

# Putting Your Website to Work

April 1, 2016

**2016 Southwest Veterans' Business  
Conference**

presented by

*Jan Zimmerman, Author*

*Web Marketing for Dummies*

*Social Media Marketing All-in-One for Dummies*

*Facebook Marketing All-in-One for Dummies*

Watermelon Mountain Web Marketing

**info@watermelonweb.com 505-344-4230**

# What You'll Learn Today

- 7 Steps to Web Success
- What Makes a Site Effective
- How to Get Traffic to Your Site

*“Build it and they will come” doesn’t work online!*

# 7 Steps to Web Success

1. Get online and observe
2. Define audience, goals, objectives
3. Plan your web project
4. Build or optimize your site
5. Develop social media presence
6. Promote your website
7. Monitor your results



# 1. Get Online & Observe



- See what other vendors, competitors, and customers are doing
- Review which sites you like/don't like
- Learn which sites generate sales
- Do online market research

# 2. Define Audience, Goals, & Objectives

**Avoid**  
**"clicky-loos"**

- Who is your audience
  - Age, income, where they live
- What other sites do they visit?
- What else do they buy?
- When do they go online?
- What are your goals:
  - Traffic?
  - Leads?
  - Sales?

# The Conversion Funnel



# 3. Plan Your Web Project

- Set measurable objectives tied to each goal for your site
- Integrate with other marketing
- Have a schedule & budget
- Think long-term: content, staff, updates, maintenance, social media



# Embrace the Worms



the business worms  
crawl out.....

When you turn  
over the Web  
rock....





# 4. Build/Optimize Your Site

## 4 Types


Business Card (also mini-site or landing page)

Informational or brochure site



- Lead generation
- Transaction/ecommerce

# Sample Business Card Site

WELCOME



UNIVERSITY  
OF LIFE  
// EST. 1945



**FALL OPEN HOUSE**  
// SEPT. 4, 2013

Be a part of the  
**UNIVERSITY OF LIFE.**  
Sign up for our next event

Name  Message

Email

Subject

[// VISIT OUR CAMPUS](#)

[f](#) [t](#) [v](#) [G+](#) [in](#)

# Sample Brochure Site

**HOME**

**NAEYC Candidate's Statement**


**ENDORSEMENTS**

**DAN'S EXPERIENCE**

**DAN'S BLOG**

**SW EDUCATION RESOURCES**

**CONTACT ME**



## Meet Dan Haggard

[Contact Me](#)

Dan is the Deputy Director responsible for programs within the Early Childhood Services Division of the New Mexico Children, Youth and Families Department in Santa Fe.


As an "advocrat" for the past twenty-five years, Dan has worked strategically to create and fund a comprehensive, high-quality, continuum of early childhood programs that are equitably available to each child - especially those most at risk. And, to establish public policy and financing strategies that provide professional development opportunities and equitable compensation for the early childhood workforce.

[Learn more about Dan](#)


**It is a great honor to be one of four candidates running for two positions on the NAEYC Governing Board. I welcome your support.**

**You can post an endorsement on my Facebook page... link below.**


**Endorsements**



**Dan's Experience**



**Dan's Blog**



# Sample Lead Gen Site



[WEDDING CEREMONIES](#) | [WEDDING RECEPTIONS](#) | [SPECIAL SPACES](#) | [VENDORS](#) | [GALLERY](#) | [REQUEST WEDDING INFO](#)

## Request Wedding Info

### Mail

The Lodge at Mountain Springs Lake Resort  
PO Box 297  
Mountain Springs Drive  
Reeders, PA 18352

### Weddings at The Lodge

9 am - 5 pm Eastern Time, Monday-Friday  
Toll free: 877.629.1120  
Telephone: 570.629.1120  
Fax: 570.616.8886

\* required field

\* First Name

\* Last Name

\* Who Am I?

Bride ▼

\* State

\* Zip Code



# Sample Transaction Site

ALWAYS FREE SHIPPING ON ORDERS \$100 & UP!

## The FAT FINCH<sup>®</sup> Boutique for Bird Lovers



### Titmouse with Maple Seed Glasses – Birthday Card by Vicki Sawyer



Artist Vicki Sawyer's titmouse wearing eyeglasses made from maple seed pods.

