



# How to create a website that will bring you an abundance of business



If the purpose of your website is to attract more customers to your business, there is a vital component you should demand from your website design company that nearly all of designers ignore. Design companies disregard this either because they're blind to its importance, don't have a clue how to fulfill it or both.

Most website design companies will tell you there are two areas of expertise they provide for the development of your website: programming and design. They will also make use of your key words to enhance your website's search engine placement. Some also offer search engine optimization (SEO) to help drive more traffic to your website and may have the know-how to set you up with pay-per-click programs. If you ask the average design company to help you write your copy, they may have someone with decent writing and language skills to assist you. ***What most website design companies neglect to offer, however, is an expert marketing strategist who will work with you to ensure your website will bring you an abundance of business.***

## What should your marketing strategy be for your website?

Most businesses confuse ***tactics*** with strategy. ***Tactics*** is the execution of your marketing plan. This includes such things as media selection, budgeting and relationship building. ***Strategy***, on the other hand, is ***what you say, how you say it and who you say it to***. An effective strategy is one which delivers the right message at the right time to the right people. It requires having something great to say and saying it well. Perhaps the most serious fault of nearly all website design companies and the vast majority of small businesses is they fail to understand that strategy is almost always senior in importance to tactics. Thus, they mistakenly focus most of their marketing effort on tactics and their websites, and other marketing efforts fall short of their potential.

## The goal of your website's marketing should be a lofty one that is only attainable by executing a great strategy

If you truly want to be successful in your business, the goal of your marketing should be *to cause potential prospects to believe they would be making a huge mistake to buy the type of product or service you offer from anyone but you*. Reaching for anything less will reduce your potential business volume and revenue.

We employ a process to website creation called **The Marketing Formula**. This seven-step method enables us to separate our clients' businesses from their competitors so they get the business and their competitors do not.

*Understanding what your marketing goal should be and having The Marketing Formula to achieve your goal separates Business Builders from virtually every other company involved with website design.*

## Applying The Marketing Formula to your website is the key to driving in an abundance of business

If you learn The Marketing Formula and apply all seven steps properly in developing the content of your website, you will separate what you offer from your competitors. The result—visitors will buy from you rather than from others.

### 1. Superiority

Many businesses believe buyers just want the lowest price. After all, the yellow pages, newspapers and even websites are loaded with

copy that focus on price. However, surveys show that what buyers really want, whether consumers or businesses, is VALUE.

Whether you want leads or sales from your website, attaining results is becoming more challenging every day. Nearly all of your competitors probably have a website and the economy, regardless whether your target is local, national or international, is currently in miserable shape. Since the boom of the Internet, people have become much smarter shoppers and respond less to empty promises and statements that fail to make products or services appear to be any better than their competitors'. Few individuals have the time or patience to pay attention to nonsensical promotion and most have lost nearly all of their confidence in the credibility of advertisers. Virtually all communications, including websites, continue to be littered with platitudes, generalities and fluff. It's as if a disease has infected nearly everyone who creates promotion and few in the ad industry seem to notice! No wonder why contemporary "marketing gurus" like Al Reis, Seth Goddin and Sergio Zyman have proclaimed that mass advertising no longer works. In reality, advertising can work, and so can your website. Marketing and advertising are just rarely being done right.

So, what should you do? You start by tackling the lack of buyer confidence by ensuring your business provides *a clearly superior product or service*. Superiority must be in terms of quality, customer service, convenience, consistency and/or price (price is usually the least important). The way in which you are superior must be perceived as being valuable to your potential buyers. For example, if your service is "friendlier" than your competitors' but your market is concerned more with the quality of your service, promoting only friendly service might keep your cash registers empty. Therefore, you must first know exactly what would make your business perceived as being superior in a way that is considered valuable. Chances are you think you know the answers but would be surprised by the results surveys of your target markets reveal.

Survey results might make you realize you must innovate what you offer because your product or service is not superior, or at least, not superior enough. Or, you may already possess potential dominance and are ready to launch a marketing campaign. If your business requires innovation, you need to know how to uncover the most effective ideas and implement them. The website design company you choose needs to understand this process and be able to assist you.

