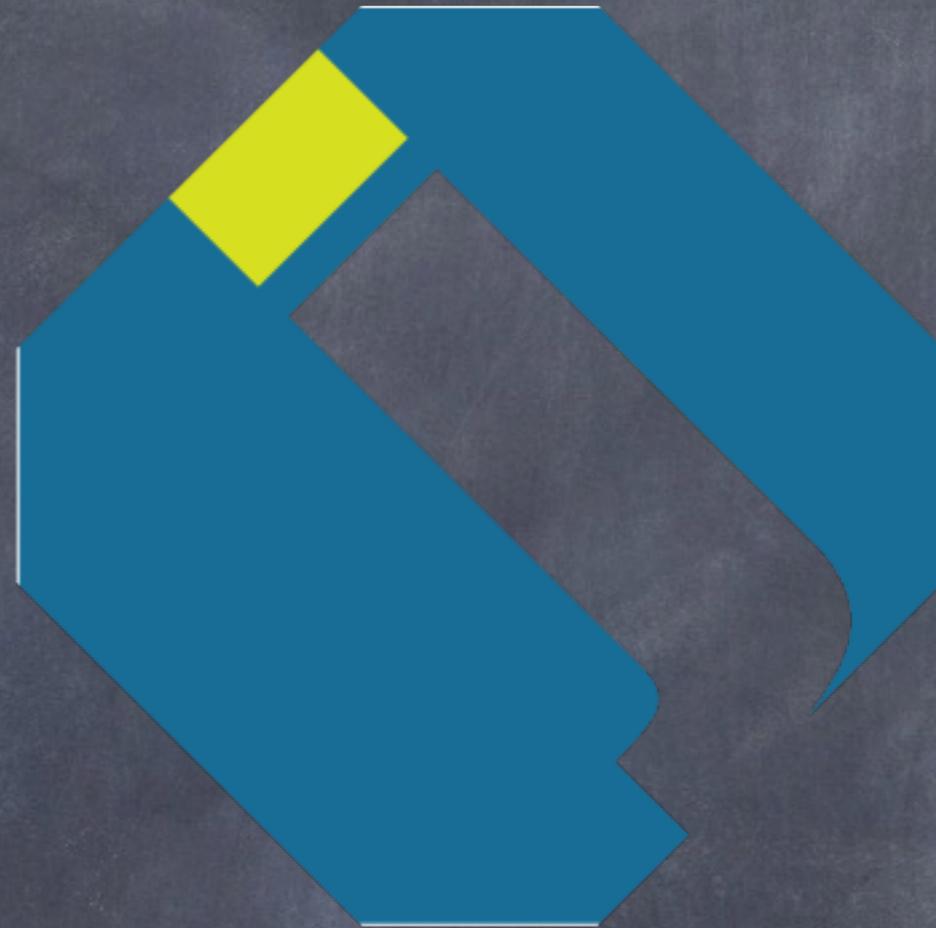


CLASS

MARKETING YOUR BUSINESS

PRESENTERS:
ANGELA FAIRBANKS
TYLER JANZEN

JANZEN MARKETING, LLC



JANZENMARKETING

MARKETING. DESIGN. PROMOTION.

MARKETING YOUR WEBSITE

www.JanzenmarketingLLC.com

RANK ROCKET

A step-by-step checklist to make
your website Google compliant and
to optimize your search engine rank



Angela Janzen - Fairbanks
of Janzen Marketing LLC

DO YOU HAVE A WEBSITE?

The purpose of most websites is to:

1. capture leads
2. effectively communicate with potential clients and customers

If you have not been on your site for quite some time, please take the time and look at each component of your website.

Is your Website current and up-to-date? Is all the information accurate?

What additional information can you share with the public that would enhance their user experience when visiting your site?

Does your site load quickly? People won't wait around for a slow, bogged down site.

Make sure your site is not stuffed with a bunch of irrelevant ads. That's annoying. Google is all about 'user experience' right now, so try to keep that in mind as you are going through each step.

With each step, ask yourself, "What can I do with this step to enhance the user experience?"

HOW OFTEN DO YOU UPDATE YOUR SITE?

