

TOP 10 THINGS YOUR WEBSITE NEEDS IN 2018



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Click On Any Title To Proceed



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CHAPTER ONE

Who You Are & What You Offer



Tell me again... why am I here and who are you?

Your Visitors Need This Info Front & Center

You have a reason for going through the steps of creating an eye-catching and well formatted website. What is it?

When a person visits your website for the very first time, they should immediately be made aware of who you are exactly and what they're supposed to do. Is this a search portal? A catalog of information? An online shop?



If you want your visitor to get more information quickly about specific topics of interest and you're offering that information to them, your first priority is to **organize it** into categories and subcategories that can be presented for clear and immediate navigation.

Remember, with the Internet, your options are much greater than they used to be! Top categories can be color coded. Linked “breadcrumbs” can be activated to reveal the path back and forth through the category. (ie., Home, Category1, Subcategory1, Page 4)

If you're actually selling a product or a service, state your product or service in **clear language** right away. Follow up with a small excerpt for each offering that can be clicked on or followed to a full presentation. This is not for print! Crowding the front page with too much information will bury your objectives. If your site is one page, use icons with excerpts, accordions or scrollable elements so that they can be opened manually when or if the visitor decides to. Nothing sends visitors running like presenting them with "War and Peace" on their cell phone.

Tell a little bit about yourself.

Don't be afraid to include a photo and at least a general physical location. Tell people something about your reason for interest in the business like your past and experience. Today's Online interactions are more personal than they used to be.



A friendly face and some personal information that can be attached in the mind (like a name badge on your friendly neighborhood restaurant waitress' lapel) will enhance the virtual meeting and convey a sticky feeling of familiarity for better re-targeting.

If you have special licensing, accreditation, certification or relevant experience be sure to mention that too. There are many unobtrusive ways to do this including using affiliate and registered icons (like the BBB), lock images to indicate a secure server, links to mentions on high DA websites, scrolling carousels of happy customer logo images, testimonials and more.



CHAPTER TWO

Just What Am I Supposed To Do Now?



What do you want to get from your website?

Make it happen first and foremost.

What do you want your visitor to do? What are you looking to get out of this website? Visitor contact information for later follow up? A sale? Do you want visitors to download your file(s)?



Use clear language to command your viewer to do what you want them to do. Although simple and deceptively basic, this one inclusion can make all the difference. *Studies show that when viewers are told what to do they are more apt to follow instruction than not.*

Tell the person to click here, share by clicking there or call by clicking here NOW. Convey the command in way that is easy to understand and follow. Don't be afraid to use color. Bright colors that stand out from the rest of the page will draw the eye more quickly to download buttons, announcements or key elements.

If you are selling a product or service, **provide a visual representation**. Make it a relevant icon or photo that can be seen clearly on both large and small devices with a clear title of the item and a descriptive excerpt of text at most 50 words long with a “Buy Now” or “Learn More” button.

Don't make them go to an inner page to interact... let that be a necessary option for greater provision of detail only. If products and services are buried at the bottom of the barrel, someone on a mobile device may become frustrated and browse away if it takes too long to get through the purchase. Stripping things down to the bare essentials on the outset can be very beneficial by providing an overview for further inspection.

If the visitor should click to download or share something, put that element up front with a clear instruction attached for immediate consideration. **Design is key**... remember to make interactive elements stand out for Internet users.





CHAPTER THREE

The Exchange



Don't throw future business to the wind.

It pays to stay in touch.

Let's face it. Website hosting, advertising and development all cost time and money. **There's nothing wrong with laying a foundation for future growth.** No matter what kind of website you've decided to develop, you can and should offer an informational exchange. You need a way to advertise future specials and announcements to interested parties instantly and a database of previous visitors will provide a wonderful way to reach out to those who if not interested are at least **familiar** with your offerings.



Studies show that **online buyers almost never buy on the first visit**. It takes repeated exposure to your brand to make someone comfortable enough to make a purchase. Reaching out to prior visitors is a terrific way to remind them about your brand and your current products or services.

