HELLO EVERYONE.

WELCOME TO THE SMALL BUSINESS

SUCCESS VIRTUAL CONFERENCE

BROUGHT TO YOU BY SCORE.

MY NAME IS SAMEENA, AND I'M THE

CONTENT MANAGER AT SCORE.

I'LL BE THE MODERATOR FOR

TODAY'S WEBINAR.

WE ARE JOINED TODAY BY DAVE

MEYER WHO IS A SPEAKER FOR "GET

YOUR BUSINESS ONLINE PROGRAM."

HE WILL BE PRESENTING MAKING YOUR

WEBSITE WORK FOR YOU.

BEFORE TURNING THE SESSION OVER

TO DAVE, I'D LIKE TO MENTION A

FEW HOUSEKEEPING ITEMS.

THIS WEBINAR WILL LAST ONE HOUR

AND IS BEING RECORDED.

IT WILL BE EMAILED FOR ALL

PARTICIPANTS.

WE HAVE SET ASIDE Q&A AT THE END

OF TODAY'S PRESENTATION.

IF YOU HAVE ANY, PLEASE SUBMIT

THOSE USING THE Q&A BOX.

PLEASE USE THE SAME BOX IF YOU

ARE HAVING ANY TECHNICAL

DIFFICULTIES AND NEED

ASSISTANCE.

NOW WE'D LIKE TO BEGIN MAKE YOUR

WEBSITE WORK FOR YOU.

THANKS SO MUCH FOR JOINING US,

DAVE.

>> THANK YOU.

AND WELCOME EVERYONE.

AND THANK YOU FOR JOINING US FOR

MAKE YOUR WEBSITE WORK FOR YOU.

AS SHE MENTIONED I AM A TRAINER

FOR GOOGLE GET YOUR BUSINESS

ONLINE PROGRAM SPONSORED BY

GOOGLE.

AND WHAT WE'LL TALK THROUGH

TODAY ARE HOW TO GENERATE

ADDITIONAL RESULTS AND GET THE

MOST IMPORTANT PART OF YOUR

STRATEGY, YOUR WEBSITE, TO

REALLY PRODUCE RESULTS.

IN TODAY'S COMPETITIVE

ENVIRONMENT IT'S MORE IMPORTANT

THAN EVER TO HAVE A BUSINESS

WEBSITE.

79% OF CONSUMERS SHOP ONLINE,

THAT'S UP FROM 22% IN THE YEAR

2,000.

BUT ASIDE FROM PROMOTING

PRODUCTS OR SERVICES, WEBSITES

ARE GREAT FOR PROVIDING BRAND

VISIBILITY, PROVIDING YOUR

BUSINESS WITH ANOTHER MARKETING

CHANNEL, DRIVING CUSTOMERS TOUR

STORE, AND ALSO BECAUSE

POTENTIAL CUSTOMERS HAVE COME TO

EXPECT THAT YOU HAVE ONE.

WHEN PEOPLE THINK OF WEB DESIGN,

THEY OFTEN THINK OF THE OVER ALL

TEMPLATE, THE LOOK AND THE FEEL,

THAT IS THE GRAPHICS AND LAYOUT

THAT APPEAR CONSISTENTLY

THROUGHOUT THE WEBSITE.

THAT DESIGN SOMETIMES CALLED THE

SKIN OF THE SITE IS JUST ONE

COMPONENT OF A GREAT WEBSITE.

WITHIN THE GRAPHIC TEMPLATE IN

ARE LOTS OF COMMON ELEMENTS THAT

APPEAR ON MOST SITES.

THAT INCLUDES THE HEADER, UP AT

THE TOP OF THE WEBSITE.

HEADER USUALLY INCLUDES THE

COMPANY LOGO IN THE LEFT CORNER

AND MOST VISITORS EXPECT THAT

THE LOGO WILL LINK BACK TOUR

HOME PAGE.

THE FOOTER OR THE BOTTOM OF THE

WEBSITE INCLUDES IMPORTANT

LINKS, CONTACT INFORMATION, AND

COPYRIGHT INFORMATION.

AND NAVIGATION IS USUALLY

INCLUDED ACROSS THE TOP OF THE

WEBSITE JUST BELOW THE HEADER OR

VERTICALLY ON THE LEFT SIDE OF

THE SITE.

YOUR WEB DESIGN SHOULD LAYOUT A

SET OF GUIDELINES THAT KEEP WEB

PAGES LOOKING CONSISTENT.

YOU NEED TO THINK ABOUT COLORS,

FONT SIZES, FONT STYLES, AND THE

TYPES OF CONTENT THAT YOU USE TO

SHARE YOUR STORY.

CONTENT MANAGEMENT CYST IT EM IS

POPULAR OPTIONS FOR BUILDING A

WEBSITE.

THERE ARE MANY OPTIONS OUT THERE

AND THEY ARE ALL A LITTLE

DIFFERENT SO WE WON'T GO INTO A

LOT OF DETAIL.

WHAT MOST DO HAVE IN MON IS THE

ABILITY TO CHANGE OR CUSTOMIZE

THE WEB DESIGN THAT'S USUALLY

CALLED A TEMPLATE OR A THEME.

ALL THE SAME PRINCIPLES APPLY

WHETHER YOU ARE CREATING A

DESIGN FROM SCRATCH OR USING A

PRE-BUILT TEMPLATE, NAVIGATING

THE SITE WITHIN THAT DESIGN

SHOULD BE EFFORT LESS FOR YOUR

VISITORS.

WE ARE GOING TO TALK THROUGH A

BUNCH OF OPTIONS TODAY ON WHAT

YOU NEED TO INCLUDE ON YOUR

WEBSITE.

A FEW INCLUDE BE GOAL ORIENTED

IN HOW YOU ARE GOING TO GROW

YOUR BUSINESS, HOW WELL YOUR

WEBSITE IS ORGANIZED, AND HOW

EASY IT IS TO NAVIGATE THROUGH

THE SITE FOR YOUR USERS, HOW

USEFUL THE CONTENT YOU PROVIDE

IS TOUR VISITORS, HOW FUNCTIONAL

YOUR WEBSITE IS, AND WHAT IT CAN

DO FOR VISITORS AND ANSWER THEIR

QUESTIONS, HOW INTUITIVE THAT

SITE IS AND HOW EASY IT IS TO

USE ALL ACROSS DEVICES NO MATTER

IF THEY ARE ON MOBILE DEVICES

SUCH AS TABLETS OR PHONES OR

FULL SIZE PC AND OF COURSE HOW

SEARCH FRIENDLY THAT WEBSITE IS

IN ORDER TO GET YOU FOUND ON

TOOLS LIKE GOOGLE.

FIRST LET'S GO INTO A WEBSITE

GOALS ORIENTATION.

WEBSITES CAN BE A LOT MORE

USEFUL THAN JUST A BUSINESS CARD

OR A BROCHURE.

WITH SOME ADVANCED PLANNING YOU

CAN CREATE A SITE THAT HELPS

YOUR BUSINESS GROW RIGHT OUT OF

THE GATE.

BUT HOW DO YOU WANT TO GROW?

WELL, FIRST YOU NEED TO DEFINE

WHAT THOSE GOALS ARE FOR YOUR

BUSINESS.

FOR A LOT OF FOLKS THERE IS SIX

OR SEVEN DIFFERENT KINDS OF

GOALS FOR YOUR WEBSITE YOU MAY

WANT TO BUILD YOUR COMPANY BRAND

OR SET YOURSELF UP IN YOUR

MARKET.

YOU MAY WANT TO GENERATE NEW

LEADS, ESPECIALLY IF YOU ARE A

BUSINESS TO BUSINESS

ORGANIZATION OR A BUSINESS THAT

DOES BUSINESS WITH OTHER

COMPANIES.

YOU MAY JUST WANT TO MAKE SALES,

ESPECIALLY IF YOU ARE eCOMMERCE

STORE, YOU MAY WANT TO REENGAGE

CUSTOMERS, ATTRACT EMPLOYEES, OR

OF COURSE PROVIDE SUPPORT FOR

YOUR EXISTING CUSTOMER BASE.

WHEN YOU THINK ABOUT WHO YOU ARE

TRYING TO DO AND WHAT YOU ARE

TRYING TO DO WITH YOUR WEBSITE

IT'S REALLY IMPORTANT TO

UNDERSTAND THE AUDIENCE OF YOUR

WEBSITE.

YOU NEED TO THINK ABOUT HOW YOUR

CUSTOMERS AND VISITORS ARE GOING

TO EXPECT TO RECEIVE THE

INFORMATION THAT YOU FIND ON

YOUR SITE.

HOW THEY ACT WHEN THEY VISIT

YOUR SITE, HOW DO THEY THINK

WHEN THEY ARE THINKING ABOUT

YOUR PRODUCT OR SERVICE IN THE

MICRO MOMENT BEFORE THEY ENTER

YOUR URL OR SEARCH FOR YOU.

AND HOW THEY LIVE INSIDE OF

THEIR WORLD SO THAT YOU CAN MEET

THEM WHERE THEY ARE.

THIS IS OFTEN CALLED A MARKET OR

AUDIENCE PERSONA.

THINK ABOUT YOUR VERY BEST

CUSTOMERS, WHAT ARE THEY

INTERESTED IN, WHAT HOBBIES DO

THEY HAVE, WHAT MAKES THEM TICK.

BECAUSE THE MORE YOU KNOW ABOUT

WHAT THEY ARE AND WHAT THEY DO,

THE BETTER YOU CAN MEET THEIR

NEEDS.

YOUR WEBSITE NEEDS TO BE ALL

ABOUT YOUR CUSTOMER.

IT SHOULDN'T BE ABOUT YOU.

AND EVEN IF YOU HAVE BEEN IN

BUSINESS FOR MANY YEARS, AND IF

YOU DO LOTS OF VERY INTERESTING

THINGS FROM YOUR PERSPECTIVE,

YOU NEED TO MEET YOUR AUDIENCE

WHERE THEY ARE.

SO IT'S VERY HELPFUL TO DEFINE

YOUR WEBSITE USING THAT PERSONA.

IT'S SUPER HELPFUL AS WELL TO

LOOK THROUGH THEIR EYES WHAT

WOULD THEY EXPECT AND SEARCH ON

THE SEARCH ENGINE TO FIND YOUR

PRODUCT OR SERVICE.

AND UNDERSTAND THEIR EMOTIONS,

MOTIVATION AND THEIR DESIRES.

AFTER YOU HAVE DECIDED WHO YOU

ARE GOING TO REACH, NOW YOU NEED

TO DECIDE HOW YOU ARE GOING TO

MEASURE YOUR SUCCESS.

THERE IS ARE A LOT OF DIFFERENT

OPTIONS HERE.

YOU MAY WANT TO TRACK THE PHONE

CALLS THAT COME INTO YOUR

WEBSITE OR TOUR BUSINESS.

