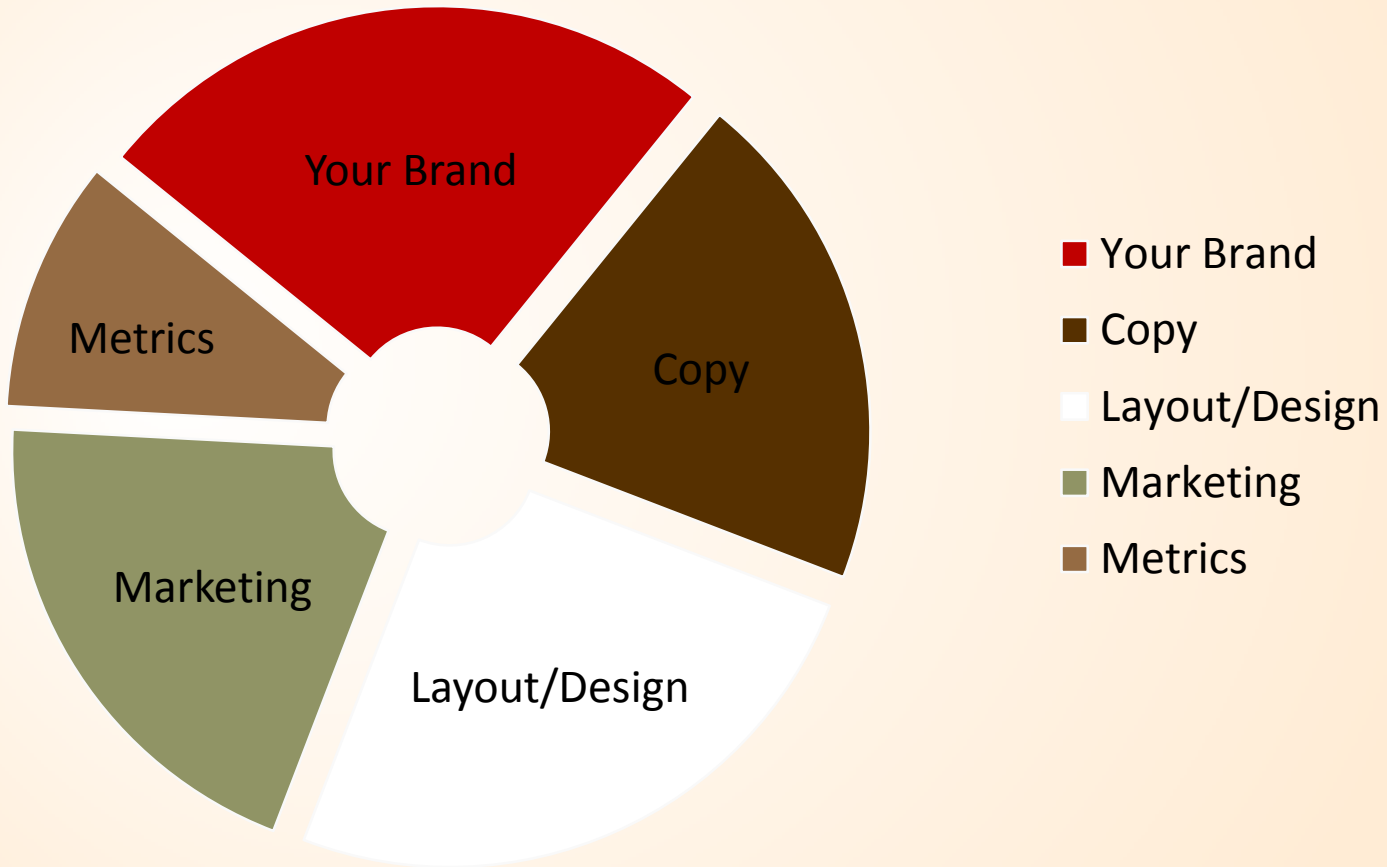


Make More Sales with Your Website

Gina Nieves @marknetgroup

Key Elements to Success



My Brand

- My ideal customer is...
- They buy from me because...
- I want to be perceived as...
- I am clear on my brand

Primary Action

- Pick a primary that furthers the sales funnel
- Email Opt In
- Read your blog post and click on a related ad
- Fill out a consultation form
- Click on the featured product(s)
- View a video
- Call you

Content Outline

- List the pages you need
- Create User Paths
- List elements on home page and constant sections
- Keep moving forward
- Write first draft before design

Results of Research

Questions	Target Markets Response
3 Biggest Challenges	I need to increase sales. My site does not look good. Stressed because I am constantly changing my site but never happy with look or results.
Life without the challenge	Less stress. More money. Focus on my business instead of constantly tweaking my site.
Why People Buy from Me	Integrity & friendly. Expert team of professionals. We get results.
User path	Home page then portfolio. The decision is made on the portfolio page. The call is made after the company page.

