



# “Creating Ultimate Online Performance”

## THE KEY ELEMENTS OF ULTIMATE ONLINE PERFORMANCE

Whether you have an existing product or service or intend to create one, successful marketing on the Internet requires that several crucial factors be in place for you to have a successful presence. Not having them can result in Online Failure. Get them right and your website will attract more people and increase sales. Here are some elements of marvellous Online Performance.

### Research Your Market Online

It seems obvious but it's still worth asking: do people want to buy your product or service? We see this all the time. People selling a product or service that others don't want. Research your market online and offline and be objective and subjective. Don't ask your friends or family. Ask other People. Do other people besides you really want or look for your product or service on the Internet? There are a multitude of products and services out there. What makes yours stand out?

***A website is an expensive luxury if no one is interested in what you are hoping to sell.***

Be clear about who your customers are and how you will grab their attention on the Internet. Clarity is the key. Investigate where your target market visit, where they spend and how much they spend. Check out what your competitors are doing.

However be aware whether they are successful or not. Your competitors may not be successful. Be aware that you may need to re-think how you present your product or service on the Internet to attract massive sales. Being realistic now will save you money, time and heartache. A solid marketing plan is vital, with a clear capacity for change also.

### A Professional Looking Website

First impressions are crucial: Your clients make up their minds about a website in no time; in nanoseconds– they judge it on appearance. So the design – the presentation, the layout, the imagery - must convey integrity, improvement and innovation.

However, the graphics should not distract visitors from the overall purpose of the site - to sell your product or service. Keep it simple and eliminate anything that distracts from this purpose. Simplicity is the key.

Graphics will slow down the loading of your website so only keep those that are highly relevant to your product or service. If your website is slow to load, they may give up and go somewhere else! Remember that, there is nothing special about your product or service to anyone.

## **A Website That's Easy To Use**

Keep your home page (the one that potential customers arrive at) as simple as possible. Ensure your language is understandable: use simple words and short paragraphs. Make sure you convey your core message: How your product or service can help someone's problem.

Make it easy for visitors to navigate through your website. There is nothing worse than being unable to navigate through a site. Selling the product is more important than anything. Remember that!

## **An Easy Buying Process**

Ensure the benefits of your product or services are clear in your copy. Make your copy as alluring and persuasive as possible – think seduction!

If you have a long sales letter, insert 'buy now' links at the top, mid-way and at the end so those who have been persuaded can make their purchase when it happens.

Make it very simple and quick for customers to order. Provide your visitors with as many ways as possible, both online and offline, to purchase your product or service.

# **TOP WAYS TO GENERATE TRAFFIC AND BUILD YOUR LIST**

**You can have the greatest most saleable product in the world but it's all but worthless if nobody sees it. Generating online traffic (visitors) and in turn exposure for the products you've chosen to promote is a challenge. However we will enable you to begin to generate targeted visitors and potential customers immediately.**

## **1. Ezine Advertising**

If you have your own list of opt-in newsletter (ezine) or mailing list subscribers, you can write an informative ad or personal endorsement letter for the product or service you're promoting (whether it's your own or an affiliate product) and blast it to your list.

If you don't have your own list of subscribers, you can pay a small fee to advertise in other people's publications. It can be a hugely attractive way to get clients.

## **2. Website Advertising**

Obviously if you have a website related to an affiliate product you're promoting, you can post an ad for that product in a prominent place on your website. You could write up a full page product ad or endorsement and link to it from a main page. You could post an attractive graphic accompanied by a catchy headline.

Rather than sending prospective customers directly to the affiliate site, you get them on your newsletter or mailing list and then introduce them to the affiliate product. In doing so, you potentially produce critical repeat product exposure, which can mean a much higher conversion rate for you.

### **3. Search Engine Advertising**

Search engine advertising is one of the fastest ways to begin bringing traffic through your website URLs and affiliate/referral links. Before you list your ad, spend some time familiarising yourself with the Google Adwords.

### **4. Forums**

An outstanding way to advertise your own website and your top affiliate/referral links is by participating in online message boards and forums, responding to posts and writing your own posts.

Most boards don't allow blatant advertising. However, most will allow you to include a few lines to promote whatever you wish – which can generate a great deal of exposure and click-through(s) for you.

The main key to message board promotion is to: Participate only in message boards that are related to whatever you wish to promote.

The more time you spend participating in the forums, the more exposure you'll receive. Certain topics and posts will generate more exposure than others. After a while you'll get a feel for what topics attract attention.

### **5. Article Submission**

Write and submit short (350-500 words) applicable articles to ezine publishers (with ezines that are related to the product you're promoting) with a 6-10 line 'resource box' (including your website URL or referral link) attached to the bottom of the article. This is a win-win situation as the ezine editor receives informative content to send to their subscribers and you receive exposure in exchange. One article can go a long way using this technique.

