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Grow Your Business

# The 4 Fundamentals of a Successful Website

## Overview:

- **Why is this so important?**
- **The 4 Fundamentals**
- **Measuring for Success**

## The 4 Fundamentals of a Successful Website

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### Why is this so important?

- Think of your website as your digital receptionist and salesperson.
- Your website is likely your most scalable asset.
- You have less than a minute to capture a visitor's attention!
- You never get a second chance to make a first impression.



HavenWorks.com A-Z Search News by Date NewsStand Global US

A-B-C-D-E-F-G-H-I-J-K-L-M-N-O-P-Q-R-S-T-U-V-W-X-Y-Z 2010 1 Last 10

**HavenWorks.com** Friday, 20 August 2010 CALENDAR TV Online Television News Bill Moyers Journal FRONTLINE NewsWatch NOW! Exposé

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**Democratic News:** 2010 TV: 2010 Blog Radio:

**Republican News:** **Atwater Politics**

Two Santa Clauses or How The Republican Party Has Conned America for Thirty Years

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**Hartmann MP's TV**  
Greenwald Radio MP's Blog  
Blitzer AOL TV Blog

**Weblog**

2010 OPINION

Terrence Criminal Dick Cheney War  
Crimes IRS Military Government  
SeaSprings TV Terrorism Detainers  
Secret Crossed US Abengon  
Legal Politics History Fresh

**'Bush's Torture Rationale Debunked'** ... "Abu Zubaida was the alpha and omega of the [Republican President] Bush administration's argument for torture." "That's why Sunday's front-page Washington Post story by Peter Finn and John Warrick is such a blow to the last remaining torture apologists." ... "Finn and Warrick reported that 'not a single credible source

**DEM 2010 TV**

**OBAMA TV**

**WHITE HOUSE TV**

**'News' Media Politics**

Jay Rosen and Glenn Greenwald discuss journalism and media politics on Bill Moyers Journal. **Terrence Allen**, **Glenn Greenwald**, **Moyers News Media Politics Jay Rosen and Glenn Greenwald**

**Right Wing TV Bias**

DAVID GREGORY: "Do you think that Republicans should budget a detailed budget alternative?"

McCain: "Yes."

**U.S.A.**

2010 Politics

John McCain Government  
RCA News Successing  
Screens

**'Despite McCain's Comments, Senate GOP Not Offering Detailed Budget'** ... "On Thursday, House Republicans did wind up offering the frame of an alternative budget -- but then they were widely panned for not releasing a more detailed alternative to the Democratic proposals." ... "That's what made an exchange Sunday with [Arizona Republican Senator] Sen. John McCain, R-Ariz., on NBC's "Meet the Press," intriguing."

**WORLD**

2010

Published Police  
Military Political  
Religion History  
Secret History  
India

**'Insurgent Threat Shifts in Pakistan; Assault on Police Academy Indicates Risk Has Moved Beyond Tribal Areas'** ... "The brazen occupation of a Pakistani police academy Monday by heavily armed gunmen near the eastern mega-city of Lahore [Pakistan] was the latest indication that Islamist terrorism, once confined to Pakistan's northwest tribal belt, now threatens political stability nationwide." ... "The precisely orchestrated assault by a squad of young men, which left at least 11 people dead and took security forces nearly eight hours to quell, was also a likely omen that Islamist militant groups in Punjab province, once tolerated and even

**INTELLIGENCE**

**IRAQ NEWS**

**War Crimes**

**Criminal Torture**

**'Poll: Most want inquiry into anti-terror tactics'** ... "Even as Americans struggle with two wars and an economy in tatters, a USA TODAY/Gallup Poll finds majorities in favor of investigating some of the thorniest unfinished business from the [Republican President] Bush administration. Whether its tactics in the "war on terror" broke the law." ... "Close to two-thirds of those surveyed said there should be investigations into allegations that the Bush team used torture to interrogate terrorism suspects and its program of wiretapping [United States] U.S. citizens without getting warrants. Almost four in 10

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- SEO (how you get the right people to your website)

# The 4 Fundamentals of a Successful Website

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### Content: The Power of Story

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- Why did you start doing what you do?
- How are you different?
- Make an emotional connection.
- People will actually read it if it's well written.

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Grow Your Business



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OUR STORY



**Will & Sarah Mason**

I love to see my students grow in their confidence through performances.  
-Sarah Mason



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*The story of Mason Music began when Will and Sarah met in 2006. Home from touring nationally as the guitarist for Moses Mayfield, Will was introduced to Sarah while she was visiting Birmingham on her summer break from the University of Missouri- Kansas City. Almost immediately, the young couple began writing and performing music together.*

Will and Sarah married in 2007 and settled in Birmingham. Working as a waitress and searching for a job in music, Sarah began teaching piano part time. What began as a side job driving to and from client's homes to teach piano or voice, quickly developed into an exciting opportunity. Will had been working part time in construction since leaving his band, and as Sarah's teaching schedule filled, she referred students interested in guitar to Will. Suddenly, husband and wife were both teaching music and the couple saw their profile in the community rise and their client list increase. Mason Music grew quickly by word of mouth, and by the fall of 2008 the couple's teaching schedules had swelled to capacity. Tapping into their network of friends in the Birmingham music scene, Will and Sarah recruited new teachers by targeting talented, high character musicians who performed and recorded regularly and had a passion for music.



**SARAH**

## The 4 Fundamentals of a Successful Website

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### Content: Testimonials

- People want a 2nd opinion before they buy.
- Collect these at regular intervals from customers and post them on your website.
- Have a dedicated place on your HOMEPAGE to let your customers brag on you.



