# Creating A Website For You



Rank Highly In Google → Get Visitors To Contact You → Make The Sale → Enlarge Your Business

## Contents

# The goal of your website

The goal of a website is to attract **as many customers as possible**… and then to have those customers **contact you** (or purchase online).

But. First, Google has to love you in order for anyone to **find** you. If Google doesn't love you, no one will know you are there.

You have to be on the front page – or at least near the front – to get visitors and turn those visitors into sales.
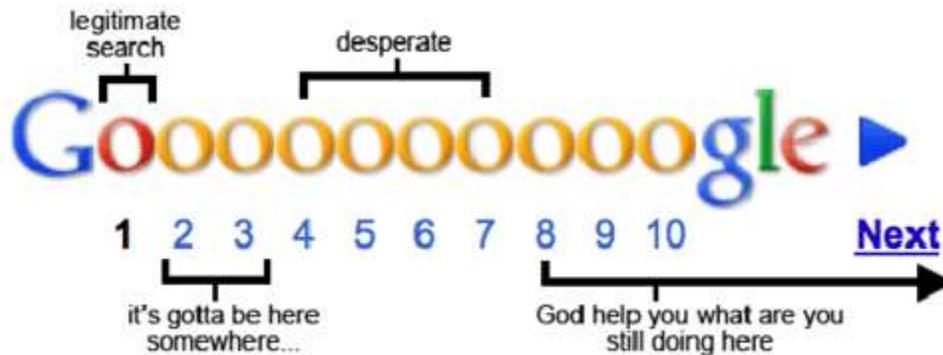


This document contains a down to earth description of how we design your website so that Google loves it and so that potential customers contact you and you can make sales and grow your business.

# Our track record of getting onto the front page

Here is a real client that we have helped.

In the first column is the number of keywords (queries that people type into search engines like Google, Microsoft Bing and Yahoo). Each keyword corresponds to a product. The other columns show what % of those keywords rank $1^{st}$, or in the top 3 results, or at least on the front page of the results list.

| Keywords | 1st | 1-3rd | Front page |
|---|---|---|---|
| 205 | 56 | 121 | 181 |
| | 27% | 59% | **88%** |

This means that **88%** of all the client's products are ranking on the **front page** on the 3 major search engines. 27% of them rank 1$^{st}$ on the results listing.

This is a fairly typical result for our approach to website design and search engine optimization.

You can download and view the data behind these reports on here
http://websitedesigncapetown.wordpress.com/2012/02/01/butchery-equipment-success-story/

## We will make Google love you

Here is our secret… this is how we do it…

- ✓ Hey Google, what is the best website in this field?
    - o Google replies with a website that it loves.
- ✓ Hey Google, tell me all the things that are great about that website which you love?
    - o Google replies with all the things it loves.
- ✓ We code a website which has all those things – and a few more!
- ✓ Hey Google, what do you think of this new website?
    - o Google loves this new website too!

## Tips to getting onto the front page of Google, Bing and Yahoo

Choose the very best available domain name. This is not an emotional decision; it is a strategic decision because it greatly influences the number of visitors and potential customers your website will get. This is almost always *not* your corporate name.

Research what people are *searching for* in your field. For example, you may be in the field of tourism, but research shows that most people are doing searches for "accommodation", not for "tourism". TIP: Length of the domain name doesn't matter. Hyphens are ignored.

Find related topics and keywords and phrases that *Google* says matter the most. This is not a matter of personal opinion, it is based on statistics. What are people searching for? Create good and useful content for each of those.

An easy way to increase the number of customers visiting your website is to double the amount of content (which people desire and are searching for) on your website.

We will not hide your content behind a login/password, because then Google can't see it and you won't get visitors or customers.

# Social Media (we will help you with this)

We will help you develop a winning social media strategy. These strategies could include some of the following…

➢ automatically push your new website content out to all of your Facebook page, Twitter, Google +, LinkedIn services – thereby attracting more visitors to your website
➢ put your Facebook page and twitter activity on your website in a social stream mashup
➢ get more Google +1, Twitter followers and Facebook likes via your website
➢ encourage Foursquare and Facebook check-ins if you have a physical location
➢ track your social statistics, how many people are discussing you?
➢ register your authorship with Google +, creating authority for your website and embed the code in your pages.

Make a video about your products/services. Google YouTube content is indexed quickly and ranks highly. Upload the video to your Facebook page. We will make sure you have a link back to your website.

Enhance your Google listing with "rich snippets". In a crowded market filled with choice, a rich snippet makes you stand out, your link becomes far more interesting to look at and more customers click through to your website.

Here is an image showing a Google listing which has the rich snippet circled in red.



Google Places photos enhance your Google listing and Google Maps enhance your Google listing. Here is an image showing a Google listing which has maps and photos…
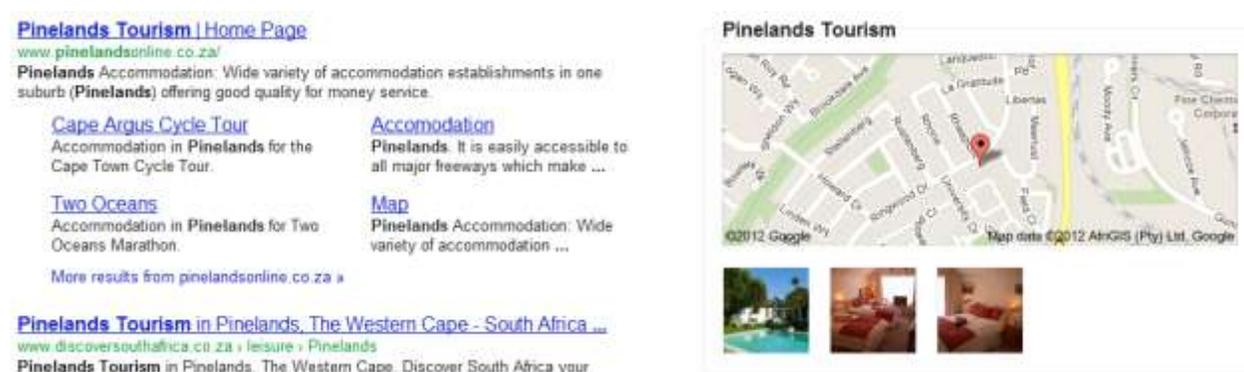


Remove all commenting code from across the website – unless you deliberately want to build a community website.

