



Your One Stop Source for Internet and Television Promotion

About the Free Report:

This Free Report is designed to provide you with information you can use to enhance your internet presence. The report will help you determine what kind of website you have or need, the proper layout for today's internet marketing, and what the best way for you to get your website seen based on your budget. There are no sales proposals provided in this report and we will not contact you unless you request **DSI Media** to provide assistance or information concerning your specific needs. If you have questions about any of the information provided or need assistance you may email us dsi@tampabay.rr.com or call 727.458.7683.

Three basic selling website styles:

There are three basic types of sales websites. Before you read this report you need to decide what style you need.

1. **Direct Sales:** This is a website where you actually take orders online or sell something directly to the visitors when they arrive. These websites typically have shopping carts for immediate sales.
2. **Educational or Informational + Sales:** This is a website designed to provide information or educate the potential customer in hope that they will choose your product or services after reviewing the information provided. This usually requires follow-up or a contact from the customer.
3. **(Point of Presence (POP):** These websites are designed to display that you have a business but is not necessarily used to directly promote your products or services. These businesses do not usually rely on the internet for marketing. The typical POP websites are usually used by "brick and mortar" businesses, major brand corporations, or those who may use alternate means of advertising (like print) to drive people to their website. If you fall into this category the following information may not relate to you. The following information is for the first two style websites with the intent of promoting for more new sales via the internet.

Proper website layout and design:

The most important step to marketing your products or services online is to have the **proper website design**. This is not the technical structure of your website this is about what your visitor sees when they arrive at your home page. There are many ways to get your website seen but if it isn't **designed to capture the interest** of the viewer, it doesn't matter how many people visit your website.

Choose the right web design company:

When choosing a **webmaster or web design company** make sure they have a **marketing or sales background**. This is **as important as the technical aspects** and **more important than the artistic abilities** that many web design companies provide. Many webmasters want to build a "piece of art". This is ok if you only use your website as a "point of presence" website or maybe if you are selling art. It doesn't matter how pretty or how fancy your website is if it doesn't bring you sales. Be sure to ask for samples of their work that are related to your type of sales (products or services). If you need assistance with this you may contact **DSI Media** for a free consultation with absolutely no requirement to use our services. Contact dsi@Tampabay.rr.com or call 727.458.7683.



Your One Stop Source for Internet and Television Promotion

Capturing the viewer's interest:

This is the most important aspect of any "selling website". According to statistics you have about 3-5 seconds when someone lands on your website to capture their interest. If this doesn't happen, they will keep searching. So, how do you do this? This is where **layout and design** becomes very important.

Layout and design:

Keep It Super Simple! When someone is looking for a product or service they usually don't want to be dazzled with flashy images, moving parts, or over the top art unless art is what you are selling. They just want an easy to navigate website that takes them where they need to go for what they are looking for. Your home page should be designed to make the visitor to want more information and stay on your website. The navigation links need to be easy to find and describe clearly where they take the visitor. **The less text you can have on the home page the better.** You can educate and inform on other pages of your website as needed. People don't want to read tons of information just to find what they are looking for. Have you ever heard of GOOGLE? Their home page has a banner, a few well placed links and a search field. If the K.I.S.S. principal works for them, it can work for you. This doesn't mean you can't have an attractive website. Just be sure it is easy to navigate and captures the viewer's interest.

Use Video: Let's face it! We live in an "MTV" world. People would rather view a video than read a bunch of text. Visitors who view product videos are **85% more likely to buy** than visitors who do not. (Internet Retailer, April 2010). What you say in a page of text can be accomplished in a 30 to 60 second video. **Using video on your home page is the best way to capture interest.** This also can help your search engine ranking which will be discussed later. Why does video work? It is what I call the "**what is in the box**" sales technique. If you have an unlabeled box (or a video) with no information other than a simple way for them to access the box or video, people will be curious as to "**what is in the box**" or "**what is on the video**". It is human nature to want to know more when you can't see it right in front of you. Once the visitor views the video the key is to make them want more information. You want the viewer to contact you, buy your product, or send them to another part of your website. This is called a "**call to action**".

Producing your home page video: If producing your own video you need to be sure the lighting is even, the sound quality is good, the background is easy on the eyes with no clutter or distractions, and most of all the content is **designed to create interest**. Your script is very important. You do NOT want the video to educate on the home page! Keep the video 30 to 60 seconds in length. Think of TV commercials. They can say a lot in a short 30 to 60 seconds and the **best commercials create a "call to action"**. If you are the person directly selling your service or products it is always a plus for you to be in the video. It creates a warm connection between you and the customer. If you don't like being on camera you can use graphics or hire someone that can be your on-camera person. You only have one chance to make a good first impression! If you have a professional business you need a professional looking video. In most areas of the U.S., you can have a well produced internet video for \$400-\$700. Be sure to ask for examples. **DSI Media** covers the entire U.S. with internet and broadcast quality video services. If you need affordable video services in your area we will be happy to provide a contact in your area. Contact dsi@Tampabay.rr.com if you would like this assistance.

Additional videos: Use additional videos on your website wherever you want to inform, sell, or create more interest. Testimonial videos are more believable than written because they are real people speaking. You can use a "flip" style video camera for these type videos and host them on YouTube.



