

Network Concepts
Web Marketing Basics
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You don't make money from the Internet, you make money by doing business with people who know, like and trust you. Internet marketing can get you top of mind awareness and create mind share.

Web Site Fundamentals:

1. There are only **two functions** you need to master with online marketing:
 - Driving traffic
 - Converting traffic
2. **You can't improve what you can't measure;** make sure you have some way of tracking and measuring the number of unique visitors and conversions on your web site, as well as the subsequent sales made. Otherwise you cannot make intelligent decisions. (I recommend using Google Analytics.)
3. Trust nothing but your own results, period.
4. **Having a strong web site is essential to your success;** it affects the results of all other marketing and advertising you do. Most of the traffic (and subsequent sales) will initially be spurred by referrals or other offline advertising – but the FIRST thing these new potential clients do is check out your web site.
5. **The same strategies that work in offline marketing will work online.** As in ALL marketing and advertising, you need to have a good understanding of your target market, a compelling marketing message, and an irresistible call to action (offer). The same principles of salesmanship and persuasion work online.
6. **Invest a little money into getting a great web site designed.** It's too much work for one person to do and it's too important to screw it up.
7. **Make sure your web site works;** broken links, missing images and forms that don't work are HUGE deterrents to getting new customers. At a MINIMUM, test your site once a month to make sure things are working as they are supposed to.
8. **When hiring a PPC or SEO company, make sure you have clearly defined what "success" is for you;** otherwise you'll end up paying a lot of money for Twitter followers, links into your web site, blog posts and other non-revenue generating "accomplishments."

Web Site Checklist:

Have you clearly defined the results you want your web site to produce? Do you have a way of measuring and quantifying that result?

Does your home page load in less than 5 seconds on a dial up modem? If not, you need to increase the load speed. Lose the large, meaningless graphics. Respect your visitor's time!

Does your headline, images and layout instantly make the reader feel like they are on the RIGHT web page? Does how you GOT them there match with what's on the web page?

Do you explain **the problems you solve or the value you deliver in simple, laymen's terms** that your visitors (customers) use and understand or are you using confusing acronyms and industry terms

Are you clearly communicating **what you do and whom you do it for**, or are you using platitudes and "brochure speak?" Below is the home page copy from a company's web site I found online. There was no headline, only this paragraph as the opening. Can you tell what this company sells or delivers or whom they deliver it for? Don't make the same mistake on your web site!

"XYZ was founded to help your business succeed. In today's complex world the businessperson is faced with huge challenges every day. To succeed you must identify the one area you will focus on constantly. Your survival and success will depend on how well you maintain that focus. At XYZ we are here to help you reach your goals. We strive to serve your business and your customers with quality products, friendly service and tremendous attention to detail."

Does your site build TRUST?

Do you have client testimonials?

Is it clear to the visitor why they should trust (and hire) you?

Do you offer a guarantee?

Is your phone number prominently displayed?

Is your opt-in box prominently displayed on your home page? Are you offering something with enough value that people will want to opt-in such as a free report, free CD, web tool, free service call, etc?

Is your site using animation, sound, or flash appropriately? These things should only be used when they help to sell a product. Flash or animation may seem cute or cool to you, but it is annoying to most visitors who are trying to get information fast.

Is your site's design consistent throughout? Using too many fonts, different layouts, or too many colors make the site look amateurish and undermine your firm's professionalism and credibility. Online, clean, organized and neat work best.

Is it easy to navigate? While this may be difficult for you to tell since you are so familiar with your own web site, I would recommend watching 3-4 strangers navigating your site. Ask a few people who are not familiar with you or your company to place an order or search for information while you look over their shoulder. You'll be surprised at what you find out.

Top Design Mistakes

Avoid a cluttered, "noisy" layout. Your site should be inviting to read and easy to navigate. Too many links, pictures, logos, and items will confuse your visitor and lower its effectiveness at producing leads and sales.

Bright, loud colors used in excess. These loud colors "scream" at your visitors and make your company look unprofessional. Use them ONLY in small amounts to highlight key areas on your site.

Colored or patterned backgrounds with light text. If you have a great sales letter, why make it difficult to read? Black text on a white background is the safest bet. Reverse copy (black background with white text) has been proven to LOWER the response of ANY marketing communication, including web sites.

