals

Working backwards...

How many new clients per week do you want to get from your website?

How many inquiries do you need to get in order to achieve that many clients? (For instance, if you convert 30% of your email or telephone inquiries into paying clients, then you would need to get 10 inquiries from your website each week to get 3 new clients.)

What is your perfect website going to look and feel like? What is the experience going to be like for your web visitors? What do you want your visitors to think and say about your website when they visit?

Spend some time looking at other websites - what are your favorites and why? The more different they are in subject matter to your own the better – this will be a much more thought provoking exercise.

What are the keywords and key phrases that you want to feature highly for in the search engine results? It could be to do with your main profession, or it could be related to certain special services that you offer. It should almost certainly be connected with your geographical location.

Your first should be to get into the top 10 for your city + printer, printers, and printing.

Like “Norfolk Virginia Printers”

But think of all the permutations of that: Norfolk + Virginia / VA + Printers / Printing / Printer

There are 16 – 20 keywords there.

Now list your other goal keyword phrases which you would like to see yourself in the top 10 search results for.

Often, it takes quite some time (at least weeks, often months) to achieve top search engine listings. One way to get listed more quickly is by taking advantage of another free service offered by Google, known as Google Places.

I mentioned this before, so go there right now and enter your business details:
www.google.com/local/add

Within a couple of short weeks, you should find yourself much more visible in the search engines for many of your chosen keywords.

The key to getting high up in the Google Places search results and getting lots of FREE traffic is to give as much information as you can when you sign up. Make sure you add lots of information about your business, your hours, address, some images, logo, sales, etc. The more information you give the better results you will get.

Website Particulars

Who are you going to get to build your website (if it's a new website), or set you up with a CMS? Do you need a CMS? What are some of the questions you might ask your web developer in the light of your new knowledge, to make sure you get the right person?

If you already have a website, what are your action steps going to be to be able to:

- Edit and add text and content
- Add images
- Add a new page

- Change the meta information
- Add an Alt Tag to an Image
- Add a link to another website

Creating content

What content most urgently needs adding to or changing on your website now? Or, if it's a new website, what's the most important content you need to write to get started?

Here are some ideas of the content your pages should contain. You can use this as a way to plan a new website, or as a checklist for an existing website.

Homepage - This brings people into your online world, and will usually be the first page that many of your visitors see. Its purpose is to give them an overview of what you do (in a benefit driven way of course) along with some pointers about what else they can find on your website. Think of it as your storefront or shop window. This is a great opportunity to introduce your unique background and why you are able to help someone with specific challenges, and is a great place to include a couple of images.

About Us - This is where you can detail your training, experience, credentials and testimonials. This page will generally be more features based than your homepage. You have another chance here to reiterate your story and why that is such great news for your visitor. You might also want to put your location details here.

Contact Us - One of **the** most important pages on your website, because once your potential client has decided they are going to contact you they need to be able to do it easily. You should be obsessed with getting as many people to contact you as possible. Think about what contact details and other information you want to display here, e.g. do you want people to contact you through a web form, your email address or both?

Information pages - You might want to have some general information and facts about your particular discipline, be it hypnotherapy, therapeutic massage, counseling etc. Try to make this as original as possible, and while it's fine to cite external sources, whatever you do, **do not** duplicate content from elsewhere on the web – the search engines will punish you severely for it.

Special skills, products, services – Write about the special challenges, problems or issues that you are uniquely equipped to deal with, or are passionate about helping people with. Rather than having 500 different subjects on your website and trying to be a jack of all trades, be much more focused; people love the “expert effect”. And when you have identified the things you enjoy writing about and people love reading about, expound on these further.

Links and Resources – A great place where your visitors can go for further information external to your website. While you don't want to send people away from your website unnecessarily, if you cannot provide the information they are looking for it's great to have something else to offer. You might not want to link to direct competitors, but you can consider linking to organizations and impartial information sources in your industry.

FAQs – Or Frequently Asked Questions are a fantastic way of gaining rapport with your web visitors.

Pricing - I don't personally like having the pricing on a website, because I would prefer for visitors to get in touch first; this gives me the chance to send them a brochure and start to build a relationship. But you may have another idea. Think about what you are going to do about prices on your website? Are you going to publish them, or put this information in a brochure and send it to people once they've contacted you? What are the pros and cons of each option?

Use your website as an improvement tool. In a nutshell, what are the most common problems in your business?

Whatever the problem, you can improve it by using your website to spell out what a client can expect.

What are the top 3 recurring, irritating or time-consuming problems you have with your business? Write these down and think of ways you can pre-empt them through your website content.

