

# **A Website Is Not Enough: How To Use The Full Power Of The Internet To Grow Your Small Business Profits**



## **Welcome!**



Hello and welcome to **A Website Is Not Enough**. My name is Richard Adams and I'm pleased to be able to bring you this free report today. As a full time web designer and internet marketer I'm going to teach you some of the proven techniques and skills involved with successfully advertising your small business on the internet.

If you're keen to increase the profits of your small business in a cost effective manner then it's perfectly natural for you to consider marketing yourself on the internet. After all, we're all aware that a website makes it far more likely that new customers will find you. Indeed, for many of us, the first thing we do when launching a new business is to set up a website.

More and more people are using the internet every day rather than old-fashioned resources like the Yellow Pages or local newspaper to find the businesses they want to buy from. So no matter what business you're in – whether you're a plumber or a hairdresser, a vet or an accountant – the internet can certainly help you to achieve the levels of business you are seeking.

However what many people do not realize is that having a website is only one part of the larger online marketing puzzle. And it's a puzzle that is only getting more complicated each day as more and more small business owners wake up to the possibilities that the internet affords them, leading to growing competition online.

We can think of a website as a poster or noticeboard that advertises your business. But if nobody is seeing your poster, or the poster isn't giving the right messages, then you will be hampering the results that you generate from your website. This is why I say that a website is not enough.

It's an unfortunate fact that many small business owners over the years have been led to believe that all they need is a website and they will be flooded with customers. This is sadly not the whole truth.

The fact of the matter is that growing your business by attracting new customers over the internet is really a combination of three separate factors, of which your website is only one. The small business owners who are getting the greatest results from marketing their business on the internet are those that are implementing all three of these core aspects, and are finding that they have a synergistic effect on their bottom line.

Now you understand the basic premise of this report, I'd like to take you “behind the scenes” and explain a little more about the three core elements for marketing your business successfully on the internet. In doing so, I hope to give you a better idea of where you should be focusing your time for maximum benefit if you are serious about growing your business.

## **The Three Core Elements For Advertising Your Small Business On The Internet**

We just mentioned that successfully marketing your business online is really based on three core principles, each of which builds on the others. So let's take a closer look at each of them and provide you with some pointers to help you grow your business online.

### **Element 1 - Your Website**

We all know the potential benefits of having your own website. We are aware that owning a website gives us the potential to attract visitors around the clock – even while we're sleeping – and that a website can act as a low-paid member of staff gently selling our products or services to potential new customers.

Less well-known are the specific elements that you should have present on your website if you are to derive the very best results possible from it.

Typically in the past (and sadly to this day) small business owners and expensive web designers would work together to produce a beautiful work of art at great expense to the business owner. To many people, so long as the finished project has the “wow” factor then the web designer has done a great job and deserves to be suitably paid for their efforts.

What you may not know though is that many of these “wow factor websites” are actually hurting your business in a wide number of ways. They frequently make it difficult to actually attract visitors, to get listed in the major search engines and to convert visitors into buyers (more on that subject a little later on).

For example, were you aware that there is a new technology now (known as an “XML sitemap”) which virtually guarantees that you get listed in Google within 48-72 hours of launching a new website?

Just a few years ago it would take 3+ months to get listed in Google and obviously the sooner you can get listed, the sooner your website can start to attract potential new customers. This is just one example of where the latest technology can be applied to achieve superior results. In many cases, a web designer who understands the latest trends and technologies like this will actually produce a site that while more basic-looking, will often produce a far better result for your bottom line.

As a basic checklist, based on our decade of experience in building websites, here is a list of features that any serious small business website these days should possess if you want the maximum results possible from your investment:

#### **Bespoke Website Address**

Not only does having your own website address make you appear more professional, but it also has a number of other benefits. For example, having a memorable website address makes it easier for your potential customers to remember who you are and how to contact you. Many online advertising resources now require that you have your own website address or they simply won't do business with you. Indeed, having the right website address will actually help you to appear more prominently in the search engines, thus driving significant numbers of potential new customers to your door.