SELECT FORM SUBMISSION, AND IF

YOU COLLECT FORMS ON YOUR SITE

YOU NEED TO THINK AGAIN ABOUT

USER ABILITY AND MAKE SURE THAT

NO MATTER WHERE THEY ARE

ENTERING THEIR INFORMATION FROM,

BE A PHONE, A TABLET OR A PC YOU

NEED TO KEEP THAT INFORMATION

QUICK, SUCCINCT AND EASY.

YOU MAY WANT TO TRACK ONLINE

SALES, OR OF COURSE MEASURE

ENGAGEMENT.

HERE'S A PRO TIP.

YOU ARE NOT JUST LOOKING FOR

WEBSITES BUSINESS.

IF YOU ARE LOOKING FOR

INFORMATION, YOU NEED TO THINK

ABOUT WHAT REALLY EFFECTS THE

GOALS OF YOUR ORGANIZATION.

FOR MOST BUSINESSES, WHETHER

THEY ARE PUBLIC OR PRIVATE,

NONPROFIT OR FOR PROFIT,

BUSINESS TO BUSINESS OR BUSINESS

TO CONSUMER, THEY ARE REALLY

LOOKING FOR WHO AND WHAT IS THE

NEXT SALE.

FOR NONPROFITS IT'S NOR

DONATIONS OR MORE DONATING OF

TIME OR TALENT.

WHATEVER YOU ARE TRYING TO DO,

MAKE SURE YOU ARE THINKING ABOUT

WHAT THE BUCKETS ARE THAT WILL

LEAD TO MORE OF YOUR STATED

BUSINESS.

SO BE VERY SPECIFIC.

BE REALISTIC IN YOUR INTENTIONS.

IT'S NOT REALISTIC, FOR EXAMPLE,

TO GO FROM ZERO PHONE CALLS TO

1,000 CALLS A WEEK OVERNIGHT.

AND THINK ABOUT HOW YOU CAN

TRACK AND MEASURE YOUR SUCCESS.

WEBSITE IS ONE METRIC THAT YOU

CAN USE, BUT THERE MIGHT BE

OTHERS THAT CAN HELP YOU.

IT MIGHT BE DOWN LOADS OF A

SPECIFIC FORM.

IT MIGHT BE ATTENDANCE AT YOUR

NEXT EVENT.

WHATEVER YOU DO, THINK ABOUT

MOVING THE NEEDLE AND SET A

NEEDLE THAT YOU ARE ABLE TO

MOVE.

NEXT, A GREAT WEBSITE NEEDS TO

BE ORGANIZED.

EVEN IF YOU DON'T HAVE A LOT OF

WEB PAGES NOW, YOUR WEBSITE WILL

AND PROBABLY SHOULD GROW

OVER TIME.

PLANNING HOW EXISTING AND FUTURE

CONTENT WILL FIT INTO THE

FRAMEWORK OF YOUR SITE WILL

DEFINITELY SERVE YOU WELL.

LET'S TAKE A LOOK.

YOU MAY HAVE HEARD OF THE TERM

INFORMATION ARCHITECTURE, FOR

SHORT, IA.

THIS SOUNDS TECHNICAL BUT YOU

DON'T NEED TO BE A PROGRAMMER TO

CREATE ONE.

SIMPLY PUT, IA IS A PLAN TO

ORGANIZE INFORMATION ON YOUR

WEBSITE.

INFORMATION ARCHITECTURE MAPS

OUT THE SECTIONS, PAGES, AND

FUNCTIONALITY OF YOUR SITE.

THERE ARE SEVERAL PAGES AND

SECTIONS FOUND ON THE HOME, CON

TACT US PAGE.

DEPENDING ON YOUR BUSINESS

YOU'LL PROBABLY INCLUDE PRODUCTS

OR SERVICES.

HOW DO YOU DO THAT?

BEST IS BY CONSIDERING YOUR

BUSINESS GOALS.

EARLIER I STARTED A LIST FOR

YOUR BIGGS GOALS FOR YOU.

YOU CAN REFER TO THAT WHEN YOU

ARE STARTING OUT YOUR WEBSITE.

HERE'S AN EXAMPLE.

THIS EXAMPLE BUSINESS SELLS

CUSTOM SPORTS UNITS N THIS

EXAMPLE THEY ARE ORGANIZED ABOUT

I SPORTS BUT THERE ARE A LOT OF

OTHER WAYS YOU CAN DO THIS AS

WELL.

AS YOU ARE ORGANIZING YOUR SITE,

YOU SHOULD CHOOSE NAMES AND

LABELS FOR THE PARTS OF YOUR

SITE AND KEEP THEM SHORT AND

DESCRIPTIVE.

AS YOU CREATE YOUR WEBSITE PLAN,

REMEMBER TO KEEP THE MOST

IMPORTANT INFORMATION FRONT AND

CENTER.

THAT DEPENDS ON YOUR BUSINESS,

OF COURSE, AND YOUR BUSINESS

GOALS.

YOUR PLAN CAN HELP YOU CREATE

AND SELECTED THE MOST

APPROPRIATE WEBSITE DESIGNER

TEMPLATE.

TO GET STARTED, DEFINE THE

TARGET AUDIENCE.

YOU ALREADY DID THIS WITH YOUR

MARKETING PERSONA.

LET'S THINK IF YOU HAVE ANY

ADDITIONAL IDEAS.

WHAT DO PEOPLE WANT TO TAKEAWAY

FROM YOUR WEBSITE?

ASK PEOPLE, INCLUDING YOUR

CUSTOMERS AND EXISTING FRIENDS

AND FAMILY, WHAT THEY WOULD LIKE

TO TAKEAWAY.

MAKE A LIST OF KEY WORDS OR

SEARCH TERMS RELATED TO YOUR

BUSINESS.

AND YOU INCORPORATE ANY OF THOSE

INTO YOUR NAVIGATION OR

ORGANIZATION.

USE THIS LIST TO KEEP SITE

CONTENT, COLORS, ICONS AND

IMAGERY CONSISTENT WITH YOUR

GOALS.

MAKE A LIST OF INFORMATION AND

FEATURES THAT YOU HAVE OR WANT

TO HAVE ON YOUR WEBSITE, AND

THINK ABOUT HOW THEY WILL HELP

YOU ACHIEVE YOUR BUSINESS GOALS.

NEXT, A GREAT WEBSITE NEEDS TO

BE USEFUL.

THE ENTIRE POINT OF MUCH OF THE

WEB IS TO DELIVER SPECIFIC BITS

OF INFORMATION OR ANSWER

PROBLEMS OR CONCERNS FOR YOUR

CUSTOMERS.

CONTENT IS ONE OF THE MOST

IMPORTANT PARTS OF A USEFUL

WEBSITE.

WHEN YOU HEAR THE TERM WEBSITE

CONTENT, THE FIRST THING THAT

PROBABLY COMES TO MIND IS TEXT

LIKE WORDS IN A BOOK.

THAT'S ONE TYPE.

BUT CONTEXT DOESN'T STOP THERE.

IF YOU SELL BEAUTIFUL TAPES YOU

MIGHT WANT TO ADD A SECTION.

YOU MIGHT WANT TO SHOW VIDEO

WITH THE FLOUR BED TO HELP THEM

ORDER THE RIGHT AMOUNT.

IF YOU SELL CAMERAS YOU MIGHT

WANT TO ADD PDFs SO YOUR

CUSTOMERS CAN DOWNLOAD.

WHAT KIND OF CONTENT WOULD BE

USEFUL FOR YOU?

WHAT WOULD SUPPORT YOUR BUSINESS

GOALS?

WHENEVER POSSIBLE, CREATE

ORIGINAL AND UNIQUE CONTENT.

THIS CAN SET YOUR BUSINESS APART

FROM YOUR COMPETITION.

MAKING YOUR WEBSITE USEFUL IS

MORE THAN ADDING CONTENT TOUR

WEBSITE.

IT'S ABOUT CREATING VALUE FOR

SOMEONE BASED ON YOUR SHARED

HISTORY WITH THEM.

61% OF CONSUMERS EXPECT BRANDS

TO TAILOR EXPERIENCES BASED ON

THEIR PREFERENCES.

BUT ONLY FROM DATA THAT'S

INTENTIONALLY SHARED WITH BRANDS

SUCH AS PURCHASE HISTORY, ITEMS,

SAVED OR PREVIOUS SEARCHES OR

PREVIOUS SITE VISITS.

AND NEARLY 9 OUT OF 10 TIMES

WHEN PEOPLE HAD A HELPFUL OR

RELEVANT MOBILE BRAND

EXPERIENCE, THEY SAID THEY WOULD

PURCHASE FROM THE BRAND IN THE

FUTURE.

PEOPLE EXPECT BRANDS TO PROVIDE

THEM WITH RELATIVE EXPERIENCE S.

PROVIDING IRRELEVANT CONTENT TO

VISITORS CAN HAVE A BIG IMPACT

ON BOUNCE RATE OF YOUR SITE

WHICH IS WHEN SOMEONE VISITS

YOUR SITE AND LEAVES AGAIN

WITHOUT DOING ANYTHING ELSE.

IDEALLY YOUR WEBSITE LEADS THE

MOBILE USER FROM ONE PAGE OF

USEFUL CONTENT TO THE NEXT UNTIL

THEY CONVERT INTO A CUSTOMER OR

A SALE OR LEAD.

BUILDING PERSONALIZED

EXPERIENCES START WITH GOOD

DATA, THEN SITE ANALYTICS, OR

FIND OPPORTUNITIES TO CUSTOMIZE

EXPERIENCES FOR USERS THAT DRIVE

ADDITIONAL VALUE.

IF FOR EXAMPLE YOU HAVE A HIGH

BOUNCE RATE, A MISALIGNMENT, YOU

CAN EXAMINE IN DETAIL YOUR

VISITORS INTERACTION WITH YOUR

WEB PAGES, THE NATURE OF YOUR

TRAFFIC, AND WHY THOSE VISITORS

ARE ARRIVING AT YOUR WEBSITE.

SEGMENTING YOUR TRAFFIC CAN HELP

YOU IDENTIFY WHO IS FINDING YOUR

PAGE AND WHAT IS MOST USEFUL FOR

PEOPLE WHO ARE INTERESTED IN

YOUR SIGHT AND FOR PEOPLE THAT

LEAVE TO FIGURE OUT WHERE THEY

ARE GOING NEXT.

LOOK FOR USEFUL WAYS TO SEGMENT

YOUR USERS.

RATHER THAN DESIGNING ONE

EXPERIENCE FOR EVERYONE IN THE

AVERAGE USER, LOOK FOR DISTINCT

GROUPS THAT MIGHT HAVE DIFFERENT

WANTS, PAYING POINTS OR

BEHAVIORS THAT YOU CAN THEN

SOLVE.

