




Brand Development • Marketing • IT Solutions

POWER POINT³ Inc.



**How to Build a Powerful
Website that Attracts
Qualified Leads
& Closes Sales**

Leading the Way to Success!



How to Build a Powerful Website that Attracts Qualified Leads and Closes Sales

Your goal is to build a website that is a balance of graphic design, stylized appeal and rich, dynamic, engaging content. It should also be optimized with relevant keywords for search engine recognition. It should have a comfortable and natural navigation flow for your viewers experience. It should build your credibility and allow your potential customers to see that you are the one and only choice for them.

Whether you are new to the internet or you have an existing site, you want to make certain that your site gets high marks on your visitors first impressions. Avoid technical jargon, use copy that is straight-forward, compelling and appealing. The technical jargon behind that comment is called “bounce rate.” Bounce rate measures the time duration from when an internet visitor lands on your pages to when they leave your pages. If you don’t currently have a way to track your bounce rate, Google offers an exceptional way to accomplish this for FREE. *(If you would like assistance, we will help you add Google Analytics to your site, free of charge. **Please give us a call at 1.800.515.9422**)*

Back to this first impression rule of thumb! This rule of thumb goes beyond people and first dates; first impressions speak directly to your “**brand image.**” Let’s also quickly dispel a common myth that brand image is just for the big boys like Coke, Nike, Louis Vuitton, etc. Every business, big or small, can have the same impact as the big boys! **A powerful brand image can insure a favorable first impression** and you want that branded professional look translated into your website.

Another common issue that we should address at this point is the fact that many people have websites designed by relatives, friends or dabblers. Unless that person is a Professional Web Designer with **Sales & Marketing Experience**, please don’t run the risk of losing potential business. Please seek

out the help of a trained professional with brand development, creative design and sales process understanding. This is your business and success is critical, consult with a company that has the experience and man-power to serve your best interests now and in the future as you grow.

Keep in mind that your website can be one of the most powerful sales tools in your arsenal, don't leave it's functionality to chance. Consider that this sales tool is a machine that never stops. It works in good weather and in bad. It works 24/7, around the clock, whether you're working or on vacation. It can be there at a moment's notice to present top-notch quality information about you and your business. It doesn't call in sick, it doesn't give you attitude, it doesn't bend or push company rules and policies. It can collect payments, answer questions, book schedules, perform complex task, it can coordinate all facets of a transaction from attracting the customer, to closing a sale, to fulfilling on the order, to keeping accurate books, etc. The list goes on and on! That's another reason why you don't want anyone other than a professional to build your website.

Power Point3 is more than willing to offer a complimentary consultation with you to help you discover the elements, components and features that would be most ideal for you. We will also offer you a competitive price for features and services that you will find hard to beat. Some of the things that you'll want to consider will be: **Brand, Traffic & Conversion**

1. **Brand:** Create a website that presents you, your business and your products or services in such a way, that you are perceived as the professional, high-quality source for business.
2. **Traffic:** Create high search engine placement and drive qualified site visitors to your pages.
3. **Conversion:** Create a high-yield website that converts a constant stream of internet leads into closed business.

You will accomplish these goals by following tried-and-true marketing and sales strategies. The first part to start with is your company's brand image. You'll want to ensure that it clean and professionally designed; not Microsoft Publisher Clipart! Ask your designer of choice to use colors and elements that speak directly to your market sector. Also chose images and colors that reinforce subliminally the image that you're trying to communicate.

The next items to address will be your **site content, layout, navigation and site flow**.

Site Content Tips: Try and keep your products, services or site separated into individual search engine specific content areas. In other words, separate you site as much as toy can, by defining relevant keywords groups. A page dedicated to a specific topic will allow you to write more specific keyword rich content. This will help in your search engine rankings. However, don't get hung-up on keyword counts, make certain to write quality content that brings value to your visitors. Don't add

keywords to your content just for the sake of increasing the keyword content, make it enjoyable to read. You have to learn how to balance between having content rich with keywords for the search engines, and rich with information for your site visitors. A good rule of thumb is 10% keyword density. What that means is for every 100 words of text, no more than 10 of them should be keywords.

Layout Tips: Design your site to fit the screen resolution of your desired site visitor. In most cases this will be 1024 x 768, as that resolution addresses the majority of computers on the internet. Use colors and design elements that appeal to your target market. For example, If your market was senior citizens, you may want to use pastel colors, readable, larger font, classic design elements and images and photos that mirror their perspectives in life. Use colors, images and content that interests and engage your visitors, the longer you can keep your prospect engaged, the more likely you are to communicating the message you intend to deliver.

Navigation and Site Flow: Plan out how you want your information organized and delivered to your prospects. Keep it understandable and make it easy for them to find answer to all of their questions. What is the site about, what are you promoting, what are the benefits to them, why should they trust you and what's in it for them!

