5 Essential Elements to Building a Successful Website

WHAT YOU NEED TO KNOW BEFORE YOU WASTE THOUSANDS OF DOLLARS!

Welcome to Country

We would like to acknowledge the traditional custodians of this land and pay our respects to the elders, past, present and future for they hold the memories, traditions, culture and hope of Indigenous Australians

Why ARE YOU Here?

Are you planning a redesign of your website because it doesn't work?

Are you about to build your first website and not sure what to do?

Are you shifting your website to give you better functionality in your business?

Are you completely renovating your website because your business has changed direction?

01

Where does my Website fit in My Marketing Blueprint?

02

What components are necessary for a website to be successful?

03

What is the Purpose of My Website?
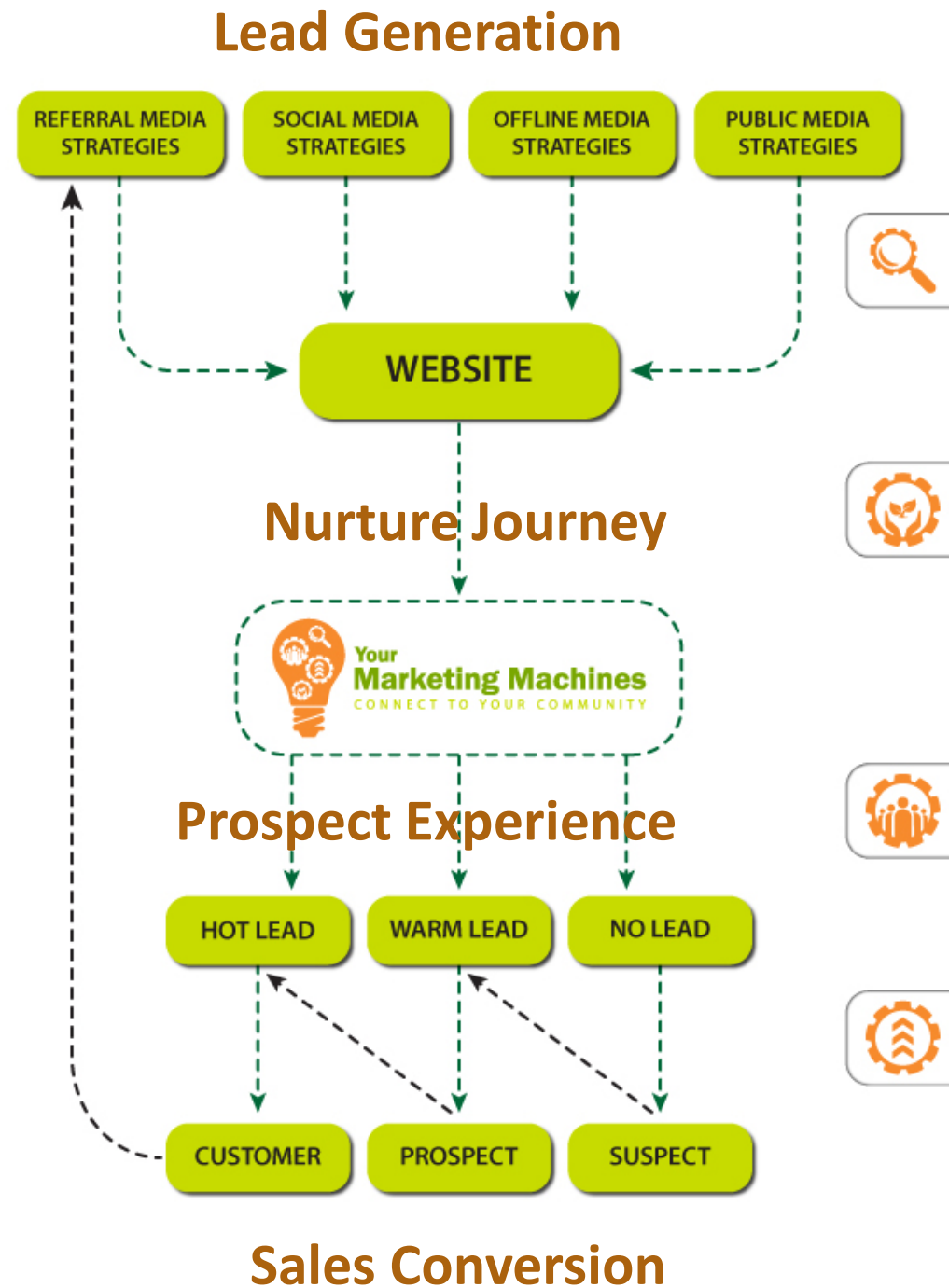
04

What Do I Want My Website Achieve?

05

What Do I Need In My Website?

5 Essential Elements...

Element 1 – Where Does My Website fit in my Marketing?

Your Marketing Blueprint

Lead Generation

REFERRAL MEDIA STRATEGIES

SOCIAL MEDIA STRATEGIES

OFFLINE MEDIA STRATEGIES

PUBLIC MEDIA STRATEGIES

WEBSITE

Nurture Journey

Your Marketing Machines
CONNECT TO YOUR COMMUNITY

Prospect Experience

HOT LEAD

WARM LEAD

NO LEAD

CUSTOMER

PROSPECT

SUSPECT

Sales Conversion

Your Website…

Online retail store/profile - 62% of customers will stop considering a business if they can't find information about you online

It gathers leads

It provides information

Sales your product/service

Tool for self-promotion - 48% of customers will stop considering a business if it doesn't have a website

A very simple business website will give your one-person business credibility, while offering customers an easy way to contact you

71 per cent of customers say it is important when looking for a product or service.

Discussion Time