IF YOU'D LIKE TO GET STARTED

WITH ANALYTICS ON YOUR SITE, YOU

CAN VISIT MARKETING

PLATFORM.GOOGLE.COM.

FINALLY, A GREAT WEBSITE IS

FUNCTIONAL.

LET'S MOVE ON AND CHECK OUT WHAT

YOU CAN DO WITH A WEBSITE TO

GETTER ENGAGE YOUR AUDIENCES.

FUNCTIONALITY IN THIS CASE

REFERS TO THE FEATURES THAT

ALLOW YOUR WEBSITE VISITORS TO

TAKE THE NEXT ACTION ON YOUR

SITE.

YOUR WEBSITE, AFTER ALL, IS

DEFINITELY A TOOL TO ELICIT

INTERACTION WITH YOUR CUSTOMERS.

THAT MIGHT INCLUDE WEBSITE

SEARCH.

IT MIGHT INCLUDE AN ONLINE FORUM

WHERE PEOPLE WOULD FILL OUT

QUESTIONS OR ANSWER THINGS FOR

YOU.

OR MAYBE EVEN REGISTER FOR AN

EVENT.

IT COULD OF COURSE BE AN ONLINE

STORE WHERE PEOPLE PURCHASE

PRODUCTS, SERVICES, OR EVEN

DONATE TOUR NONPROFIT.

OR IT COULD BE SOME SORT OF AN

ONLINE TOOL.

LET'S GO THROUGH A FEW

SCENARIOS.

FIRST, YOU MIGHT OWN A

LANDSCAPING COMPANY THAT

DELIVERS MULCH TO HOMES BUT MOST

HOMEOWNERS ORDER TOO MUCH OR TOO

LITTLE.

HOW CAN YOU HELP?

YOU CAN CREATE AN ONLINE MULCH

CALCULATOR, THEY ENTER THE

ESTIMATIONS AND THEY CAN TELL

THEM HOW MUCH CUBIC YARDS THEY

NEED TO ORDER.

OR NUMBER TWO YOU STARTED YOUR

OWN SALON, AND ONLY PERSON

WORKING THERE, AND YOU CAN'T

ANSWER PHONES WHEN YOU ARE

WORKING WITH A CLIENT.

WHAT CAN YOU DO?

CREATE A SCHEDULING TOOL SO

CUSTOMERS CAN BOOK YOU ONLINE

WITHOUT YOU HAVING TO TAKE THE

PHONE.

OR NUMBER THREE, YOU ANSWER THE

SAME SET OF QUESTIONS ON THE

PHONE EVERY SINGLE DAT, YOUR

WEBSITE CAN HELP.

JUST CREATE A SIMPLE WEB PAGE,

PROBABLY HEARD OF THIS SUCH AS

FREQUENTLY ASKED QUESTIONS PAGE,

TO HELP CUSTOMERS FIND ANSWERS

TO THE MOST BASIC QUESTIONS ON

YOUR SITE.

AND THAT'S REALLY ONE OF THE KEY

THINGS INSIDE A WEBSITE DESIGN

AND BUILDING A FUNCTIONAL SITE,

YOU WANT TO DRILL DOWN AND

ANSWER EVERY QUESTION THAT YOUR

CUSTOMER MIGHT HAVE.

THIS NOT ONLY HELPS YOU SAVE

TIME BY ANSWERING THOSE

QUESTIONS OVER AND OVER AGAIN OR

ANSWER THE PHONE FOR THAT, BUT

IT MAKES YOUR WEBSITE MORE

USABLE AND MAKES YOU AS A

BUSINESS OWNER A TRUSTED SOURCE

OF INFORMATION.

NEXT, A GREAT WEBSITE IS

INTUITIVE.

WE HAVE COVERED SOME BIG PICTURE

TOPICS, GOALS, AUDIENCE,

MEASUREMENT.

LET'S MOVE ON TO THE ACTUAL

SITE.

THIS SECTION IS FOCUSED ON

DESIGN, BUT NOT SIMPLY HOW

PRETTY YOUR WEBSITE LOOKS,

ALTHOUGH CERTAINLY AN APPEALING

WEB DESIGN IS IMPORTANT.

THIS SECTION IS FOCUSED ON HOW

INTUITIVE OR EASY TO USE YOUR

WEBSITE IS.

IN OTHER WORDS, DOES YOUR SITE

NATURALLY LEAD VISITORS THROUGH

A PROCESS ON YOUR SITE?

DOES IT HELP THEM ACCOMPLISH THE

GOALS THAT YOU'VE LAID OUT FOR

THEM?

ANOTHER WAY TO THINK ABOUT IT,

VISITORS SHOULD NOT THINK ABOUT

OR STRUGGLE TO FIND WHAT THEY

ARE LOOKING FOR.

NOR DO THEY WANT TO DRILL

THROUGH A BUNCH OF THINGS ON

YOUR WEBSITE OR NEED TO SEARCH

FOR THINGS.

DESIGNS CAN HAVE A BIG IMPACT ON

WHETHER YOUR SITE HELPS YOU

REACH YOUR GOALS.

LET'S TAKE A LOOK AT A FEW

THINGS TO CONSIDER WHEN BUILDING

A GREAT EXPERIENCE FOR WEBSITE

VISITORS.

A REMINDER ABOUT MOBILE, DID YOU

NO HE THAT MORE THAN 50% TV ALL

WEB TRAFFIC IS NOW COMING FROM

SMART PHONES AND TABLETS?

WITH THE ADVANCEMENT OF OUR

MOBILE DEVICES, CONSUMERS HAVE

COME TO EXPECT EASY AND GREAT

EXPERIENCES ACROSS EVERY

INTERACTION THAT THEY HAVE WITH

YOUR BUSINESS.

46% OF PEOPLE SAY THEY WOULD NOT

PURCHASE FROM A BRAND AGAIN IF

THEY HAD AN INTERRUPT TIVE OR

TERRIBLE MOBILE EXPERIENCE.

SO MAKING YOUR WEBSITE WORK ON

MOBILE PHONES IS NO LONGER AN A

THOUGHT.

IT'S JUST TABLE STAKES FOR

CONTINUING AND BEING A GOOD

WEBSITE FOR CUSTOMER USE.

THIS IS CALLED RESPONSIVE WEB

DESIGN.

AND IT ADJUSTS THE WEBSITE

APPEARANCE TO BEST PRESENT

INFORMATION BASED ON THE SIZE OF

THE SCREEN AND TYPE OF DEVICE.

USING A MOBILE FRIENDLY DESIGN

IS AN IMPORTANT FIRST STEP.

AND HERE'S A FEW ADDITIONAL

STEPS TO ENSURE YOUR VISITORS

HAVE A GREAT EXPERIENCE.

FIRST, NAVIGATION.

YOU WANT TO MAKE IT EASY TO GET

AROUND INSIDE OF YOUR WEBSITE.

YOU CAN DO THIS BY HIGHLIGHTING

ELEMENTS THAT ARE SELECTED.

FOR EXAMPLE, WHEN CHOOSING

OPTIONS IN AN eCOMMERCE STORE,

IT SHOULD BE CLEAR THAT SOMEONE

HAS CHOSEN A SPECIFIC ITEM.

CLICKS SHOULD ELICIT SOME SORT

OF A PHYSICAL RESPONSE.

AGAIN NO MATTER IF THEY ARE ON

PCs OR MOBILE DEVICES.

DESIGNING YOUR SITES WILL ALLOW

PLENTY OF SPACE FOR USERS TO TAP

WITH THEIR BIG FAT FINGERS ON

THEIR PHONES SO THAT THEY DON'T

END UP FRUSTRATED BY MAKING THE

WRONG SELECTION AND ENSURING

THAT CALLS TO ACTION CAN BE

TAPPED TO MAKE SURE THE PROCESS

OF CONVERTING THEM IS EASY.

CALL TO ACTION IS ONE OF THE HOT

MARKETING WORDS BUT REALLY WHAT

IT MEANS IS EVERY PAGE, EVERY

POST, EVERY VISIT OR SCREEN ON

YOUR SITE SHOULD INCLUDE SOME

NEXT STEP THAT'S VERY CLEAR SO

THAT YOUR CUSTOMER OR YOUR

ADVICE TORE DOESN'T HAVE TO LOOK

AROUND OR WONDER ABOUT WHAT'S

NEXT WHEN THEY ARE TRYING TO DO

BUSINESS WITH YOU.

IF FOLKS ARE SHOPPING ON YOUR

WEBSITE, YOU MIGHT WANT TO

CONSIDER HELPING THEM BACKTRACK

OR CONTINUE SHOPPING AFTER THEY

TAKE A BREAK.

THIS IS USUALLY DONE BY ENTERING

IN INFORMATION OR SAVING THEIR

CUSTOMER INFORMATION SO THAT

THEY CAN COME BACK.

IF SOMEONE VISITS YOUR SITE AND

THEY GO SOMEWHERE ELSE TO SEARCH

FOR OTHER PRODUCTS OR SERVICES

OR MAYBE BROWSE YOUR

COMPETITION, YOU DON'T WANT TO

HAVE THEM NEED TO START OVER

WHEN THEY COME BACK.

THIS EXAMPLE BUSINESS IS FAIR

BOLT COMPANY, AND THEY HAVE A

HELPFUL ADDED LINK THAT ALLOWS

THEIR VISITORS TO CONTINUE

SHOPPING WITHOUT BEING

DISRUPTIVE.

>> ANOTHER TIP, RECOMMEND

SIMILAR PRODUCTS THROUGHOUT THE

SHOPPING EXPERIENCE TO MAKE IT

EASY FOR YOUR VISITORS TO FIND

WHAT THEY NEED.

AGAIN, THIS IS WHERE HAVING A

GREAT EXPERIENCE AND THINKING

ABOUT YOUR USER COMES IN SUPER

HANDY.

BECAUSE THE MORE YOU KNOW ABOUT

WHAT THEIR INTERESTS AND

CONCERNS ARE, THE MORE HELPFUL

RECOMMENDATIONS YOU CAN GIVE

THEM.

CHECK OUT.

THIS IS IMPORTANT ON eCOMMERCE

IN ORDER TO MAKE SURE THAT YOU

ACTUALLY COMPLETE YOUR SALE.

YOU NEED TO MAKE IT AS EASY AS

POSSIBLE FOR VISITORS TO CHECK

OUT AND PAY EVEN ON MOBILE

DEVICES.

HOW MANY OF US HAVE ADVISED A

WEBSITE TO TRY TO CHECK OUT ONLY

HAVING DIFFICULTIES ENTERING

CREDIT CARD NUMBER.

HAVING A DIFFICULT PROCESS CAN

HAVE A MAKE IRRELEVANT IMPACT ON

YOUR CONVERSION RATE AND OF

COURSE YOUR SALES.