## **HOW TO ENTICE CUSTOMERS TO YOUR WEBSITE**

**A permission-based email programme can drive traffic to your website or online store, increase sales, reinforce familiarity with your company, and build trust and loyalty...**

### **First Build Your List**

If you don't already have a list of customers, then now is the time to start building one. Be warned: it's not just about collecting a zillion email addresses on a crazy ad hoc basis but about very careful targeting. You need to find the names and addresses of people who are interested or could be interested in what you have to offer. And the acquisition of the email addresses is only one part of the whole.

**So, building your email list entails three stages:**

1. The acquisition of the email addresses (where and how you collect them)
2. How you welcome your new subscribers
3. How you behave once your subscribers have opted in (how you manage your list)

A note of caution: Before you even add any email address to your database, make sure you obtain the owner's permission. You could find yourself being reported to your server as a spammer. Bad news all around.

## **How To Acquire Email Addresses Online**

Place a sign-up form on each page of your website. People won't always land on your home page so it's wise to put a sign-up form wherever they touchdown. Demonstrate just how valuable signing up will be for them by providing examples of the emails you'll be sending their way, along with testimonials from some of your happy customers.

Use paid search to reach higher positions in the search engines and post the link to your sign-up page prominently on the landing page.

Entice your customers to take the plunge and sign up by offering free downloadable or mailed reports or future discounts that are only available for online subscribers. Make sure that you place opt-in boxes on your special reports and any registration forms. This has a major impact on conversion rates.

You've probably seen 'Send this ezine to a friend' buttons on the newsletters you receive. Why are they there? They help to generate leads with little effort on your part PLUS people are more likely to open messages from someone they know than someone they don't.

When someone buys your product or service, use it as an opportunity to promote your sign-up box and add a link to your opt-in page.

Make sure your email signature (and those of your employees) includes information about your email newsletter with a 'sign up now' link.

If you can write free articles for online article sites or for offline newsletters, magazines or newspapers, make sure it includes mention of your ezine and a link to your site.

## **How To Acquire Email Addresses Offline**

Make sure all of your advertisements carry details of your website and an invitation to sign up for your emails.

If you employ a sales team or telesales team, encourage them to ask customers for their permission to send email offers or newsletters and obviously, to obtain the customers' email addresses.

When you send out press releases, make sure you include details of your website and a link to your online newsletter. In fact, include your links (and a teeny-weeny summary of the benefits of signing-up) on all your marketing material – business cards, flyers, printed advertisements, online advertisements, and customer feedback forms.

## **Your First Encounter**

It's a sad fact that people now often view emails as a distraction... they've become accustomed to emails that promise the world which means your email has to work incredibly hard to be appealing enough to be opened and then read. How do you overcome this lethargy or suspicion? How do you make your email the one that they wait for?

## **It needs to be enticing... interesting...**

Begin by explaining on your sign-up page the wonderful benefits your emails will bring. If you've done your research, you'll know exactly what triggers to pull, what buttons to push, to get your potential customers interested, even excited about your emails.

## **Keeping The Relationship Fresh**

Once you've received the confirmation of your subscriber's address, the real work begins. If you've promised to provide useful information, you must deliver it.

If you want to change the number of times you contact your subscribers, change the content of what you send them, or rent your subscription list out to third parties, you must obtain your subscribers' permission. Don't take them for granted!

Be aware of sudden changes in subscription levels - if you provide an offer and it stimulates a barrage of unsubscribers, you'll know that something is seriously wrong with your offer.

If you find that there are people who've not opened your emails or responded to your offers in months, take action. Make them an offer to return to 'the fold' or to unsubscribe.

Email marketing a powerful marketing tool but it does take time and effort to perfect it!

# **WHY YOU NEED TO BLOG**

**Blogging transforms traditional marketing from a one-way communication (adverts, direct mail letters, ezines, and emails) into a conversation between your company and your target audience.**

The benefit of this 'conversation' is that it allows you to get a deeper understanding of your customers (and therefore market more effectively to them). A by-product of this is that your marketing costs can be reduced.

So how specifically can your company benefit from establishing a blog and why should you even consider creating one?

### **1. It provides a vehicle to foster better customer relationships**

A blog provides your customers with a way to get in contact with your company and provide feedback. It also provides you with an instant way to communicate with your customers.

### **2. Your blog can entice new customers**

If your blog is up-to-date and focuses on your products or services and your industry, it is likely to achieve a high ranking on search engines for your product and industry.