## Bespoke Email Address

For similar reasons to above, having one or more professional email addresses also help to set you apart in your customers eyes as a company that can be trusted. Ask yourself this - which of these two email addresses looks more professional to you:

[hunnybunny1985@hotmail.com](mailto:hunnybunny1985@hotmail.com)  
[bookings@localhotel.com](mailto:bookings@localhotel.com)

I'm sure you'd agree that the second option provides a far better impression to potential customers.

## XML Sitemap

This is the technology that we mentioned just a little while ago that will get your website listed in the search engines quickly to give you the greatest chance of attracting visitors to your new site.

Even better, with this technology in place, whenever changes are made to your website (for example if you change your prices or opening hours) these changes will also update in the search engines just as quickly – thus ensuring that old information isn't floating around the web long after you make the change on your own website.

## Contact Form

Whilst every business needs a bespoke email address for presentation purposes, having a contact form is equally important. By having a contact form, like the one shown in the image below, it enables potential customers to contact you directly from your website rather than having to open up their email software, paste in your email address and then send their email to you.

As you are no doubt aware, the easier you make it for people to do business with you, the more actually will. A contact form therefore makes it easy for potential customers to get in contact with you which some wouldn't otherwise bother to do if you made life too difficult for them.

Your Name:

Your Email:

Challenge:            2 + 3 =

Answer:

Your Website:

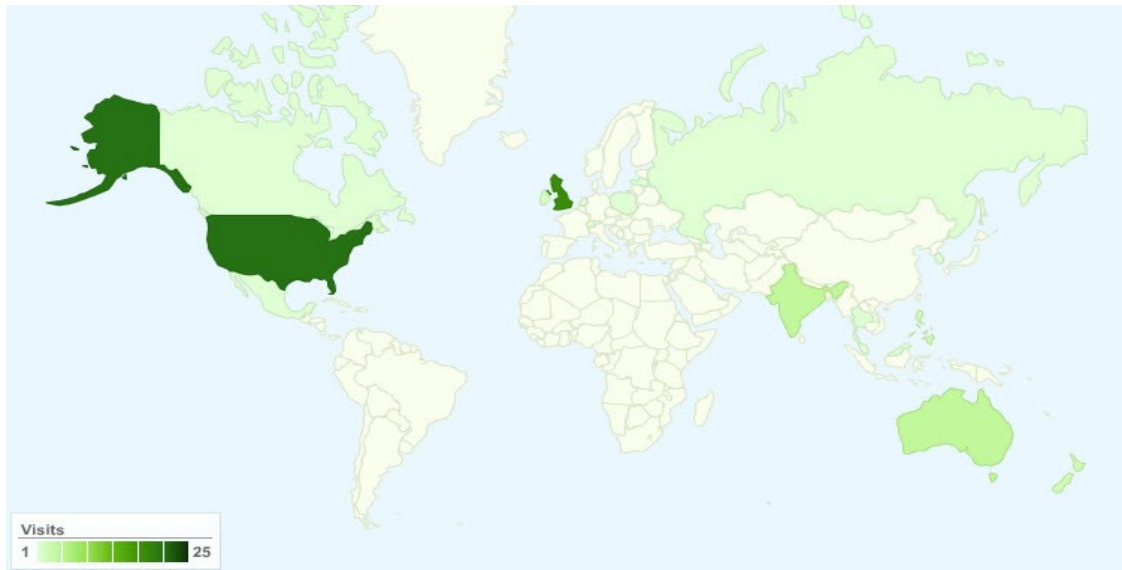
Subject:

Your Message:

## Website Statistics

Do you know how many visitors you're getting? Do you know where they're coming from? Do you know if the numbers are going up or down? With the right website you will be able to see all this and more which enables you to not only see for your own eyes the effects that your online advertising is having, but also allows you to tailor your website and, to a degree, your business based on feedback from real people.

Want to see what I mean? Here's an image of one of our statistics areas for a product that we are selling online and send worldwide. The map shows where our visitors are coming from over the last few days – the darker the colour, the more visitors arriving from that country.



So in this case we can see that most visitors are actually arriving from the USA so to maximize sales we have made sure that we take orders in US Dollars and that we have “Americanized” our spellings wherever possible..