The more fresh content you supply on a consistent basis, the more visitors you will have to your site. As you update your site, you will also help improve your Google rank. We recommend you update your site at least once per week.

If you will make out a simple calendar for the month and put things on there that will be of benefit to your readers, that's half the battle. For instance, every Friday, post about something.

- 1st Friday: a video about your business
- 2nd Friday: an article you have written
- 3rd Friday: Pictures of an event you've held, someone you've helped, inspirational, etc.
- 4th Friday: Do a blog post asking your readers what they need help with, or answer an FAQ.

Your updates don't need to all be a blog post. They can be photo and/or video additions, copy additions or rewrites, etc.

DOES YOUR SITE LINK TO OTHER USEFUL INFORMATION SOURCES?

Helping both customers and potential customers solve simple problems builds trust and credibility. People are more likely to buy from people whom they trust and have built credibility with.

Google also looks favorably on sites that not only have incoming links, but also link to other relevant information. Please note, the information that you choose to link to needs to be accurate and timely. These links add to your website and do not take away from it. So, identify websites that your clients will find useful and set up the links today!

For a general rule of thumb, I stick with .gov, .org and .edu sites.

HOW MANY DIFFERENT WAYS CAN PEOPLE CONTACT YOU ON YOUR WEBSITE?

Have at least two, if not three, ways for people to contact your company.

1. A phone number
2. An email address
3. By mail
4. By contact form

Always have your NAP, (name, address, phone) in your footer, so it can be viewed on every page.

DOES YOUR WEBSITE HAVE TARGET KEYWORDS?

Having keywords that your potential clients are searching for is essential to building a web presence. Your Website needs specific targeted key word phrases to enable the search engines to easily and quickly find you. Done correctly, you will quickly rank in Google and other search engines for these phrases. Remember to verify that your keyword is relevant. If you sell baby diapers, you need to ensure that you are not ranking for adult diapers. Targeted keyword phrases will help you dominate your niche and increase traffic to your website.

A good place to start looking for keywords is the <https://neilpatel.com/ubersuggest> . It will help a great deal. Think of long tail keywords. They will be easier to rank for. Let me give you an example. When people are ready to buy tires, they don't put 'tires' in the search bar. They put "Best 2012 Mazda 5 tires size xyz", etc. That's a long tail keyword. Utilize the Ubersuggest Tool, but also use common sense and think of how YOU would search.

Make a list of the top 25-50.

DOES YOUR WEBSITE HAVE LINKS TO YOUR SOCIAL NETWORKING SITES?

Having links to FaceBook and Twitter, as well as other social media sites, will enable your visitors to “connect” with you. Simply put building and maintaining your web presence also means consistently engaging people and building relationships with them online.

And, remember getting to know them offline is also critical. The stronger the relationship, the more likely they will trust you. The fact that they know, like and trust you is essential to your success when you have something to offer. The chances of them buying from you or using your service will greatly increase.

You can simply ‘link’ to these sites, but a better option is to connect your social media feeds to your site. This way, your viewers can see your latest post or two with out leaving your website.

DOES YOUR WEBSITE HAVE THE ABILITY TO CAPTURE LEADS?

Your website needs to capture the name and email address of visitors so that you can follow up with them after they have visited your site. Capturing these names helps you build your potential customer database, and it gives you a starting point to connect with those potential customers. Your ability to send emails to them will drive them back to your website. If you are not capturing leads on your website, then you are missing a key opportunity to create life-long customers.

Remember, the more information you request from someone, the less apt they will be to sign up. And, it goes without saying, but don't SPAM your viewers. It's fine to use your email list and you should, to communicate relevant information, special offers, discounts, etc. But, I think it is super annoying to be emailed sales material every single day after signing up for a freebie. I instantly opt out. Just be mindful and honoring as you use your list.

Use either the weebly form, or Mail Chimp to start with.

DOES YOUR WEBSITE OFFER A SPECIAL REPORT OR CHECKLIST TO HELP IN THE DECISION MAKING PROCESS?

A special report or checklist delivered to the captured email address is a great way to begin a relationship and stay connected to current and potential customers.