HERE'S A COUPLE OF THINGS YOU

CAN DO TO MAKE IT EASIER TO

CHECK OUT.

FIRST, REDUCE THE NUMBER OF

STEPS YOUR CHECK OUT PROCESS.

DON'T MAKE PEOPLE GO THROUGH

MULTIPLE PAGES JUST TO COMPLETE

A SALE.

SHOW YOUR VISITORS PROGRESS AS

THEY MOVE THROUGH THE CHECK OUT

PROCESS.

AND OF COURSE LET THEM GO BACK

IF THEY NEED TO CHANGE SOMETHING

ALONG THE WAY.

USE GUEST CHECKOUTS SO VISITORS

DON'T NEED TO SIGN UP TO

PURCHASE.

SOMETIMES ESPECIALLY ON FIRST

PURCHASES CUSTOMERS ARE A LITTLE

LEERY OF SHARING TOO MUCH

INFORMATION AND THEY JUST WANT

TO BY YOUR PRODUCT OR SERVICE.

DON'T FORCE THEM THROUGH A

PROCESS THAT THEY ARE NOT READY

FOR.

LASTLY, YOU CAN ENABLE DIGITAL

WALL ET CETERA SUCH AS GOOGLE

PAY OR APPLE PAY FOR A TRULY

FRICTIONLESS EXPERIENCE.

NEXT, A GREAT WEBSITE IS SEARCH

FRIENDLY.

YOU MADE ALL THIS TIME AND

EFFORT AND EXPENSE TO PLAN AND

CREATE A BEAUTIFUL WEBSITE.

BUT YOU WANT TO MAKE SURE THAT

POTENTIAL CUSTOMERS CAN FIND YOU

WHEN THEY ARE SEARCHING FOR YOU

ONLINE.

PROCESS OF HELPING A WEBSITE

INCREASE ITS VISIBILITY ON

SEARCH ENGINE IS CALLED SEARCH

ENGINE OPTIMIZATION OR SEO.

IT MERITS ITS OWN PRESENTATION

BUT THIS WILL GIVE YOU SOME TIPS

TO GET YOU OFF TO A FIRST START.

FIRST, LET ME TELL YOU A LITTLE

BIT BEHIND THE SCENE ON HOW

SEARCH ENGINES INCLUDING GOOGLE

WORK.

IMAGINE THAT THE WEB IS A BOOK

WITH TRILLIONS OF PAGES.

GOOGLE'S JOB IS TO READ THE

BOOK, CATEGORIZE PAGES AND HELP

SEARCHERS FINDS THE INFORMATION

ON THOSE PAGES.

SUPER SIMPLE, RIGHT.

WELL, TO READ THOSE PAGES,

GOOGLE USES SOFTWARE ROBOTS

CALLED WEB CRAWLERS OR SPIDERS.

AS NEW PAGES ARE FOUND THEY ARE

ADDED TO GOOGLE'S INDEX.

THE DATA IN THIS INDEX IS SCORED

IN FACILITIES CALLED DATA

CENTER.

WHEN PEOPLE SEARCH RESULTS SHOWN

ARE PULLED FROM THESE DATA

CENTERS.

WHEN YOU START YOUR SEARCH,

GOOGLE'S ALGORITHM STARTS THE

PROCESS OF FINDING RESULTS.

THE ALGORITHM LOOKS AT THE WORD

OR PHRASE THAT YOU TYPE AND USES

MORE THAN 200 SIGNALS, INCLUDING

PROXIMITY, INFORMATION THAT

YOU'VE TYPED IN THE PAST, AND

OTHER THINGS INCLUDING THE

TRUSTWORTHINESS OF THE WEBSITE

IT'S ON TO IDENTIFY THE MOST

RELEVANT RESULTS.

EXAMPLE IN SIGNALS ALSO INCLUDE

THE FRESH NESS OF CONTENT OR HOW

LONG IT'S BEEN ON THE WEBSITE.

GENERALLY THE NEWER INFORMATION

IS THE MORE USEFUL IT IS.

THE NUMBER OF OTHER WEBSITES

LINK TOGA PARTICULAR WEBSITE.

AND THE AUTHORITY OF THOSE LINKS

AND HOW TRUSTWORTHY THEY ARE.

QUALITY OF THE CONTENT ON THE

SITE.

THE URL OR WEB ADDRESS AND PAGE

TITLE.

AND WHETHER THE BEST RESULTS IN

THE WEB PAGE, IMAGE VIDEO OR

NEWS ARTICLE.

RESULTS ARE RANKED BY ORDER OF

COMPONENTS.

HERE'S WHAT IT LOOKS LIKE IN

DAY-TO-DAY EXPERIENCE.

AT THE TOP, YOU ARE GOING TO

TYPE IN YOUR SEARCH QUERY.

IN THIS CASE, DAVE'S BAKERY.

AT THE TOP YOU SEE A WORD OR

PHRASE, AND THEN BELOW THE

SEARCH PRAIRIE THE SEE THE

RESULTS.

PAGES COULD HAVE ADS OR BELOW

THE TEXT ADS IN THIS EXAMPLE YOU

SEE THE START OF NATURAL OR

ORGANIC SEARCH RESULTS.

CREATING A SEARCH FRIENDLY SITE

HELPS INCREASE YOUR CHANCES OF

APPEARING IN THIS AREA OF THE

WEBSITE OR OF THE GOOGLE

RESULTS.

ORGANIC RESULTS ARE WEB PAGES

THAT GOOGLE ALGORITHM IDENTIFIES

AS MOST USEFUL FOR SEARCH.

CLICKS ON ORGANIC RESULTS ARE

FREE.

IT'S IMPORTANT TO NOTE THAT

WEBSITE CANNOT PAY GOOGLE TO

APPEAR INORGANIC SEARCH RESULTS

AND ADVERTISING DOES NOT

INFLUENCE THE ORGANIC INFLUENCE

ON THE PAGE.

ON THE RIGHT SIDE BAR YOU SEE A

SECTION THAT PROVIDES USEFUL

INFORMATION TO THE SEARCHER.

THIS IS CALLED A GOOGLE MY

BUSINESS LISTING.

AND IT'S ALSO A FREE TOOL THAT

HELPS YOU ADD YOUR BUSINESS

INFORMATION TO GOOGLE SEARCH AND

MAPS.

HERE ARE A FEW TIPS SPECIFIC TO

BUILDING YOUR WEBSITE THAT CAN

HELP YOU OPTIMIZE YOUR SEARCH

ENGINE RESULTS OR GET YOU

RANKING HIGHER IN SERBS.

FIRST, OPTIMIZE FOR LOAD TIME

ESPECIALLY FOR PEOPLE VIEWING

YOUR SITE ON MOBILE DEVICES.

WHAT THIS MEANS IS THAT YOU

SHOULD HAVE THE FASTEST WEBSITE

POSSIBLE.

IT'S REALLY EASY TO LOAD SUPER

LARGE IMAGES ONTO YOUR WEB PAGES

BECAUSE WE ALL HAVE MEGA PIXEL

CAMERAS ON YOUR PHONES.

IF YOU LOAD UP TOO MANY LARGE

IMAGES, IT TAKES TOO LONG FOR

YOU TO DOWNLOAD THOSE IMAGES,

ESPECIALLY OVER A CONNECTION

THAT'S A 3G NETWORK OVER A

MOBILE DEVICE.

ORIGINAL AND USEFUL CONTENT.

THE MORE ORIGINAL YOUR CONTENT

IS AND THE MORE HELPFUL IT IS,

THE MORE LIKELY GOOGLE IS TO

RANK IT APPROPRIATELY.

YOU CAN'T SIMPLY COPY TEXTS FROM

OTHER PLACES ON THE WEB BECAUSE

HAVING INFORMATION THAT'S UNIQUE

AND INDIVIDUAL AND INTERESTING

IS ONE OF THE SIGNALS THAT

GOOGLE USES TO RANK YOUR

WEBSITE.

HAVING TEXT LINKS IS INCREDIBLY

HELPFUL TO MAKE SURE THAT YOUR

CONTENT IS LINKED AND THAT IT'S

SENDING THE APPROPRIATE SIGNALS.

NOW, WITH TEXT LINKS YOU WANT TO

HAVE YOUR LINKS INCLUDE THE

SEARCH KEY WORDS THAT YOU ARE

TRYING TO GET.

SO HAVING A LINK THAT SIMPLY

SAYS CLICK HERE IS MUCH LESS

USEFUL THAN SOMETHING THAT

INCLUDES THE ACTUAL SEARCH TERM

CLICK FOR YOUR BUSINESS NAME OR

YOUR BUSINESS PROCESS OR WHAT

YOU THINK PEOPLE WOULD BE TYPING

FOR.

PROPER PAGE TITLES AND

DESCRIPTIONS ARE VERY IMPORTANT

AS YOU LOOK AT HOW GOOGLE

DISPLAYS THE PRODUCT OR SERVICE.

THE PAGE TITLE IN THE BLUE IS

THE BAKERY, THE ULTIMATE

CELEBRATION CAKE.

AND RIGHT UNDERNEATH THAT IS THE

PAGE DESCRIPTION.

THOSE TWO ITEMS DON'T

SPECIFICALLY AFFECT YOUR SEARCH

ENGINE RANKING, BUT THEY DISPLAY

THE INFORMATION IN THE BEST

POSSIBLE CONTEXTUAL WAY TO

ENCOURAGE PEOPLE TO ACTUAL

LITTLE CLICK ON THOSE LINKS.

A LITTLE BIT OF TECHNICAL

INFORMATION ON PAGE TITLES AND

DESCRIPTION.

A PAGE TITLE SHOULD BE 60 TO 65

CHARACTERS OR LESS.

THAT'S ABOUT WHAT WILL SHOW UP

ON A SINGLE LINE IN MOBILE

SEARCH.

LIKEWISE DESCRIPTIONS ARE SHOWN

IN SMALLER FONTS SO YOU GET A

LITTLE MORE ROOM BUT YOU STILL

ONLY GET 130 TO 140 CHARACTERS

BEFORE SEARCH ENGINES SIMPLY CUT

OFF THE DESCRIPTION.

IT DOESN'T HURT YOU TO HAVE LONG

DESCRIPTIONS BUT IT CERTAINLY

DOESN'T HELP IF YOU HAVE DOTS ON

YOUR PAGE AND SIMPLY GETS CUT

OFF.

INFORMATIONAL ARCHITECTURE AS WE

MENTIONED BEFORE IS VERY

IMPORTANT.

BECAUSE GOOGLE AS WELL AS USERS

NEED TO UNDERSTAND THE CONTEXT

AND THE USEFULNESS AND HOW TO

ACCESS YOUR INFORMATION.

THE MORE CLEAR IT IS HOW TO GET

FROM POINT A TO POINT B AND FOR

CUSTOMERS TO ACCOMPLISH WHAT

THEY ARE LOOKING FOR ON YOUR

WEBSITE, THE MORE USEFUL IT WILL

BE.

