Facebook Fortunes Webinar 5

Get Your Business Website Right

Daryl: Hi everyone and welcome to the Facebook Fortunes Program Webinar 5 and it is all about getting your business website right. I am Daryl and we also have Kerry!

Kerry: Hi!

Daryl: It's really great to have you all here today. I know that a lot of you are planning to drive your Facebook traffic over to your existing business website.

Maybe on your business website, you are building a list or you have a call-to-action there where you want people to come into your store or to give you a phone call and that is the way your sales process works, but if that is going to work and we are going to send lots and lots of wonderful Facebook traffic to you, then we need to make sure that your business website is actually doing its job.

Often, Kerry, we find that the business website can be a little bit average, don't we?

Kerry: Yes! We can send a lot of traffic to your website from Facebook, but if it is not going to convert or you have things wrong with the website, then realistically, you really are pretty much wasting money. We will be able to build an audience, but they won't necessarily convert off your website, so it is really important that we get this step right.

Daryl: It always surprises me the amount of business websites that I look at that just aren't hitting the mark, so today we thought that we would show the 5-key mistakes that business owners make with their website.

This is the 80/20 of mistakes that people make. It never ceases to amaze us the many and varied ways that people can mess up a perfectly good website, but these are the 5-main ones. So, the 80/20 principle tells us that these are the 20% of problems that happen 80% of the time or cause 80% of the issues. So, we thought that we would run through these and give you a few examples of good and bad ones.

While we are going through them, you need to think about your own business website, if you have one and think about where you could be making some improvements. Think of this as a checklist of where you could be making improvements.

Can you please tell us if you already have a business site that this is going to be applicable to, in the chat box? If you already have a website for your business, that you are going to be sending traffic to, just put "yes" or "no" in the question box and that way we have an idea of who it is relevant for.

Either way, this list will be useful for you. Whether you are in the process of building one or if you already have an existing one, this list will be useful for you, either for modifying what you currently have or for knowing what you should be doing, so you don't have to do any rework.

Let's get underway and have a look at the mistakes.

Mistake #1

Having a badly structured website. This is about the big picture of your website and how all the bits fit together. The main issue that we see is that your website is just not designed to support your offline business.

If you need people to phone you, then that is really well hidden - it is not obvious that is what you want people to do etc. Your website ought to be structured in a way that leads people to what action you want people to take, if that action is offline.

The next major problem that we tend to see is clutter - trying to do too much on one page and generally, that is the homepage of your website and so, people tend to try to put every single thing onto the homepage of their website.

They have blog articles and opt ins and information about them and their history; they have testimonials of their clients; they have the story of what their business does and how it differentiates from others; they have lots of pictures and images; they have 3-4 call-to-actions and it just ends up a jumble.

We have a saying of "one purpose per page". You ought to have a multi-page website and each of those things goes on a separate page on your website and then you direct traffic, specifically to the page that needs to be getting that traffic.

So, if you are wanting people to opt in, you send people to a page where all they can do on that page is to opt in and we have had a look at exactly how to do that over the past few weeks, but it is that type of process with each of the pages on your website. Whatever you want them to, you put it one purpose per page and not all cluttered up on one page.

The next key problem that we see a lot is where the website is just a brochure and it gives information about the business e.g. We've been in business since 1964 and here at xyz.com, we believe in delivering high quality services to all of our valued customers.

That is yawn worthy and it happens way too many times, where it just looks like your offline brochure that you've just stuck online.

Kerry: I think that I mentioned that we not only see that on the websites, but we see it on the Facebook pages in the About section, also. Try to think about what is in it for them!

Daryl: Yes! Give benefits to the customers in your message and then, what action that you want them to take so that it is not just a one-way street and you are not just giving them information.

This one is probably the most important one and that is when your website doesn't differ from your competitors and doesn't show how you differ from your competitors and doesn't show how you stand out. If you are plain vanilla and a "me too", people will look at it and not think it is interesting and go elsewhere.

This issue is amplified, online, many, many fold, because people have so many different options, it is easy for them to compare and to go to different places. It is a single click and they are away from your website.

So, seriously guys, you really need to be showing how you stand out and what really makes you different and why people should do business with you and that is the main thing that we have been talking to people about on your strategy calls, after you put in your opportunity finder.

Let's have a look at a couple of examples. Let me know what you think of Sames Chartered Accountants!

"Sames Chartered Accountants, Melbourne

Timely, reliable and friendly business & tax accountants, Melbourne

Providing accurate advice for individuals and companies for over 20-years.

Our Melbourne Accountants offer friendly, fast service at excellent rates.

Call our Melbourne Office today on [ph number] to book a consultation for your business or company now!

SamesAcountants, Melbourne can help you with the following services:

Tax Planning, Structuring and ReportingBusiness Activity Statements

Individual Tax Returns"

So, what do we think? Is it too busy or too boring?

Yes, it is too boring and very wordy! Apologies if you own Sames Chartered Accountants or if you know them, but I found it quite amusing that their name was "Sames", because is there anything on this page that makes them stand out from any other accountant in the world? Anything at all?

Maybe the fact that they are in Melbourne and if you are in Melbourne and you need an accountant, I suspect that they have a bit of competition, but there is absolutely nothing here that makes Sames stand out.