People enjoy receiving useful information that applies to them, especially if it improves their lives. By becoming a reliable source of information, you are building trust and establishing a relationship that will lead more people to buy from you or use your service. If you are not currently providing this type of information, begin by simply asking your customers what they would like to receive from you.

A great idea starter would be to make a list of the top 10 questions you get asked in your business, then answer those. You can put your answers in the form of a checklist, infographic, special report, podcast, etc. and then give it away!

DOES YOUR WEBSITE HAVE RELATIONSHIP NURTURING AUTO RESPONDER CAPABILITIES?

You may wonder how this is different than capturing their name. Well auto responders automatically send out a 'personalized' e-mail message on a specific day, time, or in response to a query from a client or prospect. Capturing their name and e-mail is not enough. You must do something with it. Auto responders are a great way to constantly keep in contact and connect with your current and potential clients and customers. A simple thank you for joining followed by useful information is a great way to create new and lifelong customers. A big tip is to just be yourself in these emails. It is essential to remember the goal is to connect with people, and the best way to do that is by showing them who you are, and why they should trust you.

Ideas:

Immediately: a welcome message and whatever you promised them

Day 3: A newsletter or white paper

Day 13: A coupon or special offer

Day 23: A business related tip or explainer video

Day 33: An invitation to do business with them.

Give away 4 things before asking for money.

DOES YOUR WEBSITE HAVE AN ACTIVE BLOG OR EVENTS AND UPDATES AREA?

What to blog about:

Make a list of the top 20 things your customers ask you about. Then, write a blog on each of those. Remember our keyword list? Work those keywords into the titles of your blogs.

Be sure your complete NAP is listed on the bottom of each blog. Post your blog on your website, social media sites and many different social bookmarking sites.

1. Digg.com
2. scoop.it
3. Delicious.com
4. Slashdot.org.
5. Newsvine.
6. Fark.com.
7. Folkd.com.
8. Bizsugar.com.
9. stumbleupon.com
10. reddit.com

DOES YOUR WEBSITE HAVE CURRENT AND RELEVANT ARTICLES?

Posting on your blog and writing short, concise relevant information in an article are very different.

The articles you write should show off the depth of your knowledge. It helps prove your skill and expertise, and it reinforces your authority. Articles need to stand the test of time and are often referred to as evergreen.

Articles can be used as reference points for blogs posts and submitted to various article directories such as Ezines.com to establish yourself with a wider audience.

A blogpost can be about 150 words, with or without a picture attached. An article will be more like 750 words. Go in depth here.

DOES YOUR WEBSITE HAVE VIDEOS ON IT?

Video provides for a more powerful impact, and video is especially important for higher retention rates on your site. These retention rates far exceed text or audio. Sites with videos skyrocket to the top of search engines. With video, it is easier to demonstrate your product or service and people are more likely to buy when they watch and hear your video messages, rather than reading or hearing about it. An added benefit of video is the viral element. A video that goes viral will increase your website's traffic and provide great marketing exposure for your business. Keep in mind that the best Websites and blogs incorporate all three ways of communication- audio, video and the written word.

As I explain in the video tutorial, put your video not only on your website, but also Youtube. And, go ahead and post on all of your social bookmarking sites as well!

IS YOUR WEBSITE MOBILE RESPONSIVE?

Today, Google places big emphasis on having a Mobile responsive website.

This means your website can be easily viewed on a smart phone, iPad or tablet, as easily as it can be displayed on a laptop or desktop monitor. You **MUST** have a mobile optimized website. If your site is more than 2 years old, chances are it may not be mobile responsive. Note, the words 'mobile optimized' and 'mobile responsive' are interchangeable. If you have a Wordpress site, be sure to download a mobile plugin. If you are using a simple platform like Weebly, make sure you are using a current, mobile responsive template.

This is a non-negotiable. The latest information shows that Google will penalize sites that are not mobile responsive.

IS THERE A TESTIMONIAL ON THE HOMEPAGE?

Social Proof is what a testimonial provides. A customer tells others that your business is the place to bring their business. You are a trusted provider of a very important service. There is no better marketing tool than a testimonial, and the very best clearly shows the customer's name and photo.

If your website is set up to allow for 3 or 4 testimonials, all the better.

