

7 Deadly Website Sins

“Why most websites are dead on arrival the day they are launched,
and how to make sure that yours isn’t one of them!”

By Adam Spiel

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- Identify the **7 common mistakes** that website owners make, and how you can avoid them.
- **10-minute tweaks** that can boost your website performance and search engine rankings almost instantly.
- How to implement **free and low-cost proven website strategies** that will increase your website traffic and customer conversions today.

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Q: “How can my website be a cost-effective marketing tool to grow my business?”

For most business owners, website design and website marketing appears to be complicated and intimidating process.

You don't have to be a rocket scientist or a “website techie” to run a successful website, but you do have to make sure that you set up your website the right way to begin with.

The #1 mistake that most website owners make is that they view their website as a company brochure, instead of an interactive marketing tool that can attract hundreds of qualified new clients on a consistent basis.

An Endless Supply of Qualified Leads!

The Internet has quickly become one of the most powerful business tools to attract and retain more customers than ever before.

- **74% of consumers use the Internet to find a business**
- **92% of internet users research products & businesses online**
- **75% of web users** admit making judgments about the credibility of an organization based on the design of its website.
- **43 % of ALL retail sales** are expected to be influenced by or made on the Internet by 2012

What does that mean to you?

Stop wasting money advertising in the yellow pages!

The average cost to generate a lead online is \$0.45 compare to \$9.00 for a direct mail piece. While traditional advertising such as a newspaper or radio ad requires you to interrupt a consumer and grab their attention when they likely don't have any interest in what you have to offer, **your website will appear for people who are actively looking for your product or service.**

But you have to be careful that you structure your company's website the right way – a poorly designed and unplanned website will turn your visitors away faster than you can bring them in, and your lost customers will take their business elsewhere!

If you violate any of these 7 website sins, you can be assured that your website will be dead on arrival...

The 7 Deadly Website Sins

Website Sin #1 – The 2 Second Rule

Does your website load quickly, or is it slowed down by lots of images, flash and a slow server?

Does your website give your visitors any useful or valuable information about you and your company, or is your website a boring brochure?

Everyone, including you and I, are tuned in to W-I-F-M. “What’s In It For Me.”

If you don’t show your visitor just how valuable your site is in that very first few seconds, then they will leave...QUICKLY. On the Internet you only have a few seconds to capture their attention, otherwise they are gone...and they aren’t coming back!

But here is the good news – the only thing you need to do to turn this equation around is to give them some high-quality FREE information.

Do you have something that is current and interesting? Will it help them solve a problem? Will it allow them to avoid a problem? Are you letting them know secrets they don’t currently know? Are you giving them access to information that they would otherwise miss out on?

When your website addresses these questions, your prospect WILL stay on your website, because you provided REAL value.

Website Sin #2 - No List = No Money

Your website is not just a website, it is a **lead generation tool for your business!**

Most business owners do not realize this, but in 95% of businesses, **the customer list is the most valuable asset that your company has!**

And the simple numbers go to show that the more customers are on your list, the more money that your business will make.

Your customers are out there searching for the product or services that you offer – but how do you reach them?

Well, it’s very simple. You design your website so that your customers can find you **because you have what they are searching for**, and then you convince

them to give you their name and e-mail address in exchange for your free information (see Website Sin #1).

Of course this is easier said than done.

Your visitors will only be on your website for a short time, but if you can prove to them that you are a valuable resource by giving them free information, **then you gain trust**. And when you gain their trust, people are willing to give to you their name and e-mail address.

Then they become a potential customer – who searched and found you! And now you can continue to follow up until they become your client.

And you don't even have to guess where your potential customers are- there are some amazing free tools to help you discover the exact words that your customers are using to search for your business – like [Google's Keyword Tool!](#)

Simply enter as many phrases as you can think of that someone might type in the search bar to find your business, and Google's Keyword Tool will return a list of hundreds of related words and synonyms along with the actual number of search that occur for each phrase.

Website Sin #3 - Zero Follow Up

Marketing experts tell us that you must follow up with a prospect between 5-7 times before they will take action and become a client.

But let's face it – follow up is hard to do. We are all easily distracted by all of the issues we face every day in our business. And your follow up is usually the thing that gets pushed aside.

And now I just told you that you need to focus on gathering the name and email address for all your web site visitors – now WHO is going to do all that follow up with all those new prospects?

What if I told you that you could set up your follow-up method just one time, which could then be **automated** for all of your customers, day and night!