### ***How to innovate your business so you deserve the business and get it, too***

First, you must determine your potential customers' *emotional hot buttons* regarding quality, customer service, convenience and consistency. This will allow you to uncover what you could possibly do to separate your business from your competition. Next hold a brain-storming session. In this exercise, let your ideas flow freely without any constraints, including budgeting and personnel requirements. Come up with dozens of ideas until you've completely exhausted your imagination. Then determine which have the most potential and feasibility for success. Once you've selected a few ideas you wish to carry out, check to see if your competitors have already implemented them. If they have not, you now possess some innovations you can place into action that will drive in business.

Let's say you were a general dentist who catered to adults and wished to separate your practice from similar dental practices in your community. You decided to focus on customer service. The emotional hot buttons you uncovered were that people found dental visits boring and feared visits would be painful. You held a brainstorming session and decided, based on a financial/market analysis, it would be feasible to place a 60 inch HD TV in your reception area, 24 inch HD TVs in each examination room and give away free DVDs. You surveyed this concept on your patients and they overwhelmingly responded that they loved the

idea. This being the case, you researched movies you could purchase that could reduce stress and fear. Then, to determine whether your idea was unique, you contacted every family dentist in your community. As a result, you learned that although a few had HD TVs in their reception areas, none had individual TVs in their exam rooms. These findings motivated you to purchase the TVs and 122 popular DVD movies that might reduce stress.

Since all of the family dentists in your area say just about the same thing in their ads ("we provide painless dentistry"), you created a campaign that took painless dentistry one step further. Your headline read, "*The only dentist in town that provides PAINLESS DENTAL CARE while you watch a movie you'll love.*" Then your sub headline read, "*You'll choose the movie and get to keep it too.*" Next, a second sub headline read, "*We carefully chose 122 movies that will help relieve your boredom and take your attention off your treatment.*" Your copy then started by saying, "*We reviewed 3 clinical studies that determined what kind of movies lower people's stress levels. As a result, we chose the most popular comedies, family films and love stories.*" You also created a report and added a section of your ad that read, "*9 questions you should ask a dentist before you commit to an appointment.*" This gave those who weren't yet ready to make an appointment a chance to first receive valuable information. By making this offer, you provided a *confidence builder* that resulted in immediate patients. The ongoing campaign you subsequently launched continued to attract many more.

This ad separated your practice from your competition. It demonstrated that you truly care about your patients rather than just stating it in an unconvincing way like your competitors do in their ads. Now, imagine if you implemented six or eight other innovations that were attractive to potential patients and promoted them through your website and other local media! Can you see how this would enable you to dominate your market?

There are literally hundreds of actions any business can take to innovate itself. Hopefully, the



above example will stimulate your thinking.

## 2. Seize your target markets' attention

People fly from one website to another. Therefore, the first and most important task of your website, once visitors have arrived, is to capture the attention of your guests so they become interested enough to spend time on your site. You achieve this by prominently displaying a well-conceived headline at or near the top of your home page. Your headline must contain one or more of the biggest *emotional hot buttons* your potential customers have. Emotional hot buttons include the desires, importances, fears, frustrations, difficulties, pain and/or annoyances people possess in regards to selecting who to buy from and using that type of product or service. The choicest hot buttons are those that also serve as “keywords” or “key phrases”. (Keywords or key phrases may or may not be the same as an emotional hot button. For example “website design” is a key phrase for people searching for a company to create a website, however it is not an emotional hot button. “Making false promises” or “over priced” are examples of emotional hot buttons concerning choosing or working with a website design company).

There is much to know about writing headlines. Here is a quick checklist of some of the specifics to do and avoid:

- 1) Only use headlines that push emotional hot buttons.
- 2) Use emotion in your headline so it impacts and impinges. Capture attention with emotion. Once you have your visitors' attention, present a logical solution.
- 3) Generalities and platitudes fail to have impact and are rarely believed. Rather, use specifics like, “7 ways to avoid” or “The 90 second solution to...”
- 4) Stay away from puns or trying to be cute. Double meanings can create misunderstanding, are seldom hot buttons,

don't capture attention and fail to promise solutions to perceived problems.