DO YOU HAVE AN ACTIVE PAY PER CLICK CAMPAIGN?

Ads

Maps

Organic

What's the difference?

How much do Adwords cost?

Note, 'not a lot of additional cost' is a bit relative. My personal experience is that if you don't have \$300 per month to put towards Google Adwords, don't bother. And, Google won't give you an Adwords Account Manager if you can't commit to that level either.

DOES YOUR SITE HAVE SOCIAL BOOKMARKING?

blogster

twitter

wordpress

xing

stumbleupon

storify

tagged

skyrock

app.net

bibsonomy

bitly

delicious

diigo

feedspot

folkd

friendfeed

hi5

instapaper

jumptags

kaboodle

kippt

linkagogo

livejournal

referral key

pocket

newswine

All are not appropriate for every audience. Check them out first!

DOES YOUR SITE HAVE THE ABILITY TO RETWEET DIRECTLY?

Using Twitter to “Tweet” is another way to connect your website to followers interested in your specific product or service. Twitter is one of the fastest growing social media platforms and already has millions of active users. Many companies are already using Twitter as a marketing tool to drive traffic to their websites. You do not want to miss this opportunity to connect with people. People use Twitter to find a steady stream of ideas, links, resources, content and valuable tips. If you are the one who is providing them, then people are going to be buying from you.

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DOES YOUR SITE HAVE AN EZINE, MINI-COURSE OR NEWSLETTER?

An online magazine or Ezine, mini-course or newsletter delivered to the captured email address is a great way to begin a relationship and stay connected to your current and potential clients. People enjoy receiving useful information that applies to them, especially if it improves their lives. By becoming a reliable source of information, you are building trust and establishing a relationship that will lead more people to buy from you or use your service. If you are not currently providing this type of information, begin by simply asking your customers what they would like to receive from you.

Sign up for Mail Chimp to link with your newsletter.

ARE YOU USING PRESS RELEASES?

Press releases allow prospects and clients to hear about accomplishments and any awards or other relevant information occurring with you, your website and your company. Press releases allow you to share your story and build a reputation in the community. Posting press releases provides visitors information and stories about you. These stories need to intrigue, interest and entertain people in order to keep them coming back to your website for more. The added bonus of creating press releases is that the media might even pick up your story, and you will receive some free publicity.

I discuss this in the video, but some sources for distributing your press releases are:

prweb.com

newswire.com

ereleases.com

prnewswire.com

DOES YOUR SITE HAVE COMMENTS ENABLED ON YOUR BLOGS, ARTICLES AND PRESS RELEASES?

Comments allow visitors to your site to engage with and contribute to your site. Allowing comments gives you another chance to connect with your visitors and draws them back to your site. By allowing your site to be more interactive, you are differentiating yourself from your competitors, and it signals to your customers and potential customers that you care about their opinions. Just make sure to set up to allow 'comments-with approval first' on your site so that you can monitor what is placed on the site. This precaution is not intended to censor the valuable negative feedback provided; rather, it is to ensure that hateful idiots are not allowed to ruin your efforts.

I also like to add that additional layer of protection by utilizing Captcha. I don't have time to read through all the automated spam that can come through.

DOES YOUR SITE HAVE A REAL SIMPLE SYNDICATION FEED SET UP?

Real Simple Syndication is also known as an RSS feed. It is an easy way to distribute your information across the internet. It allows you to create a channel with your content so that it automatically sends your info out each time you post something new on your website. The more readers, subscribers and websites that opt to your RSS feed, the more targeted traffic you will receive to your website. RSS helps you connect with people in real time and increase your rankings in the various search engines.

Connect through Blog Feed.

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DOES YOUR WEBSITE HAVE NEW AND RELEVANT APPS?

Apps allow you to add features and functions to your website without having to learn coding or programming. Some of the new and relevant apps help you keep visitors on your site, without them using a link and leaving your site. There are apps that are designed to implement all kinds of cool and useful elements to your site.

The apps that are 'designed by weebly' will be the most compatible and you can get the best support from.

One of my favorites is the Facebook Feed. I also like the counter.

