



MONARQ
MEDIA

5 Crucial Mistakes Most Website Owners Make, How to Avoid Them, and How to Properly Use the Internet to Generate Extraordinary Sales & Marketing Results

Hi there,

I'm Andrew Birgiolas, team lead at Monarq Media. I wrote this guide to give you a first-hand look at our approach and shed some light on the common pitfalls most website owners encounter. Our hope is that this will make it easier for you to find a web marketing firm that is a good fit for your business and that you'll consider working with us on your next project.

Why Most Websites Fail

A website has quickly become the most important piece of the marketing equation for any small business that wants to be successful today. That is a fact.

The problem is that most small business owners don't realize how much of an impact a good website can have. Most small business websites look like outdated ads from the yellow pages. They don't generate results, and provide **ZERO** value for the business. These websites are a total waste of time and money. So how did we get here?

The Wrong Way to Shop for a Website

When looking for a website, most business owners make their decisions based on price, number of pages, or number of features. Not a good idea!

The key, instead, is to look at which offer is going to provide the best **RETURN ON INVESTMENT** for your business. Which website is going to pay for itself? Which is going to drive the most traffic, generate the most leads, sales, inquiries, bookings, etc.? Done right, a small business website could be your most profitable investment ever.

How to Assess Website Value

If you're dealing with a good web developer, it should be instantly clear that the website is going to pull its weight. The key to success is to educate yourself on **THE VALUE A WEBSITE CAN PROVIDE YOUR BUSINESS**, and learn how you can take advantage of the massive opportunity that's waiting for you online.

Get it Right and Prosper

Building a successful website is a very delicate and tricky task. There are hundreds of little pieces that must come together perfectly, but once you get it right, it will revolutionize the way you do business.

A website is unique in its ability to give the absolute most **PERFECT SALES PITCH** to your prospects every single time... All that's left for you to do is complete the sale! Imagine a website that generates leads... not just leads, but well qualified leads who live nearby and are looking to buy what you're selling.

The Opportunities are Endless

STIMULATE REPEAT BUSINESS by automatically emailing your customers to keep your business "top of mind". Generate inquiries, requests for information, appointments, bookings, consultations, you name it!

INCREASE THE PRESENCE of your organization and **ESTABLISH YOUR BRAND**. Get your website to **SHOW UP ON THE SEARCH ENGINES** and target only the most profitable prospects. **SAVE TIME** in the office by providing customer service, directions, and answers to frequently asked questions on your website. **ESTABLISH YOUR CREDIBILITY AND EXPERTISE**. Show off your products and experience. The opportunities change with each small business, but the list goes on and on...

Since most small business websites have it all wrong it is even easier for you to beat out your competition, get the most website traffic, and succeed online!

Why We Wrote This Guide

Because there are so many unqualified “web experts” running around, it's a challenge to cut through the noise. We hope this report will help you make an informed decision for your next web project and that by reading the facts we present here, you'll start to see the impact a good website could have on your business. We hope you'll be captivated to fix your current website (if you have one), or contact us to help you get your new website up and running the **RIGHT** way, the first time.

To your online success!

A handwritten signature in dark ink that reads "Andrew Birgiolas". The signature is written in a cursive, flowing style.

Andrew Birgiolas,
Team Lead

Mistake #1: Too Much Design... Not Enough Conversion

How many web designers stress “conversion” as their primary objective when creating a website? Next-to-none! That's because web designers focus on just that, “design”, without respecting the real business objectives that should exist behind every website.

CONVERSION RATE is the measure of how many visitors to your website are converted into potential customers/clients. This is measured by how many website visitors contact you, order your products, request more information, etc.

A good website developer will plan a website for **MAXIMUM CONVERSION**, making it as easy as possible for prospects to do business with you.

Proven methods to increase conversion include:

- built-in contact forms so prospects can place orders and instantly email you with inquiries
- clear calls to action
- value propositions
- solution-oriented offers
- assurances and privacy
- utilization of knowledge about eye-scanning & sweet spots
- strategic layout design that balances user needs with business objectives, and
- persuasive website content (the "text" content of your website).

A conversion oriented website balances design & aesthetic requirements with user needs and business objectives.

Mistake #2: Making a Bad First Impression with Amateur Writing

The single most important difference between a website that converts new customers and a website that fails is the **PROPER USE OF CONTENT** (the text of your website). Most small business websites write way too much about themselves, and fail to focus attention on the prospect and his/her motivations. The secret is to **WRITE FOR THE READER**.

As a general rule to ensure your website engages your audience, the words "you/your" should show up on average twice as many times as the words "we/our". See for yourself!

Examples of Good vs. Bad Copywriting:

BAD: At Glendale Park Dental, all of **our** equipment is state of the art, and **our** dentists specialize in long-term care. **Our** office is located in Oakville, and **we** offer personalized dental care to patients of all ages! Contact **us** today!

GOOD: Thinking about **your** smile? At Bloor West Dental, **you'll** receive individualized long-term dental care, and **you** can rest assured that **your** smile will be healthy for life. If you live in Toronto near Bloor West and **you're** looking for affordable dental care, contact Bloor West Dental today!

WEBSITE COPYWRITING IS TOTALLY DIFFERENT than brochure writing or any other type of writing you may be used to! A good web developer will plan your content with proper use of headlines, subheadings, paragraph lengths, information architecture, knowledge about how visitors "skim and scan", and more.

As a small business, you need to communicate your offer as professionally and persuasively as possible. It's important to include a professional content writer in the development of your website. Make sure it's someone who can craft persuasive content that facilitates the decision-making process for your customers and who knows how to inspire visitors to take action!

