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

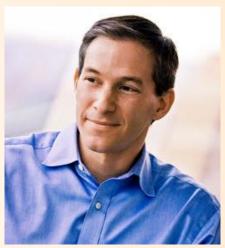- I have built over 500 websites

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Key Elements to Success

Your Brand

Copy

Layout/Design

Marketing

Metrics

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Identify Your Target Market

Target Market
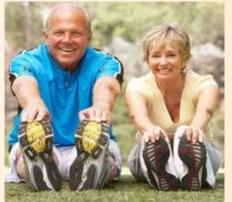
No Profit

Low Quality

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?

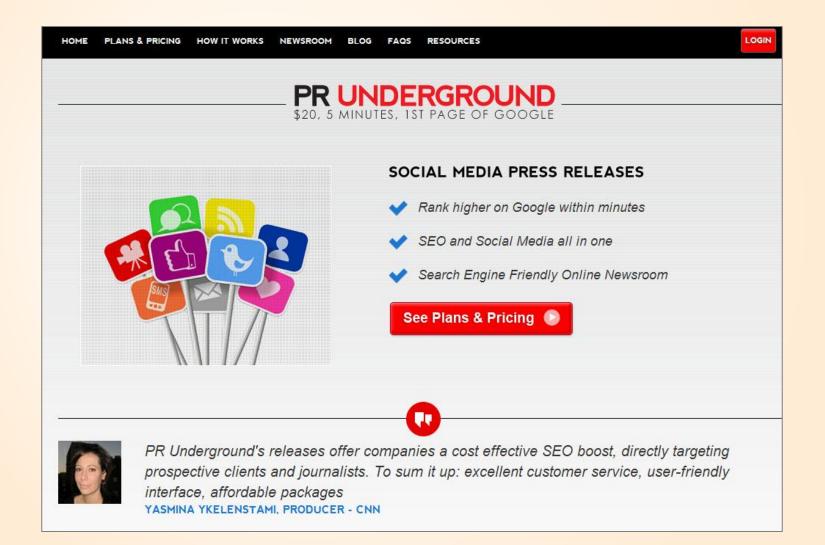- Do you have any suggestions for me?

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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.
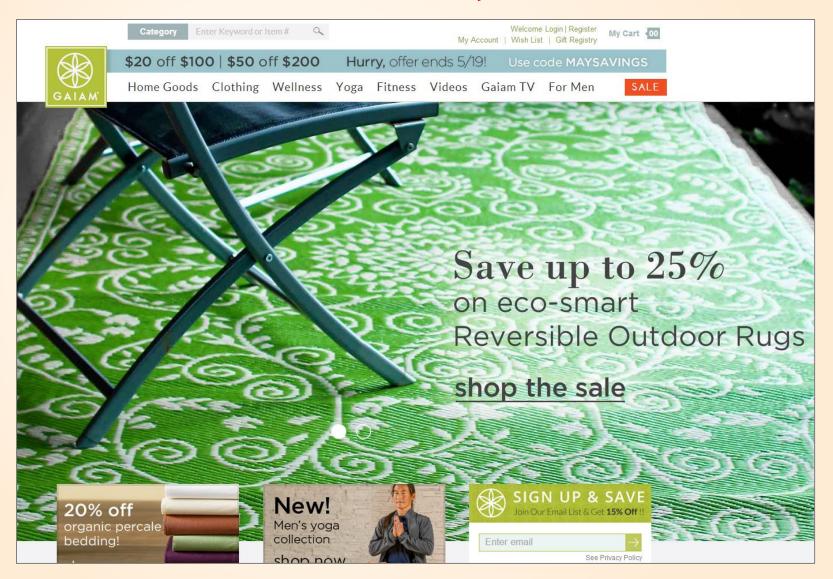
- Your brand will attract a specific customer!!

Non Profit Organization

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SEO Services

Products & Lifestyle

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.

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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