**Essential Elements of Every Small Business Website**

It is my pleasure to be here, I am a longtime supporter of SCORE I've been helping in this fashion for many years because I believe in the mission of SCORE and this is another example of the type of content and useful things that SCORE shares, participants that are logging in pat yourselves on the back. Taking time to invest in yourself to learn new skills, information, if you get one tip out of the day, it can be worth your time.

My twitter handle is listed on the screen.

Let's get into the meat of the presentation.

One of the real challenges with websites for small business is that we still call, when Cindy wants to get a website they call a web designer. I am nothing against them, it is a great industry, a necessary industry, I think when you limit what we talk about to design we often eliminate what the purpose of the website is today and it has changed dramatically I've been doing this, for 28 years, we did not have the web when I started.

The purpose and usage and behavior of the buyer has changed so dramatically, over the last five years that the entire purpose of a website has changed. While good design is an important element of every website, it is only one element. Frankly, if a website is designed today like we used to, we go out to a web designer we get a good design, maybe even today, a template that is easy to work with and design that you have done yourself, then we fill it with content, then we turn around and say, we have an approach and that's how we get what sets that are completely ineffective. The website design, the content strategy, has to be done in the very beginning. What your website looks like and how it functioned has to have an editorial approach, a strategic approach built into this thing that we call, designed today.

The purpose of your website has changed dramatically, it is essentially at one point was another champ you had your brochure as you had your advertising, website in case you want to go to that, today I would suggest that the way people by or find businesses that they're going to engage with has changed so dramatically that the website has become the hub of most businesses and those businesses even that do business with all the clients and the conduct transactions, across the dash screen, website is still the hub of the business. Think about your own behavior, have you find product and services? If you want to find them in your own town, or if a friend told you about this a great express they had with a certain type of business, we still turn to the web to understand more about that business to do a little research, on our own about that business before we are ever going to reach out to that business. The days when the purpose of the website was you could come to you and call you, those days are over certainly some people do come to your website because they are ready to buy and they want to call you but that is the minority of folks and you're certainly never going to grow your business if that is all your website does.

The purpose of the website today is to tell a story.

It is to guide a journey.

If you think about it, the days consumer, this idea of driving demand so something we send somebody to, to a website they thought I form the salesperson calls them and we created customer, those days of the linear path are over, many of the ways in which people come to find us come to learn to trust us, to decide to buy from us are actually somewhat out of our control.

Today we have to think about organizing behavior for guiding a journey with our website, I will get into this, I'm speaking high-level but I have to first change your point of view about what the upside is meant to do, and this is probably the simplest way to say it, is that it is there to guide the journey and what happens is when somebody goes on a journey to buy from the company, it changes if you're looking for a $29 product that is different from a $20,000 consulting engagement, that journey is different. But ultimately there are seven stages that I think everybody who goes to find a resource wants to go through and we as businesses have to guide them through in the seven stages are know, like, trust, repeat and referral. If you think about that your own experience, will want to come to know about businesses, that can solve our problems in our challenges. Certainly when we get to that business website we want to see some things that we like, at least help us understand that they understand us in our problems, we sorely want to see some levels of trust were not going to buy from a company that others don't trust or we feel like we cannot trust, I don't know about you but I love it when there's an opportunity to try a business or a product or service, in some fashion so I can get a sense of what it's going to be like to work with that company.

Certainly we want the buying experience to stay as high as everything that led me to being interested, if I find a company that meets my needs and solve my problems, I will check the category of the list I will go back to them I will not search around again. They did a great job of handling my needs, so I'm just going to call them up and buy from them again. Most humans frankly are wired to refer back to behavior that I think is built into most of us of course if we have a great experience with a company if they do what they said they were going to do if we like their people if they exceeded our expectations got they surprised us in some fashion big roads nobody does what the company does, we're going to naturally talk about that I think we are wired to talk about companies that exceed our expectations of those other behaviors that have to think about and maybe even check off when you think about your website and when you look for ways to improve its early when you're working with a marketing consultant or a designer, you have to think about that no light trust tried by repeat and refer process, and the challenge with that of course is that the buyers questions the buyers goals, they change at different stages and so that's what makes it very difficult to understand the most effective way to create a website today but I want to reiterate this point, it is going to take a combination of SCO, of content and of your marketing message.