### **3. Your blog establishes you as an expert**

The blog provides a free vehicle for your organisation to position itself as a thought-leader.

#### 4. Links from other blogs raises your company profile

As bloggers link to your blog, they bring your company to the attention of their readers. This again exposes a new audience to your company's products or services.

#### 5. Your blog gives your company a human face

People like to feel they count – that their business is valuable to your company.

Achieving that level of one on one customer service can be challenging which is why a blog is so useful... it provides that opportunity for real feedback and contact – for a connection.

Customers can have their 'say'... they can ask questions and receive answers. They can get involved.

### Smart Tips For Better Blogging

If you want to use the Internet to build your following, you have to be disciplined and passionate about communicating your message online. If you are doing this just for publicity, it will show and you'll be rejected. If you are doing it without a purpose, it will show and you'll be rejected. If you are not involved personally in communicating with your readers, it will show and you'll be rejected.

#### The Four Smart Tips For Better Blogging

If you have the dedication to get your blog out there, post regularly and keep the relationships in the blogosphere going, you might see the fruits of your labour.

1. **Do It the Easy Way.** Don't get complicated with your blog. If you have to depend on someone to maintain it for you, make sure it's someone you can count on. The moment the blog stops being fun, the moment your interest starts dwindling because posting is complicated... that's the moment your blog starts to die.
2. **Be Hard On Yourself.** Make sure you have the discipline to post at least twice a week if you want to create a disciplined following. Be consistent about when you post new info. If your posting schedule is all over the place, you stop being a reliable source of information and people are going to place their attention somewhere else.
3. **Don't Be A Bore.** People appreciate the written word, but in general are more entertained by more dynamic content. If possible, include video or audio when you get a chance. Most blogging platforms today can easily integrate content from YouTube or any video site.
4. **Be A Collaborator.** You don't have to be the author of all your blog postings. Collaborate with colleagues. This is a great opportunity for cross-promotion. "You write for me and I'll write for you."

# HOW TO MAKE YOUR WEBSITE SEARCH ENGINE FRIENDLY

## How do search engines operate?

Search engines like Google, Yahoo! and MSN perform four basic tasks. They use programmes called 'bots' or 'spiders' to 'crawl' the internet looking for pages. When they find and crawl the page, they can then store the details in the search engine's database. This process is known as 'indexing'.

Pages with the search terms appearing in the HTML title tag are often assumed to be more relevant than others to the topic.

Search engines will also check to see if the search keywords appear near the top of a web page, such as in the headline or in the first few paragraphs of text.

They assume Frequency is the other major factor in how search engines determine relevancy. A search engine will analyse how often keywords appear in relation to other words in a web page. Those with a higher frequency are often deemed more relevant than other web pages.

Off the page factors are those that a webmaster cannot easily influence. Chief among these is link analysis.

Another off the page factor is click through measurement. In short, this means that a search engine may watch what results someone selects for a particular search, and then eventually drop high-ranking pages that aren't attracting clicks, while promoting lower-ranking pages that do pull in visitors.

## How to achieve high search engine rankings

**Content is King.** Therefore you need to ensure that your website provides valid information for visitors. Generally, a short website (five pages or less) would not be classed as an information resource so make sure you provide enough content to make it worthwhile for people to visit.

**Keep focused on one theme.** If you're selling household goods on your website, stick to content that is relevant. Think 'one website - one theme, one page – one topic'. Avoid promoting all of your different businesses on one website – it will dilute the power of your key phrases and content.

**Steer clear of 'Flash' navigation on your website.** Flash makes it impossible for spiders to find what your site is about. Spiders can't see links that are accomplished by Javascript so, as far as search engines are concerned, they don't exist. Don't use them if you want spiders to follow your links.

**Only have links from other websites that are relevant to your website.** By building links, you can help improve how well your pages perform in link analysis systems. It's not about "*popularity*". In other words, it's not an issue of getting lots of links from anywhere. Instead, you want links from good web pages that are related to the topics you want to be found for.

**Pick your target keywords with care.** The words your prospects type into a search box are your target keywords. They should always be at least two or more words long. Usually, too many sites will be relevant for a single word, such as "stamps". This "competition" means your odds of success are lower. Don't waste your time fighting the odds. Pick phrases of two or more words, and you'll have a better shot at success.

Search engines also like pages where keywords appear “*high*” on the page. To accommodate them, use your target keywords for your page headline, if possible. Have them also appear in the first paragraphs of your web page.

## **Create relevant content**

Changing your page titles is not necessarily going to help your page do well for your target keywords if the page has nothing to do with the topic. Your keywords need to be reflected in the page content.