On a scale of 1 – 10, 1 being NOT and 10 being URGENT, where does your website currently sit in your overall marketing strategy?

Take 2 minutes to discuss?

Element 2 – What components are necessary for a website to be successful?

A website...

Victory

Vehicle

Your Website

Voice

Visual

Victory - Controlled Chaos

- Blueprint for everyone to follow

- Clarity on what needs to be achieved

- Defined pathway

Strategy without tactics is the slowest route to victory; tactics without strategy is the noise before defeat – Sun Tzu

Budget: $2500 - $10000

Find Your Voice – Evoking Emotion

▪This is your message – what you want to say about you

▪How you explain and express yourself

▪Informative and emotional

▪Prospects are experiencing pain in their life

▪Products & services vs solution

DO YOU WANT THEM TO BUY FROM YOU OR YOUR COMPETITOR???

Budget: Range from $1700 for standard 6 page copy to $5000 for E-Commerce

Source Your Visual - Powerful Position

- Is more than your logo or pretty colours

- Perception of your business – how do you want to be perceived in the marketspace

- Underpins your vision, mission, value

- Brand should also evoke emotion

- Aligns with your Voice

- Be memorable

Budget: $2000 - $10000

Drive Your Vehicle – Smooth Sailing

Ease of use

Simple to navigate

Collect contact data

Leads prospect to make a positive decision

No dead-ends

NOBODY LIKES TO GET STUCK IN A MAZE… IT ONLY LEADS TO FRUSTRATION AND HEARTACHE!

Budget: $0 - $1000 Free build; $1000 - $3000 Company Profile; $5000 - $100000 E Commerce

Discussion Time

What is your intention with your website?

Take 2 minutes to discuss?

Element 3 – What is the purpose of my website?

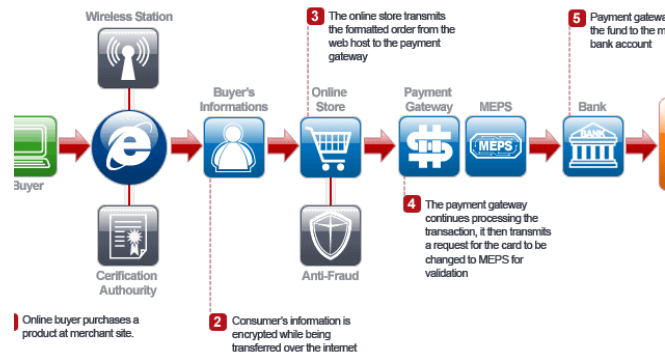# Company Profile – Building Trust

Most common form of website

Positioned as dependable, trust worthy and experienced

Their question…Can YOU fix my issue???