Your strategy, the marketing message that is targeted at a very ideal client the content becomes the voice of that strategy and SCO has to be built and you have to as you build your website as you structure a website, you have to be thinking about what are the key phrases, what is the key information that people actually go out there looking for for businesslike mines. Then obviously have to combine that with the editorial approach from your pages that you may initially create include your homepage all the way through blogging that might do on an ongoing basis so essentially what I'm saying, I will break down these elements but essentially what I'm saying is the website has a lot of jobs.

It is not there to be a brochure to share information about why people buy from you and how to contact you, ultimately that information is necessary but that is only one part of the equation. The website is certainly a tool today to help you get found, somebody goes out and types in a phrase about a product or service that you sell, and they find the content that you have written, the website is then helping you get found, the website has to do the job of building trust, I found this company I've never heard of before, their customers rave about them, they have the supplications they have these other organizations that talk about them, there are other people that they written content for that shows up on other sites and I am aware of so that's one of the jobs of your website is building trust.

The website has to educated has to help people understand not only that you understand what the challenges are and problems are but you have a sense of how to help them solve those problems and maybe how to help them solve problems and challenges that are not even related to your product and services. Once somebody comes to a website or maybe they visited your website they have downloaded an e-book they have attended a webinar like this, now they start to think, this is a company that might actually be able to help me I'm going to try to understand how I can buy from them, so that the element of in formation, at some point people do want to know how you can actually solve the challenges, but that's unfortunately that is where most people start to stop, most people design the website and their content around that buyer that's already made his decision that they want to buy or they want to sell the problem that you are suggesting that you saw. There's a lot of work that has to be done before that.

The fifth job is to help nurture so in many cases once and is going after on that journey, they're looking for companies they are comparing trying to see this company versus another one, maybe they have a long cycle before they can make a decision so the website and has to do the job of bringing them back of nurturing number of continuing to share more and more information. Finally ultimately the whole reason we have a website is so we can get more customers, so the website has to do the job of converting customers who have come and move through this journey and are now ready to buy so there are some set elements that I believe every website needs to have, every business is different, but there are some set elements that I believe every website needs to have that help perform these many jobs.

That's what we will get into and it starts with the homepage.

We can break down the different functionality that your website may need depending upon your business but every website I believe if you're going to -- I will give you that simple element to guide people down a journey, I will say that in some cases I do this live where I am on the web and I'm going through and showing people examples of websites I'll have a couple of videos where I will show you some examples, I will explain the elements first but as I start to explain his elements you might start thinking, that's a whole lot of stuff on my homepage, that is the current style that is the current expectation of what I mean by that is the long scrolling, webpages, you come to these pages now when I started this it was very popular to have maybe a big image and then a navigation bar that showed people all the different places that they could go to to find content on your website.

Keeping with this metaphor of the journey, today's homepage is need to look more like a journey, the people actually expect to be able to scroll down and read and highlight and scam a very long page that has a collection of elements that help tell the story.

When they want to start to go deeper you can have all of your services have a page you can have all of your locations have a page, you can have all your products in a shopping cart but ultimately people have to decide you have to actually sell people on going deeper by guiding them on this journey. So hopefully that makes sense. Sometimes if I can show a very long example that can help drive that point home but you have to probably open to websites where you have seen that, the homepage if we are going to put a war on might be 3 yards long.

It just keep scrolling and scrolling and again, the elements are they are not because we're just trying to pile everything on the homepage it's because they are there to guide and journey. I will go to what I think of the must-have elements and try to explain each of them. Then we will have a couple of videos where I talk through how I review a website.