The list of services is the same as everyone else's. It is very boring! It is an online brochure! This is a very typical business website, sadly and the examples that we are showing you in this presentation are all Top-10 - the front page of Google - for a search in their niche. So, this was on the front page of Google for Accountants Melbourne, which is kind of scary, because that is such a waste of traffic.

Who is going to look at this and get excited that they have found what they want? There is nothing on here that makes you want to do what they want you to do! Make sure that you are not being a Sames!

What do we think of this one - the food coach?

This, to me, seriously looks like someone has thrown up on the page! I'm sorry, but it just does!

What do you think that the purpose of this page is? Give me an idea of what you think the purpose of what this page is?

I think they probably intend to capture emails, but how long does it take you to look on this page, before you see where to capture emails?

Up in the right hand corner you finally see the box to put your email. If the purpose is to capture emails, which I suspect this page probably is, how well do you think it works?

Someone else just said that they think that the purpose is for a membership site. They have their members log in, so after people have bought, this is the link to login and they have that bigger than the email opt in, so I suspect that this doesn't work very well at all. it really doesn't follow any of the rules that we have talked about over the last three weeks.

I am sure that they are very proud of it and have probably spent a lot of money on this site - there is a lot of coding etc. that has happened here and unfortunately, what tends to happen, is that you get a couple of different types of people who will offer to create a website for you.

The first is a techie. Now what do you think the problem is if you have a techie build your website? What sort of website are they likely to build you? Give me some adjectives that describe the type of website that a techie is going to build for you.

They will build one that is functional and that shows off their techie skills and that is the main problem with techie ones. They don't understand that it is a sales page and will make it technical, complicated and functional. They like very clever things.

Techies love to have things that are clever and show off everything that they can do, so I suspect that a techie has gotten to this one and has wanted to show all of the cool things that they could do and they've put them all on one page and that is what has happened and it seriously, has not worked.

The other sorts of people who build websites or offer to build websites for you, are graphic designers.   What do you think that websites look like that have been built by graphic designers?

They are pretty and works of arts but are not functional.   Graphic artists will often produce very elegant and stylish sites, but they have no function and are not good for sales.   They are designed to look beautiful, but there are generally no call-to-actions, because they get in the way.

Often the wording is harder to read, because they think that the images are more important and so people might get a sense of it being beautiful, but they tend not to take action on them because they are not designed to sell, they are designed to look beautiful and so, if you have been the victim of having your website built by either a techie or graphic artist, then you may find that you are running into those sorts of problems with your website.

We will have a look at a few more examples.   So, here is a quick one and I must say that it is hard, sometimes, to find good website examples of how to do it, but this is another Accounting Firm and this is, again, Top-10 in Google, but let's compare this to Sames.   It has the headline, for a start:

"Purchasing a Business?
Click here to find out what you need to know about purchasing a business."

So what do you immediately see when you come to this website?   Does it look differentiated?

Immediately, there is a call-to-action - click here to fin out what you need to know about purchasing a business, so it is very, very obvious and it is a very specific narrowly niched component of what accountants do.   These guys have figured out what they are good at and how they differentiate in the market.

Yes, they may do everything else, as well, but what they specialise in is purchasing a business and that is a strategic decision that needs to happen, before you build your website and so, this is the other problem that tends to happen - people haven't figured out how to differentiate themselves, before they build their website and so what you end up with is a bland; me-too; undifferentiated website, because the business owner is not clear about what they do.

If these guys hadn't decided to specialise in clients who are purchasing businesses, then they would have a website that looked like Sames, so they needed to figure out strategically what they do and then build the website to match.

So, we have a saying "structure follows strategy; form follows function". So if you think about that - structure follows strategy - in other words, you have to know your strategy first before you can structure your website.

Then there is - form follows function - before you can form your website, you need to know what the function of it is. So, you need to be very clear about what you do and then build your website to match and not the other way around, or there will be a huge amount of re-work.

The graphic in the top right: "What level of service do you want from your accountant?" and there is gauge from mild to sizzling and the arrow is pointing at the sizzling. It is quite different for an accountant. They have a video of the principals having a talk about the business. There is a little bit of the "welcome to our business.

We've been doing this for 35-years", but hey they are accountants! They are always going to do that stuff. I would have preferred to see a testimonial up the top, but it is head and shoulders above the previous one that we looked at for Sames.

You must have ONE purpose per webpage and not everything that you can ever possibly do all crammed onto the one page. Let's have a look at the typical purposes of different webpages on your site. What might you actually have on your site?

First up, you would have things that give information about your business, so these are your information pages; your products; your skills; your services; your expertise; your events or anything else that you are doing. Make sure that on each of those that you have a call-to-action above the fold, so if people do want to take action on any those products; services; skills; expertise etc., they know how to do it.

Another purpose of a webpage is to build a list and we have spent the last three weeks going through exactly how to do that. If you are building a list, the only think on that page ought to be a description of what they get when they opt in; and image of what they get when they opt in and an opt in box. There should not be nothing else on that page, as we have described already.

You may want to get visitors to call for information or for an appointment, in which case your phone number ought to be in the top right hand corner. That is your top piece of real estate. We will talk about layout and graphics soon, but the top right hand corner seems to be the top piece of real estate.