Difficult navigation. Use simple and intuitive words for the various sections of your web site. What you think is "cute" or "cool" is probably annoying to your visitors.

Flash or large graphics that slow down the opening or navigation of your site. Everyone is in a hurry and no one wants to sit through your flash presentation.

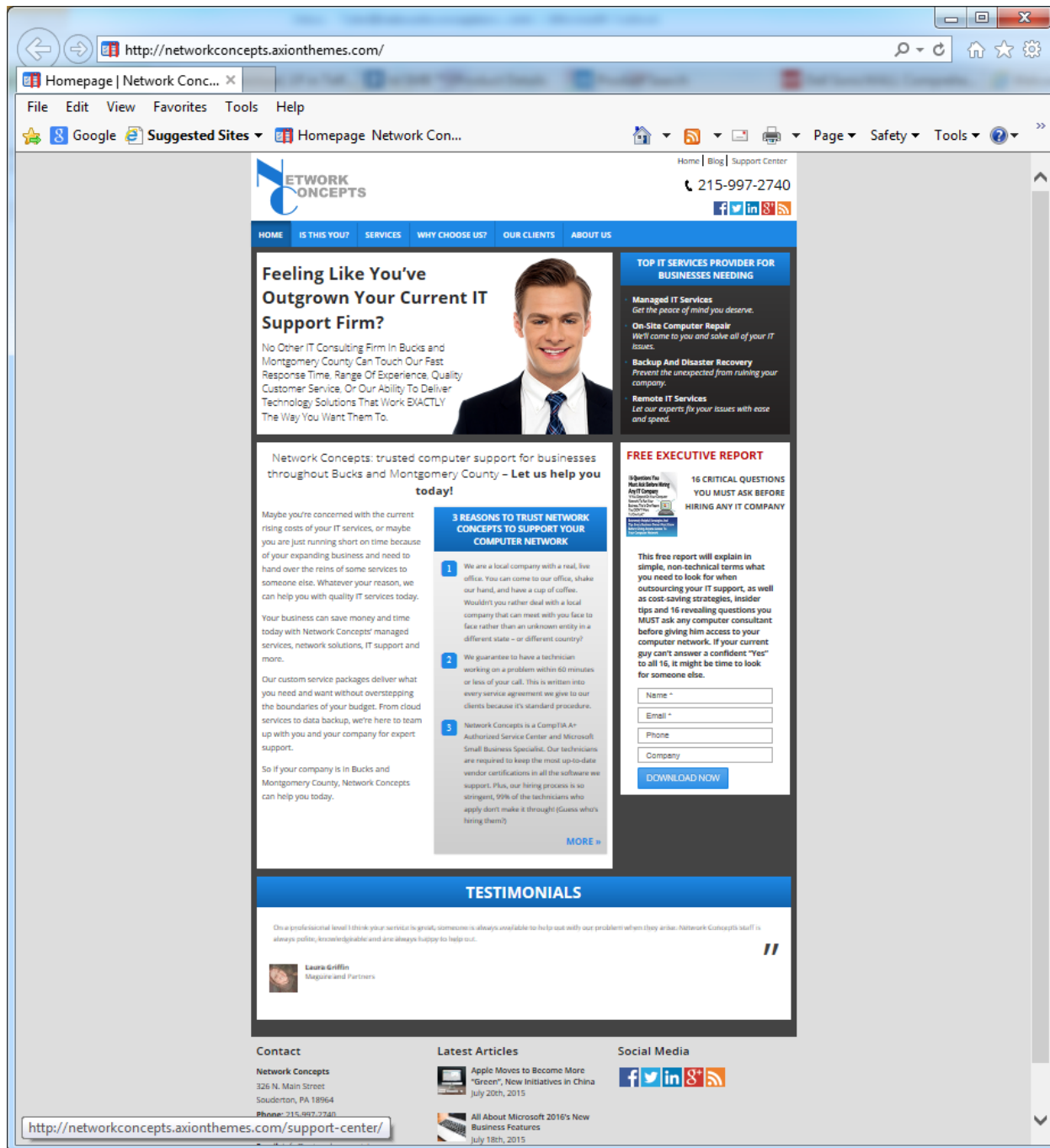
Sound clips or music files that start playing without warning. You'll scare (and annoy) the visitor that didn't realize their speakers were "on" at top volume. If you want to offer audio, provide a link they can click to start and stop the recording.