Other Pages - You may have other strong ideas for what else needs to be included in your website, based on experience or something you have seen elsewhere online that you liked. Write down any thoughts, plans or ideas for other content, images or themes that you want to include, now or later:

Website Maintenance

How much time are you prepared to dedicate each week to improving your website? Website maintenance can be adding new pages, links, articles or anything else that improves the quality and volume and clarity of material available.

Put aside a regular time each week. Write out a brief schedule of time slots that you can commit to regularly to work on website maintenance:

Become a Specialist

Become a specialist in a certain area - just one to start with is fine. It could be a particular challenge, service, or product. Pick something you are passionate about and could talk about for hours. What do you think your specialty could be?

Write articles about that specialty, in ways that no one else has ever done. Find your unique spin on things. Write down 3 ideas for short articles you could write easily on your chosen specialty.

When you write your articles, make them as high quality as you can, and send them to anybody you can think of who might be prepared to publish them. There are plenty of articles websites and places where you can get them seen for free. Go online now and "Google" some article websites and other resources where you could get your articles published. To get you started, look at ezinearticles.com, articlebase.com, and goarticles.com.

It's the same principle with blog posts. There are heaps of people out there with blogs and forums who would love for you to join in, write comments and contribute high quality information. You may even have colleagues and friends with websites you could contribute to

Utilize Social Media and Online Networks

I am sure you have heard of Twitter, Facebook, or other similar websites by now. Utilize these social media websites – they are a great place in which to talk about your specialties. Each one has a learning curve but break through your comfort zone. Do it one step at a time. Sign up. Make your first post or tweet. I know it seems stupid! But there are people there!

Links

To have big success with the search engines, you need to get other websites to exchange links with you. If you are an expert and have a good website, people will link to you anyway. But to get things started you might need to be proactive and send some emails asking for them. You should be polite, courteous and friendly in your emails, and don't send out hundreds – choose carefully! Take the trouble to use their name, and have a look at their website so that you can personalize what you are saying. Ultimately though, you are asking for them to include your website as a resource, so be straight and ask them for what you want.

Do some "Googl'ing" right now, and write down 10 websites that you could email asking for a link:

Conclusion

This guide is designed to give you the information that you need to know in order to create or optimize your website for the greatest effect.

If you increase your website's ability to convert visitors into customers, then you can make a lot of money from your website. The problem everyone runs into is that their websites are junk and they never get any attention. It's no wonder you aren't seeing customers coming from the web.

I have attempted to shoot it to you straight. I believe that you are benefitted more by the truth than from promises of easy abundance.

The Internet is not a get rich quick scheme. It takes work. Hard work! And if you are going to see your website become the revenue generating machine it can be, then you are going to have to put in the time and learn lessons along the way.

I have learned thousands of lessons working with client's websites and my own. I will be sharing these lessons with you and streamlining your learning curve in the next guide, but even with my advice and guidance you will find you will have to step out of your comfort zone to succeed.

So why do it?

Maybe you shouldn't! If you don't have the time and you have all the business you can handle, maybe it's not for you.

But if you want to find a way to increase your business without spending a lot of money by investing your time and other resources into something that can pay huge dividends for you, the Internet and Internet marketing is the way.

The downside is, it is a lot of work and it might take a while for the results to show up. The upside is: almost no one is willing to do it. So if you keep at it, you are destined to win!

It's just like perfecting your golf swing or losing weight. Everyone wants instant gratification and is willing to buy it.

You can't buy search engine listings. Well, you can, but it's very expensive! That's why I went into the rant at the beginning of this guide:

“You aren't in business to have something to do; you went into business to make money!”

Your goal should be to get \$2 - \$3 dollars back for each dollar you spend on advertising. If you don't, you are losing money! Move on to something else!

When it comes to Internet marketing, you are going to spend a lot of time working and not see any results. Now you know! Give it a little while before you judge your ROI. But if after 4 months you are not seeing anything moving, rethink the Internet as your primary marketing platform.

You should still use your website, but that is, again, an advanced topic yada, yada, yada.

Do a little bit each day and don't try to do everything all at once. Slow and steady wins the race. This is a game you have to play carefully. If you press your luck with Google, you will either lose boat loads of money on Google Adwords, or you will get sandboxed by Google and no one will ever find your website. Some find the only way out of that is to start another website and start the whole process over. So be careful and methodical!

The next guide will be available to clients of DEI Systems only. In it I will be sharing the exact blueprints to achieve top 10 rankings on Google. Again, it's not easy, but it's profitable!

If you have any questions, please don't hesitate to contact me at:
mmiller@mindwhirl.com

And remember, I am not soliciting business. I have all I can handle. This guide is designed to help you help yourself and learn from my experience. Not to sell my services.