Have a look at what you have in the top right hand corner of your website and make sure that it is something that is really meaningful and you are using that piece of real estate to the best advantage.

Tony is asking: "Do you need a call-to-action on each page, or can it be in a header that stays above the fold?

Tony, of course it can be in your header. There is not problem at all with that depending on the type of page. If it is an opt in box page, you are obviously going to have the opt in box on the actual page itself.

You may want to get visitors to come into your store, if you have an offline store that may well be your call-to-action.

You may want to sell a product or service off your webpage, in which case you probably need a long copy sales letter, if you are selling things directly, or an ecommerce type of business, where you have a bunch of products listed with copy about each one.

You may want to gather referrals and I will show you an example of a page that gathers referral, in a second.

You may want to build credibility and authority in your niche and this is normally your "About Us" page or your client testimonials page, also. Those two things will both do that, but remember that each of these is actually a separate page.

This is an example of a webpage that is designed to capture referrals.

You can see that it is not cluttered and it is a very clear explanation on what it does:

"Tell two or more friends about Become-Stylish.com and receive our Fabulous FREE illustrated ebook "Unlocking the Dress Code" by leading corporate Image Consultant Clare Maxfield.

Valued at $47!

Get expert advice on what the business dress and formal dress codes really mean."

Underneath that is where you put in the details of the referrals that you are giving. There is one purpose per page and it is not cluttered in with a whole bunch of other things.

You may end up needing more than one website and we will talk about the importance of having a good descriptive URL, but there is nothing wrong with having several websites, each one focusing on a specific part of your business.

If you look at what we do, we have an umbrella site called Our Internet Secrets.com, but underneath that, we have a few other websites that link back to that umbrella site and sometimes, we will send traffic directly to each of our individual sites e.g. there is a link to our membership site andrew and daryl.com from our umbrella site, Our Internet Secrets, but we also drive traffic directly to that, as well, from elsewhere.

Are there any questions about mistake #1 before we go onto mistake #2?

Mistake #2

Daryl: Let's have a look at Mistake #2 which is that your website copy is poorly written. Let me know what you think of this one is poorly written:

"Printers South Brisbane - Clark & Mackay

Clark & Mackay

Printers South Brisbane - Printing South Brisbane - Print South Brisbane (Do you thing that they are printers in South Brisbane?)

Welcome to Clark & Mackay!

Printers South Brisbane - Clark & Mackay are dedicated to the production of high quality printing at an economical price. This is not only the philosophy of the management, but also that of the staff. The sales team, administration staff and production team are all working together to produce your print job on time, as you want it."

It is not overly compelling, is it? Besides being boring, what is the main problem with this website? What is the key issue with this website? What doesn't it do? Who does it talk about? It talks about them!

Kerry: In all fairness, Daryl, that is what they used to do for SEO and I remember that I did a website building course about 5-6 years ago - learnt it and never wanted to do it again, but this is one of the things that they taught you to do for SEO - stuff as many keywords as possible in.

It wasn't about selling, it was about searching optimisation, but if you get people through here and you are #1 on Google because your keywords are "stuffed it", which by the way I do not believe works anymore, that would be a question for Kim, but if you got them here, they would go away pretty quickly, wouldn't they.

Daryl: There are no benefits to the customer. The headline is the name of their business, which I am sure they are very proud of, but no one apart from their mum's will look at that and get excited. It is not good at all.

Have a look at this one and tell me what you think of it:

"Sydney Physiotherapy

Sydney Physiotherapy is located at 109 Pitt Street, Sydney.   Established in 1993, the clinic has private treatment rooms and a central rehabilitation gymnasium area.

The clinic has the advantage of having x-ray on site and is joined with highly respected orthopaedic surgeons.

Our physiotherapists have many years of clinical experience"

What is it that really jumps out at you?

Again, it is all about them! Where is their contact details; where is there map? There is nothing there to show you! Why would I go there? It is boring! It is a brochure! It has grim colouring in a brochure style. Yes, they are in the CBD, so if you are in the CBD, that is appealing.

What do you think of this photo? What does that say to you when you look at that photo there on the right? There are no people; no customers; no clients; nobody goes there etc. is what people are saying! It is terrible, isn't it? It just looks terrible! It is horrible social proof in that is says that no one goes there. You want it looking buzzing and like there is a heap of people there, being helped.

Again, let's have a look at how to do it the right way and the sorts of things that you need to be doing.

How to write great website copy:

First of all, every single page needs to have a benefit laden headline for the customer and not benefit to the business. What is it that they are looking for? Tell them as soon as they get to the page, using a big glaring heading, that they have found what they are looking for, because you have it right there.

The more specific and differentiated that you are and the clearer that you are about the purpose of each page, the easier that headline is to write. If you are ever struggling to write a headline, the chances are it is not because you are having trouble writing copy, it is because you are not clear about you differentiate and you are not clear about the purpose of the webpage that you are writing copy for, so go back to the structure follows strategy; form follows function formula - get the function and the strategy right first and then it is a lot easier to put your copy together.

Demonstrate how you stand out in your niche. We saw a good example with the accountant - we do everything for everybody, from Sames, versus are you purchasing a business? We can help.