Content Outline with User Path

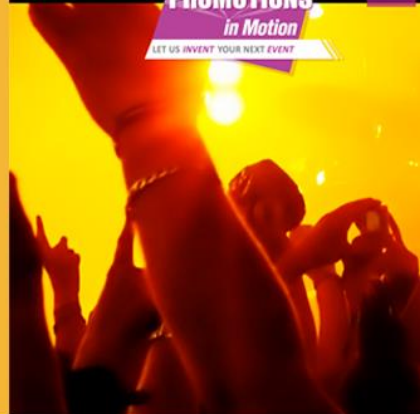
Path	Pages	Primary Action/Goal
1	Home	Drive them to the portfolio.
	Company	Showcase the team. We are experts with a mature team – not cowboys. Full time team that won't disappear. An honest friendly committed team. Great photos. Very short bios.
4	Services	They only read the first paragraph. Short paragraph breakout each service on separate page for SEO purposes. Testimonials reinforcing our expertise, friendly and committed. We can do what you need!
2	Portfolio	Large image of project with details on results and testimonial from client. Use SEO keywords in the description. Try to find good video as well. We get results! Buying page.
SEO	Blog	Establish us as knowledgeable. OPT IN for our 5 ways to increase sales. Rewrite to make is more current. Every week a different team member will blog. Showcase projects. SEO and Video optimize.
3	Contact	Simple form and phone number.

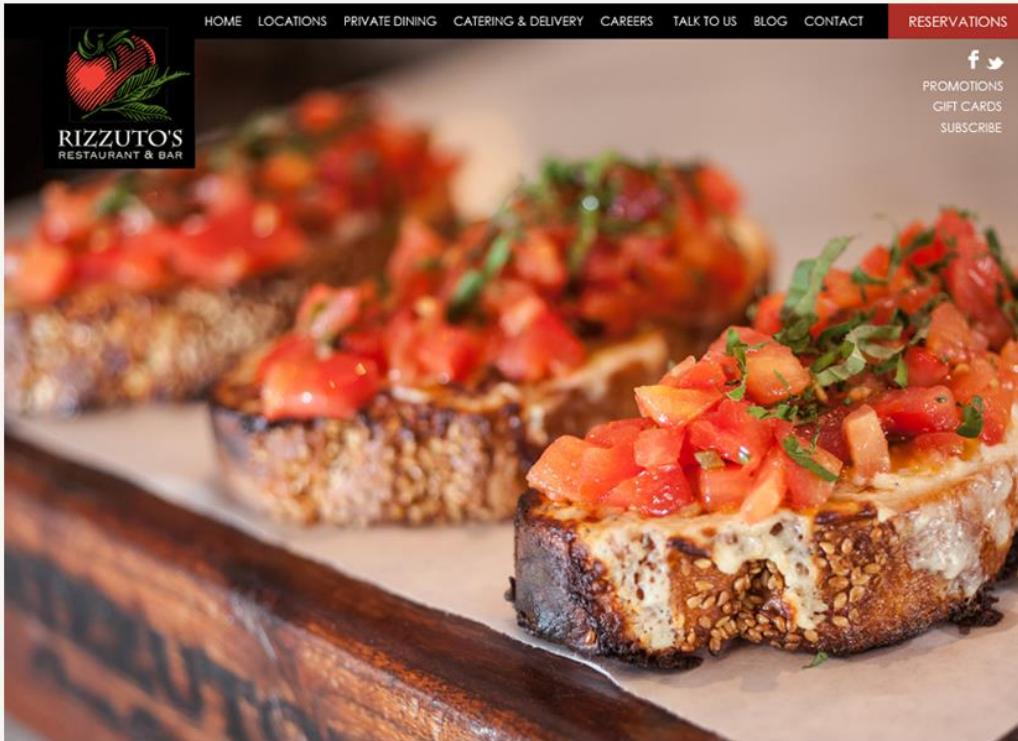


WE GET RESULTS

LEARN ABOUT OUR SERVICES:

- > Digital Strategy Consulting
- > Web design & development
- > Digital Marketing
- > WordPress Experts
- > Custom Web Applications





◀ Previous Project Next Project ▶

Client: Body Beautiful

Body Beautiful, a full service spa and wellness center, moved to a new space ready to grow. We decided to focus on how their customers feel after experiencing the Body Beautiful treatment.