These statistics areas tell you a whole lot more too, such as where your visitors are coming from and – in my opinion most useful of all – exactly what people are looking for. That's right - you can find out what services and products people were actually looking for when they arrived at your website. So you can take the most popular options and ensure that these are clearly represented on your site to maximize your results.

If you have an existing website, ask yourself if it has all of these various technologies and features in place. If not, why not? And if you have yet to begin your company website, use this as a checklist to ensure you are getting the very best results possible from your efforts.

## Element 2 - Your Conversions

The second element for successfully marketing your business online is to have a system for turning visitors to your website from browsers into buyers. This is more challenging than you may initially have realized and it's important to understand that with so many millions of websites currently online there is a lot of competition for your customers.

Whilst it is a marketing cliché, it doesn't stop the fact being true that when someone arrives at your website you have a matter of seconds to engage them. It's just too easy if your website doesn't immediately serve their need to just click the back button and instead visit the next site in the list.

Therefore your website has to grab your prospects straight away engage them in such a way that, we hope, will turn as many as possible from browsers to buyers. And a key element of that conversation is the acronym WIIFM, which stands for “what's in it for me?”.

People arrive at your site looking for a solution. Perhaps they need a book keeper, maybe they need to buy some flowers for a wedding, maybe they want to buy a car. Whatever that need is, your website needs to address it straight away and show why you offer the best solution.

Too many websites focus on you – the business – rather than the customer. The focus of your site should be on how you can help the customer to solve their problem rather than how long you've been in business, whether you have free parking and what awards you have won. By all means include that information somewhere on your website, but ensure the first page your visitors arrive at helps to show them the solution to their problem.

The second important element when it comes to conversion is the ability to follow up with prospects.

Marketing studies show us that many people need to hear from a business at least seven times before they trust them enough to actually buy something from them. This is, of course, why companies like McDonalds and Coke Cola spend so much on advertising. You see them everywhere and so somehow you feel safer buying from them than another burger joint that you haven't heard of. But this can be a lot harder to achieve for a small business owner with a limited budget.

Fortunately there is an elegant solution to the problem and it is to begin a database of your customers and prospects. By ethically encouraging visitors to your website to give you their name and email address you can begin to build a large contact database of existing and potential customers. And with the right software it is possible to email all those people at once, whenever you have some news about your business. This means that not only can you increase sales by building rapport with prospects who haven't yet bought from you, but you can also encourage repeat sales from existing customers.

Imagine for example the situation where you are running a hair salon but you're having a very quiet week. With all your overheads this can be a frustrating and nerve-wracking experience. And previously there wasn't too much you could do about it.

But when you have your own database of customers that you can contact for free whenever you desire, it puts you back in the driving seat of your business. You could, for example, send out an email to your database giving them a special code that will give them a 20% discount if they book a cut and blow dry this week. It's likely that you'd sign up quite a number of people who otherwise

wouldn't have come in, allowing you to boost your sales and minimize the lows of your trade.

Or imagine if you started to offer a new service like a nail bar. What's the quickest way to make your investment pay for itself? Simply create a newsletter issue outlining your new service, introducing the new team members, maybe with some pictures of nails they have done and send it out to your database. You would likely be seeing bookings within days rather than having to wait for all your regulars to come in and discover the new service for themselves.

I'm sure by now you're starting to see the benefits of such a system to your business and it's all down to your own lead capture system which can be implemented on most websites. You simply have a form like the one below requesting the name and email address of your visitors, often offering a bonus when people sign up (such as a discount or other promotion).

Join our customer newsletter and prepare to receive special offers, discounts and customer-only invitations:

Your First Name:

Your Email Address:

Sign Me Up! >>>

When visitors submit their details the lead capture system immediately adds them to your database without you having to lift a finger. You can then send out an email to all those people at will – if you want to be really clever you can even set up your lead capture system to *automatically* email people with news even if you're on holiday.