Include relevant proof every time you make a claim about your products or services, so if you are standing out then often you are saying things that are unexpected; counter-intuitive; not what your customer is expecting and that is fantastic, because it means that you are differentiating, but it can also raise scepticism and they will question how they can know it is true and so, the bigger and bolder the claims that you are making, the proof that you actually need.

Tell me how you can provide proof on a website? What sorts of things can you do to provide

proof about the claims that you are making about products and services?

You can use images e.g. if you are in weight-loss, before and after photos are a great way to provide proof that what you are saying is true. Testimonials are also good! Case studies are a great one! Endorsements are another great on, so if you have someone who is known in your niche, who can endorse you, you can borrow from their authority and credibility.

Statistics are another really good, if you can demonstrate some new stats or some new research and the fact that you are applying that new research and it is from someone credible, which I believe is not the ABS in Australia, at the moment.

Video testimonials are great, in fact they best quality that you can get. Money-back-guarantees are a great risk reduction, but it doesn't necessarily prove the claims that you are making about your products and services, but it does remove the risk if people have any doubt, so it is also a good strategy to give a money-back-guarantee.

Also, have one call-to-action per webpage and hopefully you have that really clear by now, with clear instructions above-the-fold.

We have a comment from someone in the medical industry and this is fairly typical. They are saying:

"Our industry forbids testimonials, we were thinking that case studies maybe a way to get around it, perhaps taking names out?"

Guys, obviously you need to do your due diligence and figure out what you can do, but I think that case studies where the name has been changed for confidentiality, might be the next best thing to do and we know that is often and issue in the medical industry.

What else do we do in terms of writing great copy!

Make no-brainer offers, even if you are getting people to opt in. Whether you are asking people to pull our their credit card or give you their name and email, the offer that you make needs to be outstanding that makes them go "wow" and excited to contact you or start.

If you wanted someone to call you, you wouldn't just say: "For your free 15-minute

consultation, phone XYZ", because what do customers see when they see that? What goes off in their heads?   They think that if they phone you, you are going to try to sell them something, so you need to have a great offer and a great reason why people should take up what your offer is for everything.

Be enthusiastic, but without the hype. I think that we talked about this last week, when we talked about writing emails and it is exactly the same thing. Forget adjectives like awesome; fantastic; unbelievable and give them substance.

Don't give them plain vanilla, it still needs to be exciting, but it needs to be exciting with substance and not, exciting with no substance and lots of superlatives. If you need more information about that, have a look at last weeks' webinar where we talked about how to write with enthusiasm, but without the hype.

Write the way that you speak and again, we talked about this last week, when we talked about writing emails. What is the best way to check your writing to make sure that it is written conversationally?

I think we explained a really quick easy way to check this last week, do you remember? You read it out loud. Take what you have written and read it out loud and listen to yourself. Does it sound conversational or does it sound stilted and boring. That is the best way to do it.

Avoid jargon unless your customers will understand it. Often, people assume knowledge and so, they will use acronyms and different words that only someone in their industry would know and often, particularly if you have newbies coming in - people who want to use your services, but are not in the in-crowd yet - they may not know what those things mean and that will turn them off - they will get confused.

They will go and do a search on Google for what it means and they will get caught up with someone else's website in the same niche, who has actually done a better job at it.

Use a double-readership path. Who knows what this means?

Answer this question for me: When you read a website that you have just come to the first time, do you read every word from top to bottom, or do you skim through it?

Everyone skims, so when you are skimming, what types of things do you read? You probably

read the headlines; any sub-heads; any images; the caption under the images, particularly if you are not quite sure what they are about; anything in bold type; and if there is a set of bullet points, then you might read the sentence above the bullets, which tells you what the list is going to be about and anything that is in a box, tend to jump out e.g. testimonials put in a box.

So, if you know that 99-people out of 100 are going to skim your website, then those things need to tell the entire story. So, after you have written your website, go through and only read the headings; the sub-heads; bold type; images and captions for the images and look at anything that is in a box and if that tells the entire story, then you have done a good job.

If it is confusing where you have overview e.g. Figure 1 written under your image, and it doesn't tell a story, then you know that you have work to do.

Double-readership paths help people who skim read, because the vast majority of people online do!

Kerry: Funnel Scripts is great to use for this! I prefer to get someone else to do my copy and pay a few thousand dollars for it or use Funnel Scripts!

Daryl: Yes! Absolutely! We talked about Funnel Scripts last week. If you haven't already picked it up, make sure that you do!

I know that a few people have. Kerry, do you have the link there? Are you able to put it in the box again?

The people who have already got it are saying it is awesome.

If you weren't on the call last week, Funnel Scripts is a whole series of little wizards and questionnaires that you answer and then, you hit build and it creates whatever copy you need done, for you, whether that is an opt in page; a long copy sales letter; an email; an ad - there are about 30-different things that it creates and they are adding to it all the time, so make sure that you get that if you haven't already and you are needing to write some copy because it is hugely powerful.

What do we think of this example?

"ergoworks

Physiotherapists Sydney

Ergoworks, physiotherapist Sydney are conveniently located in the Sydney's CBD, 2-minute walk from Circular Quay and 5-minutes from Wynyard Stations. We are directly across the road from the AMP building."

