



SPECIAL REPORT:

5 Keys for a more Profitable Website

(Do these and watch your sales soar)

Is your phone ringing off the hook with people who need your services?
Is your inbox stuffed with emails from people who want more information
about what you offer? Is your website bringing you clients?

No? Then it's time to take a look to see whether your website is easily found by
your target audience, if it follows best practices, and if your message is clear.

You may be surprised how much a few simple tweaks can boost return
on your investment and help you create the buzz you want.

5 Tips for Websites that Work

Here's what you need to know.

Your website design, online writing, and navigation all play important roles in
whether your website brings you money or sends people scurrying to hit the
“back” button and onto your competitor's site.

This special report shares with you simple changes you can make to the
5 key areas of your website that will pay **BIG dividends**.



Who You Are



Navigation



Content



Links



Design



Who You Are

NOW LET'S BREAK THEM OUT ONE BY ONE

You know **who you are** and what you do but is it easy for first time visitors to identify how you help them?

Studies show you have 20 seconds to grab your visitor's attention. Make the most of it by making it clear where they are and how you can help them.

Include your logo or business name with a tagline and benefit focused headline to eliminate confusion.

The upper left hand corner is a good place for your site identification because people read from left to right and this is what potential clients will see first.



Navigation

Keep your Navigation Simple. Successful websites help people find what they're looking for quickly.

Navigation bar goes at the top or on the left. This is standard practice. Don't put it at the bottom of the page where it can be missed. The right hand side is an excellent place to put special offers or the opt in box for your newsletter.

Names of buttons should be clear, call them Home, About Us, Contact Us, etc. Don't make up words or try to be clever. Remember, people are in a hurry to find what they need and move on. Confused visitors leave without buying.

Here's an example, if you're selling pet products and your prospect is looking for dog collars, offer a navigational button that says "dog collars". It seems simple but you'd be surprised where the dog collars can be filed.

Don't worry, the "big guys" make mistakes too.

The tech site www.cmswire.com gave an example from Amazon. They searched for acoustic bass guitars but didn't see a button labeled for this. Didn't find them under guitars either.

Whoever planned the site architecture apparently thought "acoustic bass guitars" should go under "Electronics". Go figure. Luckily for Amazon, they have a robust search function. However, studies show 70% of visitors click a clearly defined link. Make sure yours are easy to spot.



Content

Content. The words, videos, pictures, podcasts and other materials on your site are your content. They should work together to answer questions for your visitors — and, in particular, provide solutions.

After all, that's why your visitors are there, seeking solutions to a problem. Tell them how you can help them in clear language. Be specific, use the same words they use and have a specific call to action on every page.

(Content continued.)



Content

Content is the Key to Sales — whether you convert leads or lose them. You need to know what content speaks to your audience and then have your website reflect this. You also need show up in Google searches so your clients can find you!

A recent client of mine was not receiving the number of leads they desired. After I did keyword research and rewrote their home page, they experienced an 50% increase in business within a few short weeks. Yet, not everyone will see your home page so your content needs to be strong on every page.

Can every page stand on its own? Each page of your site should have its own keywords and its own benefit focused headline and call to action. Google indexes webpages, not websites.

Size Matters. Google cares about length. Google thinks your page should be a minimum of **300-400** words to be “serious” and to give it credit during a search. If you don’t have enough copy, you can do everything else right and **still** not get many people to see it. Make sure your hard work gets recognized and create enough valuable content to capture the interest of the search engines.

How Google Analytics Can Help

Use your Google Analytics to determine which pages the majority of your visitors use to enter and exit your site. If you find certain pages have a high “bounce rate” (meaning they land on your page and hit the back button quickly) you can change the headline or rewrite the copy and see if that helps more of those visitors become customers.

Testing can help you pinpoint problem areas. Even if you don’t have the resources to devote to regular testing; good keyword research, web copy and design will take you far toward making more money from your site.



Links

Links. The standard color is blue. Using blue text to indicate a link will tell your visitors, “this is a link”. People equate blue highlighted text with active links. Use this in your favor.

Don’t use a ton of links on one page. The early days of the web showed web-pages full of distracting links. Visitors would click something and be carried away down the rabbit hole of interesting things never to return.

Decide what you want each page to accomplish and keep everything focused around that one action. Do you want them to sign up for your newsletter? Download a special report? Fill out a form on your website? Pick one desired action per page and write to that with the links as appropriate.

(Links continued.)



Links

The Benefits of Internal Linking

Of course, it can boost your Google rankings if you **LINK** internally — that means from one page within your site to another. For example, if you're talking about dog nutrition, you might reference certain dog foods which you've written about on another web page.

