

# Is Your Website Working For You?

Presented by Clients website Company

## I. Business Goals

### A. Brick/Mortar Goals and Website Goals

1. Increase Revenue
2. Increase Recognition
3. Be unique so Customers will seek out/travel to shop

## II. Who is your Target Audience(s)

### A. Identifying

1. Demographics, trends, survey, etc.

### B. Talk to customers - LISTEN

### C. Learn their language, think in their language.

The Website you want visitors to go to-----

## III. Rate Your Site --Are you meeting your Audiences basic needs?

### A. Can your users navigate your site?

### B. Can they read your site?

### C. Is your content legible and good grammar?

### D. Does the content match the site?

Getting Your Site Found -----

## IV. Identifying Keywords and their roll in SEO

### A. Testing your site - Saturation

### B. Techniques to figure out which ones to use

### C. Placement of Keywords and their roles

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## V. Search Engine Optimization

- A. How sites are searched
- B. Breaking down the search
- C. Dynamically changing Content
- D. Linking
- E. Rules to SEO

## VI. Marketing the Site

- A. Submitting URL
- B. Google Ad Sense
- C. Google Word Sense
- D. Printed
- E. Blogging/Social Media
- F. Partnership

## Once You A Visitor Gets to Your Site -----

- A. Pass 5 second rule
- B. Draw into site, call to action results
- C. Do you get a lead generated and/or a sell? Why not?
  - 1. Answer Questions
  - 2. Provide simple check out
  - 3. Offer a quality product
  - 4. Priced for Internet sells