

Make More Sales with Your Website

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Welcome

- I want you to succeed
- I am an entrepreneur
- Consulting - Fortune 100 to startups
- I have built over 500 websites

Key Elements to Success



Identify Your Target Market



Buyer Personas



Worksheets

Discovery Document – Client Survey – Informational Interviews



Survey Your Clients

- What is your biggest challenge with ____?
(Enter your niche or specialty)
- What specifically would change in your life if that challenge were gone?
- Would you be interested in working with me on it?

Informational Interviews

- Why did you choose to work with me?
- What are the 3 words or phrases that describe what I was like to work with?
- What results did you get from working with me?
- Do you have any suggestions for me?

Your Online Brand

- Use three adjectives to describe how you want to be perceived.
- What are the key reasons your target audience chooses you (Price, Convenience, or Quality)?
- Your website must enhance your brand.
- Your brand will attract a specific customer!!

Non Profit Organization

The screenshot shows the homepage of the SCO Family of Services. At the top left is the SCO logo with the tagline 'Family of Services'. To the right is a navigation menu with items: ABOUT SCO, ABOUT OUR ACTION FUNDS, OUR CORE SERVICES, EVENTS, PRESS & PUBLICATIONS, HOW CAN I HELP?, and SCO VIDEOS. The main banner features a photo of a woman and a young boy, with the text 'Independent Youth Action Fund' and 'Launching successful young adults'. Below the banner are three columns: '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; New York Nonprofit Press - March 26, 2012; Education Week - March 12, 2012), and 'Events' (Madonna Heights Golf Outing; Madonna Heights Golf Classic).

SCO
Family of Services

Extraordinary reach.
Unconditional care.
Life-changing results.

[DONATE](#)

ABOUT SCO
ABOUT OUR ACTION FUNDS
OUR CORE SERVICES
EVENTS
PRESS & PUBLICATIONS
HOW CAN I HELP?
SCO VIDEOS

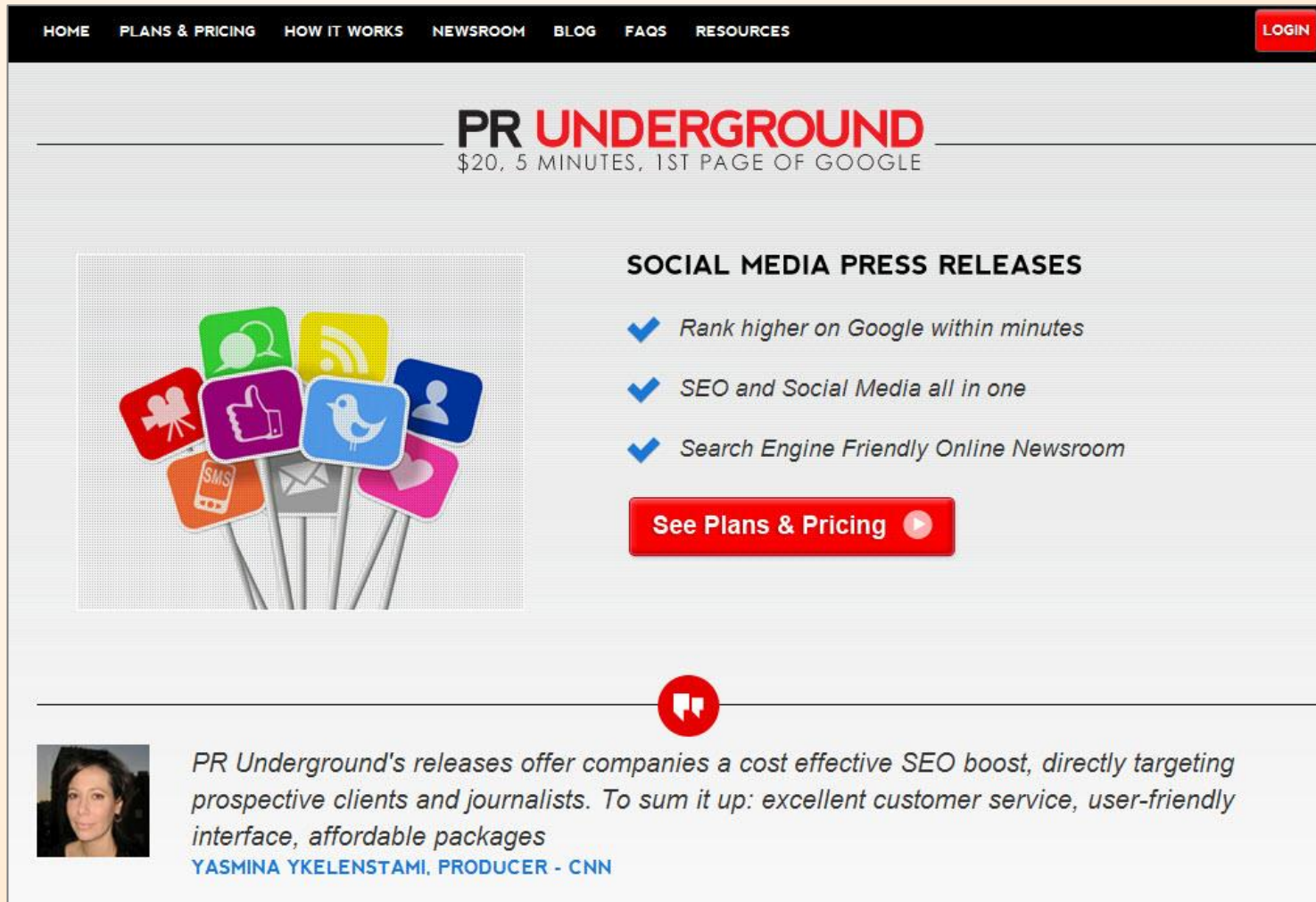
Independent Youth Action Fund
Launching successful young adults
[Learn More](#) | [Donate](#)