AND, IN GENERAL, SEARCH ENGINE

OPTIMIZATION IS ALL ABOUT MAKING

YOUR WEBSITE MOST USEFUL.

WHICH LEADS ME TO BROWSE SERVES.

WE'VE TALKED ABOUT THIS A FEW

TIMES BUT YOU NEED TO MAKE SURE

YOUR WEBSITE LOOKS GREAT ON

FOUR-INCH SHALL PHONE, 10 INCH

TABLET AND BIG MASSIVE LAPTOP.

ALL OF THOSE 'REQUIRE SLIGHTLY

DIFFERENT RULES AND ADJUSTMENTS.

BUT IF YOU BUILD YOUR WEBSITE TO

BE WHAT'S CALLED MOBILE

RESPONSIVE, IT WILL TAKE CARE OF

ITSELF AND YOUR WEBSITE WILL BE

USEFUL NO MATTER WHAT DEVICE

PEOPLE ARE VISITING ON AND OVER

ANY BROWSER OR DEVICE.

WE'VE COVERED A LOT OF

INFORMATION SO FAR.

LET'S TALK ABOUT WHAT TO DO

NEXT.

FIRST, START BY MAKING A LIST OF

BUSINESS GOALS THAT YOU WANT TO

SUPPORT WITH YOUR WEBSITE.

IF YOU ARE BUILDING A BRAND NEW

SITE, CHOOSE A DESIGN THAT WORKS

ON ALL BROWSERS AND DEVICES.

IF YOU'VE HAD YOUR SITE FOR A

WHILE, CHECK TO SEE HOW IT

PERFORMS ON ALL DEVICES,

ESPECIALLY ON MOBILE.

REMEMBER TO USE A MOBILE

FRIENDLY TEST BY OPENING UP YOUR

WEBSITE ON A MOBILE DEVICE, BOTH

ANDROID AND IOS, OLD AND NEW,

SMALL AND LARGE DEVICES.

AND CHECK TO MAKE SURE THAT YOUR

WEBSITE IS USABLE AND FAST NO

MATTER WHERE YOU ARE BROWSING.

NEXT, CREATE OR RECREATE A PLAN

FOR YOUR CONTENT, YOUR WEBSITE'S

INFORMATION ARCHITECTURE.

ORGANIZATION OF THIS CONTENT

WILL HELP YOU AND VISITORS AS

WELL AS SEARCH ENGINE NAVIGATE

YOUR WEBSITE MORE EASILY.

ONCE YOU HAVE YOUR PLAN, START

ADDING CONTENT.

THE MORE OFTEN YOU CAN PUBLISH

USEFUL ORIGINAL CONTENT ON YOUR

WEBSITE THE BETTER.

AND THINK ABOUT NOT JUST TEXT

INFORMATION, BUT ALSO IMAGES,

VIDEO, AND AUDIO.

THINK ABOUT HOUR WEBSITE CAN

OFFER FUNCTIONALITY THAT

SUPPORTS YOUR BUSINESS GOALS.

BEFORE INVESTING TIME AND

RESOURCES, BUILDING A CUSTOM

TOOL, IT'S WORTH CHECKING TO SEE

IF EXISTING SOFTWARE CAN BE

BOUGHT OR LICENSED FOR YOUR

WEBSITE.

LAST BUT NOT LEAST, MAKE SURE

YOUR WEBSITE IS SEARCH ENGINE

FRIENDLY.

IF SEARCH ENGINES CAN'T FIND

YOUR WEBSITE, NEITHER CAN

POTENTIAL CUSTOMERS.

YOUR GOAL IS TO MAKE YOUR

WEBSITE AS USEFUL AS POSSIBLE

AND TO CONNECT YOUR INFORMATION

AND YOUR AUDIENCE WITH THAT

CRUCIAL NEXT STEP.

IF YOU WANT TO LEARN MORE, THERE

IS ALL KINDS OF INFORMATION ON

SEARCH ENGINE OPTIMIZATION, ON

INFORMATION ARCHITECTURE AND

USEFULNESS AND ON MOBILE DEVICES

AT GYBO.COM/LESSON, GET YOUR

BUSINESS ONLINE.COM/LESSON, YOU

CAN TAKE THESE FAST EASY

LESSONS, TAKE ABOUT FIVE MINUTES

EACH TO COMPLETE TO HELP YOU

LEARN MORE ABOUT ONLINE

MARKETING WHENEVER YOU HAVE A

FEW MINUTES TO SPARE.

ALSO AN ANDROID AVAILABLE OR

ANDROID INFORMATION PIECE

AVAILABLE ON GOOGLE PLAY.

AND YOU CAN DOWNLOAD THE iPHONE

VERSION BY VISITING THE APP

STORE.

YOU CAN ALSO ACCESS LINKS ON

APPS THAT LINK GYBO.COM LESSONS.

THAT'S IT FOR ME.

AND I WANT TO KICK BACK OVER TO

CONNECT BACK WITH SAVINNO TO GO

THROUGH OUR QUESTION-AND-ANSWER

SESSION.

>> GET YOUR ONLINE STORE

INVENTORY READY, POTENTIAL

CUSTOMERS ASK ME IF WE ARE

ONLINE.

>> MARIA, THE ANSWER IS

ABSOLUTELY.

WHAT YOU WANT TO DO WHEN YOU ARE

STARTING UP YOUR WEBSITE IS MAKE

SURE THAT YOU HAVE THE RELEVANT

INFORMATION ABOUT YOUR BUSINESS

UP ON GOOGLE AS MUCH AS

POSSIBLE.

SO HAVE EVERYTHING THAT'S

RELEVANT.

AND MAKE SURE YOU ARE VERY CLEAR

AS TO WHAT YOU WILL OFFER AND

WHEN YOU ARE GOING TO OFFER THAT

SO THAT YOU DON'T CONFUSE YOUR

CUSTOMERS.

BUT SHOULD YOU BE OUT ON THE WEB

AS SOON AS POSSIBLE?

YES.

>> OKAY.

OUR NEXT QUESTION COMES FROM

MEG.

CAN YOUR WEBSITE GOALS BE MORE

THAN ONE?

IS THERE ANYTHING AS TOO MANY

GOALS?

>> MEG, YOU CAN HAVE MORE THAN

ONE GOAL FOR YOUR WEBSITE.

BUT MAKE SURE THAT YOU DON'T GO

TOO OUT OF CONTROL WHEN YOU ARE

ANSWERING THINGS.

THE EASY TEMPTATION FOR

BUSINESSES IS TO TRY TO BE AS

MUCH AS POSSIBLE TO AS MANY

PEOPLE AS POSSIBLE.

THERE IS A LOT OF VALUE IN BEING

AS SPECIFIC AS POSSIBLE WITH

WHAT YOU DO FOR YOUR SPECIFIC

AUDIENCE.

THINK ABOUT WHO YOUR AUDIENCE IS

AND WHAT THEY ARE INTERESTED IN.

AND FOCUS ON AS MUCH AS POSSIBLE

THE ONE THING THAT THEY ARE MOST

INTERESTED IN.

YOU MAY HAVE THREE DIFFERENT

MARKETS OR THOSE AUDIENCES MAY

HAVE THREE DIFFERENT THINGS THEY

ARE ASKING YOU, BUT I WOULD TRY

TO KEEP IT DEFINITELY UNDER FIVE

AS FAR AS HOW MANY SPECIFIC

GOALS THAT YOU HAVE FOR YOUR

SITE.

>> OKAY.

NEXT QUESTION COMES FROM

FELICIA.

I BELIEVE ACCESSIBILITY IS AN

IMPORTANT PART OF A WEBSITE.

ARE THERE ANY FREE RESOURCES

THAT I CAN USE TO ENSURE

ACCESSIBILITY ON MY WEBSITE?

>> YOU ABSOLUTELY CAN CHECK

ACCESSIBILITY ON YOUR WEBSITE.

ONE OF THE THINGS THAT I WOULD

ENCOURAGE YOU TO DO IS USE

GOOGLE'S SEARCH ENGINE, AND

THAT'S AVAILABLE AT

GOOGLE.COM/WEBMASTERS.

AGAIN, THAT IS

GOOGLE.COM/WEBMASTERS.

TO DOUBLE CHECK TO MAKE SURE

YOUR WEBSITE ISN'T MISSING

ANYTHING IN PARTICULAR ABOUT SEO

AND CONTENT AND DOWNLOAD

ABILITY.

THERE ARE SPECIFIC FREE TOOLS

THAT ARE AVAILABLE ON THE WEB TO

ALSO HELP WITH DIFFERENT

ACCESSIBILITY ISSUES AND TOOLS.

AND THE BEST ANSWER FOR FINDING

THOSE BEST TOOLS IS TO SIMPLY

GOOGLE ACCESSIBILITY WEBSITE

CHECKER.

I HAVE THAT PAGE OPEN RIGHT NOW.

AND THERE ARE TOOLS LIKE THE WEB

ACCESSIBILITY CHECKER, THE WAVE

ACCESSIBILITY TOOL, AND ANOTHER

POST FROM MAPPERS THAT SAYS TOP

25 AWESOME ACCESSIBILITY TOOLS.

THERE ARE LOTS OUT THERE AND

MOST OF THEM ARE FREE.

BUT MAKE SURE YOU DOUBLE-CHECK

THAT.

>> OKAY.

NEXT QUESTION COMES FROM DAVID.

WHAT IS CONSIDERED AN ACCESSIBLE

BOUNCE RATE?

>> BOUNCE RATE IS THE ACTION

WHEN PEOPLE VISIT YOUR WEBSITE,

AND THEN THEY LEAVE AGAIN

WITHOUT TAKING A NEXT STEP.

SO THE BOUNCE RATE OF A WEBSITE

IS ESSENTIALLY WHAT HAPPENS WHEN

PEOPLE VISIT YOUR SITE, THEN

THEY DON'T FIND IT USEFUL ENOUGH

TO DO SOMETHING ELSE.

AN ACCEPTABLE BOUNCE RATE IS

USUALLY LESS THAN 3 SECONDS OR 3

OR LESS.

SO IF YOU HAVE THAT.

AND IF IT'S MORE THAN THAT,

THERE MIGHT BE SOME REASON.

YOU MIGHT HAVE TOO MUCH

INFORMATION ON ONE PAGE.

OR YOU MAY NOT HAVE SOMETHING

TELLING ENOUGH FOR PEOPLE TO

TAKE SOME NEXT STEP ON YOUR

PAGE.

SO IN ORDER TO IMPROVE YOUR

BOUNCE RATE OR IMPROVE THE

LIKELIHOOD THAT PEOPLE WILL TAKE

MORE THAN ONE STEP ON YOUR PAGE

WITHOUT SIMPLY LEAVING AGAIN IS

TO GIVE THEM EASY CALLS TO

ACTION OR BUTT TONS THAT TELL

THEM WHAT TO DO NEXT.

