

Web marketing 101

By Zac Nelles

Have a tightly focused website.

Have you ever heard the saying 'you can't be all things to all people?' Your website is the same. Good websites almost without fail only ever try to achieve one goal and they do that very well. Understand this and you can't go wrong. Forget it and I guarantee your website will be flimsy, interesting to no one and not hold on to its visitors.

Have a plan to get traffic

You need to get people to visit your website but not just anyone. You want people who are interested in what you are selling. Odds are they congregate somewhere on the internet. Be it around particular forums, websites, on search engines looking for what it is you are selling. I'd also hazard a guess that you can probably use offline media to bring them online too. They could be at trade shows, reading special interest magazines so never forget offline opportunities.

Most of the time the search engine is the first port of call for your prospects. This means quite simply, you need a presence there. This boils down to 2 tactics. Search Engine Optimisation (SEO) and Pay Per Click (PPC) advertising. Both have pros both have cons. Ultimately you will need to do both.

My preference is to focus on PPC first. Okay, you say, that will cost more. SEO is free right. SEO is costly in terms of

time. It can take up to 6-12 months to get to the top of the search engines organic listing for a given keyword. Especially for competitive keywords and nothing is guaranteed. 6-12 months is a large cost in time, when you contrast that with immediately. 30 minutes and I can open a PPC account and be advertising all over the world to people who at this very second are looking for products and services that I provide.

With PPC it is easy to adjust your bids and keywords to reflect performance. Non-performing keywords can be deleted or their bid prices adjusted to match their value, new ad copy tested.

With SEO if you spend 6-12 months getting to the top, you might then find out it is a non-performing keyword. Well congratulations on climbing the wrong mountain. Now you can toboggan down and start climbing a new mountain. See you in 6 to 12 months on a new keyword. PPC you could sort this out easily in a few weeks to a few months in most cases (sometimes less)

PPC done poorly can be costly. Google is as stringent with its paid listings as it is with its search listings. Perhaps more so. So do your homework before you start or talk to an expert.

Use email

This is incredibly important if you sell anything over \$30 that is not an impulse buy. Look at it from your clients prospective:

“I don’t know who you are”

“I have never heard of your company”

“I have no clue about your products, your track record, or your other customers”

“And you want me to fork over my hard earned?”

Get real, you need to form a relationship with your prospects first. They need to know you, like you, trust you before they ever give you a red cent. The work-horse for doing this is email. Right now you can send them emails for practically nothing and start to build a relationship.

With regular email contact they will start to know you, like you and trust you especially if you provide them with useful, valuable content. After that has been achieved they will spend money with you. Abuse the privilege of being allowed to email and you’ll end up unsubscribed or blacklisted for spamming so fast...

Bottom-line don’t abuse people’s trust and email will be an essential part of your successful web business.

Have good copy

You’d think this would go without saying but it doesn’t. The internet is inundated with appalling copy, that insults people’s intelligence is sneaky, manipulative or just plain unpersuasive. Test after test after test confirms that the quality of the copy is the single biggest determinant of the success of a website.

It’s what keeps them there. If it is written words an audio recording or a video clip, it had better be absolutely fascinating to your prospect or else they are outta there in about the time it takes to click a mouse. Then they are gone and you have no way of contacting them again.

The quality of your copy is especially important when you need your visitors to take action. When you want them to:

- Subscribe
- Opt in
- Purchase

Your copy will be what makes them want to, rationalise their decision and prove to them that it is safe to do so. See how important it is, the steps that make your business grow and your profits soar are controlled by the quality of your copy. It’s important to get it right so that your business is as profitable as it can be.

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