The greeting inside reads:  
*Happy Birthday!*

- 4¼" wide x 5½" tall
- Cello wrapped
- Cream colored envelope included

NCKP 13	\$3.95
<a href="#">Add to Cart</a>	<a href="#">Gift Wrap Please</a>
	<a href="#">View Cart</a>

[Pin it](#)   [Back to Notecards page](#) | [Back to Vicki Sawyer page](#)

HOME | NEW ARRIVALS | BIRD FEEDERS | BIRD HOUSES | BIRD FOOD | ACCESSORIES | HOME DECOR | KITCHEN DINING | BED & BATH | JEWELRY & CLOTHING  
BOOKS | HOURGLASS | CARDS | CANDLE | BOTTLES & CUP | WINE | BATH | TOYS & GIFTS | IN THE FIELD | LOWE | BIRDS | SEASONAL | ONLINE | GIFT | GOLDEN EGGS

# Calls to Action Move Visitors Through Site



- Request a Quote
- Register Now
- Like Us on Facebook
- Call Now
- Sign Up for Deals
- Add to Cart

# Make It Easy as Pie for Users

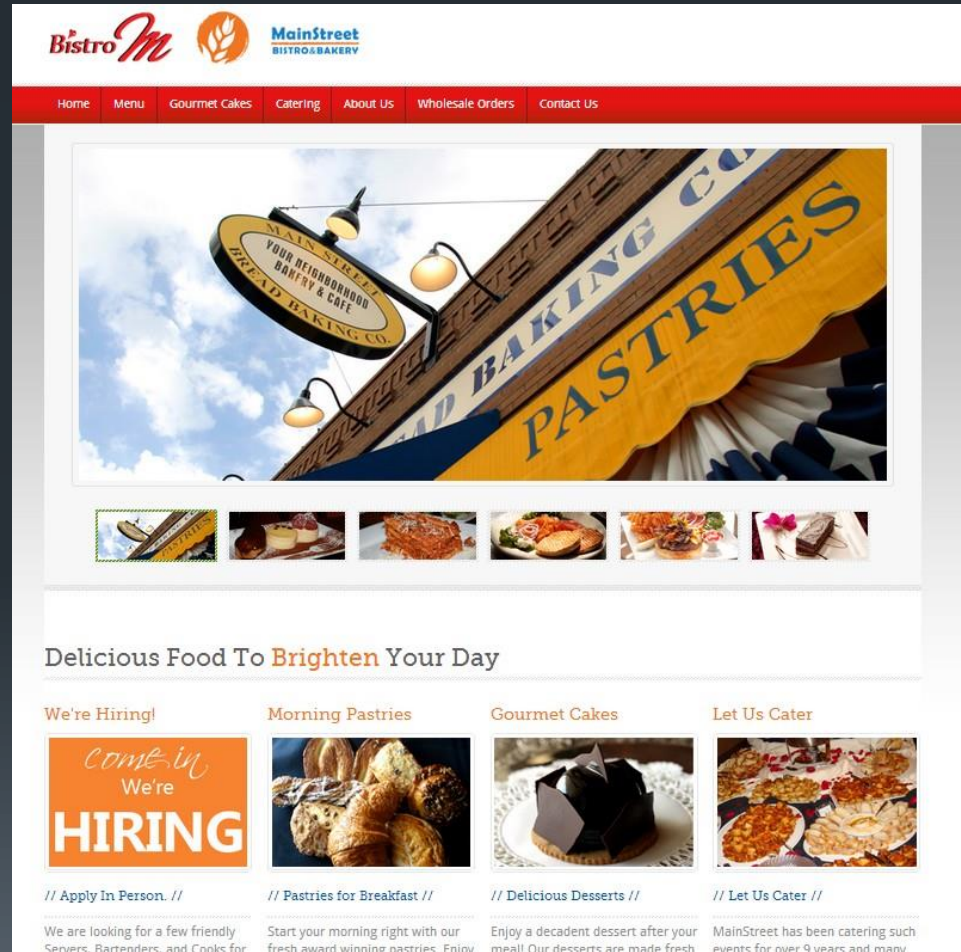
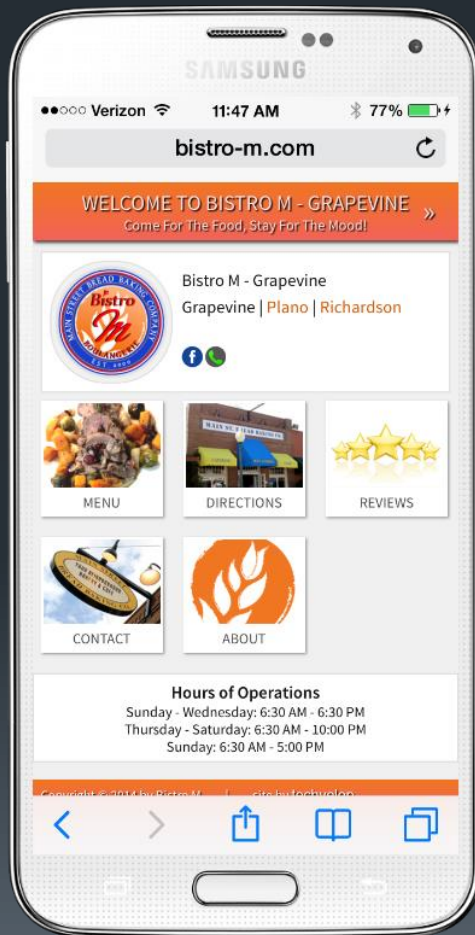