IT MIGHT BE CHECK OUT YOUR

PRODUCTS AND SERVICES.

IT MIGHT BE CONTACT YOU OR GIVE

YOU A CALL.

OR SOME PHYSICAL NEXT STEP.

BE VERY, VERY CLEAR INSIDE OF

THAT VERY FIRST SCREEN WHEN

PEOPLE VISIT IN ORDER TO IMPROVE

YOUR BOUNCE RATES.

>> MORE QUESTIONS?

>> OH, I'M SORRY.

YES.

WE HAD AN ANSWER -- SORRY, A

QUESTION FROM SHEVA.

WHAT IS THE BEST CONTENT FOR A

SERVICE ORIENTED BUSINESS?

>> OH, PERFECT.

SO FOR SERVICE ORIENTED

BUSINESSES, YOU WANT TO FOCUS ON

WHAT YOUR SERVICES ARE, AND

ESPECIALLY WHAT THE ANSWERS ARE

TO COMMON QUESTIONS ABOUT THOSE

SERVICES.

A COMMON PROBLEM THAT I SEE WITH

A LOT OF SMALL BUSINESS WEBSITES

IS THEY FOCUS FAR TOO MUCH ABOUT

THEM, HOW MANY YEARS THEY'VE

BEEN IN BUSINESS, WHAT THEY DO,

WHO THEY ARE.

YOU NEED TO KEEP IN MIND THAT

YOU ARE VISITORS ARE INTERESTED

IN WHAT YOUR BUSINESS CAN DO FOR

THEM.

SO FOCUS ON THE QUESTIONS THAT

THEY OFTEN ASK, FOCUS ON THE

POINTS THAT YOU SOLVE FOR YOUR

CUSTOMERS, OR FOCUS ON WHAT

PEOPLE WILL SAY IN EASY

CONVERSATION THAT WILL LEAD THEM

TO SAY THAT'S INTERESTING.

SO FOCUS, ESPECIALLY FOR

SERVICES, ON WHAT THE NEXT STEP

IN YOUR PURCHASE PROCESS IS.

A LOT OF TIMES SERVICE

BUSINESSES ARE B-TO-B OR

BUSINESS TO BUSINESS

ORGANIZATIONS.

THE LEAD FLOW TAKES A LITTLE

LONGER FROM B-TO-C OR IN PERSON

STORES.

SO MAKE SURE YOU ARE FOCUSING

EXACTLY ON WHAT YOU SOLVE OR THE

SERVICE YOU PROVIDE WHEN YOU ARE

CONNECTING WITH YOUR BUSINESS

AND WITH YOUR INTENDED AUDIENCE

AND YOU CAN'T GO WRONG.

>> NEXT QUESTION FROM SANDRA.

HOW DO I FIND WEB DESIGNERS AND

PROGRAMMERS THAT CAN HELP ME SET

UP MY INTERACTIVE WEBSITE WHILE

PROTECTING MY IDEA FOR THAT

WEBSITE?

>> SANDRA, THERE IS A LOT OF

STUFF GOING INTO THAT QUESTION.

SO I WANT TO, YOU KNOW, KIND OF

TAKE A HALF STEP BACK ON THAT

AND RELATE THAT, REALLY UNLESS

YOU HAVE SOMETHING THAT IS

ABSOLUTELY EARTH SHATTERING, THE

MOST COMMON QUESTION THAT I GET,

BECAUSE IN ADDITION TO BEING A

SPEAKER AND TRAINER FOR GOOGLE I

ALSO OWN A MARKETING AGENCY.

I GET QUESTIONS LIKE THIS ALL

THE TIME WHERE PEOPLE WANT ME TO

SIGN A NONDISCLOSURE AGREEMENT

OR THEY HAVE A SPECIFIC BARRIER

BEFORE THEY ARE WILLING TO

ENGAGE IN A WEBSITE.

THE BIG BARRIER TO BUSINESS

ISN'T IN CONTROLLING YOUR IDEA,

IT'S IN CONTROLLING THE LAUNCH

OF THAT IDEA.

IT'S IMPLEMENTATION, NOT

IDEATION.

SO FIRST I WOULD ENCOURAGE YOU

TO JUST MAKE SURE THAT YOU ARE

GETTING SOMETHING OUT THERE.

THAT YOU ARE GETTING SOMETHING

OUT IN THE WORLD.

AND THAT YOU ARE SHARING AS MUCH

AS YOU CAN TO GET SOMETHING

DONE.

NOW, IF YOU ARE TRYING TO

SPECIFICALLY MAKE SURE THAT YOU

DON'T SHARE INFORMATION TOO

EARLY OR THAT YOU ARE TRYING TO

LIMIT ACCESS TO A VERY UNIQUE

IDEA, THEN I WOULD ENCOURAGE YOU

TO PROBABLY DO THE WEBSITE

YOURSELF.

THERE IS A LOT OF REALLY EASY

TOOLS.

AND IF YOU HAVE A PHYSICAL

LOCATION AND YOU SERVE PEOPLE

INSIDE OF A LOCATION, YOU CAN

USE GOOGLE MY BUSINESS TO LAUNCH

YOUR WEBSITE FOR FREE.

NOW, IF YOU AREN'T QUALIFIED FOR

GOOGLE MY BUSINESS, USUALLY

GOOGLE MY BUSINESS WEBSITES

AREN'T QUALIFIED FOR THAT

INCLUDE THOSE THAT ARE STRAIGHT

eCOMMERCE OR THAT DON'T DELIVER

TO A SPECIFIC GEOGRAPHIC AREA,

THEN YOU'LL PROBABLY NEED TO

COME UP WITH SOME OTHER TOOLS.

AND THERE ARE LOTS OF FREE AND

ORRIN EXPENSIVE WEB BUILDING

TOOLS THAT WOULD HELP YOU GET

YOUR IDEA OUT WITHOUT REQUIRING

A MASSIVE INVESTMENT IN DESIGN.

THE BIG THING AGAIN IS TO FOCUS

ON WHAT YOU SAW FOR YOUR

CUSTOMERS AND HAVE SOMETHING OUT

THERE THAT'S KEY WORD RICH.

AND BY KEY WORDS I MEAN WHAT

PEOPLE WOULD SEARCH IN GOOGLE IN

ORDER TO FIND YOUR BUSINESS.

YOU NEED TO HAVE THAT TEXT ON

YOUR WEBSITE.

YOU NEED TO HAVE LABELS ON YOUR

IMAGES THAT MATCH THAT TEXT.

YOU NEED TO HAVE LINKS TO OTHER

PIECES OF CONTENT BOTH ON YOUR

WEBSITE AND OFF YOUR WEBSITE

THAT INCLUDE THOSE KEY WORDS IN

ORDER TO SHOW UP IN A SEARCH.

>> NEXT QUESTION COMES FROM

ALLEN.

I RUN A NONPROFIT SITE.

I KNOW THAT PEOPLE WILL NOT

DONATE TO A SITE WHEN THEY FIRST

COME ON AND THEY NEED TO

ESTABLISH A RELATIONSHIP BEFORE

THEY ARE WILLING TO DONATE.

DO YOU HAVE ANY TIPS ON WHAT

NONPROFITS ARE DOING

SUCCESSFULLY THAT HAS HELPED

INCREASE DONATIONS?

>> FANTASTIC QUESTION, ALLEN.

AND FOR NONPROFITS IT'S ALL

ABOUT THE PERSONAL CONNECTION

THAT YOUR ORGANIZATION HAS WITH

THE NONPROFITS MISSION.

SO SHARING STORIES.

SHARING ANECDOTES.

SHARING VIDEO TESTIMONY ON HOW

YOU EXPLICITLY HELP TO IMPROVE

THE LIVES OF THE PEOPLE THAT YOU

WORK WITH IS GOING TO GIVE A

BETTER LIFT THAN TRYING TO FOCUS

TOO MUCH ON DONATE NOW.

IT SHOULD ALMOST BE AN

AFTERTHOUGHT THAT YOU ARE ASKING

FOR INCREASED DONATIONS.

OF COURSE, THE DONATE NOW SHOULD

BE THE CALL TO ACTION ON YOUR

WEBSITE.

BUT IF ALL YOU ASK FOR IS MONEY

WITHOUT GIVING FOLKS ANY CONTEXT

OR ANY REASON TO ENGAGE WITH

YOU, ANY CONTENT TO HELP FOLKS

CARE AS MUCH AS YOU DO, YOU ARE

NOT GOING TO HAVE AS MUCH

RESULTS.

SO FOCUS BACK AND MAKE SURE THAT

YOU ARE CONNECTING VISUALLY AND

AUDIO, AUDITOR ALLY VIA VIDEO

AND OR TEXT THAT SHARES YOUR

ORGANIZATION'S STORY AND HOW YOU

HELP.

AND THEN ON YOUR CALL TO ACTION

OR ON THE BUTTONS ON YOUR

WEBSITE AND FOR EVERY PAGE OF

YOUR SITE YOU SHOULD HAVE AT

LEAST ONE CALL TO ACTION AND

IDEALLY NOT MORE THAN ONE CALL

TO ACTION TO TELL PEOPLE WHAT TO

DO NEXT.

DONATE NOW, JOIN OUR LIST,

CONNECT WITH US, CALL TODAY.

>> OKAY.

NEXT QUESTION IS FROM ART.

GOOGLE IS ALWAYS CHANGING ITS

RULES FOR SEO.

BUILDING A BRAND NEW SITE RIGHT

NOW.

WHAT TRIED AND TRUE RULE SHOULD

I INCORPORATE?

AND WHAT NEW STRATEGY HAVE YOU

FOUND IN THE LAST THREE MONTHS

THAT IS WORKING WORE WEBSITES?

>> GREAT QUESTION.

AND AS WE COVERED IN THE

PRESENTATION TODAY, GOOGLE'S

ALGORITHM INCLUDES MORE THAN 200

SIGNALS THAT HELP INCREASE OR

DECREASE YOUR RANKS ON GOOGLE.

SO ONE TRIED AND TRUE METHOD FOR

IMPROVING YOUR SEARCH RESULTS,

AND I INTO HE HAD TO BE VERY

CAREFUL WITH THIS AND SAY YOU

ARE NEVER GOING TO BE GUARANTEED

PAGE ONE RESULTS, BUT YOU CAN

ALWAYS IMPROVE YOUR RESULTS BY

IMPROVING THE LIKELIHOOD THAT AN

ALGORITHM IS GOING TO PICK UP

YOUR PARTICULAR WEBSITE.

SO HAVE MORE CONTENT ON YOUR

WEBSITE.

PUBLISH REGULARLY TO YOUR SITE.