- 5) A headline should be clear in its interpretation and be able to stand alone as a meaningful statement. It should paint a picture within the minds of your audience.
- 6) Headlines don't have to be short, as long as each word has a purpose. Never shorten a headline if it will sacrifice impact.
- 7) Like the home page headline, each page should have a headline that uses emotional hot buttons to grab the attention of visitors to that page.
- 8) If you use a photo or illustration at the top of a Web page, make sure your graphic clearly communicates what it is supposed to. Photos and illustrations can take viewers in endless directions. You want to ensure viewers travel the route that will enhance the headline, thus increase impact.

Here are a few samples of effective headlines:

**auto repair:** *How to ensure you'll avoid choosing an auto repair shop that will overcharge you and screw up your repairs*

**restaurant:** *4 valid reasons why you should try our restaurant if you love eating out*

**kitchen remodeler:** *Why our 34 most recent customers all eagerly invite you to see their kitchens*

**computer consultant:** *Whose fault is it when your computers crash?*

**financial planner:** *Within 6 months you'll be laughing at money worries if you follow our 12-step program*

**dentist:** *6 reasons why you dread going to the dentist and how we solved them all*

**family law:** *How to find a divorce attorney you can actually trust*

**jewelry store:** *3 closely guarded secrets about diamonds other jewelry stores will never dare tell you*

**food product:** *A challenge to women who would never consider serving tofu*

**golf equipment:** *Our golf balls increase driving distance so much they've been banned from the PGA*

Once you have your visitors' focused on your Web page through your headline, how do you keep them zeroed in? This leads us to the third step of The Marketing Formula.

### **#3. Promise you are about to provide your visitors valuable information**

You can make your promise to educate your visitors via the headline, but more often than not, you will accomplish this through one or more sub headers. The mistake most advertisers make is to state that their products are wonderful through an assortment of generalities and platitudes. This is not what potential buyers want to hear. Rather, people are searching for sound advice that will enable them to make informed decisions. Thus, they are in pursuit of facts, not meaningless fluff. Prospective buyers will remain interested if they believe they will learn valuable information if they continue to focus on what you have to say.

### **#4. Educate your prospects**

Provide visitors to your website with the information they need to know, what they should look for and what they need to look out for. Take their emotional hot buttons and present advice concerning each based on the perspective of an expert in your industry... you!

Consider the following scenario. You own an auto repair shop. One of your potential customers' emotional hot buttons is *getting the job done right at a fair price*. What should you do? Describe what training technicians need to have and the computer programs they should use. Present how to determine if a shop's technicians are trained

well enough to properly use the software. Explain how to make sure technicians are experienced with your vehicle model and year, and why this is essential. Discuss how to make sure the shop you choose installs quality components, what the major drawbacks are with refurbished parts and include the specific questions you should ask to ensure you won't get cheated. Be explicit and present facts. Remain unbiased and refrain from using generalities. *(You can be completely unbiased if your product or service is truly better than your competitors')*.

Never hesitate to thoroughly present your material even if it requires providing several pages of details. Just make sure you frequently break long text into sections using sub headers. Like headlines, sub headers need to push emotional hot buttons to seize your visitors' attention.

### **#5 Present your case**

You present your case by comparing what you provide versus the criteria you described in step four. Ask yourself, how well does what you offer size up to the specifics your target markets need to know in order to make a rational purchasing decision? Put forth your case against the key factors they should look for and look out for.

If you were presenting your case as the owner of an auto repair shop, here is what you might do concerning a couple of the issues raised in step four: Specifically describe the qualifications of your technicians, and reveal the brand and version of the software they use. Explain in detail how you ensure your technicians are qualified to use the software. *(If you truly provide superior service, the qualifications of your techs should be demanding. You ought to be using the latest version of the best software and might want to require your techs to complete comprehensive training and receive an A or better on an exam before you ever let your techs touch a car).*

## #6 Provide convincing evidence that supports your claims

Just like a trial attorney presents a case to a jury, you need to prove beyond a reasonable doubt that your product is clearly the best choice in terms of value based on the emotional hot buttons of your target market. As the marketer, you are the attorney and your prospects are the jury. If you present your arguments well, you get the business.