What We Did

- Branding and Design
- Design HTML Email for Promotions
- Coded a Custom WordPress Theme
- Implemented the WooCommerce Shopping Cart
- Integrated with PayPal Payment Processing
- Search Engine Marketing
- Local Search Marketing
- Email Marketing

Results

- New clients discovered them via the web
- Increased visitors from Search Engines
- Email Marketing Click Thru Rates Increased by 30%
- Increase Search Engine Rankings on Google and Yahoo

[View Website](#)

The Words

- Speaking your target market's language is key. Use words that influence them to take the desired action.
- Are you addressing their area of need?
- Is the benefit clear?
- Is your copy all about conversions?
Justifiers, pricing and labeling.

Justifiers

Justifiers – desire is emotional so logic is needed to justify the transaction. Your content should present the logic.

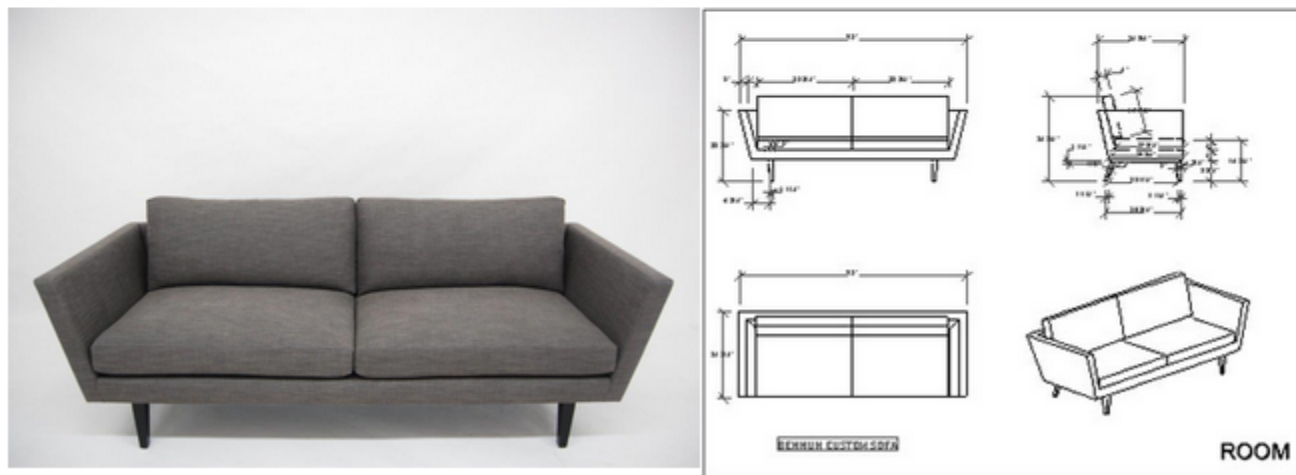
- **Because** – find a few statements for your business.
- You can use positive and negative justifiers.

Labels

- How do they label themselves?
- Label them consistently with how you want them to behave.
- Reverse labeling can be even more effective.
- Blend the justifier and the label.
- Understand how people read. They scan.

CUSTOMIZATION

As most of our pieces (particularly casegoods and upholstery) are made to order, we are able to fully customize them to meet your exact requirements. Sofas can be made to any length, or as sectionals or sleepers; dining tables can be made in any dimensions, or as expandable tables. We can easily alter details such as arm or seat height . . . the options are endless. The customer is provided with a fully dimensioned, 3D drawing prior to production, so there are never any surprises. You can choose from several cushion fills and seam choices on upholstered pieces, and we offer numerous woods, stones and metal options as well. We can also match any sample that you provide. The standard lead time for the majority of our upholstered goods and cabinetry is about 8 weeks, and many pieces can be expedited as well (generally for a surcharge).



Fashion, Wardrobe & Image Consulting

Look beautiful at any size, any age, any time.



Do you find yourself wasting precious time figuring out what to wear?

You have a closet full of clothes, but can't put together an outfit? Feel stressed or frustrated when you go shopping for clothes? Are you in transition? Regardless of your size or age, you can now completely transform your appearance and look amazingly beautiful for any occasion.

Start Feeling Confident Today!

Call me at 203-733-9328 to discover the treasures in your closet and feel great in your outfits.