Must have:

❖ Credible testimonials and reviews

❖ Information to demonstrate knowledge and expertise

❖ Visual portfolio of work

❖ Videos

E-Commerce – Sales Driven

➢Sell direct to the consumer

➢Carefully optimised for high percentages of purchases

➢Integrate all Online Closing and Upsell Techniques

➢Ordering, payments and shipping transaction capabilities

➢Requires clear Lead Generation to Sales Conversion strategies

➢Must include – non purchase hooks, buyer incentives, repeat purchases, product loyalty, remarketing, referral marketing

Customer Support – Trouble Shooter

Customer support is the main goal

In-depth product information

Trouble-shooting

Technical issues

Great if you have huge volumes of information such as spec sheets and repair manuals for your products AT at low cost

Also if you were looking to generate repeat purchases

Education – Practical Advice

These websites are geared towards more actionable information leading to sales

How to's

Tips and Tricks

Fix and Repair

Guidance

Support Information

Video, blog style-informational content

You provide instruction and entice to buy - you give they give

Entertainment – Showcase Talent

Showcase entertaining information for visitors

Designed to easily navigate, updated frequently

Uses dynamic content such as videos, podcasts and slideshows

Perfect for online magazines, gossip mags, celebrity news, sports coverage

Income generated through advertisers

Discussion Time

What type of website are you planning to have?

Take 2 minutes to discuss?

Element 4 – What do I want my website to achieve?

Business Objective

Marketing - drive traffic, engage prospects, generate leads and re-engage existing customers

Sales – help close sales by validating and supporting sales team communications

Customer Support – improve customer satisfaction through better service
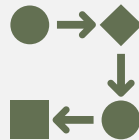
Human Resources – online portal for processes and systems

Business Objective

IT - integrate with other systems; meet security, performance and scalability requirements

Operations – reduce costs by streamlining and automating workflows and tasks

C-Suite – grow the organisation's bottom line and increase profitability

S.M.A.R.T Goal 1 – Increase Number of Leads (Marketing)

	Criteria	Objective	Test
S	Specific What do I want to achieve?	Increase mthly qualified leads by 20% (Decision maker; small businesses in Paddington area with $1M T/o)	
M	Measurable How will I know when I have achieved it?	Measured mthly via CRM and compared to historical data	
A	Attainable Is the goal realistic?	Yes. Targeting which drive leads to the new site and employ customer-centric communication, MOU, effective CTA and proper conversion mechanisms	
R	Relevant Does it match my business needs	Yes. Increasing qualified leads will achieve forecasted T/O	
T	Timely When will this goal be accomplished?	Within 3 months of new site launch	

S.M.A.R.T Goal 2 – Increase Sales through the Website (Sales)

	Criteria	Objective	Test
S	Specific	Increase monthly sales by 20%	
	What do I want to achieve?		
M	Measurable	Sales volume will be measured on a monthly basis through the CRM and compared to historical data	
	How will I know when I have achieved it?		
A	Attainable	Yes. Targeting high-value customers and convert through optimizing and more customer-centric shopping experience, cross/up selling, positioned CTAs and simplifying the checkout process	
	Is the goal realistic?		
R	Relevant	Yes. This will directly contribute to the sales targets for this year	
	Does it match my business needs		
T	Timely	Within 3 months of new site launch	
	When will this goal be accomplished?		