## Element 3 - Your Traffic

The third and final element that is essential for helping you increase your profits online is to be able to drive significant numbers of people (“traffic”) to your website using cost-effective marketing techniques. Typically it is this element that many website owners struggle with the most – even if they have had a site designed by the professionals.

And while there are dozens of ways to drive visitors to a website, very few of these are either cost effective or long lasting. Many produce very little results or start to fade out after a short while. A further element for consideration on the topic of traffic is what online marketers like to refer to is how “targeted” a source of traffic is.

Put another way, how likely are visitors from a certain marketing technique to actually become a paying customer? The more likely they are, the more “highly targeted” they are considered and of course one will generally receive far more sales from a *small number of highly targeted* visitors than a *larger number of untargeted* visitors.

Some methods of driving visitors to a website are thus better at driving “highly targeted” leads than others, and for maximum results it is these methods that we really want to focus on.

When we consider all these aspects – we want cost effective visitors, arriving over the long term and that are highly likely to buy from us, there really is one method that stands head and shoulders above the rest.

And that is deriving visitors from the search engines.

There are a number of reasons for this that I would like to explain to you...

Firstly once you are listed prominently in the search engines of course you will find that you receive a steady stream of visitors like clockwork. Potential customers search for a related phrase (such as “Newbury accountants”) and find your website. Before you know it they're on your site finding out more about you. This is going on all day, every day, for people in the know. This is in contrast to many other online marketing techniques that soon dry up after they have been implemented.

Secondly, when done right, the potential customers arriving at your website are highly targeted. For example they may have typed in a phrase such as “Basingstoke vets”, “book keeping services in Tilehurst” or “family law solicitors” so we know that they are *actively looking* for the services or products you offer. These are the people who are most likely to buy from you and part of the skill here is in figuring out the “best” phrases you want your website to appear for in the search engines.

Thirdly, while it takes some considerable time and effort to get a website prominently listed in the free search engines, it is possible to start to see some initial results quite swiftly. Furthermore, once you are there then only minor maintenance is required to keep those results meaning that your monthly costs become little or nothing.

As an example of this, I would like to show you some statistics from a website which we launched in March 2008. Pay particular attention to the “yellow” column which shows the number of unique visitors the website received and you can see the growth over the first few months of it's life...

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2008	0	0	0	0	0
Feb 2008	0	0	0	0	0
Mar 2008	23	34	386	3511	6.59 MB
Apr 2008	42	60	220	522	6.00 MB
May 2008	96	182	1634	4111	31.94 MB
Jun 2008	659	909	3052	8429	169.23 MB
Jul 2008	1550	2379	5482	17527	404.04 MB
Aug 2008	2501	3628	9019	31255	780.68 MB
Sep 2008	2912	4338	9984	36495	1009.29 MB
Oct 2008	3699	5665	12897	45126	1.27 GB
Nov 2008	3203	4878	11951	38671	1.03 GB
Dec 2008	2501	3716	8640	27965	761.03 MB
<b>Total</b>	<b>17186</b>	<b>25789</b>	<b>63265</b>	<b>213612</b>	<b>5.40 GB</b>

So as you can see this new site ended up receiving over 25,000 visitors in it's first year and those figures are still going strong to this day. If you had between 3,000 and 6,000 visitors a month coming to your website, don't you think you would see a significant increase in business?

Of course this is impressive but I want to take a moment just to show you something even more exciting. The statistics from the next website is another that we set up and marketed using only free search engine traffic. Just pay attention to how many visitors this site is currently receiving...