The very first element and this is when we go to a website today this is what we call above the fold these are just going to be screenshots but if you're on a website and most websites low in a typical laptop screen, the call that above the fold that is the prime real estate that is were somebody lands on a page and the first thing they see the have not sold or click on anything have not done anything but in some cases that is adored by moment, somebody comes on there and if all they see is something that doesn't appeal to them, they may be gone. So that is the point where you really have to have this very strong what I call promise. So the first thing you need to do is you need to understand what the problem, the biggest problem is that your clients are trying to solve or that they are complaining about. They may not even know how to solve them they just know it's a problem, in this case this is an SCO firm, I think it a great job and making a great above the full promise. All you need to know about search engine optimization is we make your phone ring. That's what people want. That's the problem they have to the phone is not ringing, the secondary problem that I love about this pharmacy is that also on if you feel like SCO is really confusing so instead of give me a bunch of mama jumbo about SCO and about the things that you do like to meet back links and give the directory profiles all the stuff that I don't care about, what I care about is making my phone ring getting more customers, so that element has to be there loud and clear we waste a lot of this real estate saying welcome to our website. Or reiterating our name or putting our logo in their own all that stuff looks nice maybe but again, if you're looking for SCO services if your small business wouldn't this make you kind of want to go, we make your phone ring. I like the sound of that promise.

I will point this out several times, if we were on this website right under this gentleman on the phone, you see free instant report, that is something we call a call to action. If I am there, and this got my attention, instantly this website is saying, you want something you want to have a free report we will give you that about your business to show you might -- to show you what might work. We have promise and an immediate call to action will continue to scroll down this page you can see a lot of other elements and you see a couple of calls to action this is a really important element, I will come back to this a couple of times but this idea that get people to act and get people to do something but tell them what to do and that's the idea behind a call to action and you can get in not just about this but you can also dramatically underplay this idea, but you go to a lot of websites, not very compelling, what is the call to action why would I sign up here, free instant report, that sounds really appealing.

The second point and I am at this home a little bit, his problems. The idea of the promise is really connected to the problems that you know your ideal client suffers from an one of the things that they complain about what are the things they ask questions about, those are the secrets they are not asking about your services they are not asking about the technical deep how you get them the solution, all they want is the problem solved I cannot stress that enough and fact, if you Google this term, problems we saw, you'll see a growing number of websites that are actually building an entire page that it just basically saying, here are the kinds of things that our clients say when they come to us and what results. So that somebody can say yes, I was thinking that the other day. That's a problem we had that is something that Mikey was talking about how do we solve.

Is never about our products or services it's about the results that they want they want the phone to ring they want their competitors to stop outranking them for key search terms those of the problems that we have to start identifying and making sure that our visitors to our website they know that we know that's how you make that connection, is that you create an amazing promise to solve their most pressing problem.

I cannot say this enough, that's what you have to have as one of the first elements of your website.

I will jump into a couple of important elements, visual branding, make sure that -- you would think I would even need the slide in here but it's in here because of the examples that I see, you have people that have incredible brochures, the offices designed a certain way although sales materials are designed to match and match the brand and you go to the website and it doesn't match. This is the hub of your business and it should probably be the place that you spend the most time making sure that the visual branding is there and I get why this happens a lot of times it happens because people buy themes or they buy landing pages and tools are really hard to work themselves and so they just go with templated things and it's a huge mistake because again this is visual branding consistent visual branding is a huge trust builder or trust the rotor and as you'll see, that's important element.

I think I say this three times, call to action. This is a simple one, talk to us. They serve two different market segments, in some ways they are called to action that starts with if your commercial, in this case, go here. If you want to go for a home built go here so it is a call to action that helps them segment because the information of those two groups probably need is significantly different.

Video today has become first off it's become really easy to produce, everybody has a iPhone and a microphone now and they can produce videos so there's no excuse really not to produce a video and I think that is a couple of elements with video, first off it's a great way for people to connect to you. When you watch a video, and you see somebody that looks trustworthy you like what they have to say, that right there can be a much more engaging way to draw an audience in then just having static content the fact of the matter is a lot of people like to watch videos and they would prefer it's kind of like learning styles, some people learn better hearing some people learn by watching some people learn by reading and highlighting, and so in some ways you want to make sure that your offering content that can repeal -- that can appeal to all style so video can be small in that all that so having a video on your homepage that introduces your core solution or introduces the way in which you solve the promise, can be a very compelling piece of content.

