Make More Sales with Your Website
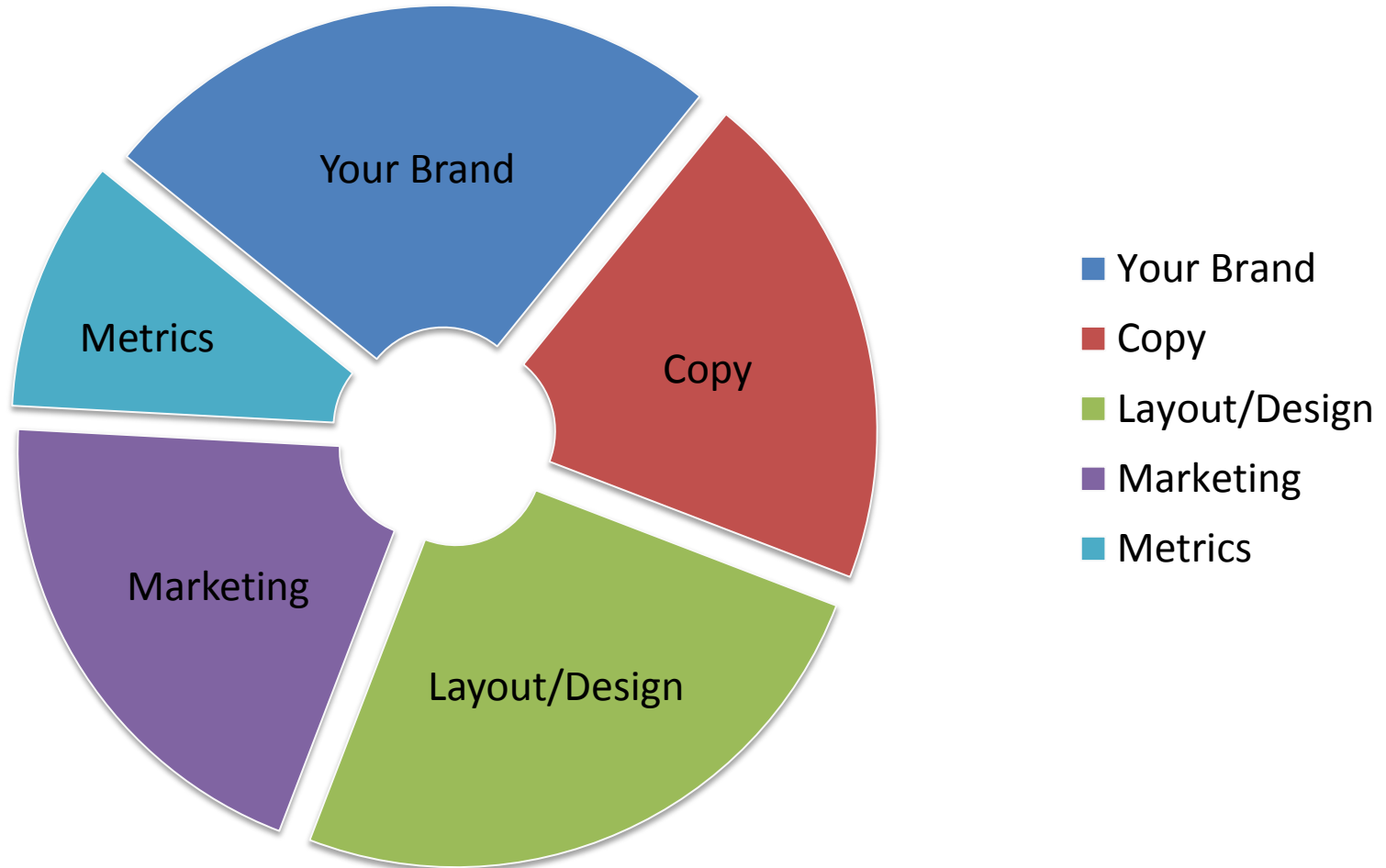
Presented by: Gina Nieves

@marknetgroup

www.ginanieves.com

Welcome

- I want you to succeed
- I am an entrepreneur
- Consulting - Fortune 100 to startups
- Built over 500 websites
- Surprise Bonus

Key Elements to Success

Helpful Tools

- [Google Analytics](#)

- Google+ Profile

- [Google Webmaster Tools](#)

- [Google AdWords Keyword Tool](#)

Identify Your Target Market

Target Market

No Profit

Low Quality

How Personas Help

- Create Buyer Personas. Create several if you must.

- Complete Worksheets in Member Area

  - Discovery Document

  - Survey Your Clients

  - Informational Interviews

- Let's Take a Field Trips

SCO

PR Underground

Your Online Brand

- Use three adjectives to describe how you want to be perceived. This should match your brand.

- What are the key reasons your target audience chooses your company/service (Price, Convenience, or Quality)?

- Your website must reinforce or enhance your brand.

- Your brand will attract a specific type of customer!!

GAIAM

Branching Out

Your Website Voice

- Let's take inventory of your existing messaging

  - Speaking your target market's language is key. Use words that influence them to take the primary action.

  - Are you addressing their areas of concern?

  - Are your product descriptions matching how your target market searches for your product.

The Website Goals & Conversion

- What is the primary action the site visitor should take when coming to your site?

- The **CALL TO ACTION** must be in the **ZONE!**

- That primary action must be part of the sales funnel.

- Once you decide on the primary action, the layout and design will influence buyers to take that action.

- It may be different for products vs. services.

Goals for the Week

- Complete worksheets

- Take inventory of your site's personality (aka brand)

- Set up the helpful tools

- Start watching the social media videos

Website Design Details

- Is my navigation clear, consistent and prioritized?

- Your most important content high on the page.

- Testimonials, Images and Video Sells!!

- Site logo links back to home page.

- Keep colors and typefaces consistent.

- Keep page layout consistent (home page, blog may differ)

- Test the site on real users that fit your target audience.