A simple way to accomplish this exchange would be to request the viewer provide their email address and press “submit” to instantly receive an email containing a coupon for 10% off. The amount isn’t important... some people will use coupons or collect them for the future no matter what the savings margin. If you don’t wish to offer a discount, trade them a newsletter subscription for future announcements or an e book. You get the idea.

There are also options such as Facebook pixels, Adroll or Yext to re-market your ad to visitors who have since navigated away from your site for days or even months after. This leads to a **brand familiarity** that will put the potential customer at ease the next time they see your offer.

When using visitor provided information for future contact via email, always provide an “opt-out” or “unsubscribe” link to avoid being labeled as spam or junk. Personalize future communications to appeal in a meaningful way to the receiver and avoid using templates. Don’t always send ads offering products or services for purchase without offering something useful free of charge. Keeping the “exchange” type environment alive between you and your potential customer will allow for the development of a relationship that can be grown to benefit you both.



CHAPTER FOUR

Something Of Value



What's in it for them?

Make sure it's something with value.

When you ask for a visitor's contact information or even just their attention, you should make sure there's something in it for them. Why should they provide their email to you? If you're offering something of value in exchange for their contact info, they won't hesitate to follow through. Even if it seems too good to be true... just in case! As long as your site can be deemed secure, trustworthy and reputable the person will go for something they're especially interested in. **And that's where you've got it made!** You drew them to your website so you most likely know exactly what kind of things they're looking for.

Try to recall when you first began in your genre. What kind of things did you need to get ahead? **What were you Googling for before you had everything down to a science?** Perhaps you can offer the outline of a proven method that has brought your objective success...



maybe you have an introductory trial or a sample sized product for introduction. Here are a few more things that your visitors might find worthy of exchanging information for:

- ❖ Monthly Sales Announcements
- ❖ Monthly Company News
- ❖ Tips and Tricks
- ❖ Fact Reports for Analysis
- ❖ Templates for Daily Business Use
- ❖ List of Top Competitor Activities
- ❖ Affiliate Codes for Resellers
- ❖ Coupons and Coupon Codes
- ❖ “How To” Document Downloads
- ❖ Special Discounts with Related Vendors
- ❖ Free Sample Downloads
- ❖ Links To Valuable Networks
- ❖ Marketing Ideas That Work



CHAPTER FIVE

Domain Relevancy



Don't Make It Difficult.

Help people find you in a memorable way.

Don't make it difficult. If you're advertising yourself as a contractor, use yourname.com to keep it personal. If you're selling a product or service, try to incorporate either the name, genre title or relevant descriptive word in the domain name. If you have the choice, **simplify it** as far as you can. My name and domain is quite difficult for someone who doesn't know me (Eliyahna.com) but there's not much I can do about the spelling of my name. If I'm selling blue Nike's however, I can certainly go with a couple of options that will be easy to remember and spell like blueshoes.com or nikesinblue.com... etc. **Avoid long domain names like southernrealestatespecialistsforentrepreneurs.com.** Very few people will remember or ever spell something with so many syllables correctly so radio ads and the like will be a loss.



Avoid domain names that contain nouns that have to be pluralized like widgetmakers.com because computers are very exact.

Everyone will type in widgetmaker.com and then they'll find the site is not found. Intentional misspellings like servizeking.com, etc. should be avoided for the same reason.

Fork out the cash for the .com if you can get it or consider something that you can get a .com for. When Internet users have to type in a domain name by hand, they will first and almost exclusively try the .com without bothering to check .net or .biz. Duplicating an existing .com by registering it with a different extension will most likely result in the .com getting most of your traffic.

A domain that contains your business' **top keyword or key phrase** of choice will help your SEO. For example, if you're working with local businesses and residents, incorporating the name of your town, city or state can be helpful... like tucsonazhardware.com or miamitropicalfish.com. If you can't get the domain with your town or city or even your top keyword or key phrase, don't worry. Do the best you can. The rest can be overcome using off-line and on-line SEO best practices.