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 Needs 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 Aloisio

SEO Services



The screenshot shows the PR Underground website. At the top is a black navigation bar with white text for 'HOME', 'PLANS & PRICING', 'HOW IT WORKS', 'NEWSROOM', 'BLOG', 'FAQS', and 'RESOURCES'. A red 'LOGIN' button is in the top right. The main header features the 'PR UNDERGROUND' logo in red and black, with the tagline '\$20, 5 MINUTES, 1ST PAGE OF GOOGLE' below it. A central graphic shows several colorful social media icons (Facebook, Twitter, LinkedIn, YouTube, RSS, etc.) on sticks. To the right, the section 'SOCIAL MEDIA PRESS RELEASES' lists three benefits with blue checkmarks: 'Rank higher on Google within minutes', 'SEO and Social Media all in one', and 'Search Engine Friendly Online Newsroom'. A red button with white text 'See Plans & Pricing' and a play icon is below the list. A red circular icon with two white speech bubbles is centered below the main content. At the bottom left is a small portrait of Yasmira Ykelenstami. To its right is a testimonial in italics: 'PR Underground's releases offer companies a cost effective SEO boost, directly targeting prospective clients and journalists. To sum it up: excellent customer service, user-friendly interface, affordable packages'. Below the testimonial is the text 'YASMINA YKELENSTAMI, PRODUCER - CNN'.

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


PR UNDERGROUND


\$20, 5 MINUTES, 1ST PAGE OF GOOGLE

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





PR Underground's releases offer companies a cost effective SEO boost, directly targeting prospective clients and journalists. To sum it up: excellent customer service, user-friendly interface, affordable packages

YASMINA YKELENSTAMI, PRODUCER - CNN

Products & Lifestyle



Category

Welcome [Login](#) | [Register](#) **My Cart** 00

[My Account](#) | [Wish List](#) | [Gift Registry](#)


\$20 off \$100 | \$50 off \$200 **Hurry, offer ends 5/19!** Use code **MAYSAVINGS**

[Home Goods](#) [Clothing](#) [Wellness](#) [Yoga](#) [Fitness](#) [Videos](#) [Gaiam TV](#) [For Men](#) **SALE**





Save up to 25%
on eco-smart
Reversible Outdoor Rugs
[shop the sale](#)

20% off
organic percale
bedding!



New!
Men's yoga
collection
[shop now](#)



 **SIGN UP & SAVE**
Join Our Email List & Get **15% Off!!**

[See Privacy Policy](#)

Branching Out

The screenshot shows the GaiamTV website interface. At the top, there is a navigation bar with the GaiamTV logo, a search bar, and links for 'QUESTIONS?', 'LOGIN', and 'GET STARTED NOW'. Below the navigation bar, there are menu items: 'HOME', 'CATEGORIES', 'PEOPLE', 'MOST POPULAR', 'RECENTLY ADDED', and 'DEVICES'. The main content area features a large background image of a person holding a tablet. On the tablet, a video player shows a man in a black shirt in a library setting. Overlaid on the left side of the image is a dark purple box with the text 'SPIRITUALITY TO GO' and 'EXPLORE SPIRITUALITY, METAPHYSICS & PERSONAL GROWTH ON GAIAM TV'. Below this is a 'LEARN MORE' button with a right-pointing arrow. At the bottom of the page, there are three categories represented by icons and text: 'Live Healthy' (with a green icon of a person running and a house), 'Spiritual Growth' (with a brown icon of mountains and a person), and 'Seeking Truth' (with a blue icon of trees and a telescope).

GAIAMTV QUESTIONS? LOGIN **GET STARTED NOW** >

HOME CATEGORIES PEOPLE MOST POPULAR RECENTLY ADDED DEVICES Search

SPIRITUALITY TO GO

EXPLORE SPIRITUALITY, METAPHYSICS & PERSONAL GROWTH ON GAIAM TV

LEARN MORE >

Live Healthy
Choose your path to health and wellness.

Spiritual Growth
Add inspiration to your life with Gaiam TV's films

Seeking Truth
Get an alternative to mainstream media. With

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.

Helpful Tools

- [Google Analytics](#)
- Google+ Profile
- [Google Webmaster Tools](#)
- [Google AdWords Keyword Tool](#)

Goals for the Week

- Complete worksheets
- Create buyer personas
- Take inventory of your site's personality
(aka brand)
- Set up the helpful tools

END OF SESSION ONE