Summary by Month										
Month	Daily Avg				Monthly Totals					
	Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits
<a href="#">May 2009</a>	10884	9497	2096	910	15398	27376758	16380	37731	170949	195922
<a href="#">Apr 2009</a>	9101	7983	1760	777	22113	28292950	23312	52826	239497	273032
<a href="#">Mar 2009</a>	7679	6750	1522	687	20128	14558500	21305	47209	209260	238063
<a href="#">Feb 2009</a>	7145	6302	1432	661	17278	11188209	18517	40110	176468	200071
<a href="#">Jan 2009</a>	6687	5892	1356	611	17865	9921283	18941	42053	182679	207319
<a href="#">Dec 2008</a>	4642	4123	975	446	13285	5276998	13830	30250	127829	143910
<a href="#">Nov 2008</a>	1233	1082	293	151	4188	687939	4553	8802	32469	37011
<a href="#">Oct 2008</a>	6059	5284	1311	578	14553	17548905	17928	40652	163815	187830
<a href="#">Sep 2008</a>	10496	9232	2225	879	22542	31956526	26396	66750	276976	314896
<a href="#">Aug 2008</a>	8671	7737	1958	750	19555	16282780	23257	60713	239867	268823
<a href="#">Jul 2008</a>	10293	9072	2224	911	23141	27135514	28249	68974	281257	319108
<a href="#">Jun 2008</a>	7964	7153	1565	666	18302	18583847	20003	46957	214613	238946
<b>Totals</b>					<b>208810209</b>	<b>232671</b>	<b>543027</b>	<b>2315679</b>	<b>2624931</b>	

That's right. In the last 12 months alone this site has received almost *a quarter of a million* visitors thanks to the free search engines. Now, certainly this is one of our most successful projects to date but it just goes to show how powerful getting listed prominently in the search engines can really be for driving highly targeted prospects to your website.

## **Would You Like Some Help?**

By now you've not only seen the benefits of marketing your business on the internet but you've also seen all the elements involved with a successful online marketing campaign. And whilst we've tried to be as clear as possible it's only natural that you might be feeling a little overwhelmed now. So what's the next step?

Well of course there is enough information in this report if you'd like to go it alone. But if you'd like some help from the professionals then I'm here to help. You'll find that I'm no slick salesman – I'm a real person who simply has a passion for what is possible on the internet. Feel free to drop me a line any time at [dropmealine@berkshirewebsitedesign.co.uk](mailto:dropmealine@berkshirewebsitedesign.co.uk) if you'd like to speak to someone who implements these strategies for my own websites and those of clients every single day.

### **Services Offered**

Here is a list of the various services available to you now in order to help you to expand your sales on the internet:

#### **The Introductory Package: Website Analysis Report - £99**

If you have an existing website but would like a professional to offer you some tips and advice on specific things you can do to improve your online results then this detailed report will provide you with an excellent blueprint to work from. This is the same document we use in-house when starting work with a new client to help us see exactly what we need to achieve and how we should do it.

Please [click here to contact us](#) or [click here to order](#).

#### **The Website Package: Your Own Custom Designed Website - £299**

The websites that we build are designed specifically for results – both to easily garner visitors from the free search engines and also to turn browsers into buyers. Your website will include:

- Your own bespoke website address
- Up to 3 bespoke email addresses of your choice
- A Homepage to suck in your visitors and grab their attention
- About Us page giving information on you and your business
- Contact Form which will send the details to any email address you specify
- Up to 7 other pages of your choice, all designed with “what's in it for me?” in mind
- XML Sitemap
- 12 months of high quality web hosting

Essentially this is the perfect starter package if you just want to get a website online for your business.

Please [click here to contact us](#) or [click here to order](#).

### **The Conversion Package: Bespoke Lead Capture System - £299 + £20 per month maintenance**

If you would like to gather a database of existing and prospective customers so you can control your sales then this is the package for you. This includes:

- Design of your lead capture form
- Installation of your form into your website
- Set up of bespoke database software allowing you to contact your leads at will
- Design of up to five pre-written emails to send out to your database
- Training document showing you exactly how to use the system to send out emails to your prospects

Please [click here to contact us](#) or [click here to order](#).

### **The Traffic Package: Search Engine Traffic Generation - £799 setup + £199 per month thereafter with no long-term commitment**

Due to the nature of optimizing a website for the search engines this is a complicated and time-intensive method which means we can only take on a limited number of clients at once for this package. After gaining a full understanding of your business and customers we will implement our own proven strategies for growing your visitor numbers. This service includes:

- Report of suggested keyword phrases to target in the search engines
- Optimization of your website ready for marketing
- Continued effort in placing your site in the search engines for the desired keyword phrases
- Monthly report as to the results we have achieved both in terms of rankings we have achieved for you and the traffic generated as a result so you can see exactly what you are getting for your money

Please [click here to contact us](#) or [click here to order](#).