CHAPTER SIX

Safe Secure Environment



How Safe Does Your Visitor Feel?

Where is my info going and who are these people?

You can greatly calm the fears of interested viewers by offering your presentation on a secure socket layer or SSL. People want to know that they are **not being used for profit** and that whatever information they share, whether it be name and email or just their ip address, it's being kept safe and secure from prying eyes who would sell or otherwise misuse it. The best way to make them feel safe is to interact with them on a secure server.



Providing a “Privacy Policy” page is imperative. Choose your hosting company with great care. Consider not only the cost but also the reliability. **Do research** on the company’s public reputation and browse their Google reviews.

Check out a couple of the “Top 10 Hosting Companies” articles... there are always a few on-line but make sure the author is not one of the hosts they're recommending.



A secure server and database requires security software setup and management to ensure continual scanning and updating. Logs have to be reviewed on a regular basis and the site software and content management system updated regularly to ensure a secure environment for data exchange.

If you're not sure how to keep your site or server secure, feel free to **contact us at [Eliyahna.com](https://www.Eliyahna.com)** for a maintenance package that includes regular updates and security.



CHAPTER SEVEN

Contact Information



How Or Where Do They Find You?

Don't let privacy concerns ruin it for everyone.

You wouldn't believe how many websites I've visited that have absolutely no contact information at all. It's astonishing! If you really want your visitor to trust that you will provide something reliable... whether product or service... they'll need to know that **you're not hiding**. Don't make them feel as if you're a hand behind a slot in a mystery door. Yes, if your email is on-line you may receive some spam or junk mail but the days of hiding your email address to avoid mega spam are over. Most email clients come with spam detection that forwards questionable mail to a junk folder automatically anyway. Deal with it! **It's better to be available to prospective clients than to come across as some sort of mystery.**



Put your phone number on the top right of the page if you can. This is the place that human eyes look first to find that information. It should be right next to your email link and your social media page icons. Always provide a contact form that can be completed on-line to request a follow up email or phone call.



The bottom line is, if it's a contact method and you can include it, **DO. Yes!** Your email address should be on there and linked for clickable functionality. **Yes!** Your phone number, hours of operation, fax and at least your general location should be included as well. The more methods of contact that you can include, the better. Link phone numbers so that visitors viewing your site on their mobile phones can click to call.

I've called stores using the number on their websites just to make sure they were still in business. I have also decided not to order from unfamiliar establishments who did not supply their immediate contact information. **The simple step of providing accurate contact information will reassure your potential client or customer** that the site is a real on-line storefront for an actual business... not some kind of scam.



CHAPTER EIGHT

Basic SEO Know How



Getting Yourself Listed Properly

Formatting your pages correctly

It's very important to know at least the basic tenets involved with optimizing your pages for the search engines. Keep your data organized in a clearly navigable manner and **use proper paragraph and sentence structuring**. Focus on only one keyword or key phrase per page and make sure that the info you're sharing there really is relevant to the subject at hand.



The search engines have **very sophisticated AI** (artificial intelligence) in their algorithms that can easily detect randomly stuffed keywords, improper grammar, intentional misspellings and even misleading content such

as links that promise one thing but lead to another. You will not fool them! Detection can result in anything from not being ranked at all to being completely banned from the search engines altogether. You'll want to **create pages that honestly contain the content that is relevant** and useful to someone who might search for it on-line. Use straightforward language and grammar and provide the data in a legible way.

Break up the text on the page using relevant images, quotes or numbered lists. Use **section headers** so that readers can glance through to easily find the selections they are looking for. Make sure that every page that you want to have ranked contains at least five hundred words of text and two images. Title, section headers, image alt tags and page body should add up to include your key phrase up to twenty times in *natural language*. Any more will be seen as an attempt to spam the key phrase for a false rank and could be flagged.

Your site's inner **pages should all relate** to the front page and to one another. A front page using verbiage to indicate that it's a shoe shop should have pages for shoe laces and boys or girls shoes but not for lizard food or wallpaper patterns. Combining too many keywords or phrases will confuse the engines and they will not know how to rank your site... so they will leave it unranked and it will never be found.