The most beautiful thing about the internet is the automation with your website with a simple email auto responder program.

Imagine that once a visitor enters their name and email address on your site, they get an ongoing series of personal follow up emails... **and that the follow up is completely automated.**

After a visitor leaves their contact information, they get regular emails from you... without you ever lifting a finger.

This may sound like a dream... but it is completely doable, and very easy to set up using email auto responders – the key to automating your follow up online.

Website Sin #4 - You Don't Know What Is Working

**“I know that half of my advertising doesn't work.
The problem is, I don't know which half.”**

- Retailing Tycoon John Wanamaker

It still amazes me how many business owners will spend tens of thousands of dollars on advertising without trying to figure out what works and what doesn't. This leads to wasting valuable time and valuable advertising dollars on things that don't ever pan out.

There's really no excuse for not tracking what is working and what's not, since there are a lot of cheap and simple ways to track your offline advertising with coupons, special offer codes, trackable phone numbers and extensions---yet most business owners I meet don't understand or utilize these tracking methods properly.

The good news is, on the Internet, **EVERYTHING is trackable and testable!**

- How Many People Visit Your Website
- How Long They Stay On Your Website
- The Specific Keywords They Typed In A Search Engine To Find Your Website
- What pages they look at most while they are visiting your website
- Which headline, price-point, or offer converts better
- Which keywords or ads result in a lead or a sale
- Where your visitors live and how often do they come to your website
- You can even get a complete recording of their entire session as if you were standing secretly behind them with a camera!

The amount of data can be overwhelming, but luckily there are only **a few pieces of data that are critical to monitor on a regular basis.**

Armed with this new information, **you can target your best perspective customers like a sniper**– the ones who will be the most likely to turn into actual clients. You can target them by specific geographic location, by the keywords

they type in the search engines, by the other websites that they visit most often, even by the time of day that they are online!

And the best part is that the majority of these tracking tools are free and quite easy to set up – you just need to take the time to understand what these tools are telling you.

Website Sin #5 - Your Website Is Full of Cobwebs

Have you ever seen those sites that haven't been updated in four years? Full of outdated material, outdated pictures, maybe even a copyright date that says "2001"?

Nothing will drive people away faster than a site that looks like a ghost town... remember, your visitors don't trust you... and they are looking for any validation of that mistrust that they can find.

And having an old, outdated site is just enough of a reason to send people running away.

The internet is changing each and every day. What was impressive a couple of years ago just won't cut it today.

And the newest enhancements to your website marketing are audio and video. When you used properly, audio/video do several very important things...

First, they make your site more interactive and personal.

Let's face it ... we all have very short attention spans, and your web site visitors are no different. They will not stay on a site that does not capture their attention.

Now we aren't talking about super-sophisticated audio and video – it doesn't need to be production quality. In fact, this is simpler to do than setting up the voice mail message on your cell phone.

Nevertheless, your voice on your web site is HUGELY beneficial... it makes your site more personal and believable, and goes a long way towards establishing that all-important trust relationship with your visitors.

Adding more content – whether it be audio, video, or just a simple article from time-to-time keeps your website relevant and your visitors will keep coming back for more. This will give you more chances to have them contact you and become your client.

Website Sin #6 - No Search Engine Optimization

Your website needs to be properly optimized – and this is the first place your web designer needs to start. Accessible pages, correctly coded web pages, meta tags, descriptions, page names, XML and HTML sitemaps, and H1 tags are all elements that help your website's positioning.

You don't need to know what all these techie settings mean, **but you do need to make sure that your web designer does**. These should all be standard configurations for your web designer – if they are not, you need to get a new web designer.

So what does all this really mean to you?

You need to get your website on the first page of the search results **by optimizing your website for the search engines – called “Search Engine Optimization” or “SEO,”** - and the first thing to do is to make sure your website is coded the right way so that the search engines will find you *as easily as possible*.

Let's take a look at the numbers:

50.5% of searchers never looked past the first search results page and only 29.2 % made it to the third page.

If your website isn't on the first page, your website basically doesn't exist.

Remember the keywords that your customers are entering into the search engines to find your website?

Well, you can optimize your website for those specific keywords and phrases, so that when people search for those phrases, your website shows up on the first page, and even better at the first result for that search.

This gives you greater exposure, free website publicity and website traffic – as people search for your phrases, you will be the #1 website in the search engines, and being the #1 website in the search results is the key to leveraging the internet by driving customers to your website automatically, 24x7.

