10 Critical Keys to Every Successful Website:
Building a Website that WORCS for Your Business
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Why do you need a website for your business?

1. *Marketing by definition in our industry is "getting people who have a specific need or problem to know, like, and trust you."*
2. **It takes at least 7 touches/contacts for a prospect to begin to know, like and trust you.**
3. **Your website is your prospect's "first impression"**
4. **Websites and your web presence automate that process and time is money!**
5. **Your website is a tool like anything else, if you don't use it, it won't work for you.**

What Does a Website that WORCS for You Look Like?

Website Image – Should I stay or should I go now?

1. **10-Second First Impression Test – Wow that sure sounds familiar!**
   - ☑ Professional NOT homemade (this is not an area to cut corners)
   - ☑ Clear navigation
   - ☑ Key content "Above the Fold"
   - ☑ Clean lines and roll-overs
   - ☑ No music, sound or flash intros when visitors first link it (that is a sure way to make them click out)
   - ☑ Clear text, no more than two typeface style fonts (Ariel, Tahoma, Times New Roman NOT Comic Sans) and avoid italics and cursive style
   - ☑ Don't underline words or phrases (unless it's a hyperlink)
   - ☑ Do not use all caps (it's poor netiquette and looks like you're shouting at visitors)
   - ☑ Same color text and no more than three colors to the page
   - ☑ Understand the relationship between color and emotion
   - ☑ Artwork size and proportions consistent and page load friendly (respect your visitor's time)
   - ☑ Keep your contact information on every page and do not use a contact form

2. **Website Control – Using blog based, content managed systems (CMS) to control the look and feel of your website**
   - ☑ Having a good website image means having control over the look and feel
   - ☑ New technology that gives user control in a web interface (Wordpress, Joomla, Drupal, DotNetNuke)
   - ☑ They can be up and running in very little time and grow as needed
   - ☑ You can change or add content instantly
   - ☑ You can change the look and feel of your website by swapping out "Themes" instantly without messing up your content
   - ☑ Search engines and people like them because they are relational in nature in that they allow for blogging, commenting, sharing ideas, showcasing videos, airing podcasts and syndicating content
   - ☑ When updated and maintained regularly, this is one of the best ways to move up in natural search engine rankings

3. Direct Response Copy – Who is visiting and how do you benefit them?

- ☑ Know your Target Markets
- ☑ Speak only in terms of how your benefit that Target Market
- ☑ Talk naturally, be personable yet professional and personalize the visitor's experience
- ☑ Speak/empathize with your prospects Problem and offer a Solution
- ☑ TRUST – Give your credentials, use client testimonials liberally, photo shows, statistics and a guarantee.

Optimized for Search Engines – It's all about Google and Yahoo!

4. Keyword Research and Usage

- ☑ Got to know your keywords because you can successfully optimize – Key word tools https://adwords.google.com, http://tools.seobook.com/keyword-tools/ (Lists resources)
- ☑ Know your location key words
- ☑ Industry + Location = Keyword success!"
- ☑ Use the best of both keywords in your html Title tag in such a way that it serves as a call to action – What Google loves and lists! (60 characters)
- ☑ Use the best of both keywords in your html Description and meta-tags
- ☑ Use H1 Headings in your page content with these keywords
- ☑ Use the main key words at the top of your website home page or in the header
- ☑ Link the keywords to blogs that you create…speaking of blogs…

5. Blogging – Better Optimization, Relationship Driven and Credibility Building!

- ☑ A blog on your website gives Google a reason to visit again – Pings the search engines
- ☑ Helps to establish you as an industry expert – As long as you are blogging to your prospects not your peers!
- ☑ Builds credibility, community and interactivity in that it allows visitors to comment
- ☑ Connects with Twitter via Twitterfeed.com automatically and Wordpress has a plugin that allows you to connect your blog to Facebook as well.
- ☑ Repurpose your blog content on other blogging community websites for greater links in and exposure

Relationship Driven – It's about getting people to know, like and trust you!

6. Email Marketing – The best way to automate and build relationships!

- ☑ Must have a Contact Management System (CMS) that allows you to email all your contact with the click of a button! No 3X5 cards or BCC! www.icontact.com or www.constantcontact.com
- ☑ Create an email capture system that leads prospects down a comfortable and natural path towards that first sale. Offer a special report, insider secrets, top ten, etc…Permission Marketing
- ☑ Set up follow-up email auto responders that continue to give clients benefit driven, valuable information while building the relationship, so they know, like and trust you.
- ☑ Website Email Capture + Email Auto Responders = Automated Relationship & Less Work!
- ☑ Every job is a marketing opportunity for your business and gives you a VISUAL credibility boost which is the strongest form of referral/client trust builder in our industry!
- ☑ Use your CMS to follow-up/keep in touch. Marketing is reminding customers that you are there!
- ☑ Don't forget an iron clad privacy policy!

7. Social Media – Easy way to create unobtrusive connection and get in front of clients

- ☑ LinkedIn, Twitter and Facebook are the big three for connecting
- ☑ Connect your social media relationship with customers
- ☑ Casual and easy way to let people know what you are up to ie. "Staged a home that had a trouble kitchen with amazing results" (Display link to photoshow)
- ☑ Helps to establish you as an industry expert – Focus on speaking to your prospects not your peers!
- ☑ Builds credibility, community and interactivity in that it allows visitors to comment
- ☑ Avoid redundancy! Blog first then have the blog feed to Twitter and Facebook or better yet use ping.fm to connect blog to ALL your social media!
- ☑ Don't forget to ask for comments, reply to comments and speak respectfully!

C redibility Building – Your product is YOU so this is critical!

8. Get Visual – A picture is worth a thousand words!

- ☑ Triple check your online portfolio and use a professional photographer if need be!
- ☑ Don't make client's click again to view your portfolio, put it in a slide show that is easy to manage like Picasa.com
- ☑ Use homestagingshows.com for email links to your photo shows in your email campaigns
- ☑ Connect your blackberry with a Youtube account for instant uploading of videos! (Time Saver)
- ☑ Use jing.com to create video screen shots of your work and upload to youtube. Embed show on your website and blogs and ping to your social media accounts.

9. Get Connected – Make sure your website is in all the places your clients might be looking for you

- ☑ Google + Yahoo = 80% of online searchers
- ☑ Pay per click (PPC) on Google, map your business on Google, Yahoo, MSN
- ☑ Home staging directories, Association directories, Yellow page directories
- ☑ Remember your target markets and link your website to the places they hang-out
- ☑ Connect your online presence with your offline marketing – Postcards, business cards, email signatures, car signs, home signs, advertising, flyers, mailers, etc…
- ☑ Don't forget to use your permission marketing email capture device as a call to action in your offline marketing ie. Go to www.stagingco.com for your Top Ten Insider Secrets to Selling a Home!

S tats and Metrics - What is working and where to spend $$

10. Tools of the Measurement Trade

- ☑ Ask specifically! Don't accept "online" as an answer, ask "where online?"
- ☑ Measure you website stats (Wordpress has a great plugin for this or you can use Google Analytics)
- ☑ Measure your email stats (CMS system should provide very specific stats about who opened, clicked, etc.)

11. Know when to outsource and never reinvent!

- ☑ www.homestagingresource.com – Wordpress websites, video training, SEO, Email Marketing
- ☑ www.optimizedwebs.com - Wordpress websites, video training, SEO, Email Marketing Plugin
- ☑ www.easydesignerwebsites.com - Wordpress websites, video training and SEO
- ☑ www.ithemes.com - Wordpress websites, video training and SEO

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