So, do we know where they are? It is fairly clear right up front where they are. It goes on to say:

"Our physiotherapist treat a range of different injuries from your common complaints to more complex sporting injuries."

They then list what they treat and then their phone number. They also have their phone number up in the top right hand corner. So, if you are after a physio, what questions would you usually have?

Basically, what you want to know is where they are and what is their phone number and can they treat my issues; is there available parking; and what their hours and children. We have their location and phone number. A bit further down they might have about parking.

They don't have pricing, but generally you want to get people to call, so you can close them and they are not just shopping on price and their speciality - what they specialise in.

These guys don't look like they specialise in anything particularly, although sports injury does come right at the top of the list, so I suspect that they are targeting people with sports injuries in the Sydney CBD and they have a phone number there, so it is not too bad. It is certainly better than the previous one that we looked at that was a picture of an empty room.

Ok! Let's have a look at the next one.

Mistake #3

Not having a descriptive domain name.

Often we see businesses that just have something bland, boring or not descriptive. One of

the key mistakes is to use something clever, quirky or meaningless. It just doesn't work and doesn't translate. You want something that people can look at and at a glance, they understand what you do.

The next mistake is using your business name, unless your business name is well recognised. Yes, you do need a website for your business, but if you are marketing things, then sending people to my business.com is not necessarily the best thing to do.

You are often better, on Facebook, to send people to something that has a domain name that describes what you do and as I said before, you may have an umbrella site, which is your business name, but underneath that in the different areas that you specialise in, each of those maybe a different website that describes what you do.

Have links from your website to each of those, but use individual ads from Facebook driving to individual pages.

Using your personal name is another problem and unless you are famous, using your personal name for your money pages - the pages that you are sending traffic to - is not nearly as powerful as using a domain name where it is descriptive about what you do.

Own your domain name with your name on it, but don't send your traffic there for specific things e.g. those of you who know Darren Stevens - Darren is the marketing genius behind Men Are From Mars Women Are From Venus.

It sold 40-million copies worldwide and made 2-billion dollars and has been translated into 56-languages - everyone knows the book and yes, Darren owns darrenjstevens.com, but what he teaches people is how to get a best-selling book and so the website that he sends people to is not his name, it is www.howtowriteabestseller.com.

Which one are you more likely to click on? If you didn't know Darren and his story and you didn't know his name, you would click on howtowriteabestseller.com, aren't you?

Tony is asking: "What about Kardashian Accounting?"

If you are a Kardashian, then there is probably better things that you could be doing than accounting, which is liable to attract people and if your name is not Kardashian, I suspect that you may end up with a law suit, so I'd be careful of that one.

Jim is asking: "How does this help? Is it for SEO?"

These days, no! It used to be that a very specific long tailed keyword in your domain name would get you to the top of Google for that phrase, but not anymore. It is more about getting people to click on your ad. They know that what they are clicking on is something specific, if the domain name that they are clicking on, describes the benefit to them - the answer that they are looking e.g. How To Write A Bestseller.com is very specific and you know what you area getting, immediately when you click on it and you know that you are not wasting your time. You know that you are not wasting your time, you are finding out about how to write a best seller.

The next mistake is using a .net or a .com.au where there is a prominent .com site, with the same name. If you cannot get the .com and the .com.au, get something else, because all that you will be doing is driving traffic to someone else's page.

The default seems to be .com and if you are in Australia, 50/50 will either go .com or .com.au. If you cannot get both, you will be leaking traffic to your competitor's page - you will be sending traffic to them.

Here's how to do it right:

First of all, check for popular keywords in your niche using the Google Keyword Planner and use popular keywords in your domain name.

Tony is asking: "If I have the .com, do I use a redirect from the .com.au?"

Tony, you can redirect one way or the other, it doesn't matter. Either way is fine or you can different pages - different sites - for each one. One which is more Americanised and one that is more Australianised. You have a couple of options there.

Now, here is a seriously cool tool. If you haven't used this before, leandomainsearch.com is a really good way to find a domain. Kerry, are you there?

We had a call the other day from Tony, our naturopath who specialises in overcoming fatigue; getting people to feel vibrant and healthy etc. again. We were looking for a domain name for Tony and I went into leandomainsearch.com.

What it does is you put in a keyword and it will return a few thousand things that are available and that have that word in it and so, I typed in the word "vitality" and saw what came up and there were a whole bunch and 99% of them, you look at and think that it won't work, but there was one that I looked at and Tony, I really hope that you have bought this, because for me it just looked perfect for what you do and it was called Vitality Blast.com and I thought that was a perfect name for what Tony does.

It really describes exactly what he is doing. You could have "How to overcome fatigue naturally" or something like that, but I thought that something short and sharp and something that really grabs them.

Tony is saying that he has the .com and the .com.au! That is awesome! Well done! So, leandomainsearch.com can really help you find something that is outside of the box a little bit, but that really has your keyword in there - short name and it says what it is that you do. Go and have a look at that tool.

If you sell locally, add your geographical location e.g. physiotherapist Brisbane, is a good way to do it for a local business.

Buy the .com and the .com.au and if you can't get both, choose something else.

Tony Corbett is asking: "Daryl, if a applying this to a bricks and mortar business, do you recommend the .com.au over the .co?"