S.M.A.R.T Goal 3 – Reduce Operating Costs (Time)

	Criteria	Objective	Test
S	Specific What do I want to achieve?	Reduce Operating Costs (time) by 50% ($10,000 per month)	
M	Measurable How will I know when I have achieved it?	Operating costs will be compared before and after the website launch	
A	Attainable Is the goal realistic?	Yes. By accurately calculating (transactional, shipping and processing) costs, facilitating communications (problem resolution), automating inventory counts, etc	
R	Relevant Does it match my business needs	Yes. This objective is in line with the annual plan to increase profit (reduce costs) by approximately $100,000 in the next financial year	
T	Timely When will this goal be accomplished?	Within three months of the launch	

Discussion Time

What do you want your website to achieve?

Consider business objective and SMART Goal to match

Take 2 minutes to discuss?

Element 5 – What do I need in my website?

Feature 1 – A logical Roadmap

Map out how you would like your website to work – your copywriter can assist you
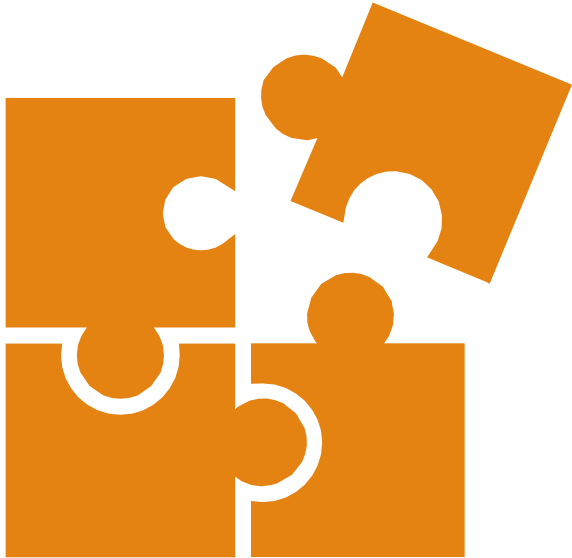
Consider user experience AND SEO/keywords

Do a mock up – known as wireframing

Aligns with your Voice and your Victory!

Feature 2 – Crucial Business Information

KISS – Keep It Simple Silly

Write to be relevant – we all have short attention spans

Provide 'information' that guides to a decision

Use appropriate and easy-to-relate images

Aligns with your Voice and Visuals

Feature 3 – Contact Information

The most crucial information on a website

Have a number, email, address and a contact form easily accessible and visible

Have your telephone number and email linked to access immediately

Get an email address for your domain – DO NOT USE gmail, Hotmail or worse, AOL isn't professional

If you like Gmail's interface, you can use Google Apps to set up customer email addresses through Gmail

MAKE IT EASY FOR PEOPLE TO CONTACT YOU

Feature 4 - FAQ

Answer questions before they are asked

Clear and concise answers

Questions often revolve around materials, ingredients, shipping information, company history, cancellations or return policies
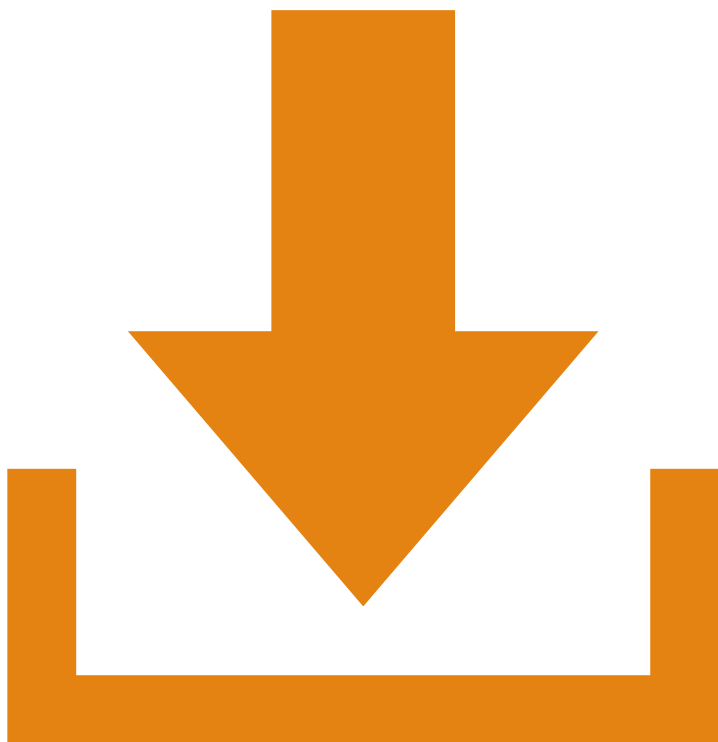
Can be written or video