IS YOUR WEBSITE BUILT ON A BLOGGING PLATFORM?

Blog platforms combine the best of both worlds—being educational and conversational at the same time without blatant selling/pitching. A website built on a blogging platform offers you more control over your website and its content.

Blogging platforms, such as Weebly and Wordpress, offer small businesses a way to customize their websites at a lower cost.

The added benefit of using a blogging platform is that they are fairly easy to learn and make updating content easier.

ARE THERE ONGOING SOCIAL NETWORKING ACTIVITIES?

Sites such as Facebook allow you to create a Fan Page to assist in creating community, sharing information and building trust. Using social media is a free and easy way to market your website, and also connect directly with your current and potential clients. More and more people are using social networking sites as resources to find information on products and services. Social media is here to stay. It is truly important you find away to use it, and evolve with it, in order to build your web presence.

Drill down deeper here and utilize Facebook groups and events in addition to just having a business page.

LinkedIn now has a set up where you can have a business page as well as start a group. What a great way to show your authority! Start a LinkedIn group in your niche and begin inviting people.

IS EMAIL MARKETING CURRENTLY USED IN THE BUSINESS?

Emailing existing and prior customers is a great way to stay in touch with them. There is no better way to remind them of the services you offer. Using email is also a very cost effective and a good way to increase sales. Another great advantage of using email marketing is that you can directly measure your return on investment. Use email to ask for and receive feedback from your customers about your product and services. (The responses and requests may surprise you!)

IS THERE EVIDENCE OF MOBILE MARKETING?

Mobile marketing allows you to communicate directly to a younger demographic, and they buy based upon recommendations from others. With the popularity of smart phones, such as the iPhone and Blackberry, mobile marketing is an area that cannot be ignored. Mobile marketing can be done by a variety of businesses, and is not limited to businesses who only sell tangible items. Sending out special reminders, exclusive offers or announcements are just a few ways to use mobile marketing.

This can easily be set up with EZ Texting or a similar program. It starts at \$29 per month.

DID YOUR COMPANY NAME COME UP IN GOOGLE PLACES IN ONE OF THE TOP 7 POSITIONS?

Google Places allows potential clients to find you in a local search. It is essential to be present on all three of the major search engines-- Google, Yahoo! and Bing. Many people do not click past the first page of search engine results. If your business does not come up on the first page, then potential customers are completely missing your business, and you are losing another opportunity to connect with people.

1. Claim your google business page! [Google.com/business](https://www.google.com/business)
2. Fill it out completely, including pictures and video.
3. Feed it right along with your other social media
4. Sign up for Hootsuite to enable automation

IS THERE EVIDENCE OF A LINKED IN PRESENCE?

LinkedIn is a great way to connect with a variety of business professionals. Along with Facebook and Twitter, LinkedIn is considered to be one of the top social networking sites. It is a great way to network and also get the name of your business out there to other professionals. LinkedIn can also be used as a resource to do research on current and potential clients.

LinkedIn should not be overlooked when promoting yourself and your business.

WHEN GOOGLED, DID THE PERSON BEING BRANDED SHOW UP IN A POSITIVE LIGHT?

If an individual is being branded as the recognizable figure or “face” of your business, you want to make sure that his or her name is on the first page of Google. More importantly, you want to make sure all references are positive. Any negative references or stories will hurt the business’ reputation and ultimately cost you sales. If you do not know how your business is being perceived, now is the time to find out so that you can create steps to change or maintain it.

Open a private browser window to test.

OTHER WEBSITE PRESENCE NOT SPECIFICALLY LISTED ABOVE.

With all the opportunities to create a web presence, the easiest ones are often overlooked. There are many industry specific opportunities available to help you build your credibility and your business' brand. Each industry has various Website publications that you can submit articles to. Ask if you become a guest author on their blog. You can also go to forums and become a source for expert advice.

The goal is to establish yourself as the expert in your industry.

HOW TO CONTACT US

JanzenMarketingLLC.com

Angela Fairbanks

785-212-0945

angela@JanzenMarketingLLC.com

Tyler Janzen

785-212-0878

idguy10@gmail.com

Go to our website for copies of this slide deck and Rank Rocket with video!

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