The kind of evidence you need to present varies depending on the type of product or service you offer and the audience you are targeting. Generally, the forms of evidence you can present include testimonials, endorsements, results of studies, certificates of achievement, awards, guarantees, demonstrations, product comparisons, charts, statistical comparisons, checklists, Better Business Bureau ratings and samples. Avoid generalities and stick to specifics.

One of the questions you might have is whether website copy should be kept short. The copy writers' objective is to present the case for the product or service. If it can be achieved in ten words, great. If it takes 1,000 words, that's fine, as long as each word has a purpose and value. If your headline and sub-headlines have been written well, many prospective buyers will read long copy so long as it contains important information that will aid in their decision making.

## #7 Reverse the risk

Usually, people who have just about decided to buy a product or receive services based on the content of a website need a little push to move forward. This *little push* requires you to make your offer seem as painless and risk free as possible. Offering a free sample, discounts on the first purchase, a free consultation and money back guarantees are the right avenue to establishing an initial buying relationship with your prospect. You can find some way to apply these with almost any product or service. Doing so will get the highest percentage of those who are ready to purchase your product or service to try it. Then, if you provide them with

a great product or service and have an effective, well-organized, follow-up program in place, you will capture the repeat or ongoing business you need.

What about the visitors who are not ready to buy? Chances are 90 percent of your guests are not immediately going purchase what you offer, so don't provide *everything* you know on your website. Rather, you want to convince your prospective customers that if they are not yet prepared to buy what you offer, they can receive additional valuable information from you on a continuous basis. This allows you to capture their contact information and keep what you offer in front of them through an ongoing campaign. Your plan, for example, could include a combination of a forums, blogs, direct mails, e-mails, webinars and teleconferences.

## The most important business letter you'll ever write: The Primary Letter

No letter you'll ever write will be more important to your business than your *Primary Letter*... but you may never send it. Usually about two or three pages long, you'll use its content to develop virtually all of your promotion... print ads, radio and television commercials, direct mail, brochures, reports, CDs, DVDs, and, of course, your website. Preparing an effective *Primary Letter* is dependent on your ability to correctly apply *The Marketing Formula*.

In your intro, you can state your headline in big, bold letters, as in the headline of an ad, or present it in paragraph form. Either way, be thorough. If there are four key hot buttons you need to push, include all of them in your initial paragraph. Here is an example of a *Primary Letter's* opening paragraph prepared for a CPA .

*Dear Business Owner / CEO,*

*If you need to find an accountant to do your*

*business taxes either because you don't have one or you are dissatisfied with the one you've been using, I would like to show you how to ensure you make the right choice. This means finding an accountant who will return your phone calls promptly, research your situation thoroughly, find every legal deduction you can claim, guarantee your taxes are filed on time and charge you a price that is less than you would expect to pay for great service.*

The headline used for this accountant's actual promotion may only include one or two hot buttons. What this paragraph actually achieves, however, is making it easy to create effective headlines. An adept copy writer can construct at least four from this paragraph. Thus, this paragraph could lead to four separate sections of your website all with unique copy. Here are some sample headlines that can be produced right from this paragraph:

***Imagine: An accountant who always returns your phone calls promptly***

***Count on it: Your accountant will never find every deduction you can claim***

***Are you absolutely sure your accountant will file your taxes on time?***

***How thoroughly will your accountant research your situation before preparing your taxes?***

## **How to make sure you're communicating the right message**

### ***The Laws of Communication***

There is a communication formula. Few marketing professionals are aware of this, although most of the better ones apply it by instinct or accident. It is a law as powerful, predictable and clear as Newton's Law of Gravity. In its simplest form, it is plainly this: *Communication is equal to understanding*. You cannot have one without the other. Ideal communication is defined as, *transferring an idea from the*

*originator to the receiver in such a way that the idea is perfectly duplicated by the receiver.* If the idea is exactly matched by the receiver, then there is complete understanding. Thus, you have perfect communication. If an idea is only partially duplicated, you've only achieved partial understanding. Therefore, you only have partial communication. Communication and understanding, however, are not absolutes. This means you cannot possibly achieve 100 percent perfect understanding and communication. Realistically then, *the goal of marketing communications is to achieve the closest you can possibly get to perfect understanding and communication.* The more in reach you are of the ideal, the better the results you'll achieve.