It's essential to fix broken links too. It frustrates visitors and Google frowns on it. So, if your website software doesn't periodically check for broken links, you need to do it manually.



Design

Clean Design Elements. Some websites are full of animation that takes forever to load or backgrounds that make text difficult to read.

Keep your design simple. A nice looking header, no more than 2 different fonts and keep the main points "above the fold" so your visitor can see at a glance what you're all about and what you can do for her.

Overly designed sites with lots of bright colors and backgrounds that make text impossible to read—think orange background with white text—are only going to get your visitors clicking the back button as fast as possible.

There you are, 5 quick tips for websites that work.

Of course, that's only a quick overview. If you'd like a few more details, read on to learn how to incorporate these in your site.

Enjoy the Profit-Boosting Potential of These Website Essentials

Use the right keyword terms. If you're not using the same words your target audience uses, you're missing out on 1000's of potential customers. Part art, part science, there are two components to this:

- 1) You must find the right **keywords**. Programs like Wordtracker or Google's Keyword Research Tool will help you pinpoint terms.
- 2) You analyze them to determine which ones are your best bet for Return on Investment (ROI).

For example, let's say you have a website selling pet remedies.

You'll want to research the terms people are using to find what you sell and use those words in your pages. If there are 2253 searches a month for "Natural Flea Remedies" and there are only 125 websites using this term — you have a good chance at ranking on Google's first page for "Natural Flea Remedies". That is, if, you structure the page within certain guidelines.

Keywords

Headline

You'll need a benefit rich headline

Advertising legend David Ogilvy says "The headline is the most important element..." Other marketers say 80% of your visitors will read a headline. When someone lands on your site, you have approximately 20 seconds to **Grab Your Visitor's Attention and Draw Them In.**

Here's an example of a benefit rich headline from my website:
www.all-natural-dog-treat.com

Dog Health Problems: How Can You Treat Them Cheaply and Effectively Starting Today?

If your dog has health problems, don't you want to treat them effectively, immediately and without breaking the bank?

The purpose of the page is to get dog lovers to sign up for an email series. When first launched this to my list, this page had 978 sign ups in 48 hours.

The headline's job is to draw the reader in and entice them to read more. Online, you usually want to use keywords you found in your keyword research, so you'll get "found" by Google and your potential audience.

Body Copy

After the headline, you need to have strong body copy.

Online, you want to use basic search engine optimization (SEO) principles. That means you use the same keyword phrase again in the beginning of your text, in the middle and at the end.

This tells search engines your page really is about "Spa Cleaners". The key is to use it in a way that seems natural to your visitors, yet follows SEO basic guidelines on placement and use.

SEO gets your page found by prospects. Next, your copy needs to **SELL** them on your solution. It can do this through an informative article, effective product descriptions, video or some combination of these.

Your headline draws your reader in, the rest of the body copy outlines the problem and how your product or solution is the solution — all with keyword phrases woven in at strategic locations.

Call-to-action

Don't forget to get paid! Once you answered the questions and presented the solution, you want to "ask for the sale."

This can be literal such as an ecommerce site with product descriptions, photos and a price. Or, it can be a call to action such as "Download your free 3 Easy Steps to Pool Maintenance".

Either way, a web page without a clear call to action will not make you money.

Clear Design

Your site should be clean and easy to read. It should guide your visitors into the next step. That means you don't want it to be distracting. Occasionally, I see backgrounds loaded with images. That makes it hard to read the text.

Animation can be fun but don't keep in "fun" at the expense of helping visitors. Overdone animation is distracting.

Along those lines, keep video and audio muted. Let visitors have the option of turning on your video or audio. You never know where they are when they land on your site. Whether they're at home or work, it's nice to give your visitors a chance to turn down their speakers before they watch your video.

If you have a shopping cart, follow the practices of large ecommerce sites like Amazon and place the icon in the upper right hand corner, that's where people will look for it. **Make it easy.**

So, that's a quick overview of key areas in your website.

Website Wednesdays

If you're not sure where to start or you'd like to get a web writer's view, join me for **"Website Wednesdays"** on **Wednesdays at 1:00 p.m. (EST)** You'll need a telephone to hear and a computer for screen sharing.

Here's the info. Conference dial-in number: **(712) 432-0900**
Participant access code: **613651**

On this free call, I review sites and point out areas the money losing gaps so you can increase your profits. **Would you like yours reviewed?** If so, email me at jenpaprill@gmail.com and I may choose yours for a future call!



Jen Phillips April is a Pennsylvania based freelance writer and marketing strategist. Clients hire her because she gets their product or service in front of the right audience and helps them sell more stuff.

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