Fonts that are difficult to read. The best online fonts to use for text are Verdana or Arial (don't go smaller than 12 point in your body copy).

Horizontal scrolling. Make sure your page fits small screens without having to scroll left to right. Sales letters that scroll vertically are acceptable; however, if you are going to have a long sales letter page, include a "print this page" option at the top of the page; you might also test including a video at the top that is a verbal version of the written sales letter on the page.

Essential Sections Of Your Web Site

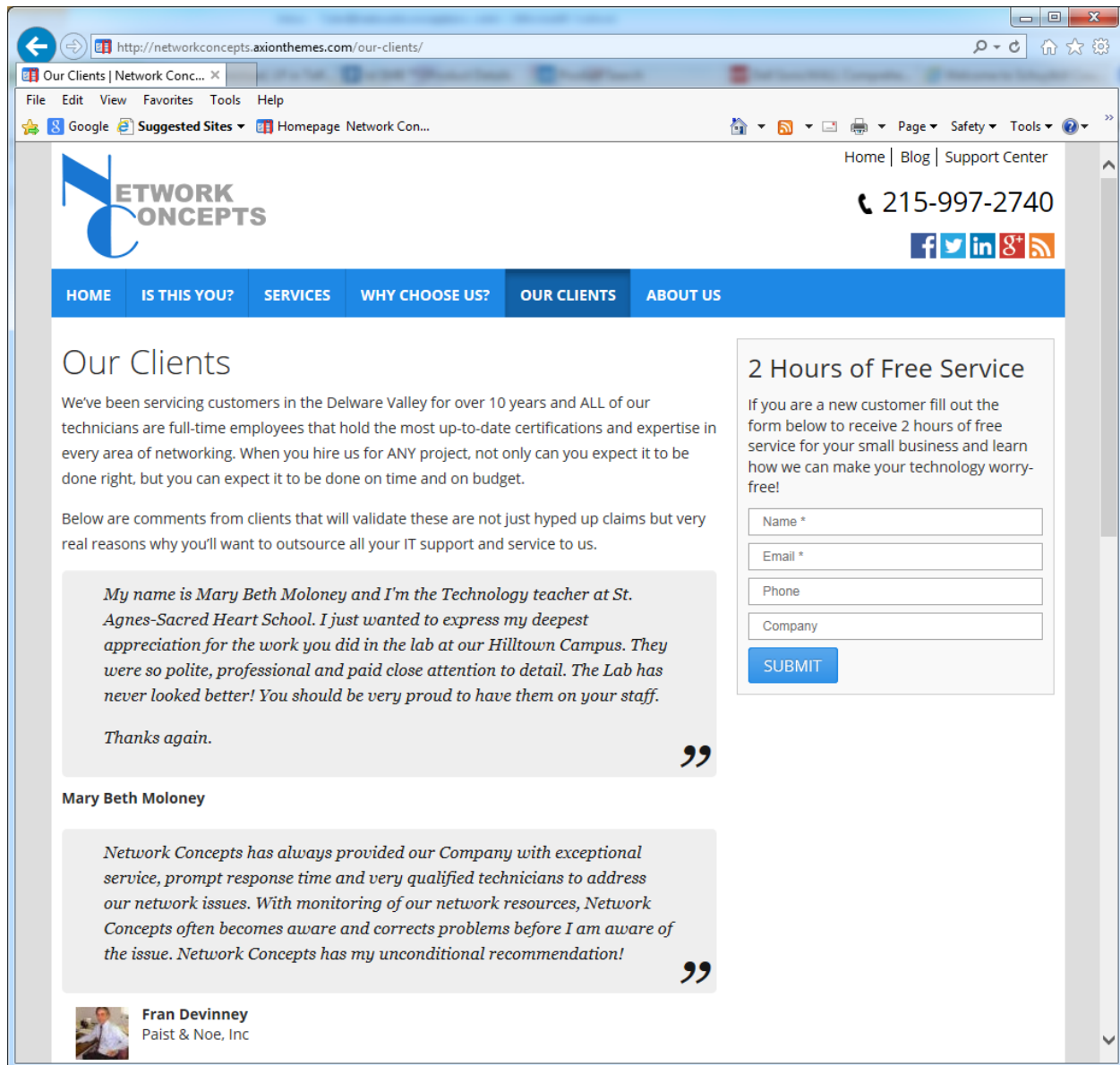
Opt-in form with an offer. I recommend testing squeeze pages for traffic and for specific offline promotions (Yellow Pages Ad, direct mail campaign, etc.) At a minimum, make sure you have an opt-in page on your home page.