Piano

Guitar

Drums

Voice

Violin

The best thing we ever did for our family was to begin taking lessons from Mason Music. Their approach to lessons and music completely re-inspired my children and their love of music. - Cindy



IN THE



SPOTLIGHT

**Anna Grace Porter - Piano**

"My name is Anna Grace and I am in kindergarten. I have always loved music and

**Featured****BEHIND THE SCENES****MASON MUSIC CAMP FOR BEGINNERS**

## The 4 Fundamentals of a Successful Website

### **Content:** Calls To Action

- Sharpen your persuasive writing skills.
- Don't just inform, invite! Make the ask
- Sell on the things that are priceless
- Give the sense that there is something special going on at your store, and that someone is missing out if they aren't a part of it.
- Put your CTA buttons above the fold.

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- Your people, doing your things, in your space.



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1. General Promotional Videos
  2. Testimonials
  3. Recap Videos (footage from your events)
  4. Product Demos
  5. Customer Generated Videos (have a songwriting contest)
  6. Entertainment (cover songs- have your staff participate)
  7. Free Content (Instructional, How-To's, etc)

## The 4 Fundamentals of a Successful Website

**Content:** Videos

- [www.rockbandleague.com](http://www.rockbandleague.com)

## The 4 Fundamentals of a Successful Website

### **Function:** Flow and SEO

A well thought out flow for your customer's time on your website will increase your engagement and lower your bounce rate, giving you better rankings from Google, getting more traffic in to your great website!

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- Broken links- communicate to a visitor that you are incompetent or lazy. Which one are you?

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Page Speed Insights in google webmaster tools

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Page Speed Insights in google webmaster tools

- Talk to your developer, your server host, your domain registry to figure out why your site is slow.

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- Register for a camp, for lessons, for workshops, etc
- Make a Purchase

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### MAKE IT EASY

- Interactive- like, comment, share (especially on blog posts)

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### **Design:** Is it pretty?

- Don't let ugly design be the thing that holds you back.

## The 4 Fundamentals of a Successful Website

Your Digital Receptionist



## The 4 Fundamentals of a Successful Website

### **Design:** Is it pretty?

- **F**onts - simple vs fancy
- **O**bvious - the point of your page should be immediately obvious. No confusion allowed.
- **C**olor strategy - neutral backgrounds make images stand out and guide visitor's eyes to your target.
- **U**se images sparingly - Less is more.
- **S**pace is your friend - Long blocks of text need to be broken up into paragraphs with white space in between.

# The 4 Fundamentals of a Successful Website

## SEO: How To Get Found

- You have great content.
- Your site has great functionality.
- It is pretty...
- “If you build it, they will come...”

## The 4 Fundamentals of a Successful Website



**“But I built a great website...  
Why didn't they come?”**

# The 4 Fundamentals of a Successful Website

**SEO:** How To Get Found

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### **SEO:** How To Get Found

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- 1st page accounts for more than 90% of the clicks on a given keyword search.
- If you're not on the first page, your awesome website is invisible to potential customers.

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- Use Google's Keyword Planner to do research and make a list.

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### **SEO:** Keywords

- Think like a shopper- what are they looking for?
- What do you want to be found for?
- Use Google's Keyword Planner to do research and make a list.
- Set a target keyword for each page on your site and use that keyword in the page.

# The 4 Fundamentals of a Successful Website

## **SEO: Best Practices (how to bake it in)**

- 300 word minimum per page.
- Images should have alt attributes containing your keyword and relevant text.
- Page title should have 35-65 characters and contain your keyword and variations.
- Use subheading tags (like H2) in the copy to highlight your keyword.
- Use links.
- Make sure your copy is easy to read. Flesch Reading Ease test score should be above 60.
- Meta Description should contain your keyword.
- Keyword should be in the first paragraph of your page.
- Keyword density- your keyword should appear on your page more than once.
- Your keyword should appear in the URL of your page.

## The 4 Fundamentals of a Successful Website

### SEO: Inbound Links

- Make sure your manufacturers have links on their sites directing people to your site. If you have a specific page dedicated to that brand, link to that. The more relevant the content the more likely someone will be happy they clicked.
- Connect with other websites that have traffic that might be interested in what you are doing on your site too. Swap links with them on your site somewhere. Publish a blog post about them and ask them to do the same.

## The 4 Fundamentals of a Successful Website

### SEO: Resources

- [seositecheckup.com](https://www.seositecheckup.com)
- Fetch As Google
- Google Keyword Planner
- Yoast SEO for Wordpress sites



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- Define the win: What is the point of your website? What are you trying to accomplish?



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### **Measuring For Success:** How do you know if it's any good?

- Define the win: What is the point of your website? What are you trying to accomplish?
- What are the measurable indicators that allow you to determine if it's hitting the mark?
- Set goals and establish a rhythm for progress checks.

# The 4 Fundamentals of a Successful Website

## Measuring for Success: Goals

- Generate X Number of Leads per Month
- Generate X Dollars of Sales per Month
- X # of visitors per Month
- Qualify your leads
- Entertain Your Customers
- Build a Community
- Create engagement around a topic
- Increase Brand Awareness
- Drive people to your social media



## The 4 Fundamentals of a Successful Website

### Measuring for Success: Measure, Adjust, Test and Repeat

- Test it with your team (make a list of questions and see how easy it is for them to answer them).
- Ask your customers- (If it's really good, they'll probably be telling you anyways)
- Google Analytics is your friend.
- Are you getting the traffic you need?
- Are you having the engagement you want?
- Try different approaches. Do A/B testing and measure the results.
- Make Informed decisions.