### **The Traffic And Conversion Package: £999 setup + £169 per month thereafter with no long term commitment (saves you £100 set up plus £50 a month thereafter)**

This package combines both the Lead Capture System and the Search Engine Traffic Package and is perfect for those business that already have a website that they are keen to keep. Take it from where it is today to where you want it to be.

























Please [click here to contact us](#) or [click here to order](#).

### **The “Big Daddy” Package: All The Above Packages - £1,199 + £144 per month thereafter with no long term commitment (saves you £200 set up plus £75 a month thereafter)**

If you are serious about marketing your small business on the internet then this is the ultimate package and is like having your own personal online marketing department. This includes all of the above packages – your own website, lead capture system and search engine traffic.

Please [click here to contact us](#) or [click here to order](#).

I'd just like to leave you with some comments from previous clients of mine. I don't do this to show off so much as to show that not only do I know what I am doing but that you can rely on me to deliver for you and your business.

Expand All		All Categories	All Subcategories	Lifetime	All Projects
Project	Category	Amount	Date	Feedback Received	
<input type="checkbox"/> <p><a href="#">ebook squeeze page and selling webpage required</a>  <b>Category:</b> Web &amp; Programming &gt; Ecommerce Website  <b>Buyer:</b> <a href="#">jeconomides (1 feedback)</a>            Absolutely incredible service. Not only was my squeeze page and selling page written on my behalf (scinapse actually read my whole ebook, then created a selling page that exactly matched the benefits of the ebook), but he threw in some extra freebies that I wasn't expecting, including a blog. In addition, really helpful instructional videos were set up so that it's clear how to make changes to the back end of the websites etc. Top Quality product, and excellent service. I made the right choice, no question about it.  <a href="#">Respond to feedback</a></p>			10/29/2008	<b>Overall: 5.0</b> Quality:  Expertise:  Cost:  Schedule:  Response:  Professionalism: 	
<input type="checkbox"/> <p><a href="#">Mexico Travel Writing Articles</a>  <b>Category:</b> Writing &amp; Translation &gt; Article Writing  <b>Buyer:</b> <a href="#">DollyVarden (4 feedback)</a>            We were very pleased with the writing. And will definitely use the services again.  <a href="#">Respond to feedback</a></p>			09/05/2008	<b>Overall: 5.0</b> Quality:  Expertise:  Cost:  Schedule:  Response:  Professionalism: 	
<input type="checkbox"/> <p><a href="#">Web Content / Articles (10) Travel Related</a>  <b>Category:</b> Writing &amp; Translation &gt; Web Content  <b>Buyer:</b> <a href="#">opossum (21 feedback)</a>            This is the kind of writers that fits to my style wonderfully. Isn't it relieving when <u>someone does a job as good as you do, if not better?</u>  <a href="#">Respond to feedback</a></p>			08/13/2008	<b>Overall: 5.0</b> Quality:  Expertise:  Cost:  Schedule:  Response:  Professionalism: 	
<input type="checkbox"/> <p><a href="#">SEO Articles / Content 4 website</a>  <b>Category:</b> Writing &amp; Translation &gt; Web Content  <b>Buyer:</b> <a href="#">riggs119 (3 feedback)</a>            To all reading this comment, <u>stop looking for someone else if you need work done.</u> Richard provided me with the <u>highest quality of work that you will be able to find,</u> no need to go somewhere else. I needed a large amount of articles and content done for my site, not only was the price very good, he finished before his deadline, and the writing was amazing. His listens very well to what you need, and is very professional and also brainstorm with you on how he can help if he feels something could be done better another way..  <a href="#">Respond to feedback</a></p>			08/12/2008	<b>Overall: 5.0</b> Quality:  Expertise:  Cost:  Schedule:  Response:  Professionalism: 	
<input type="checkbox"/> <p><a href="#">Travel Related Web Content 10 articles</a>  <b>Category:</b> Writing &amp; Translation &gt; Web Content</p>			08/07/2008		