Website Sin #7 – Not Using FREE Business Advertising

That's right – you can have your very own free advertising everyday just by setting up your business listing on major website business directories and local business profile pages.

Well, if it is free, then why don't more businesses do it?

1. Businesses don't understand it
2. Businesses don't see the power it can have in their business

You can set up a free business profile including a map and directions to your office locations, your company description, even list some of your products or an online coupon for your services.

These are just a few of the major business directories and business profiles pages that we have found produce the best results:

- [Google Maps](#)
- [Yahoo Maps](#)
- [MSN Live Search Maps](#)
- [Insider Pages](#)
- [Merchant Circle](#)
- [Localeze](#)
- [Infousa](#)

There may be other industry-specific directories and websites that you can tap into as well – each website and industry is unique, but the basic principles are the same:

Getting your website listed in more places = more traffic and more visitors!

One of the major keys to dominating your competition is to have as many listings as possible on a search engine results page. And by creating these business profiles, your website can be in more places all over the internet for your potential customers to find you – and you want to make it as easy as possible for them to find you, right?

Even if your business does not have a physical location, these business profile listings and directories will give your website powerful exposure in the search engine rankings.

OK, here's a quick recap:

- Give your visitors the “What’s In It For Me” as fast as possible! **Provide REAL value for free**, and your prospect will look to you for the answers to their problems.
- **Your website is a lead generation tool for your business** – make sure that you get your visitor’s contact information so that you can follow up with them.
- **Automate your website follow up by using auto responders** as a tool to build trust with your prospective customers.
- Everything is trackable and testable on the Internet – **keep track of your critical data on a regular basis so that you know what is working and what isn’t!**
- The internet is constantly changing. **By adding more content on a regular basis your visitors will keep coming back for more.**
- If your website isn’t on the first page, your website basically doesn’t exist. **Make it easy for your customers to find you online by optimizing your website for the search engines.**
- **Take advantage of all the free advertising online that you can.** Getting your website listed in more places = more traffic and more visitors!

The Internet has quickly become one of the most powerful business tools to attract and retain more customers than ever before, but your website success all starts with your very own website action plan!

Website Action Plan – A Novel Concept

Before you even begin, you need to ask yourself a few questions.

- What website type is right for your business?
 - Do you need a membership site?
 - Do your customers need to be able to place orders online?
 - Are you looking to distribute an online newsletter?
 - Or maybe you need a simple company blog to keep your clients and partners up-to-date about the latest happenings in your industry?

- Who is your website going to be designed for?
 - Is this website primarily designed for new prospects?
 - Current clients?
 - Company employees?
 - Partners?

- What will your traffic sources be?
 - How will your visitors be finding you online?
 - Will you be advertising online?
 - Offline?
 - Via email?

- What actions constitute success?
 - What is the primary goal of your website?
 - To have your visitor enter their name and e-mail address?
 - To offer a free product?
 - To get your visitor to buy your product or service?
 - Or to pick up the phone and call you?

Knowing the answers to these questions is the first step to create your website plan for success!

So, what is the next step?

Pro Host Management can provide fresh insight and new angles to assist you in creating your unique Website Action Plan to make sure that your website is working for you, instead of against you. We provide a free, one-on-one, 30 minute “**Website Review and 42-Point Website Action Plan**,” which we conduct over the phone with you and your top team members.

Here is what we accomplish in this fast-paced, zero-nonsense session:

- How to outperform your competitors by turning your website into a **profit center**
- How to eliminate the guess work and get **more website visitors and increase your revenue** by reaching out to a larger, more targeted audience
- **How to target new local customers** by location, age, gender and more!
- **How to find the perfect keywords** that you know will the most amounts of highly targeted traffic & eager buyers
- Discover how to **get your site listed in the first page ranking on the major search engines**
- **Easy tracking and testing methods** to save you time and money with your website promotion – so that you know what is working, and what isn’t

The “**Website Review and 42-Point Website Action Plan**” is conducted by the principal of our company, Adam Spiel.

Please be assured that this consultation will not be a thinly disguised sales presentation; it will consist of the best intelligence Mr. Spiel can supply in a thirty minute time span. There is no charge for the call, but please be advised that the call must be strictly limited to 30 minutes. The consultation will typically take place within 1-2 weeks of your initial application.

To secure a time for this consultation, please complete our website review application at www.prohostmanagement.com/freewebsitereview.html (consisting of several questions that will need to be answered to get the maximum value in our short time together) and we will reply within 3 business days to set up an appointment for your free “**Website Review and 42-Point Website Action Plan**.”