We take it even further than that a lot of times everybody is familiar with the epic page typically ask questions which is good information, a lot of times people are just going to find out about one thing, the one question, I love doing FAQs as videos. It's a great way to reduce it and we were a lot of people that just won't write content, they don't produce any content because it's hard for them to do it, a lot of people a blank screen in front of them it's a scary thing. But if you put a video camera in front of them or a recorder in front of them, they will talk forever and in many cases that's how we get a lot of our content it starts as a video and we make transcribing that and punched all the sudden strength of a blog post or a series of FAQs so video if you're not doing it today, you certainly should be adding video to elements of your website certainly on the homepage.

Trust elements, this is one that I think is so easy to do, and yet I see so little of it, testimonials are a huge trust elements, this is a screenshot promoting the words, three pretty well known people in this persons industry got talking about them and giving testimonials but even having elements like people that you have worked with, your clients logos, they are trust elements, case studies from happy clients, they are trust elements if you are in an industry, I was working with a business not long ago that's a camp for young children, they did not have any kind of trust element and there's a lot of businesses that need trust if you're going to drop the kids off at a camp there better be some trust element so they had been accredited by all these people, they had insurance coverage, they had glowing testimonials from parents but none of that was there and so that's the kind of thing if you receive some sort of degree if their content has been showcased in other places, put that on the homepage those are huge trust building elements.

We might also talk about social proof, being a huge trust building elder, again this is this company just listing local businesses that they work with. Again all of these businesses that they work with our well-known in the community have been around for a long time and that just adds an element of somebody looking at this and saying, I've heard of them. If they are working with them they must be pretty good so you always want to -- if I the sociologist on the call, that could equate every one of these elements to how the mind works as somebody's actually analyzing a business or analyzing and putting together the parts of the story of a business.

Core services, this is a mistake I see a lot of people doing in that they have navigation tabs and pages for each of the core services with the assumption that somebody's just going to jump over to those pages. They may do that and you should have those pages but in this particular case it's a remodeling contractor that has their core services on their homepage with 50, 75 words about each of these services, for one reason having this again, it tells part of the story somehow scroll down the page and LAC home additions, home remodeling, so you're telling more of the story, but the homepage is also the page on your website, the most likely to rank for your most important search terms. The homepage is your best opportunity. Why not put enough content on there, Emily tells the entire story about what your business does in a way that a search engine would fully understand what this business does, I see so many homepages today and have a couple of images and don't get me started on the sliders, that are still very prevalent where these pictures are just sliding by, but there's no content. It's the most impossible for a search engine to understand what that business or the website is about unless there are words on the page. Use your homepage as a place to optimize for content. You have to have somewhere in the neighborhood of 300, 500 words of content and call in your website to have any real value in terms of using the content to write. Pages still rank from the name of a business or maybe even the core services because it's ultimately over time, a surgeon thing can understand what that business is about, go ahead and load these up and give the feed them this content.

Changing content on your homepage is awesome as well. I" the assumption that -- I just go with the assumption that most businesses are press today. And certainly it's the only tool we recommend in the because we haven't good at building and optimizing site and were pressed we think is a great tool, so that's what we highly recommend. Many WordPress themes actually allow you to pull in content from your blog post so these are the last three log post that were written these pages all have their own pages there is a page for the blog itself, but as these are written, the most current free post come to the homepage all of a sudden we have changing content the search engine was that it gives, it keeps the content a little bit fresh and it just gives more opportunity for content to be found. >> The days when somebody decides up for your newsletter or even signs up for an e-book that seems a little generic, they have come to an end it used to be -- I remember when people used to have sign-up boxes. The first version of a website, 25 years ago had sign-up boxes that said sign my guestbook.

You literally visited the website and sign the guestbook. Obviously nobody does that today, why would you give ourselves a chance to get more emails for no reason. So the pot got much more specific about what they will exchange, so where a big proponent of this idea content upgrade and so what that means is that when we write blog posts and we tried to send traffic to a very specific blog post, it might be something like 16 steps checklist before you hit publish on your WordPress blog post that might be a blog post that we would write that we think a lot of people would be interested in, so when it come to that page instead of saying sign up for our newsletter we actually say, if you like this content, sign up for this upgrade which is a checklist that you can print of the 16 steps. So now all of a sudden we have something that some it was obviously had expressed interest in this particular piece of content because they searched for it, they were reading the page and now we offered them a reason to exchange their email address for this very specific piece of content.