### ***Applying the Communications Laws of Communication to selling and your website***

To ensure you arrive at the goal of near perfection, you must dissect communication and understanding down to their basic components. These are **agreement** and **affinity**. **Agreement** is *what is real to an individual based on his viewpoint, experiences and values*. For example, if a guy is shopping for a car and his desire is economy, a salesperson is not going to achieve much success trying to sell him a high performance vehicle that gets 10 miles to the gallon. When the salesman tries to push this gas guzzler on him, the guy walks away. This brings us to the other key component, *affinity*.

**Affinity** is *the degree of liking, interest and / or desire, or degree of willingness to be close to someone or something*. It can also be defined as *emotion*. Notice in the car sales example, the prospect was in disagreement with the salesman and then walked away. In other words, as a result of being in disagreement, his level of affinity dropped. He began to dislike the salesperson and decided he no longer wanted to be near him. So, he moved away. If the salesperson had shown the prospect a hybrid that got 50 miles to the gallon, this individual would have been interested and



attentive. Here then is the most vitally important part of the law of communication. It's simply this: *The greater the level of agreement, the higher the level of affinity. Conversely, the lower the level of agreement, the lower the level of affinity. Thus, the greater the level of agreement and affinity, the higher the level of communication and understanding.* This is the single most important point of all marketing communications, including for your website. Why? Because all you have to do is ensure your visitors are in agreement with the text on your website and you will automatically raise their level of affinity (interest) and desire for what you offer. Thus, more visitors to your site will buy what you sell.

### ***How to make sure you've got it right***

So, how can you be sure your target market will be in agreement with your website's message? You need to know exactly how your target market thinks, be sure what their emotional hot buttons are and know you are delivering your message with an emotional attitude that will attract your audience. If you have any uncertainties about their viewpoint, you must conduct surveys. You need to comprehend ***The Marketing Formula*** though, in order to understand what questions to ask and how to use their responses.

Being that emotion and affinity are synonymous, if you use emotional hot buttons in your website's headlines and sub headers that relate to your visitors, you'll automatically create agreement with your message and capture your prospects' attention. The right emotional attitude can even enable businesses to remove emotional barriers that previously were thought impossible to overcome. Thus, by following the remaining steps of ***The Marketing Formula***, you'll have yourself a powerful marketing campaign.

## **Search engine optimization**

Search engine optimization (SEO) is *the process of improving the volume or quality of traffic to*

*your website, via unpaid or natural search results (organic).* In theory, the higher your web site appears in search results the more likely people will click your link for more information. Unlike paid or "sponsored" search engine marketing (SEM) results such as Google AdWords, search engine optimization (SEO) affects only organic search results.

### ***Why should you consider SEO?***

- SEO generates traffic
- SEO generates leads
- SEO increases sales
- SEO improves return on investment (ROI)
- SEO Improves company awareness
- SEO helps brand your company

According to a 2008 study, a full 92% of search engine users click a result within the first three pages of search results. With this being an upward trend since 2002, it's more important than ever to have your website search engine optimized. If done properly, search engine optimization can help drive visitors, who are actively searching for your products or services, to your web site.

### ***What your search engine optimization should include***

#### **Optimized Title Tags**

A title tag tells both users and search engines what the topic of a particular page is. If your document appears in a search results page, the contents of the title tag will usually appear in the first line of the results

#### **Optimized Descriptive Meta Tags**

A page's description Meta tag gives Google and other search engines a summary of what the page is about. Whereas a page's title may be a few words or a phrase, a page's description Meta tag might be a sentence or two, or a short paragraph. Description Meta tags is important because



Google, for instance, might use them as snippets (a brief abstract) for your pages.