AND HAVE KEY WORD RICH CONTENT,

AND BY KEY WORDS, AGAIN I MEAN

WHAT PEOPLE WOULD TYPE IN GOOGLE

TO FIND YOUR PRODUCT OR SERVICE.

IF YOU ARE A BUSINESS ACCOUNT,

YOU SHOULD HAVE BUSINESS

ACCOUNTING AS ONE OF YOUR KEY

WORDS.

SO IF YOU HAVE THAT LISTED

REGULARLY ON YOUR WEBSITE AND

YOU UPDATE YOUR WEBSITE EVERY

WEEK WITH GOOD CONTENT, AND IF

YOU HAVE LABELED IMAGES WITHOUT

TAGS ON YOUR WEBSITE, THAT IS

TRIED AND TRUE METHOD FOR

IMPROVING YOUR SEARCH RANKINGS.

YOU HAD ALSO ASKED FOR SOMETHING

THAT IS NEW OR THAT'S RELATIVELY

INTERESTING THAT YOU MIGHT NOT

HAVE THOUGHT OF.

ONE OF THE THINGS THAT I FOUND

MOST INTERESTING IN SOME RECENT

RESEARCH IS THAT THE ABOUT US

PAGE IS SECOND ONLY TO THE HOME

PAGE IN AFFECTING RANKING

RESULTS.

SO IF YOU DON'T ALREADY HAVE A

"ABOUT US" PAGE ON YOUR WEBSITE,

I WOULD ENCOURAGE YOU TO PUT

SOME IN THE CONTENT ABOUT YOUR

US PAGE.

INSIDE THAT PAGE YOU SHOULD

INCLUDE HOURS OF SERVICE, YOU

SHOULD INCLUDE YOUR LOCATION,

YOU SHOULD INCLUDE ALL OF THE

KEY WORDS THAT PEOPLE WOULD BE

LIKELY TO TYPE FOR EVERYTHING ON

YOUR WEBSITE.

AND DON'T JUST DUMP ALL ON THE

WEBSITE BUT MAKE IT ABOUT US, AS

WELL AS A DIRECTORY ON THE

WEBSITE AS WELL AS ANYTHING

ELSE.

SO THAT'S ONE NEW TIP.

AND TO FOCUS ON THAT AND OF

COURSE MAKE SURE THAT YOUR

WEBSITE IS MOBILE RESPONSIVE AND

YOU CAN GET THROUGH THAT GOOGLE

CONSOLE, AT

GOOGLE.COM/WEBMASTERS, THAT WILL

TELL YOU IF YOUR WEBSITE IS

RESPONSIVE, AND THAT IT'S

SECURE.

IF YOUR WEBSITE ADDRESS WHEN YOU

TYPE IT IN DOESN'T HAVE HTTPS,

GOOGLE NOW LISTS INSIDE OF

CHROME THAT YOUR WEBSITE IS NOT

SECURE.

IT HAS A RED ICON THAT SAYS THAT

YOUR WEBSITE IS NOT SECURE.

SO MAKE SURE YOU HAVE A SECURE

SOCKET LAYER OR SSL CERTIFICATE

ON YOUR WEBSITE TO ENCRYPT

TRANSMISSIONS TO AND FROM YOUR

SITE.

IT SOUNDS MORE COMPLICATED THAN

IT IS.

JUST SEARCH FOR SSL AND OR

SECURE WEBSITES.

AND ALL WEB HOSTS NOW OFFER SSLs

ON THEIR SITES.

>> CHRISTINA IS ASKING IF WE

TRACK CALLS WITH A NEW NUMBER

PROVIDED BY OUR CRM COMPANY,

WILL GOOGLE FROWN UPON MULTIPLE

PHONE NUMBERS LISTED FOR ONE

BUSINESS?

>> SO THERE IS A TWO-PART ANSWER

TO THIS.

FIRST, OF COURSE YOU SHOULD BE

HIGHLIGHTING YOUR INTENDED AND

YOUR BEST PHONE NUMBER AS MUCH

AS POSSIBLE ON YOUR WEBSITE.

BUT I DO UNDERSTAND THAT A LOT

OF SERVICES, INCLUDING GOOGLE'S

OWN ADVERTISING SERVICE, OFFER

UNIQUE PHONE NUMBERS TO HELP YOU

TRACK THE EFFECTIVENESS OF YOUR

MARKETING.

I WOULDN'T WORRY AS MUCH ABOUT

SPECIFIC OR DIFFERENT PHONE

NUMBERS EXCEPT FOR MAKE SURE

THAT YOU ARE CONSISTENT IN HOW

YOU REFER TO YOUR BUSINESS,

ESPECIALLY ON YOUR HOME PAGE.

SO IN YOUR CONTACT US PAGE, IF

YOU WANT EVERYONE TO VISIT AND

CALL YOU AT YOUR OFFICIAL

BUSINESS PHONE, YOU SHOULD BE

LISTING THAT PHONE NUMBER.

YOUR MARKETING AND OTHER THINGS

CAN INCLUDE OTHER PHONE NUMBERS,

THAT'S NOT NECESSARILY GOING TO

AFFECT YOUR SEARCH ENGINE

OPTIMIZATION OR YOUR SEARCH

RANKING NEARLY AS MUCH AS HAVING

CONSISTENT AND HELPFUL CONTENT

ON EVERY PAGE OF YOUR SITE.

>> OKAY.

NANCY ASKS, FOR A SMALL BUSINESS

START-UP, IS IT BEST TO USE MY

OWN WEB DEVELOPER OR A SITE LIKE

SQUARE SPACE OR WORD PRESS?

>> SO, AGAIN, I WOULD ENCOURAGE

YOU TO FOCUS AS MUCH AS POSSIBLE

ON JUST GETTING INFORMATION OUT

THERE THAT IS KEY WORD RICH.

YOU DON'T NECESSARILY NEED TO

HIRE A WEB DESIGNER.

AND AS FAR AS A SEARCH ENGINE

OPTIMIZATION, IF YOU HAVE A

LOCAL BUSINESS THAT SERVES

PEOPLE IN YOUR LOCATION, I WOULD

RECOMMEND CONNECTING AND TRYING

GOOGLE'S OWN WEBSITE BUILDER

THAT'S AVAILABLE INSIDE OF

GOOGLE MY BUSINESS.

GOOGLE MY BUSINESS IS AVAILABLE

AT GOOGLE.COM/BUSINESS, AND THEY

HAVE A FREE SUITE OF WEBSITE

TOOLS THAT WILL AUTOMATICALLY

BUILD YOU A WEBSITE BASED ON THE

INFORMATION YOU PROVIDE IN

GOOGLE MY BUSINESS LISTING.

GOOGLE MY BUSINESS IS ALSO KNOWN

AS GOOGLE MAPS SO EVERY PIECE OF

INFORMATION THAT YOU ENTER

INSIDE OF YOUR GOOGLE MY

BUSINESS LISTING WILL ALSO HELP

AN EFFECT YOUR GOOGLE MAPS

LISTING, INCLUDING HOURS,

LOCATION, AND BUSINESS REVIEWS.

SO I WOULD ENCOURAGE YOU FIRST

TO CHECK OUT GOOGLE MY BUSINESS

IF YOU NEED A FREE WEBSITE.

OTHERWISE IN MY OWN PERSONAL

OPINION I LIKE FREE SOURCE,

BECAUSE IT'S OPEN AND AVAILABLE

ON THE SOURCE, OR ANY TOOL THAT

YOU ARE COMFORTABLE WITH IN

PUBLISHING REGULAR CONTENT.

SO LOTS OF TOOLS OUT THERE.

WHATEVER YOU CAN BE CONSISTENT

WITH AND THAT YOU ARE

COMFORTABLE ENOUGH WITH TO

INCLUDE AS MUCH TEXT AND IMAGERY

AND HELPFUL AND LINKED CONTENT

AS POSSIBLE IS GOING TO DO FINE.

>> OKAY.

NEXT QUESTION COMES FROM TONY.

IS THERE ANY TYPE OF BACKGROUND

MUSIC ON YOUR WEBSITE THAT'S

SUCCESSFUL?

OR IS MUSIC PASS SAY ON A

BUSINESS WEBSITE?

IT'S FOR AN EVENT MANAGEMENT

EVENT PROTOCOL WEBSITE.

>> IN GENERAL, I WOULD WARN AWAY

FROM ANY KIND OF AUDIO THAT

AUTOMATICALLY PLAYS ON YOUR

WEBSITE.

OF COURSE, VIDEO IS ONE OF THE

MOST ENGAGING TYPES OF CONTENT

ON A WEBSITE.

BUT NINE TIMES OUT OF TEN THAT

CONTENT IS REQUEST ONLY.

SO YOU HAVE TO CLICK PLAY IN

ORDER TO CONNECT.

YOU NEED TO THINK ABOUT THE

EXPERIENCE OF YOUR USER.

SO IF YOUR USER IS IN A LARGE

OFFICE IN THE MIDDLE OF A GROUP

OF CUBES, THEY OPEN UP YOUR

WEBSITE, AND THIS MUSIC POPS UP,

THEY ARE PROBABLY LIKELY JUST TO

CLOSE THE WINDOW IN A PANIC.

SO YOU NEED TO THINK ABOUT HOW

THAT'S GOING TO WORK AS WELL AS

THE FACT THAT IF THEY ARE

VISITING THE WEBSITE ON THE

MOBILE DEVICE, THAT SIMPLY MIGHT

NOT PLAY.

SO THINK ABOUT WHAT IS BEST FROM

YOUR USER'S PERSPECTIVE.

IN GENERAL, THE GUIDELINE IS TO

NOT HAVE AUDIO PLAYING.

BUT IF YOU HAVE SOME SPECIFIC

THING THAT'S REALLY DEPENDENT ON

IMPROVING THE EXPERIENCE FOR

YOUR USER, THERE IS AN OPTION

FOR EVERYTHING.

SO, IN GENERAL, I WOULDN'T USE

AUDIO, BUT IT WOULD VARY.

>> NEXT QUESTION COMES.

I NEED A WEBSITE BUT WOULD ONLY

START OUT WITH SELLING ONE

PRODUCT.

HOW DO I DESIGN A WEBSITE FOR

SELLING ONLY ONE PRODUCT?

>> LAURA FOR ONE PRODUCT YOU ARE

SET UP FOR MORE SUCCESS THAN IF

YOU TRIED TO LAUNCH SEVERAL

DOZEN PRODUCTS.

YOU CAN BE FOCUSED ON THE

BENEFITS OF THAT PRODUCT AS YOU

GROW YOUR BUSINESS.

SO BE VERY FOCUSED AND HAVE THAT

CALL TO ACTION BE, BUY NOW,

DON'T HAVE ONE PRODUCT SLOW YOU

DOWN FROM LAUNCHING A WEBSITE.