Register with Google Webmaster and Bing Webmaster

- ➢ Create and submit an XML sitemap and track whether all your content is being indexed or not. If your content is not indexed find out why not and fix it.
- ➢ Track where your content is ranking for the searches you targeted. If your ranking is low, wait a few weeks and then make changes to the design of the site or to the content pages.
- ➢ Use these tools to find errors on your website and fix them.
- ➢ If you add new content, update your XML Sitemap and ensure the webmaster services have the latest XML sitemap and the new entries are indexed.
- ➢ Register your robots.txt

If you announce news, then publish the Google XML News Sitemap.

Link to pages that are linking to you (blogroll). Request that other websites to link to you.

Name your images with keyword friendly names like "xyzproduct.gif"

Install a statistics tracker and watch your visitor stats.

# Retaining your customers

Well done! You have succeeded in getting Google to love you. Now the visitors are visiting.

Did you know that Google watches to see if they stay on your site or if they bounce back to Google and go on to the next website? If they "bounce", then Google notices that and drops your ranking. It moves a more "sticky" website up higher above you.

You have 15 seconds to engage any visitor and make them see the value in your website.

A picture tells a thousand words. Have a feature area, perhaps with a carousel of products, or sliding images which tell a story about your business offering. Have smiling warm happy faces in your photos.

Depending on your industry, change your feature area based on the different seasons. Warmer in winter. Fresh and cool in summer. A Santa hat on your logo or snow falling down the page at Christmas time.

Have specials and announcements.

People will visit your website because your content matches the search query that they typed in. They expect to immediately see the content. Therefore, make sure that you do *not* use a feature area on content pages, because the content must be immediately visible and available, otherwise the potential customer will bounce.

Put links to all of your content on all of your pages – unless you have hundreds of pages, then use category pages and navigation buttons.

Don't use treeviews or drop downs because It hides your content from your visitor.

Put the most requested content at the top of the page. Use a heatmap to calculate what the most requested content is.

Most people never view below the fold of the page. Use a heatmap to confirm this, if you need to.

## Getting customers to contact you

Good work! Google is now showing your website to potential customers and they are visiting you. Now you need to get them to contact you in order to purchase your products.

Make sure your contact details are clearly visible on all pages. Use international calling codes. IPADs need the phone number to be displayed in a specific format in order for the phone call to work with a tap of a finger.

Use *custom* Google Maps and highlight relevant directions on the map itself (e.g. highlight on the *custom* map the roads to take from an airport). Give turn by turn directions and travelling times and distances. Give GPS co-ordinates.

Use Google Streetview to show the surrounding environment or the outside of the building so it's easier for the customer to recognise.

Let people sign up to be automatically notified by email when you update your website with new content.

Provide a simple contact form so users can automatically send you an email. Automatically record their details and contact them all with one message at a later date.

## eCommerce sales

Some suggestions if you are selling online.

➢ Don't have a separate "store". Your website IS your store. Build the ecommerce right onto the pages themselves.
➢ Use a technology called AJAX so the page does not have to reload on each click.
➢ An image tells a thousand words. Have pictures of your products – see above.
➢ Give all the available details for your product, such as the price and dimensions and weight.
➢ One product per page – see above.
➢ Rich snippets – see above.
➢ Social buttons for like, +1 – see above.

# Editing and updates

We will enable you to easily edit your website with or without our help.

Here are some things you will be able to do yourself as the need arises… you will be able to do this because we have built it in for you.

- ➢ add new pages of content
- ➢ add video or images or sound
- ➢ add small announcements
- ➢ add menu items
- ➢ add polls or edit or change existing polls
- ➢ add/remove images to any slider in the feature area
- ➢ add/remove images in any gallery
- ➢ add products to your ecommerce gallery

# Our typical business process

1) Discuss business and website needs, negotiate price
2) Client pays 50% up front
3) Determine the ideal domain
   a) client purchases domain, Wordpress hosting and eCommerce facilities where necessary
   b) client forwards all login details to us
4) We tell Google to not index the new site, so it will not show in the rankings before we are ready
5) Agree on a suitable website design (taking into account corporate colours, logo, background, content, number of products, social focus etc.)
6) Client decides the number of pages (1 page per keyword)
   a) Client provides content for all web pages that will be built (products, references etc.)
   b) Client agrees that we can use client and website publically as a reference
7) We build website and upload it to live site on a regular basis with regular client feedback
   a) If necessary we assist client to set up an ecommerce gateway
   b) If necessary we assist client to get a company logo designed
8) On completion of website, client pays balance of 50%
9) After payment we enable Google to index the site
10) Client has 30 days to request small changes to website for free
11) We track client's keyword rankings, we share the data with the client and we use this data as a reference for other potential clients.

# Ongoing assistance

Please note that in some cases existing client's have offered us a profit sharing relationship in exchange for us staying involved in the business and maximizing their online income. Under these conditions we remain involved month to month sharing our expertise and constantly evaluating how the online business is doing and what needs to be optimized to improve the sales. This is a beneficial long terms relationship for both companies.