CHAPTER NINE

Weight Problem Solutions

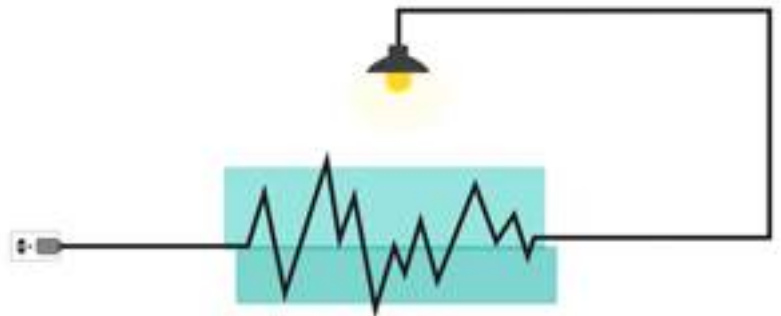


Avoid Overweight Pages

Shed the pounds for the best delivery

Ever click a link and then sit and wait and wait and wait but nothing happens? So you finally just hit back to get back where you started from or close the browser and start again? It could be because the site you're attempting to visit is experiencing weight issues. Good way to avoid those is to **optimize your images** using proper sizing and compression. It sounds complicated but it's not.

Images from stock photo collections or even photos from your camera are huge in dimension. **They need to be resized** to fit the area they'll be displayed in.



There are many image alteration programs available and most come with a bit of a learning curve. There are some websites on-line that provide free automatic image re-sizers. There are even a lot of websites out there that offer free compression of different types of files right on-line. Just drag and drop your file into the box and they provide the lighter version. There should be no difference in appearance or functionality, however, the image will load for the viewer **much faster**.

Are you providing streaming media like audio or video on your front page? That can be a lot for someones smart phone to load. Did you know that 60% of on-line shoppers will arrive to your site on some kind of mobile device? 60%!! The mobile appearance must be one of the first considerations for a new website. My suggestion for a universally smooth experience would be to use Vimeo or YouTube! Creating a channel on **YouTube is free**. You can upload video and then embed it to your website within minutes. Visitors will benefit from YouTube's high bandwidth allowances and will get an evenly pushed experience from start to finish without having to wait for buffering.

Never provide audio or video without providing pause, stop, volume and mute buttons. Not everyone is in the position to watch a video or listen to a jingle when they arrive. There's nothing more frustrating than having to close your browser because you can't find the off switch quickly enough to accommodate your physical surroundings!



CHAPTER TEN

Content Overall



Overall Content Formatting

What all has to be up there anyway?

If you've been doing business off-line for many years, you may wonder how much of your data, products or services has to be on your website to make the proper presentation? **Don't feel overwhelmed.** Start at the beginning and make your way through with diligence and in no time your work will be well rewarded. It's beneficial to determine how many pages you'll require... most sites are either a one page point of contact, a five page site or a ten or more pages layout.



Other providers in your genre are likely building competitor sites that will be trying to appear to have more “weight” in relevance within your category. The more truly related information that you can provide, the better.

Which would you rank higher? A site with fifty pages of really relevant information or one with three? The search engines will also determine your site's relevance by the **freshness** of the content. The page reading crawler will return on a regular basis to look for updates and additions to add to your listings.



For this reason, *keeping a blog is highly beneficial*. A little scripting can add links to your last few articles on your site's footer that will change and update each time you post something new.

Ensure that your site's design will change to accommodate different sized viewing screens. Break up large areas of text with appropriate headers and relevant images. Be sure that your branding is the largest of the images and that it's repeated on both the header and footer of your pages. **Interlink your pages** whenever possible. It lends more credence to all of the pages relating to a central subject or category.

When you need help with your website content, SEO or you're looking for a new build, **contact us at <https://www.Elijahna.com>**.

GET ONLINE TODAY

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