In terms of conversion when we do this if we have a generic one on our site, 1% of the people that arrive at our website sign up for that generic one, when we promote and create a popular valuable content upgrade, it will be 12, 30% of the people that visit this page will give us their email address so when you start thinking about these calls to action, up to the value. The personalization and make sure that what you're asking somebody to sign up for is very related to the content that brought them there in the first place.

Call to action. You can have these and again, start paying attention to some websites that you go to that do a good job of this and you'll see on the homepage there might be three or four instances in which they have had a call to action. They might be different it might be a free SCO report might -- one might be free consultation or call us, don't underestimate how often you can actually put this call to action on the page.

Here is one I should not have to say but have your contact details all over the place. 60% of website or of traffic to the website is on a mobile device, a lot of times people in the mobile device are actually just trying to find contact information to make sure it is easy for them to do.

Speaking of mobile, this is a must-have today, it's not a page element necessarily but the website has to be mobile friendly. It has to be optimized to view very nicely on a mobile device, there are some industries, I have a remodeling contractor that we work with and about 72% of their traffic is on a mobile device, so now you talk about have had this experience you try to dial up a site on a mobile device and it's not optimized and you have to scroll all over. It's a terrible experience. Google is penalizing people for that terrible experience today so this is become a must have the good news is many of the WordPress themes that are out there, this is become a given that you should not have to ask this today but just make sure that you check this off the list whoever you are working with.

One of the last ones that I think is have fun. Don't get so stiff about it, this is a 404 page of somebody if we have a broken leg and some new types in the wrong URL or they misspell something it will take you -- you go to a page and it says 404 Erin -- error, we go to those in the have this little out-of-the-box fault that says 404, use that opportunity to have a little fun this is our on our website, -- on our website, you can find this page and we have a storm trooper that says it looks like you broke the Internet no worries. That's what Duct Tape this for .

It gives people a chance to search for what it was they were looking for on the site. Don't be afraid to have fun there a lot of these out-of-the-box themes and when people sign up for forms put a little personality in those, people are looking for that, we are tired of the really flat, not human feeling of responses and interaction that we have with websites so put a little fun in there.

I am going to show a couple of videos. These are a couple of websites that I went and looked at, the main thing I want to do is give you a couple of contacts for examples of websites and how I take a look at them.

Is a lot on this website that we see. -- There is a lot on this website that we see. If you scroll down, the talk about what they do. Those are all good things. Let me talk about this. Based on some of the things I have shared, there is not a great recognition.

This idea of why we are different, [ Indiscernible ] it's about challenges. >> Okay that is one. I will give you one more. >> A lot of times member comes because they want to find information. A couple of things here, there might be a little bit of a technical glitch on the site that can use some addressing in the way the calendar is folding into the image but the scrolling images, which were popular at one point, they have fallen out of favor because this is a lot of wasted space, these images, define a buyer or member, these don't mean much of anything. I don't know what they are. There is no promise you're above the fold, obviously there is news and upcoming events and so it seems to be heavily weighted to the person that already knows what they are looking for, I would suggest this site, it needs to be revamped for that person who doesn't know what they're looking for or what are the benefits of being a part of this organization. What promise or what problem can you promise to solve if I become a member of this organization. From there, trust elements, comments from existing members about how this has changed everything about the way to go to work, obviously some badges and expertise and some comments or content about the organization, and from SCO standpoint all the things that they offer so there's a lot here that I think needs to be done from a content standpoint but the first challenge and this is a challenge for a lot of organizations you have to decide who you are trying to speak with the most. It's very difficult when you try to be all things to many people so you have to have the priority.

I would like to see a lot more around getting new members.