- Check all links, pages, forms
- Collect email addresses
- Easy to find you, call, email
- Easy to pay or reserve
- 2 clicks to final action
- Have your own domain name
- Mobile friendly required

# Mobile vs. Desktop

bistro-m.com

themainbakery.com





# Low Cost Ways To Start

- Google Sites: [startlogic.com/startlogic/gabo](http://startlogic.com/startlogic/gabo)
- Wix: [wix.com](http://wix.com)
- DudaMobile: [dudamobile.com](http://dudamobile.com)
- WordPress.com: [Wordpress.com](http://Wordpress.com)
- WordPress.org: more complex, custom sites
- Squarespace: [squarespace.com](http://squarespace.com)
- 1and1: [1and1.com](http://1and1.com)

# 5. Develop Social Media Presence

- Facebook
- Twitter
- LinkedIn
- Google+
- Meetup
- Pinterest
- YouTube

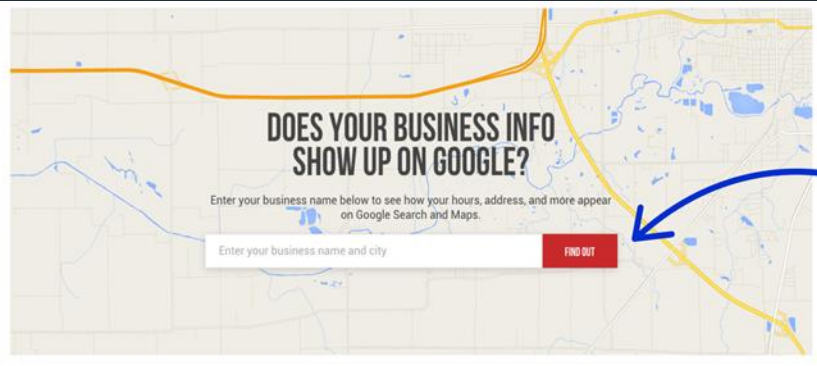


# 6. Promote Your Website



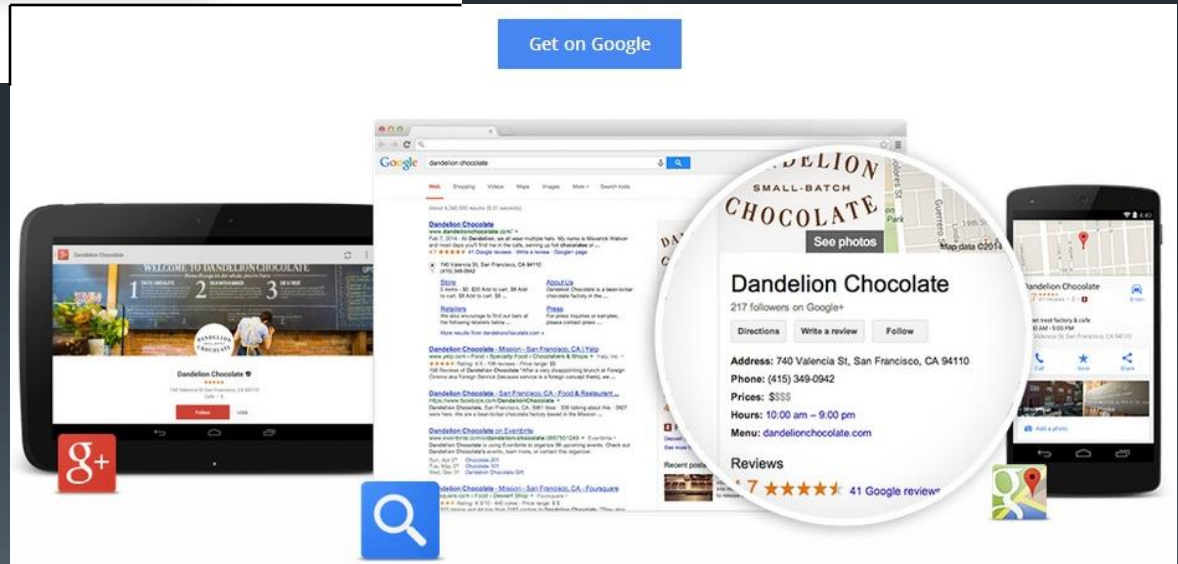
- GYBO.com
- Search Engines
- Inbound Links
- E-newsletters
- Online Press Releases
- Online Advertising
- Offline Promotion

# Get Your Business on Google – FREE! gybo.com or business.google.com



Click "Find out" to see if your business appears on Google Search and Maps.

[www.gybo.com/business](http://www.gybo.com/business)

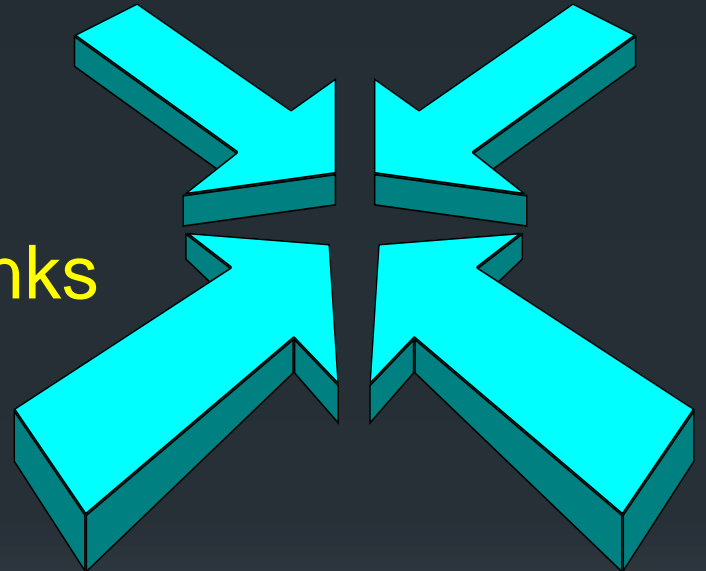


# Search Engine Optimization

- Different engines use different algorithms
- Select keywords people really use
- Optimize pages
- Only 2 search engine submissions needed:
  - [google.com/webmasters/tools/submit-url](http://google.com/webmasters/tools/submit-url)
  - [bing.com/toolbox/submit-site-url](http://bing.com/toolbox/submit-site-url)

# Inbound Links

- Giant “popularity” contest
- Find your audience online
- See where competitors get links
- In Google search box, type
  - [Link:www.NameOfSite.com](#)
- Use directories for local biz and business **segments**



# E-newsletters

- MailChimp.com
- ConstantContact.com
- MyEmma.com
- iContact.com



**Fly Los Alamos  
to Albuquerque**  
FlyLosAlamos.com

*"We are excited to bring Boutique Air service to the Los Alamos community."*

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**FLY LOS ALAMOS TAKES WING!**

Los Alamos County and Boutique Air are pleased to announce that flights between Los Alamos (LAM) and Albuquerque's Sunport (ABQ) are now available for booking.



Service begins Sunday, November 1. The new schedule offers convenient three daily round trip flights between the cities.

Flight reservations are available at [boutiqueair.com](http://boutiqueair.com) or by phone at 855-268-8478.

**[Book Your Reservations Today!](#)**

- One-way tickets start at \$49 based on occupancy
- \$66 expected average fare one-way
- Boutique ticket agents are providing customer service at both airports
- LANL and other federal employees can book through the Lab's Concur travel service.