Once you've organized those elements the next item to address before you move on to site traffic is how you intend to convert your site visitors into leads or sales? The conversion process is called a "call to action." This can be a free offer that they opt-in to. It can be a quote request form, a contact form, a phone number to call, a check-out feature, etc. The point to get here is that you can't just move them around your site and dazzle them with images, design and content without funneling them to a point of contacting you for product or service. Once you've created a powerful call to actions and incorporated into your site, you're now ready to move on to generating site traffic.

We have estimated that there are **15 Marketing Power Points** to focus on for a truly dominant Internet presence. Not all are required by all websites; however, the more you employ the higher your chances for success.

Search Engine Optimization: This process starts with intensive industry keyword analysis. The keyword analysis will inform you of how Internet users are searching for your product or service. It will not help you to use keywords or keyword phrases that are not searched by your target market. The next step in this process is to incorporate your chosen keywords into your site's content and code (see our 10 Point Tune-up). Once you've complete the optimization process, you're now well on your way to building FREE, natural and organic traffic.

Search Engine Submissions: Each Search Engine has a submission process they use to intake your website. Some charge for submission and others are free. The advantage to manual submission is that it's a proactive way to get your material quickly indexed.

Online Advertising: This can be a combination of paid and free traffic, banner ads and directory listings. It is also one of the quickest ways to get Internet traffic driven directly to your site. When using these services, new traffic to your site can be almost instant.

Social Media Outlets: Blogs, Forums, Social Media Sites (MySpace, Twitter, Facebook, etc.) These are hot topics in our current culture and can be utilized quite effectively to create traffic and interest in your online content.

Newsletters & E-mail Marketing Campaigns: A great source for delivering valuable information, offers and initiatives, as well as, customer database list building.

Link Building Campaigns: This is one of the most critical and often overlooked ways to build site traffic. Link building primarily refers to Inbound Links or links from other sites, pointing to your site. As far as the search engines are concerned, each inbound link counts as a referral for your business. The more referrals you have the better you rank in the search engines. Most people overlook this important part of website traffic because they either don't know its importance or they are overwhelmed with the process of finding relevant sites that are willing to add links that point back to their site. See more information on how we can help you add up to 150 new inbound links to your site each month.

RSS Feeds: "Really Simple Syndication" is a family of web transmission formats used to publish frequently updated works, such as blog entries, news headlines, audio, and video. Readers who want to subscribe to timely updates from their favorite websites can be notified when site content changes or new offers or material are available. RSS feeds are also another great way to build your database and disseminate sales material.

Content Creation: Creating a regular plan to add new site content is a great practice to get into. Both search engines and site visitors want to see new and updated content added to your site on a regular basis. This keeps your site fresh and relevant. Creating a plan to add 1 new page a week is ideal. At the end of the year, you now have 52 new pages of rich relevant content designed to build traffic and create leads & sales. See our section on Article Writing & Site Content Writing for additional help.

Joint Venture Marketing: Is the process of joining forces with other supporting business professionals to combine marketing efforts. It's a great way to share lists and co-market services to customers you may not typically get in front of. The other bonus associated with joint ventures is that you are being

introduced to others lists and being referred at the same time.

Viral Marketing: Videos, audio files, eBooks, software, white papers, etc. are ideal ways to spread your content and website material by leveraging the efforts of others. If you create something of value or interest, others will send it to their friends, family members and associates, which cause a viral expansion of your material.

Affiliate Programs: These are another ideal way for many businesses to leverage their internet presence by enrolling an infinite sales force to market, advertise and promote your products or services.

Referral Programs: Tell a friend programs, referral incentives and referral marketing collateral are great ways to gain many prequalified business transactions.

Public Relations: Press Releases allow you to penetrate into countless media outlets and therefore gain access to their readers and subscription base. This is a great way to initiate a multi-pronged media blitz.

Webinars: Webinars are a perfect way to position yourself as an expert, grow your marketing database and deliver additional sales material.

Offline Marketing: Many people forget the importance of using offline marketing to drive traffic to their site. All of your print material, advertisements and direct mail pieces should list your website.

Analytics: This is not a strategy for driving traffic to your site, but it is critical in identifying and measuring the traffic you generate. These are the tracking measures that qualify and report on all areas of your marketing campaigns. Analytics are critical, because they allow you to measure your rate of success and to see where adjustments can be made to improve that rate.

In conclusion, if you were to incorporate these standards and practices into your website initiatives, you will insure your guaranteed success. If you have any questions, or you would like any assistance implementing any of the concepts in this white paper, we would be more than happy to offer you a free consultation.

*** For FREE assistance on setting up Google Analytics on your site, please call us at 1.800.515.9422**

**** For additional information on 10 critical areas to tune-up your website, please feel free to give us a call at 1.800.515.9422 or visit: <http://www.powerpoint3.com/whitepapers/10-point-tune-up.pdf>**

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