If you are in New York, Connecticut and Florida, I would like to offer you my **one-on-one** consultation. I also service clients

A CONFIDENT NEW YOU IN 7 DAYS!!

Free Tips & Ideas to Look Polished, Beautiful & Put Together!

SIGN ME UP

Fashion, Wardrobe & Image Consulting

Look beautiful at any size, any age, any time.



Are you one of the people that never learned the tricks of successful dressing for business or social situations?

- ▶ Tired of being discouraged every time you open your closet?
- ▶ A closet full of clothes but can't put together an outfit?
- ▶ Stressed or frustrated when you go [shopping for clothes](#)?
- ▶ Your a woman in transition (divorce, [weight loss](#), milestone age, new career)?

WHAT CLIENTS  SAY ABOUT PAM

You helped me make up for five years of wardrobe neglect & mistakes! I feel beautiful & confident every time I get dressed.

- SOPHRONIA

ONA

fine camera bags + accessories

ABOUT | SHOP | CONTACT | PRESS | BLOG

FREE SHIPPING on orders of \$100+ [Details](#)     

About

Photography + Style

Our vision is simple: To provide camera bags and accessories that complement your life and style.



"I love photography. There's something truly magical about taking a photo that tells a story and captures the essence of a moment in time. So I carry my SLR camera everywhere. On dreamy vacations. To Sunday brunch with friends. To family gatherings and trips to the park. But I loathed carrying a camera bag that was clunky and distracting. On occasion, to avoid looking like a tourist, I even tried stuffing my camera into a stylish non-camera bag, wrapping it in scarves or t-shirts and hoping it wouldn't come in contact with my other stuff. Inevitably, it did. And my camera ended up with the nicks and scratches to prove it.

Our commitment

We are committed to providing you with premium camera bags and accessories that complement, not distract from, your personal style. Each of our products is handcrafted and designed to deliver uncompromising style, protection and utility.

Our materials

We use superior materials, such as full-grain cowhide

In summer 2010, I launched ONA with a simple vision: to offer style-conscious photographers and photography enthusiasts camera bags and accessories that complement their life and style. All of our products are handcrafted from premium materials and designed to blend the functionality of traditional camera bags with contemporary styling.

Thank you for visiting our site, and we hope you enjoy our bags as much as we enjoy creating them." — *Tracy Foster, Founder*

Our designs

Our products are designed and handcrafted by a dedicated team that pays meticulous attention to every detail. Our design process is driven by a desire to create products that complement your style and protect your gear. We believe that your camera bags and accessories should be rich and imaginative, like the photos you love to take. And they should boast an enduring design that allows you to carry your gear safely and comfortably.

Shop

Shoulder Bags | Messengers + Backpacks | Small Goods | FREE SHIPPING on orders of \$100+ [Details](#)     



The Brooklyn

\$329

Premium leather camera satchel

 Like 302  Share 268  [Pin it](#) 80

Inspired by the classic 1940s school bag, the Brooklyn is a full-grain leather camera bag that's designed to protect an SLR with an attached lens and up to 3 additional lenses or small accessories. A slit pocket along the back of the bag is perfect for securing your iPad or e-reader, while the front pocket is designed to hold a small wallet, lens caps and personal items. The Brooklyn is the ideal companion for weekend getaways, impromptu photo shoots with friends, and professional shoots where only your camera and few lenses are needed.

- Handcrafted with full-grain leather
- Fully customizable, soft interior with 3 dividers
- Secure, easy access tuck lock closure
- Room for an SLR camera and 2-3 lenses
- Adjustable padded shoulder strap
- Exterior dimensions: 13.5"L X 10"H X 4"D
- Interior dimensions: 12.5"L x 8"H x 3.5"D
- Weight: 2.8 pounds

*SELECT COLOR



ADD TO CART

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Say Hello to Cloud Accounting

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Easy to Use

FreshBooks is simple and intuitive, so accounting isn't intimidating. Plus you can talk to a real, live person anytime you have a question, 9am-6pm EST, Monday to Friday.

[Learn more](#)

Work Anywhere

With FreshBooks, your business is accessible from any computer or mobile device (iPhone, iPad and Android), and your data is always backed up and secure.

[Learn more](#)

Save Time Billing

FreshBooks is built for small business owners to get organized and get paid. You'll be tracking time, logging expenses and invoicing your clients in no time.

[Learn more](#)

Goals

- Identify the primary actions.
- Write your content outline. Keep it simple.
- A lot of users will only scan your content.
- Write the home page copy one section at a time.
- Think about search engine phrases.

END OF SESSION TWO