If you're going to skimp on something, do NOT skimp on the content!

Mistake #3: Having a Great Site that Your Prospects Can't Find

90% of all internet traffic is generated by Internet Search Engines.

(source: Yahoo Search marketing)

Despite the fact above, most small business websites are NOT optimized for search engine visibility. Does your website fail to show up on Google or Yahoo when a prospect searches for your products/services?

There's no point having a website if no one can find it!

SEARCH ENGINE OPTIMIZATION (or SEO) is the process of improving the volume and quality of traffic to your website from search engines by getting your website a high ranking in the "Search Results".

The Top 10 search results receive 78% more traffic than those in positions 11-30.

(source: Yahoo Search marketing)

Effective search engine optimization involves:

- individual key-phrase research and analysis for each page of your website
- discovery of geographic qualifiers (to help you connect with local prospects)
- increasing the number of inbound links to your website
- submission of sitemaps to search engines
- registration of keyword-filled domains
- and a wealth of other strategic web page adjustments

Proper SEO is an absolute necessity if you want to connect with the hundreds of prospects who are searching for you online.

Mistake #4: Use of Flash Intro Pages

Flash animation is a great way to capture visitor attention and add distinction to your website, but **MOST PEOPLE USE FLASH IMPROPERLY** in a way that repels visitors. Countless small business websites utilize the “FLASH INTRO” – a mini introductory Flash movie that users must sit through before they have access to the rest of the website.

“Although multimedia has its role on the Web, current Flash technology tends to discourage usability for three reasons: it makes bad design more likely, it breaks with the Web’s fundamental free-interaction style, and it consumes resources that would be better spent enhancing a site’s core value.”

- Jacob Nielsen, useit.com, “The King of Usability”

Visitors often come to your website with a certain goal in mind, and a Flash intro that makes them wait will only deter or delay them from ultimately choosing to do business with you. **ADDING A “SKIP INTRO” BUTTON DOESN’T HELP**, and on top of that, search crawlers can't read flash content so your website will be invisible to search engines! That's awful!

Done right, a Flash animation can do a spectacular job educating your viewer on why he/she should choose to do business with you. To ensure usability and search engine visibility, Flash should be incorporated into the overall design of your website, such as in a header banner at the top of your home page.

When used properly, Flash animation is a very powerful way to capture attention and visually demonstrate your products or services.

Mistake #5: Ineffective Home Page

Before planning or designing a home page for your website, you should take a minute to think about what kind of visitors you expect to attract. By anticipating your target audience, you can ensure your home page will contain the type of information that will interest and engage your prospects best.

Following is a list of the 3 most important things a home page must do:

1. LET YOUR VISITORS KNOW THEY ARE IN THE RIGHT PLACE

Your home page is your first impression. For most visitors, this will be the first time they've been acquainted with your business. That's a lot of pressure for just one page. Your home page should answer "Who are you, and what do you do?" about your business.

2. COMMUNICATE YOUR UNIQUE VALUE PROPOSITION

Answer the questions: "How are you different than your competitors, and why should I do business with you?" To further add value, your home page should build credibility with things like testimonials and awards, demonstrate your expertise with examples of your work, display your contact information, and should show fresh content regularly.

3. ENGAGE VISITORS AND GET THEM MOVING DEEPER INTO THE SITE

Answer the questions: "Where is the information I am looking for, and why should I click?" Every user has different needs, and has come to the site for his/her own reason. In providing a relevant link for each type of visitor, you don't have to worry about prospects navigating away from your home page. Anticipating the types of questions they are going to ask about your offers, and communicating the answers effectively, facilitates momentum. This momentum causes visitors to "click" – to enter deeper into your site, and learn more about you.

Give visitors a reason to stay! Capture attention immediately with a dynamic and engaging home page.

Recommended Next Steps

I hope you found this guide interesting and actionable. Now that you've learned a bit about the differences between good and bad websites, I recommend you get out there and see what kinds of opportunities exist for your business online.

TAKE A LOOK AT YOUR COMPETITORS' WEBSITES and build on the tools and strategies that seem to be working for them. Look at websites from business owners in unrelated categories and see if there are any ideas you can borrow for your site.

We love to work with entrepreneurs and small business owners to help them build websites that generate an extraordinary ROI. If you want to chat, ask questions, or hear our ideas for your website, please don't hesitate to contact us!

Andrew Birgiolas, Team Lead

call me directly at (647) 236-3342

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WEBSITE PROPOSAL OFFER

Shopping for a Website?

Discover how to reach more customers on the internet and how to generate a steady stream of new business and marketing results with an all-inclusive website proposal.

If you're interested in having a website created and you want to know the secret to success online, congratulations! You'll be surprised and delighted to see all the different ways that a good website can benefit your business.

The Process

An initial consultation (by email, phone, or in-person) will help us get to know you and your business objectives. We'll determine what you hope to achieve with your new website and how you want it to look and feel. This information, combined with market research and an analysis of your competition, will enable us to make specific recommendations for your situation.

Your Proposal Will Include:

- A concise list of website objectives and suggestions for measurement and tracking your results.
- Specific recommendations for promotion and persuasion strategies that will deliver the biggest bang for your buck.
- A detailed breakdown of the web design process, a suggested timeline, and pricing options.
- A suggested site map of the web pages that should be included in your new website.
- Plus any other details that pertain specifically to your business needs.

Why We're Making this Offer

We're offering free website proposals because they give us an opportunity to show you how our solutions can meet your needs. In exchange, you get access to expert suggestions and advice. So, if you're seriously considering a professionally developed website, please don't hesitate to contact us today!

Andrew Birgiolas, Team Lead

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Thank You For Your Time!

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