Hopefully that settle a bit more light on the concepts that I've been sharing. I will wrap this up pretty quickly and we will go to Q&A. I am here today to hope that -- the winds -- the websites don't end up looking like something like this.

These are out there. I have found them. It's not just about design, hopefully the biggest point I have brought home is that the purpose of the website is to help you guide a journey. We will share some information with participants and those who have signed up on ways which you can find about what we do at Duct Tape marketing but this is the kind of stuff that we do among other things and so we also got a lot of free resources so I invite you to go there. We would love to hear from you on the call. Alexa, I think we have some questions.

We will now start the Q&A portion of the call. I will be the questions that everyone has been sending him, please continue to submit your questions. Use the chat function.

If we do not get to all the questions, I encourage you to connect with the SCORE meds were after the webinar. They are available online to help you apply these strategies that John has been presenting, you will receive John's information as well and you can reach out to him for further assistance.

The first question, is a person uses a template on the website, how can one make it cohesive with their other social media presence?

There's a lot of ways if you're showing me the template I could say very specifically but a lot of times the sites have a header type of thing or some sort of graphic you have a logo, I tell people one of the easiest ways is to head on over to a free site tool called

CAMBA and they have templates. You can actually -- they have templates for you you can take an image off of your website as part of the template, I can tell you very specifically if I were looking at the template but that's what I would tell people to do, you get close in terms of the colors and the look and the aesthetics by using that free tool called CAMBA and it has the template so the exact size that most places what are built-in because that's where see people build one graphic and it will stretch it out for twitter, so use that tool and that will help you to get close to replicating what the template might have.

When using video, is there an optimum length to have given today's attention span?

Yes. Great question. The generic answer is the video can be as long as you can be entertaining. For most of us that's about three minutes maybe. We all sat there and watch that 25 minute video that was great but that's a high bar. If all you're trying to do is introduce yourself and your business and answer questions, give insight, 2 to 3 minutes is good.

Is it okay to have a scrolling page but mixed with individual pages?

Not 100 and sure I understand the question. -- Not 100% sure I understand the question. The homepage is a long scrolling page, and the other pages, you can offer kitchen remodeling, the homepage is a long scrolling page but if you click on a kitchen remodel page, it is not a long page, maybe that's what you're asking so if that is, yes, you can have those mixed.

In regards to membership or subscription-based websites for services, would we need the story to be different for each membership level or what will be the ideal way to create an inclusive yet sophisticated style firm that is inclusive for all types of clients?

I will make some guesses and assumptions, if you serve -- if those membership types are for dramatically different people, dramatically different sizes of businesses or sectors, then what we typically advise people is to give people a jumping off paths up pretty early on we are talking about to introduce your core membership levels, you have people go here, so that is one scenario, if they are just more expensive because they offer more for the higher membership levels, I think what you want to do is focus on very much on the problems that you're solving because membership levels probably solving a lot of the same problems maybe just at different levels, so make sure you're telling the entire story and I see people do a pretty good when you have that situation a pretty good way to explain it is who is this one for, who is this membership level IV.

So you are in some ways sending who is not for so they can be self-selecting. I'm making assumptions.

Small businesses especially those that are just starting out, don't necessarily have the money to hire a designer to build a custom eyesight. How would you recommend solving this problem?

This is the hub of your business so let's make sure we treated as such. It is worthy of an investment and I know you're not saying that necessarily but I like to start there, maybe stretch this a little bit but there are some tremendous -- themes they are paid in some cases but not terribly expensive, maybe $79, that the day I very editable that are very user-friendly, I love studio press, that is my go to four themes it is built on a framework all agenesis framework, you go to studio press you buy one thing or a packet, or you can subscribe to all of them. To me that is something for a couple of hundred dollars you can have something, you can have a pretty professional looking site.

I have a live chat on my website no visitors have engaged in conversation yet, even on a mobile platform. Do you have any advice? Back

Some of that depends on what level of traffic you're getting, if 10 people, day, you might not get much, if you get 100, 200, you might start to get some, there are a lot of different chat platforms, I think, it depends on why people are coming to your site. If people are coming to your site because they found a blog post and they thought that is interesting, they did searches and they found you, they are probably not going to have a question to chat about even if you proactively engage them what you go to a lot of states and it says, how can we help you. That person may be tender to read so chat is not something that will serve them. If you're driving traffic to your site say using ad words for specific solutions or products, those people may have questions and you may actually be able to proactively engage them and I don't know what you're doing and what your business is but those are all the various. -- The barriers.

