

# **Make More Sales with Your Website**

*Presented by: Gina Nieves*

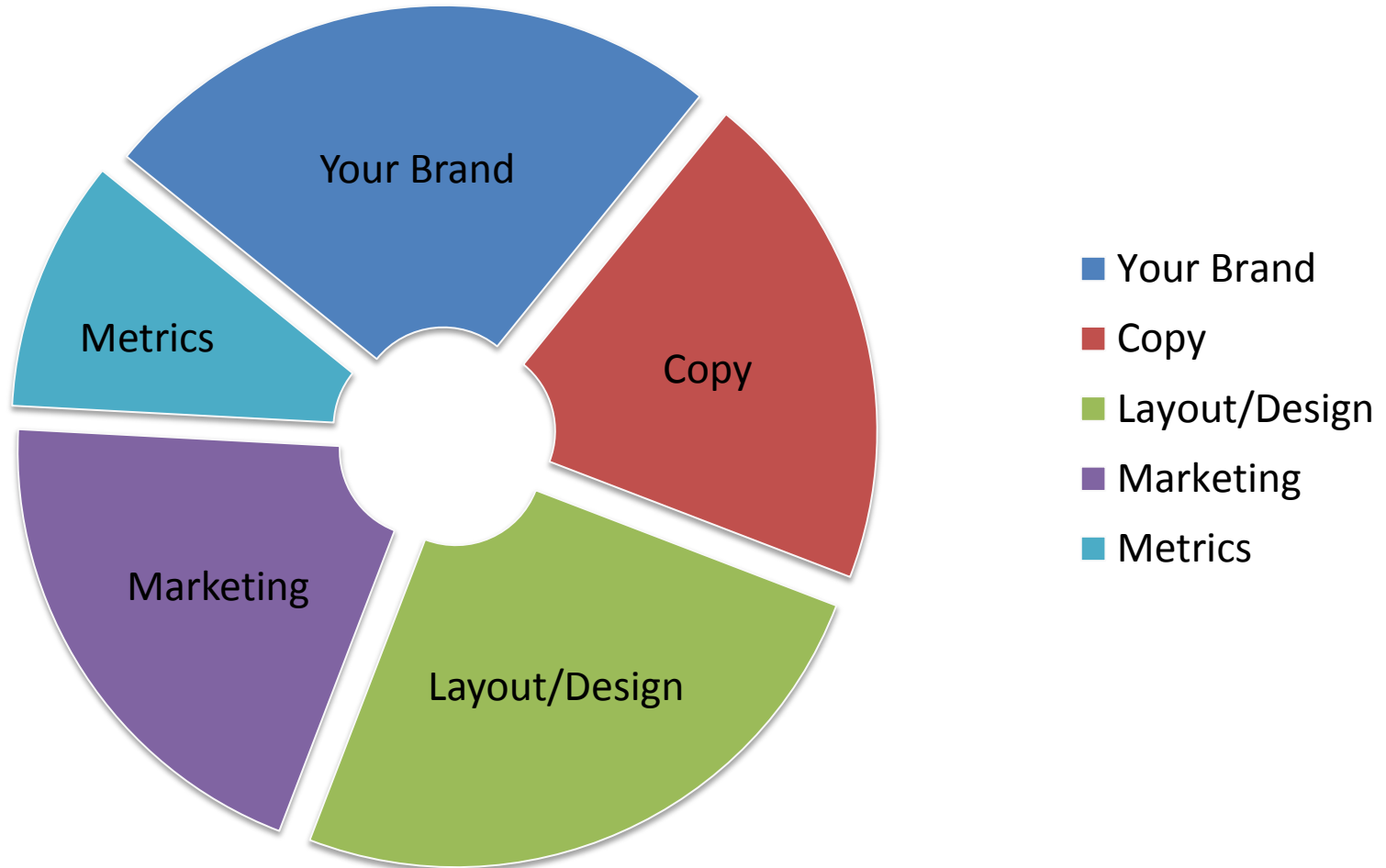
*@marknetgroup*

*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



# 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



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## Independent Youth Action Fund

Launching successful young adults

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## Our Vision

SCO Family of Services envisions communities throughout New York City and Long Island that support family life and personal well-being, where everyone has

## News

[SCO's E-News, April 2012](#)

[News](#)

[New York Nonprofit Press – March 26, 2012](#)

[Close to Home](#)

[Education Week – March 12, 2012](#)

[Blended Learning Seeds Variety of](#)

## Events

[Madonna Heights Golf Outing](#)

Honoring Bill Tyree Sr.  
June 11, 2012, 10:30 AM  
Wheatley Hills Golf Club  
East Williston, NY

[Madonna Heights Golf Classic](#)

[Honoring Fran Alois](#)

# PR Underground

HOME PLANS & PRICING HOW IT WORKS NEWSROOM BLOG FAQs RESOURCES LOGIN

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**PR UNDERGROUND**  
\$20, 5 MINUTES, 1ST PAGE OF GOOGLE

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**SOCIAL MEDIA PRESS RELEASES**

- ✓ Rank higher on Google within minutes
- ✓ SEO and Social Media all in one
- ✓ Search Engine Friendly Online Newsroom

[See Plans & Pricing](#)

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# 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



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# Branching Out

The screenshot shows the GaiamLife website homepage. At the top left is the GaiamLife logo with the tagline "YOUR GUIDE TO BETTER LIVING". To the right of the logo is a sign-up form for newsletters and special offers, with a "Subscribe Now" button. Below the logo are social media links for Facebook (37k likes) and Twitter (23.2K followers). Further right are links for "Login", "Register", "Subscribe", "Videos", and "Gaiam Homepage". A navigation bar below these links contains six categories: "Live Fit", "Live Healthy", "Live Green", "Live Happy", "Find Solutions", and "Shop Gaiam".

The main content area features a large video player on the left with the title "Inspiration in a Minute: Deepak Chopra on How to Make a Happier World". Below the video player are four numbered tabs (1, 2, 3, 4). To the right of the video player is a purple promotional banner for "Unlimited online workout and yoga videos." featuring three small video thumbnails labeled "Mandy Ingber", "Rodney Yee", and "The FIRM". Below the thumbnails is a yellow "Try It FREE!" button with a right-pointing arrow, and the GaiamTV.com logo.

Below the main content area are three columns of content:

- Latest Videos:** A video thumbnail for "Inspiration in a Minute: How to Make a Happier World" with a description: "Studies show that happier people are healthier people! In this clip from..."
- Blogs:** A blog post thumbnail for "Week 10: Putting It All Together" by Tania, with a description: "Spring is here! Embrace it with our 10-week program for a better body and more energy from personal trainer..."
- Latest Articles:** An article thumbnail for "New Science for a New World" featuring a globe image.

# 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.