BECAUSE THAT FOCUS IS PROBABLY

GOING TO BE A COMPETITIVE

ADVANTAGE FOR YOU.

>> OKAY T BLAKE ASKS, AFTER

MAKING A WEBSITE, WHAT IS THE

BEST WAY TO SHARE THE SITE WITH

SPECIFIC POTENTIAL CUSTOMERS?

>> THERE IS A LOT OF OPTIONS AND

OPPORTUNITIES FOR MARKETING YOUR

WEBSITE AFTER YOU'VE LAUNCHED

IT.

I WOULD RECOMMEND INCLUDING YOUR

CONTENT IN YOUR WEBSITE IN

SOCIAL NETWORKS THAT YOU KNOW

THAT YOUR AUDIENCE IS LIKELY TO

IDENTIFY WITH.

ONE OF THE THINGS THAT I ALWAYS

ENCOURAGE MY CUSTOMERS AND MY

CLIENTS TO DO IS TO BE AS CLEAR

AS HUMANELY POSSIBLE ON WHO

THEIR BEST CUSTOMER S THEN YOU

COME UP WITH WHAT'S CALLED A

MARKETING PERSONA OR A SALES

PERSONA FOR YOUR FIVE BEST

CUSTOMERS AND PUSH THEM ALL

TOGETHER IN ONE SUPER CUSTOMER.

WHERE DO THOSE PEOPLE HANG OUT

ONLINE?

ARE THEY ON A SPECIFIC SOCIAL

NETWORK?

ARE THEY LIKELY TO WALK BY YOUR

WEBSITE?

NOT YOUR WEBSITE OR YOUR

BUSINESS LOCATION.

OR ARE THEY ALREADY CONNECTED

WITH YOU VIA EMAIL?

IF YOU DO HAVE CUSTOMERS IN A

LIST, OF COURSE SENDING THAT

LIST AN UPDATED NOTE THAT YOU

HAVE A NEW WEBSITE OR THAT YOU

HAVE UPDATED CONTENT ON YOUR

WEBSITE IS GOING TO BE A VERY

EFFECTIVE WAY TO CONNECT.

YOU CAN ALSO USE ADVERTISING TO

DRIVE CONTENT OR DRIVE PEOPLE TO

YOUR WEBSITE.

BUT YOU NEED TO BE VERY SPECIFIC

ABOUT WHO YOU ARE TARGETING AND

WHAT THE MESSAGE IS THAT YOU ARE

GOING TO TARGET THEM WITH.

DRIVING ADVERTISING AND PUTTING

THEM TO THE HOME PAGE OF YOUR

WEBSITE AND THEN EXPECTING THEM

TO BROWSE AROUND ON YOUR SITE TO

TAKE THE NEXT CRUCIAL STEP IS

NOT THE BEST RESULT TO GET

ADVERTISING DOLLARS.

I WOULD INSTEAD USE YOUR

ADVERTISING TO GET THEM TO A

PAGE OR SERVICE THAT YOU ARE

TRYING TO PROMOTE.

THAT'S A LOT OF CONTENT INSIDE

OF A SMALL QUESTION.

BUT BE AS SPECIFIC AS POSSIBLE

TO REACH OUT AND CONNECT WITH

THE PEOPLE THAT YOU KNOW BEST.

AND THOSE ARE THE CUSTOMERS.

>> NEXT QUESTION COMES

FROM LISA.

IS IT GOOD TO HAVE LINKS TO

OTHER BUSINESSES THAT MY CLIENTS

MAY FIND HELPFUL?

>> LISA, THE ANSWER TO YOUR

QUESTION SHOULD YOU LINK TO

OTHER BUSINESSES LARGELY DEPENDS

IF IT'S GOING TO ENRICH THEIR

EXPERIENCE OF WORKING WITH YOU.

SO ESPECIALLY IN BUSINESS TO

BUSINESS MARKETING, HAVING A

LIST OF HELPFUL LINKS ON YOUR

WEBSITE OR CONNECTING PEOPLE TO

THAT OTHER PARTNER THAT THEY

MIGHT WANT TO WORK WITH IS A

GOOD IDEA.

BECAUSE IT HELPS AND IT INCLUDES

HELPFUL BACK LINKING OR

CONNECTIONS TO YOUR WEBSITE.

BUT YOU NEED TO BE CAREFUL SO

THAT YOU DON'T DRIVE TRAFFIC

AWAY FROM YOUR WEBSITE TOO

QUICKLY.

SO IF YOUR WEBSITE IS SIMPLY A

LIST OF PLACES FOR PEOPLE TO GO

AFTER THEY'VE VISITED YOUR

WEBSITE AND YOU DON'T GIVE THEM

SOME NEXT REASON TO WORK WITH

YOU, YOU MIGHT BE HANDING THOSE

BUSINESSES BUSINESS AND DOING IT

AT THE EXPENSE OF YOUR OWN

BUSINESS.

SO MY ANSWER IS ACTUALLY SORT

OF.

MAKE SURE THAT YOU ARE OFFERING

HELPFUL RESULTS.

YOUR WEBSITE SHOULD BE A HELPFUL

TOOL IN HELPING YOUR CUSTOMERS

ACHIEVE THEIR GOALS THAT THEY

HAVE IN MIND IF THEY ARE GOING

TO DO BUSINESS WITH YOU.

BUT DON'T GO OVERBOARD AND DRIVE

BUSINESS AWAY FROM YOUR WEBSITE

BY LINKING TOO SOON OR BY TRYING

TO LINK TOO MUCH.

>> OKAY.

NEXT QUESTION IS FROM TERRY.

CAN A NONPROFIT OR A COMPANY

HAVE MULTIPLE WEBSITES?

>> TERRY, A COMPANY CAN

ABSOLUTELY HAVE MULTIPLE

WEBSITES.

BUT YOU NEED TO BE CAREFUL SO

THAT YOU DON'T CONFUSE USERS.

AND THERE BY CONFUSE GOOGLE BY

HAVING TOO MANY IDENTITIES.

SO IF YOU HAVE MULTIPLE BUSINESS

LINES, FOR EXAMPLE, I WOULD MUCH

RATHER HAVE ONE CENTRAL WEBSITE

WITH DIFFERENT LANDING PAGES

UNDER YOUR OWN SITE TO MAKE SURE

THAT YOU GIVE EASY CONNECTIONS

BETWEEN DIFFERENT BUSINESS LINES

OF YOUR WEBSITE.

ESPECIALLY IF YOU HAVE DIFFERENT

BRANDS OR COMPETING BRANDS, IT'S

VERY DANGEROUS TO HAVE TOO MANY

WEBSITES, BECAUSE YOU ARE TRYING

TO DO TOO MUCH.

AGAIN, FOCUS IS YOUR FRIEND.

AND MAKE SURE THAT YOU CUT OUT

AS MUCH NOISE AND KEEP THE

INTENDED NEXT STEP OR CALL TO

ACTION AS CLEAR AS POSSIBLE FOR

YOUR CUSTOMERS.

>> OKAY.

NEXT QUESTION IS FROM MEG.

WHAT FEATURES CAN I ADD TO MY

WEBSITE THAT PROMPTS VISITORS

WHEN THEY ARE ABOUT TO LEAVE THE

SITE WITHOUT ANY ACTION?

>> SO THIS IS ACTUALLY A TOOL

THAT YOU CAN USE DEPENDING ON

SOME WORD CITES YOU CAN ADD A

POP UP, YOU'LL SEE THIS A LOT

WITH DIFFERENT NEWS WEBSITES.

AND WHILE IT'S EASY TO CREATE OR

PROVIDE A POP UP BEFORE PEOPLE

LEAVE, IT'S ALSO A LITTLE BIT

USER HOSTILE.

IF YOU ARE TRYING TO GET PEOPLE

OR BLOCK PEOPLE FROM LEAVING

YOUR BUSINESS, THAT SOMETIMES

SENDS A WRONG MESSAGE.

SO MAKE SURE YOU ARE CLEAR AND

CAREFUL WITH THE MESSAGE AND

WITH THE EXPERIENCE OF WORKING

WITH YOUR BUSINESS.

IF SOMEONE TRIES TO LEAVE YOUR

WEBSITE AND CLICKING ON A POP UP

WINDS UP CRASHING THEIR BROWSER,

THEY ARE NOT GOING TO BE VERY

PLEASED WITH YOU AND YOU'LL LOSE

THAT BUSINESS.

SO, IN GENERAL, I WOULD

ENCOURAGE YOU INSTEAD OF TRYING

TO HAVE POP UPS OR BLOCKING

PEOPLE FROM LEAVING, I WOULD

ENCOURAGE YOU TO GIVE THEM AS

MANY OPTIONS TO DIG DEEPER OR TO

RESEARCH MORE INSIDE OF YOUR

BUSINESS AND YOUR WEBSITE BY

HAVING CLEAR CALLS TO ACTION,

SPECIFIC BUTT TONS, PLENTY OF

WIDE SPACE, AND USER CONTENT TO

MAKE YOUR WEBSITE AS USEFUL AS

POSSIBLE.

IF YOU ARE LOOKING AT SEARCH

ENGINE OPTIMIZATION OR WEBSITE

DESIGN AS A GENERAL WHOLE, IT

CAN BE COMPRESSED INTO ONE

THING, MAKE YOUR WEBSITE AS

USEFUL AS POSSIBLE FOR YOUR

USERS.

>> OKAY.

THOSE ARE ALL THE QUESTIONS THAT

WE HAVE TIME FOR.

AND IF WE DIDN'T HAVE TIME TO

GET TO YOUR QUESTIONS, I

ENCOURAGE YOU TO CONNECT WITH A

SCORE MENTOR AFTER THIS, THEY

ARE AVAILABLE IN THE MENTOR

HALL.

WE HOPE YOU ENJOY THE REST OF

THE VIRTUAL CONFERENCE.

NETWORK WITH OTHER BUSINESSES IN

THE NETWORK LANGUAGE AND CHAT

WITH INDUSTRY EXPERTS LIKE

GOOGLE AND PICK UP THREE

BUSINESS RESOURCES IN THE

EXHIBIT HALL.

AND PLEASE JOIN US IN 15 MINUTES

FOR ONE OF THE NEXT WEBINARS,

HIRING HAZARDS, HOW TO AVOID THE

SEVEN MOST COMMON LEGAL LAND

MINES, OR EVERY CONTACT MATTERS,

THE VALUE OF YOUR LIST,

PRESENTED BY CONTACTS.

AND ON BEHALF OF SCORE AND

GOOGLE, I'D LIKE TO THANK YOU

ALL FOR ATTENDING THE WEBINAR.

AND I'D LIKE TO GIVE A BIG THANK

YOU TO DAVE MEYER FOR PRESENTING

TODAY.

>> MY PLEASURE.

THANKS TO SCORE FOR HOSTING US.

>> GREAT.

HAVE A GREAT DAY EVERYONE.