With two different core products, are you better to create two different websites or is there a way to confine them on one site?

There's always a way to combine them, it depends on how different they are, if they are so different that you cannot talk about them, you're not going to try to attract the same buyer, then I would make a case for putting those into different places and part of the reason is as you combine products especially if they are not really that related or you don't have the same buyer it is hard to optimize the site for one or the other and you water it down or making it confusing. The best possible scenario is that somebody comes to the website there's only one thing they could do and only one reason they are they are, one set of promises to solve, that is always going to convert at a higher rates probably always going to be able to rank for a specific terms and search engine so if they are just a little different in the market is a little different like maybe a commercial or residential, I think you can meet the needs of both of those, on one side. But if they are unrelated and has the typically different buyers then I would advocate for two different sites.

How often should you change content on the first page?

One reason I love that those things, if you're frequently updating your blog which you should be, that content on the homepage is going to change, on its own. Which is nice because it gives a search engine another reason to come visit because they see a change

If you put content on your homepage, and the content on the homepage of design to rank for a very specific search term which is definitely what it should be, and you have some success in ranking for that search term, you want to be careful about changing it just because you're tired of seeing it. So if the goal is to attract search engines and to attract and create awareness for people that have challenges or problems if you start optimizing that content for those very specific search terms and you start to get to a point where you get some page 1 rankings for certain search terms you don't want to just change it without thought, the flipside is in some cases you can start -- you might find that some of their content or pages are ranking on page 2 you just can't get them, they are halfway down page 2 that can be a good case where you might say, okay, what can we do to make some tweaks on this page maybe too late to this page from some other pages so we can get that thing to go up so don't just change content because you are tired of it, have a reason and are objective for that page in the content and then just analyze and track it from there.

What is a way to build trust when you have not worked with very many clients yet or have only a couple of reviews?

Obviously we start businesses, the first thing is who else have you worked with. That's an important element. You can also build trust if you have been certified or taken some courses, if the content has appeared on related sites, if you have been a guest on a podcast about all these things can be fodder for building trust. There are bigger trust cases than others, people used to rely on the Chamber of Commerce and things of that nature, they can still add a lot of trust signals but think about all of those categories. Certifications, memberships, publications you have written, I will advocate for that, that can be a reason enough to take a blog post or two and shop around and do some sites to take us content because appearing in Forbes magazine is really awesome because everybody knows what that is but just for appearing in places that are relevant so other people have seen your content That can be a way as well.

Do you have a number one tip for consulting services sites opposed to product sales sites?

Probably the most important element -- do everything I said today. The trust element is so important for somebody who is going to put themselves out there as an expert. Obviously the promise above the fold is big and call to action is big but for anybody that's any professional service business, is to have those trust elements, who else trust you? Who have you gotten results for? Those will be the biggest elements. >> If you can recommend a few small business websites that are doing it right who would they be?

I would take a hard look at one of the sites that showed about three of those screenshots from his friend of mine, KC SEO PRO.com he's almost over-the-top. I use as an example, he has every one of these elements in three different ways, and so it's kind of a great example to show but it's not necessarily that I would say your site should look like this one because he really piles at all.

I have a network of independent marketing consultants and we design a lot of their sites, if you go to Duct Tape marketing I have an entire directory that says find the consultant. So many of the sites that are there, have been designed with many of the elements that talk about today.

Those all the questions that we have time for today.

Ladies and gentlemen, on behalf of SCORE thank you for attending the webinar session. Every survey will launch when we sign up. We appreciate you taking a couple of quick minutes to complete the survey and tell us your thoughts and suggestions and any additional questions you have, enclose, thank you to John Jantsch for presenting today.

My pleasure.

We wish you a super day. We look forward to seeing you next time. Thank you. >> [ Event concluded ]