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Testimonials. Use audio and video if possible; if not, include the client's photo.



“About YOU” Make sure you have a section that is “About Us” or about YOU. After our “Free Stuff” section, the “About US” section of our web site is the second most visited page.

“X Things We Do Better” Tell your visitors WHY they should trust you.

Killer home page that instantly defines **WHAT** you do and **WHOM** you do it for.

A guarantee

The screenshot shows a web browser window displaying the 'Why Choose Us?' page of the Network Concepts website. The browser's address bar shows the URL 'http://networkconcepts.axionthemes.com/why-choose-us/'. The website has a blue header with the 'NETWORK CONCEPTS' logo and a navigation menu with links: HOME, IS THIS YOU?, SERVICES, WHY CHOOSE US? (active), OUR CLIENTS, and ABOUT US. A contact number '215-997-2740' and social media icons are also present in the header.

Why Choose Us?

Your business depends on your IT systems. We're confident that we are the only network services, computer support, or IT consulting business in Bucks and Montgomery County that provides these benefits to your business.

Here are the reasons you can depend on Network Concepts to keep you and your business up and running:

- **Quick response** – Emergency response time is one hour or less guaranteed. A live person will answer your call, or you can enter a service ticket yourself online with our streamlined service ticket system. We can log in to your PC or server remotely and resolve many issues immediately without the wait for a technician to travel to your location.
- **Reputable** – Network Concepts has been around since 2004, a respected leader in the community and the industry. Our proudest accomplishment is the large number of long term clients who year after year put their trust in us.
- **Experienced** – We hire only seasoned, professional technicians with at least 5-10 years experience and usually many more. We provide our technicians with continuing education opportunities on a regular basis to allow them to stay current with the latest technology. We won't be sending out warm bodies to train on your dime!
- **Business savvy** – We design, evaluate and justify technology solutions from a thorough understanding of the business benefit for your company.
- **One Stop Shop** – We handle all aspects of your IT infrastructure including hardware and software management, vendor relationships for your internet connectivity, website management, and maintenance renewals, and any other related technology needs. We focus on your IT so you can focus on your business.
- **Proactive** – Our service philosophy is proactive, not reactive. With state-of-the-art network monitoring and management, we manage your network 24/7 to identify issues and address them BEFORE they become problems, rather than putting out fires.
- **Comprehensive project management** – Our extensive experience managing all types of complex projects means we will handle every detail and coordinate all vendors so you can rest assured that your project will be completed on time and on budget.
- **No geek speak** – You deserve to have your questions answered in plain English. Our technicians will clearly explain what is happening so you understand.
- **100% Satisfaction Guarantee** – We want you to be completely satisfied with our services. We will do whatever it takes to make you happy. No hassles, no problems.

2 Hours of Free Service

If you are a new customer fill out the form below to receive 2 hours of free service for your small business and learn how we can make your technology worry-free!

Name *

Email *

Phone

Company

SUBMIT

Action Items:

1. Add Google Analytics or some other web tracking tool to your web site.
2. Add an opt-in form to your home page in the upper right corner to start building your list; test using free reports or a book, free network audit, etc.
3. Redesign your web site to be a great “master sales letter.” At a MINIMUM include:
 - Compelling headlines and copy on your home page and throughout
 - Offer/opt-in to motivate visitors to give you their contact information
 - Testimonials
 - A guarantee
 - “X Things We Do Better” section
 - “About Us” section
4. Start a blog on your web site and post at least once a week using keyword dense articles.
5. Make sure your site is optimized for local search (see resources included with this session).
6. Open a Google AdWords account for your long tail, highly relevant keywords at a minimum. Make sure you are tightly matching your ad to your landing page.

Keyword Tools:

The goal is to get 5 to 10 highly targeted keyword phrases that will be worth the effort. These “seed” keyword phrases should provide a high enough volume of traffic to be worth the effort, but targeted enough to enable you to secure a top spot on the SERPs (search engine results pages). For example, “computer repair” is a high-traffic keyword phrase, but it may be difficult to get the #1 position. However, “computer repair <<your city>>” is more targeted and one that you could secure the #1 spot for.