# Online Press Releases

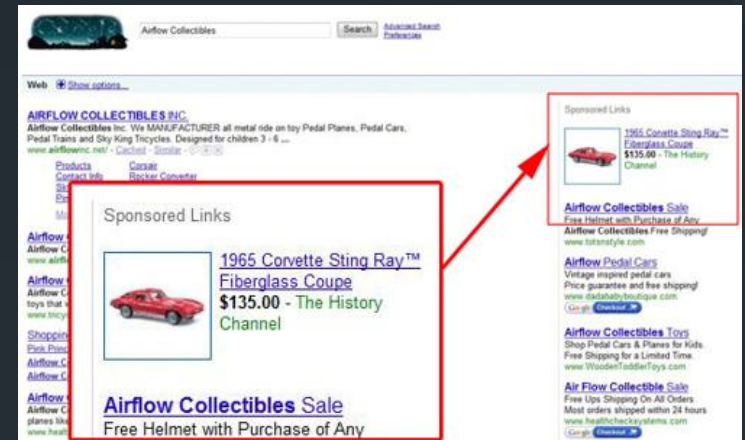
- 24-7 Press Release:  
[24-7pressrelease.com](http://24-7pressrelease.com)
- Free Press Release:  
[free-press-release.com](http://free-press-release.com)
- PR Log: [prlog.org](http://prlog.org)
- 1888 Press Release:  
[1888pressrelease.com](http://1888pressrelease.com)





# Online Advertising

- PPC (pay-per-click) 1-2% Click Through Rate (CTR)
- Banner CTR <0.5%
- Email CTR >5%
- PPC good for sales; banners good for branding or top-of-mind
- Use conversion/tracking codes to monitor success



# Offline Promotion

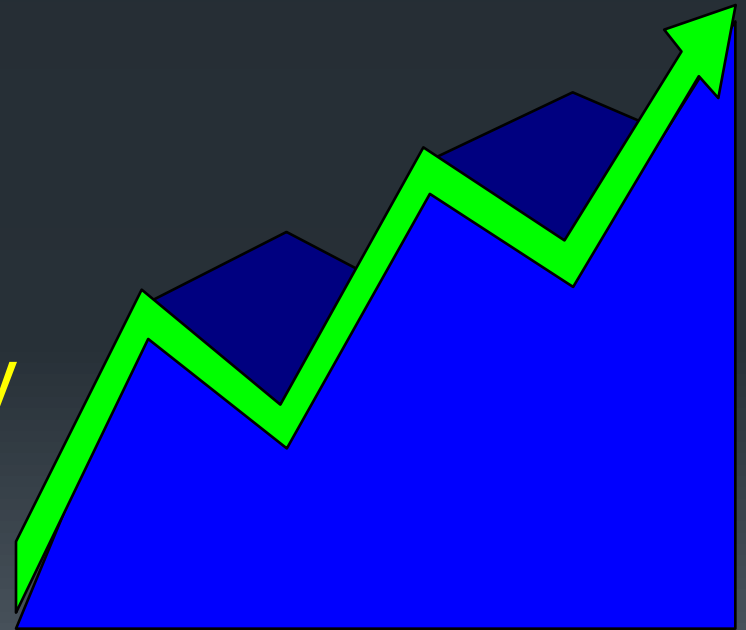


- Word-of-mouth
- Direct (print) mail
- Ads: Radio, TV, Print
- Packaging & Stationery
- Marketing Collateral
- Promotional Items
- Community Events

# 7. Monitor Your Results with Google Analytics

[google.com/analytics](https://google.com/analytics)

- Monitor traffic, appeal, and sales statistics
- Source of traffic, page views, goal conversions
- Use the results to modify your pages & Web promotion plan



# Your Site is Forever!



- Focus on customers
- Back office support may require changes or investment
- Web is on-going commitment
- Web is only part of your overall marketing program
- The line that counts is the bottom line!

# WIIFM



What's on this Web site for me?

Answer that for your target audience and your Web site will work magic for you --Guaranteed!

# Download the PowerPoint and Handouts

[watermelonweb.com/resources](http://watermelonweb.com/resources)

Watermelon Mountain Web Marketing

[info@watermelonweb.com](mailto:info@watermelonweb.com)

■ (505) 344-4230