In particular, that means you need HTML text on your page. Sometimes, sites present large sections of copy via graphics. It looks pretty, but search engines can’t read those graphics. That means they miss out on text that might make your site more relevant. Some of the search engines will index Alt text and comment information. But to be safe, use HTML text whenever possible.

Be sure that your HTML text is “visible”. Some designers try to spam search engines by repeating keywords in a tiny font or in the same colour as the background colour to make the text invisible to browsers. Search engines are well aware of these and other tricks. Expect that if the text is not visible in a browser, then a search engine may not index it.

## **EMAIL MARKET YOUR WAY TO SUCCESS**

**The main purpose of email marketing is to reach your target audience as quickly and as directly as possible and to then to focus on maintaining and building your relationship with them.**

The reason why email marketing has grown at such a phenomenal rate is based on the fact that people in the virtual community are always hungry for information. They subscribe to information that they are interested in.

To avoid the dire consequences of being identified as a spammer, opt-in lists are now crucial. Basically, opt-in list refers to the list of email addresses of people who have agreed to subscribe to your mailing list. In this way, you can freely send emails that entail promotions, brochures, new product announcements, and every aspect of your marketing campaign.

When you build an opt-in list, you not only increase the probability of being successful in email marketing but also boost your sales and profits as well.

In this manner, you can continue to promote your products and services in which they are interested in because they have opted to subscribe to your mailing list. Hence, whatever it is that you feed them, chances are, they will most likely respond positively.

In building an opt-in list, there are two types to be considered. The first one is the single opt-in and the other one is the double opt-in or the confirmed opt-in.

Usually, the confirmation takes place by replying on a system-generated message that asks for a confirmation of the subscription or by clicking on a link that entails the confirmation of the customer.

Finally, analyse the results once your email has been sent.

# HOW TO OVERHAUL YOUR WEBSITE TO ATTRACT MORE LEADS, MORE SALES

**How does someone turn a website that isn't producing the results they want into one that is?  
What is the method for making that change?**

You've actually used the number one secret in the question! It's what do you want your website to do? What's the primary objective of having a website? Obviously this varies from industry to industry. The main purpose of a website run by a service company that perhaps sells financial services to other businesses is to generate sales leads or enquiries which can then be followed up offline by telephone or with a face to face meeting. In both cases, the companies need to look at their website with fresh eyes and say, "Is every page on this website leading visitors to accomplish our primary objective rather than just browse around."

**What's the next thing a business owner can do to make their website more effective?**

"Once you've defined the primary objective the next thing is to build traffic to your website. By 'traffic' I mean the people who are actually visiting your website. Statistics are absolutely crucial: if you don't know how many people visited your website in the last month or the last three months, then how do you know if the website is effective?"

**What's the difference between 'hits' and 'unique visitors'?**

"Let's say you've got a web page that has three graphics on it and if I go and look at it, that will register as four 'hits' because your web page is a composition of four separate elements – the three graphics and the web page itself."

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**What else can a business owner do to improve the effectiveness of their website – preferably without spending any more money?**

"The conversion rate is one of the most critical statistics that people should be tracking. To do that you need to know how many visitors your web pages are attracting. A great piece of free software called Google Analytics lets you install code to each page to track how many people are visiting your website."

**What sort of changes could people make to their website?**

"Find ways to capture and keep the attention and interest of their website visitors."

“One of the biggest mistakes most websites make is making the brand the star of the website. The first thing visitors see is a corporate logo that takes up two thirds of the page. It might be animated with the message ‘Welcome to our website’ and there might be some text saying how long they’ve been in business. There might be a telephone number... but at that point, the visitor has no reason to stay on the page. The website hasn’t captured their interest.

“When somebody lands on your website you need to keep them on the page and hold their attention. Two of the best ways to do that is to add compelling attention grabbing headlines and pictures of people’s faces or some sort of relevant image (not the brand or logo).

“The speed at which the page loads is another critical factor. If the page takes quite a long time to load because there’s a very large image on the page then people will click away.

### **How do you get someone to visit your website in the first place?**

“To get more traffic – a flow of people visiting your site – one of the common things people talk about is search engine optimization which is where you get your page to the top of Google. So if I go to Google and type in ‘widget’ and I’m a widget business owner, I would think it would be great if my website comes to the top of the Google results page.

At the front end of your business you’re trying to attract brand new customers or clients and at the back end of your business, you’re selling existing customers or clients more products or services... the back end is where all the money is to be had.

One of the best ones is WordPress – it’s a superb piece of software. We say this is something called Content Management and you can get Content Management Systems so you can edit corporate websites but with blog software you can have the best of both worlds.

“One of the best things about blogging is that it can fuse the front end marketing – the acquisition of new customers and clients with ongoing dialogue with back end customers and clients.



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