Tony, usually you would still get both, but use the .com.au for your main website, because it is a local business and people in Australia prefer to go to a .com.au for a local business.

Anna, I know that what you do is very Australian centred, so people are unlikely to be looking at the .com for that. it would be great to have both, but we also know that the .com has not been bought yet, either, so there is not an existing business on it.

One of the risks that you run if you buy the.com.au version of an existing business is that you may have someone come after you e.g. if you were to buy McDonalds.com.au, guess who would be coming after you?

Guess whose lawyers you would be meeting? If there is an existing business with a .com, they

can challenge you legally and they can take your business. If you have been going for a little while and you have been getting a bit of traction, it is the last thing that you want to have happen - to lose your business because you are trading on someone else's name.

There is a question: "If you have a clothing brand, would you put your brand name in your domain name? Again, I would definitely own that and what you are promoting is your brand, then yes. If you are building a list, for example, you may want to have something descriptive.

This is what I was saying before when I said that you might well have several different websites. You will absolutely own your brand, but if you are promoting and info product to build a list, then you might have a separate URL that is just about that particular topical product or sub-niche within what you do.

Julie is asking: "How do we secure the Trademark?"

Julie, that is a question for a lawyer, so we can't give you legal advice on that one. Do a Google Search about Trademarks if that is something that you want to do. We were trading for a while before we went and got Trademarks done, because it is a fairly lengthy and expensive process, so, until you know what you are doing - you've nailed it down; you've tested and measured it; you've refined and you know that it will work - personally, I wouldn't do the Trademarking, but obviously I can't give you advice on that one.

Let's have a look at this example! Here's a quick quiz - What do you think this website is all about? What do you think they do a www.babyblinks.com? Now, I don't think that we did this at the workshop!

We've had suggestions of baby products; photos of babies; baby sunglasses and photography, so all are reasonable guesses.

There is another website that is the competitor and does exactly the same thing. Tell me if you understand what www.yourbabycanread.com.au. Because it is exactly the same as baby blinks.

So, are we clear now what they are both relating to? Baby blinks might describe the process, because teaching your baby to read involves flash cards and very quick things popped up in front of your baby, but Your Baby Can Read.com.au is far more descriptive. Bear this in mind when you are coming up with your domain name!

Are you making the same mistake as Baby Blinks? Baby Blinks maybe your brand, but are people necessarily going to go there? That maybe your umbrella site, and underneath that you have a bunch of different products. They might have another one like Your Baby Can Do Math.com.au, because with the flash card system, you can teach babies lots and los of different subjects. There are lots of different things that they could be doing under Baby Blinks, but the things that they would be sending traffic to are the specific descriptive domain names.

Hopefully that makes sense - having an umbrella site, but then very descriptive things underneath.

Let's have a look at Mistake #4!

Mistake #4

Poor graphics, formatting and layout is the next big mistake!

These are they typical mistakes that people tend to make:

First of all, while writing on a black or coloured background. This is where the graphic artists who have built your website, start to cause some real issues. It looks extremely arty having white writing on a black background, but unfortunately, statistically, people will read far less of reverse print than they will with black writing on a white background or as near to that as you can get. People simply won't read for a long time where there is reverse print.

Cluttered or a confusing layout - as we already saw - can be a real issue.

If your top banner is too large or complex, this can be a problem. It is either slow to load or it takes up so much of the space at the top that you don't have room for your call-to-action, if it is not actually in the banner. You really want your page to be loading within two seconds, at the most, or people will simply go elsewhere.

People, online, won't read big blocks of text, particularly on Facebook, where they are generally getting to your webpage on their phone, they just won't go through a big block of text - they want it short and sharp!

Putting text in all capitals is much harder for people to read. We are taught to read in sentence case, which is what I have here - a capital at the start and the rest of it is all in lower case. When we go to read something that is all in capitals, we go back to reading one letter at a time and we kind of sound it out in our head and people won't do that for very long.

A big mistake is to put your headline in capitals, because people don't look at that headline and take it in, they go through at a letter at a time and it happens very fast, you probably aren't even aware that you are doing, but if it is all in caps, you have to analyse what each word means, because our brains are not generally tuned to read a word in all caps and immediately interpret and understand the sense of it.

The next problem is not having captions on photos. Remember the double readership path! One of the main things that people look at is the photos and the caption underneath the photo tells people what it is all about. It is highly valuable bit of real estate. Make sure that you have a really good description in there that is benefit laden and maybe even a call-to-action in there.

If you have too many fonts, colours and sizes, it will look messy. It will make it look cluttered!

What do we think of this webpage? Unforgettable Events Wedding and Party Consultants and I think it says "A personal touch to every occasion".

Look at the font! How easy or hard is that to read? I think that they have even spelt unforgettable! It looks like it is for a funeral, which when you are advertising weddings and parties is not a good thing and it is ugly. That is not good for when you are promoting. It is hard to read and people won't sit around too long looking at this.

What do we think of this next example? This is one that ought to know better - The Dome Retreat. The heading is: "Welcome". Again it is very arty and pretty and definitely designed by the graphic artist.

It has the phone number up in the top right hand corner, which is great, but there is no information there and a headline that just says "Welcome" tells you nothing, you have to click through a few things to find out what they do and light brown on mid-brown is not a good thing. The phone number is too small; there is no information and there are too many different fonts.