Feature 5 – Lead Capturing

Contact US! Form

Lets Connect! – Newsletter format

Lets Chat! – Straight to appointment booking link

All Data is gathered in CRM system for future communication

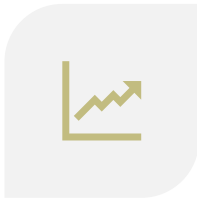# Feature 6 – Social Media Integration

THERE ARE A LOT OF PLATFORMS TO CONSIDER

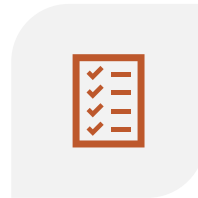THESE SHOULD BE PRESENT ON YOUR WEBSITE

BOOST SEO

IMPROVE YOUR BUSINESS' DIGITAL FOOTPRINT

BUILD FOLLOWING ACROSS NUMEROUS PLATFORMS

MUST MAINTAIN WHAT YOU START!!!

Feature 7 – Clear Navigation

A map is useless without clear navigation

Use easy-to-understand and logical names for the various pages of your site

Being clever or cryptic will just be a turnoff for users

Use Call To Action – what action do you want the user to take

Feature 8 – Mobile-Ready Version

Smartphones and tablets drive web traffic

70% of task completion happens within 1 hour on mobile sites

People are browsing with intent – looking to do something

Use fluid widths – your website layout will adapt to screen size

80% of small businesses with an e-commerce website say being mobile-friendly is important

Feature 9 - Security

🔒 If selling online you will need to secure your site with an SSL certificate

🔑 SSL will encrypt communications between you and your clients (i.e. credit card number)

👍 VeriSign, TrustE, Entrust and Geo Trust are good options to consider

Feature 10 – Good Hosting

DON'T MESS AROUND WITH HOSTING – MAINSTREAM PROVIDER WITH 24/7 TECHNICAL ASSISTANCE

If you business relies on your website to function do what needs to be done to make it work

Feature 11 – Some Features You Don't Need

Music

Flash

Anything that autoplays

Extraneous information and media – it will slow down the page's loading time

Discussion Time

What do I need in my website for now?

Take 2 minutes to discuss?

WRAPPING UP! 5 Essential Elements...

01

Where does my Website fit in My Marketing Blueprint?

02

What components are necessary for a website to be successful?

03

What is the Purpose of My Website?

04

What Do I Want My Website Achieve?

05

What Do I Need In My Website?

Choose the right software to increase efficiency & profits – 17 April, Shailer Park

Down the rabbit hole: How sales funnels work – 15 April, Greenslopes

Next ASBAS Workshops...

Manager your brand & increase profits by combining IT & marketing – 22 May, Yarrabilba

Advancing Women in Business

1 day business event for Women to connect AS Women

8 local business women sharing their diamonds with the audience – experiences worth celebrating

Tea, coffee, Water, Lunch and networking

Photo ops

Professional head shots for business

A fantastic day to embrace, engage and celebrate being a women in business!

THURSDAY 30 MAY 2019 – South Bank TAFE Auditorium

https://www.eventbrite.com/e/advancing-women-in-business-event-experiences-worth-celebrating-tickets-59313513315?aff=LikeMindedLocalLadies

Your Next Steps

Complete Digital Scorecard -
https://www.business.qld.gov.au/running-business/it/digital-scorecard

Send your report to me –
andrea@yourmarketingmachines.com.au

Book for the next workshop – www.asbas.rdabrisbane.org.au

Book for your 1 to 1 - https://adams.bookafy.com/andrea-anderson