*(Note that we say “might” because Google may choose to use a relevant section of your page’s visible text if it does a good job of matching up with a user’s query).*

### Optimized URL Structure

Creating descriptive categories and filenames for the documents on your website cannot only help you keep your site better organized, but it could also lead to better crawling of your documents by search engines.\* Also, it can create easier, “friendlier” URLs for those that want to link to your content. Visitors may be intimidated by extremely long and cryptic URLs that contain few recognizable words.

Some users might link to your page using the URL of that page as the anchor text (*the text that appears highlighted that can be clicked to open the target*). If your URL contains relevant words, this provides users and search engines with more information about the page than an ID or oddly named parameter would.

### Optimized Navigation & Site Hierarchy

The navigation of a website is important in helping visitors quickly find the content they want. It can also help search engines understand what content the webmaster thinks is important. For example, Google’s search results are provided at a page level, however Google also likes to have a sense of what role a page plays in the bigger picture of the site.

### Optimized Content Check

Creating compelling and useful content will likely influence your website more than any of the other factors discussed here. The is why following **The Marketing Formula** is so essential. Users know good content when they see it and will likely want to direct other users to it. This could be through blog posts, social media services, e-mail, forums, or other means. Organic, or *word-of-mouth buzz*,

is what helps build your site’s reputation with both users and search engines, and it rarely comes without quality content.

### Optimized Anchor Text

Anchor text is the clickable text that users will see as a result of a link. For instance, this text tells users and Google something about the page you’re linking to. Links on your page may be internal—pointing to other pages on your site—or external—leading to content on other sites. In either of these cases, the better your anchor text is, the easier it is for users to navigate and for Google to understand what the page you’re linking to is about.

### Optimized Heading Tags

Heading tags are used to present structure on the page to users. There are six sizes of heading tags. Since heading tags typically make text contained in them larger than normal text on the page, this is a visual cue to users that this text is important and could help them understand something about the type of content underneath the heading text. Multiple heading sizes used in order create a hierarchical structure for your content, makes it easier for users to navigate through your document.

### Optimized Images

Images may seem like a straightforward component of your site, but you can optimize your use of them. All images can have a distinct filename and “alt” attribute, both of which you should take advantage of. The “alt” attribute allows you to specify alternative text for the image if it cannot be displayed for some reason. Why use this attribute? If a user is viewing your site on a browser that doesn’t support images, or is using alternative technologies, such as a screen reader, the contents of the alt attribute provide information about the picture.

Another reason is that if you’re using an image as a link, the alt text for that image will be treated similarly to the anchor text of a text link.

However, we don't recommend using too many images for links in your site's navigation when text links could serve the same purpose. Lastly, optimizing your image filenames and alt text makes it easier for image search projects, like Google Image Search, to better understand your images.

### Optimized Robot.txt File

A "robots.txt" file tells search engines whether they can access and, therefore, crawl parts of your site. You may not want certain pages of your site crawled because they might not be useful to users if found in a search engine's search results.

*\* Crawling is the action of a computer program that browses the Web in a methodical, automated manner to identify hyperlinks and add them to the list of URLs to visit.*

## Explaining the right ways to promote your website

While most links to your site will steadily increase over time; as people realize your content through search or other internet marketing methods and link to it, Business Builders understands that you'd like to let others know about the hard work you've put into your content. Successfully promoting your content will lead to quicker discovery by those who are interested in the same subject. As with most points covered in this document, taking these recommendations to an extreme could actually harm the reputation of your site.

## Website Services of Business Builders

Business Builders and Zetta Technology Management, our Website partner, together provide a host of Web services including:

- Strategic planning
- Website design

- Creative writing
- Search engine optimization
- Content management systems
- Website maintenance
- Website promotion

Business Builders always employs **The Marketing Formula** and **The Laws of Communication** to develop website content and in promoting websites through online and traditional media.



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