Have a look at this example - it is a Brisbane Wedding Photographer. If you look at that and this is just a screen shot of what was above the fold, what do you think when you look at that for a photographer? Does that look like they know what they are doing?

It is out of focus and not a very good ad for a photographer! It's for a photographer and it doesn't even look like they can focus a lense. They could be a landscape photographer, not a wedding photographer.

Now, when you scroll down, you see the rest of the photograph. It still has nothing to do with weddings and yes it is very arty and you can see that it is in focus at the bottom, but no one would know that because all they see is a blurry horizon when they first arrive at the page. It just doesn't work!

The last mistake - and I will go through this quite quickly, because this is what we have focused on over the past three webinars.

Mistake #5

If there is no way to collect visitor details, so you are not building a list. The list building mistakes are that the opt in is below-the-fold.

Another one is that there is no incentive for visitors to give their name and email and we have seen a couple of examples before e.g. sign up for my weekly newsletter. It is not going to happen! In Webinar 2 we talked about how to come up with a compelling offer. In Webinar 3 we talked about to come up with what to put on your opt in page, in order to get people to actually opt in.

The next one is using double opt in. If people have to go over to their email and click on a link in order to confirm, then you will end up with a whole bunch of people on your list, that you cannot market to because a bunch of people won't go and do that.

Asking for too much information is another mistake e.g. not just asking for name and email, but address; phone number etc.

The next thing is having the opt in on the same page where you are selling something. Not only will it reduce your opt in, but here's the interesting thing & we have done this rarely - we

have done it enough to test it and to know that we would never want to do it again - where we put an opt in on the same page that we are selling something, it has actually reduced our sales by about 75% and if you think about it, that is probably logical, people will take the path of least resistance. If they have a choice between buying something and getting a taster for free, then the chances are that they will be getting the taster for free and yes, they may buy later, but I would much rather to drive people to a page where they can buy if I am selling something and if they are building a list, drive people to a separate page where they can opt in, so I am not killing my sales and I am building a list - I'm not destroying both.

The next one is not following up to build the relationship and we talked about writing good emails last week once you have built your list to build that relationship.

Finally, not having a way to monetise the list - not doing those 3-4 marketing emails each month, in a series that make some sort of offer to your list. This should all be just a refresher from the last three weeks.

Let me just finish up by giving you a couple of quick examples and guys, if you have any questions about anything that we have done today, please jot them in the question box now, so we can answer those before we wrap up.

This example is:

Jewellery Marketing Solutions.com

The Number 1 Online Marketing Resource for Retail Jewellers

Discover how an investment of $95 in one jewellery store promotion earned $23,485 in - that is what is above-the-fold! What is the main problem with this one? Have a look at the banner! What is the issue with the banner?

The banner takes up too much space and there is no phone number! This is actually an opt in page, but you wouldn't know that because you actually need to scroll down, so the opt in is below the fold.

The banner takes up 2/3 of what is above the fold! It is just not working, because people need to scroll down in order to take action and there is no phone number. So, they changed it to this one and it works much better:

Tired of begging your customers to buy from you?

"Here's How You Can DOUBLE Your Jewellery Store Sales In Just 3 Years Without Ever Having Owned A Jewellery Business Before - And How We Did It With Our Store"

Now, I immediately see that we have two different spellings of jewellery, so that is an issue!

"Sign in and discover

The 6 Jewellery Marketing Secrets To Making More Profit"

Plus receive our FREE E-book

How to Effectively Market Your Jewellery Store

PDF Yours FREE!"

And, over on the right hand side:

"Sign in and Discover 'The 6 Jewellery Marketing Secrets"

PLUS receive our FREE E-book

Get Instant Access"

So, it is above the fold; there are benefits to the customers; there is a picture of what they are getting; it is clear and obvious that it is a one-purpose page. There are no links off to other pages or massive banner taking up the top taking up the prime real estate. You can see that this is head and shoulders above the other one!

Jim is saying: "So, after just spending lots of dollars renewing my website, done by a graphic artist and a techie, is it best to rework the current one or to start afresh?"

Jim, that is really up to you what you need to do. I think that when we spoke to you we had a look at a few different things that you could do there, but I'm happy to have a chat to you. Draw out what you think you should be doing, based out on your niche and you can do it

piece wise, so if the first thing that you need is an opt in page, you can leave your current website as it is and build your opt in page.

You can start to drive people to one of the opt ins that we talked about, so you don't need to throw it all out and start again. You can start to add other pages in, piece wise or start with a new URL and keeping your existing one as the umbrella site. If it is working well for SEO, for example, and it is appearing high on the free side of Google, then have links to it over to the pages that are structured correctly with a good URL. Hopefully, that makes sense.

Are there any other questions?

Kerry: I was just speaking to one of your Membership Sites Secrets people - the one with the Astrology website - and he has a massive website and he said that he is getting 300-opt ins a day or something, or is it a month - it is a huge amount of opt ins, but in all fairness his landing page is all over the place and it has heaps and heaps of ad sense on it.