Your One Stop Source for Internet and Television Promotion

Receive Quality Visits: When you have your website setup correctly you now need to find the best way to get people to visit your website. This can be a difficult task because of the competition for first page ranking on search engines. There are about 1,400,000 websites that want to be on the first page of Google for the search term “business marketing”. So, how do you get your website listed on the first 1-3 pages of a major search engine? At least three times a week I receive spam emails from Search Engine Optimization (SEO) companies telling me “They will put me on the first page of Google” for very little money. Some promise that if they can’t do it, I don’t have to pay. If you receive these emails, don’t even think about taking the bait. Number one, they can’t guarantee to do this, and number two, you always have to pay. An honest SEO company will charge you between \$900 and \$3,000 per month and will tell you they can’t promise you first page ranking all the time. These fees will also only cover a few search terms. They will, or should, make you aware that it may take 3 months to 6 months to receive a first page ranking on just some of the most popular search terms. If you have the money to spend this may be something you may want to try.

Why is SEO so difficult? Google and the others search engine companies are in business to make money. They also want everyone to have an equal opportunity to good page rankings. If they didn’t change the SEO methods or “algorithms” every three to six months only a few people would occupy the first two to three pages of the search engines. Every time they change the algorithms SEO companies are forced to figure out the next best way to adapt for their customers. This is why SEO companies charge so much and also why they can’t, or shouldn’t, promise to keep you on the first page.

Do It Yourself SEO: The following are a few things you can do yourself if you have more time than money. Note: Even with these suggestions, it will not guarantee you a first page placement.

1. Search engines like content: Write one or two articles every week about your area of expertise that relates to your business. These articles need to be non-sales oriented or they will be discounted by the search engines. Submit them to article submission websites. Here is a link to the top 50 as of April 2012: <http://www.avangate.com/company/resources/article/article-submission.htm>

2. Create a blog: Create a blog and use the same articles plus other information on your blog. Be sure to research how to write your articles so that search engines pick up the articles and relate them to your website. Do not create a blog if you do not intend on updating it on a regular basis. The best blogs are updated at least once a week or a minimum of once a month.

3. Search engines like link-backs. Link-backs are links to your website from other businesses that are related to your business. Search for these and ask to have your link placed on their website and offer to do the same for them. You will need to create another page on your website to place the reciprocal links. DO NOT use services that claim they will do this for you! These are usually “link farms” and Search engines have caught on to this. You could end up having your website “black-listed” if you use these services.

4. SEO your Videos: When you produce the video or videos for your website submit them to YouTube and other free video hosting websites. This is another proven SEO method. Not only does it help your search engine ranking, it will draw the searchers eyes to your video thumbnail on the search page. This will result in more visits to your website. Be sure to SEO the videos on the hosting websites with the correct keywords and phrases so the search engines rank the videos for search.



Your One Stop Source for Internet and Television Promotion

5. There are also many “tricks” that some say work for them. One of the most recent is to search and purchase low cost domain names in “strings” or “phrases” that describe your business. If you had a beauty salon you might purchase domains something like *www.hair-deals-in-yourtown.com*. When someone is looking for a “hair deal in their town” your website may be at the top because of the name. Note: This is an SEO “trick” and Google will probably find a way to discount these at some point.

6. **Website Structure:** This report is not covering all the important structure aspects that can help ranking but a few are: Use descriptive “Alt tags”, limit “flash”, use descriptive keywords and phrases, limit to no more than 20 keywords, descriptive title in your code, title your pages with descriptions that match the content, “validate” your website, and more.

7. **Google Places:** If you have a physical business location or address take advantage of “Google Places”. Ask your customers to provide positive “feedback”. Here is a link with more information: <http://support.google.com/places/bin/answer.py?hl=en&answer=143059>

These are just some of the things you can do to enhance the possibility of increasing your SEO. There are many other things that can and must be done structurally in order to properly SEO your website based on the current algorithms. These are very technical and most people would not understand so we will not cover these aspects in this report.

Pay Per Click (PPC) The SEO Alternative: As I stated, search engine companies are in business to make money. They know that most small to medium sized companies do not have the time, money, or expertise to properly SEO their website. This is why they created Pay Per Click (PPC) advertising. This is a bidding system that allows you to bid on search terms to be ranked on the first pages of the search engine. I personally feel that Google still has the best PPC program as far as return on investment. That being said, Google is the last place I would go to have your PPC advertising set up. Remember, they are in the business of getting you clicks, not business. They will get you as many clicks as you want, not necessarily the clicks you need. Google Adwords PPC has become an art and a science. Google continually changes the methods used and you need to stay on top if these to properly run an ad campaign. There are also companies that offer “free” PPC management. Do you really think it is free? These companies have you pay them for the clicks (visits to your website) and mark up the clicks 2 to 4 times. If you normally would be paying Google \$500.00 per month you may be paying these companies \$1,500.00. Stay away from these companies! If you decide to try this on your own for the first time, you should plan on spending about 8-12 hours learning the best ways to set up your account, keywords, and campaign(s). Do not rely on GOOGLE for this information! Do research online from those who are in the business or have been personally successful with PPC. You will need to monitor and make changes as needed on a daily basis for at least a month. After the first month or two, check your campaign(s) at least 2-3 times a week for required adjustments. If you don't it could cost you!

If you don't have the time to do the research, stay on top of the changes, and monitor and maintain your campaign(s), you can hire a company to do this for you. Most companies charge a fee between \$900 and \$1,200 to set up your first ad campaign plus \$400-\$500 per month. Compare companies to see what they offer based on your budget. **DSI Media** is about half the price of most other PPC management companies and we would be happy to provide you with a quote if you wish. Contact us at dsi@tampabay.rr.com or call 727.458.7683.



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Summary: The internet has become very complex. Just because you have a website, doesn't mean more business. There are many things you can do yourself if you have the time, energy, and will to do so. One thing for sure is that the internet is constantly changing and you will need to change with it to compete for best advertising positions. We hope the information provided helps you make the decisions you need to promote your business the best it can be. If you have any questions, or need assistance contact DSI Media dsi@tampabay.rr.com or call 727.458.7683.

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