So I have told him to leave that page, because it is working, but that is working for organic plus Google Ads, but in terms of Facebook, if we were driving people to that page, then it wouldn't work, because they come to the page and they see heaps of ads and it is all over the place and pretty messy, so I told him to put an extra Landing Page on that website, with one opt in where they can't do anything else.

If you have something that is working, we don't want to change it, but in terms of driving ads from Facebook, we need it to be nice and clear, with one purpose and one place for them to go.

Daryl: Maria is asking: "Is the Landing Page the same as the Opt In Page?"

Yes and if you have a look at the week before lasts webinar and we talked about the fact that an opt in page; a Landing page; a squeeze page and lead page are all exactly the same thing. They are just different words for the same thing.

It is a page like the one that you have in front of you, where the purpose is to grab a name and email and if you have a look in that same webinar - I think it was Webinar 3 - go and have a look at that, Maria. We did over an hour on that and went through exactly how to design your Landing or Opt In Page.

So, how did we go today? Did everyone have some "ahas" about some improvements required or realise perhaps why the website that was built for you by a graphic artist and/or a techie is not working the way it should be?

There is a lot of work to do, now, but it is all worth it.

Hopefully, that helped to explain where the important things are that you need to adjust. Obviously, it is always a test and measure, but hopefully now you have enough of an idea of what you ought to be doing.

Brad is saying: "I've tweaked mine as per your recommendations, well done!"

Maria is asking: "Once the website is designed, is it easy to change?"

That is very much a piece of string question. It depends very much on what changes you want to make; how it is being built and what platform it is being built on. You need to talk to the person that has built it and find out how easy or hard that is to do. There are times, particularly if it is being built on a different type of platform, where you want to just leave that and then go and start something else afresh and you can even do it on a different website.

As I said before, get a new URL - one that is very descriptive - and put things like your opt in pages on that new URL and link it back to your main page that is getting traffic - your main website.

Kerry: Here's another question; "Can the banner's be changed?"

Generally, if it is on Word Press Site, it is quite easy to change banners because it is actually a graphic.

Daryl: If you go to Our Internet Secrets.com/members, you will get your login page and you should have received an email with your login. Simply click login in and that will get you into the member's area. Then all of the resources that you need to be looking for are in the drop down bar. Hopefully, that makes sense!

Kerry: Another question: "If I work on improving the website, will future webinars be allocated to more changes?"

This has been around for a few years now - we have been talking about this and it being the right way to do a website for the past 2-3 years. If you stick with these basic principles that we have been going through today there really is, in terms of copy; design; one purpose per page; nice and clean and not cluttered, then realistically, there maybe small changes that you can make, further down the track e.g. tweaking your copy, but in terms of layout and simplicity, what we are teaching now shouldn't change. If it does, we will let you know, but it shouldn't change.

Daryl: The nature of the Internet is that every now and then things will change, so if you are expecting that you can build your website once and it is set in concrete forever, you are probably in the wrong business. Things online change and they can change quite quickly.

What we have given you here, as Kerry has said, is the basics and they tend to stay the same, but remember too, you are going to be testing and measuring, all the time e.g. different needs, once you get to understand your clients more - different offers come up. Don't think that it is set in concrete. You should be always looking for ways to continuously improve what you are doing, too!

Julie is asking: "Can you comment on the use of capitals for emphasis in the opt in box, on the improved jewelery page?"

So, they have the word "free" in all capitals. Look, one word in all capitals is going to stand out. It is if the entire headline was in all capitals that it would be more difficult to read. One word here and there is not an issue!

Brad is saying: "Word Press is the best. There are lots of templates and it is very user friendly because the guys from Word Press are ex-Google!"

You can buy a Word Press template for less than $100 and then go to Fiverr and have someone build it for you - updating is easy!"

The other one that we use for putting out opt in pages really quickly, is Click Funnels and it is great for your opt in pages.

Anna is saying: "My Landing Page is separate to my umbrella site. Do I put a link on the Landing Page, back to the umbrella page?"

No! Remember, the only thing that you want them to do is to put in their name and email. You will remember that 2-weeks ago when we talked about opt in and landing pages, I joked that if I had my way, I wouldn't even let them have a back or close button.

If I had my way, the only way off an opt in page would be for them to put in their name and email. You do not want them to be doing anything else from your opt in page - no links to other pages - the only thing that they ought to be able to do is to opt in and if you actually have a look at the difference between the page we have on screen and the previous one, you will notice on this one that they have links to everything else.

What are people going to do? They are going to get distracted and go an have a look at all of the other goodies, instead of going to the opt in page where the only thing that you can do is to put in your name and email.

Kerry: Can I do a nice little reminder to anyone who is emailing us - DON'T!

Daryl: Please put all communication through Base Camp, that way it won't get missed. if you send it by email then the risk is that it is going to get missed.

Remember, that if you load your stuff into Base Camp on a Monday night, it won't get looked at until Wednesday and so, you will generally get an answer on Wednesday or Thursday.

Carina is saying: "Legal Vision in Sydney is great for applying for a Trademark!"

Thanks Carina! That is a good resource.

Hopefully today has all been really useful for you. We will talk to you at the same time - same place, next week and I believe that we will be starting on our series on webinars, because I know that a bunch of really keen to get your webinars up and running and to drive traffic to your webinar registration page, so that will be happening next week.

See you!

Kerry: See you!#