



Going Digital

Do You Need a Website?

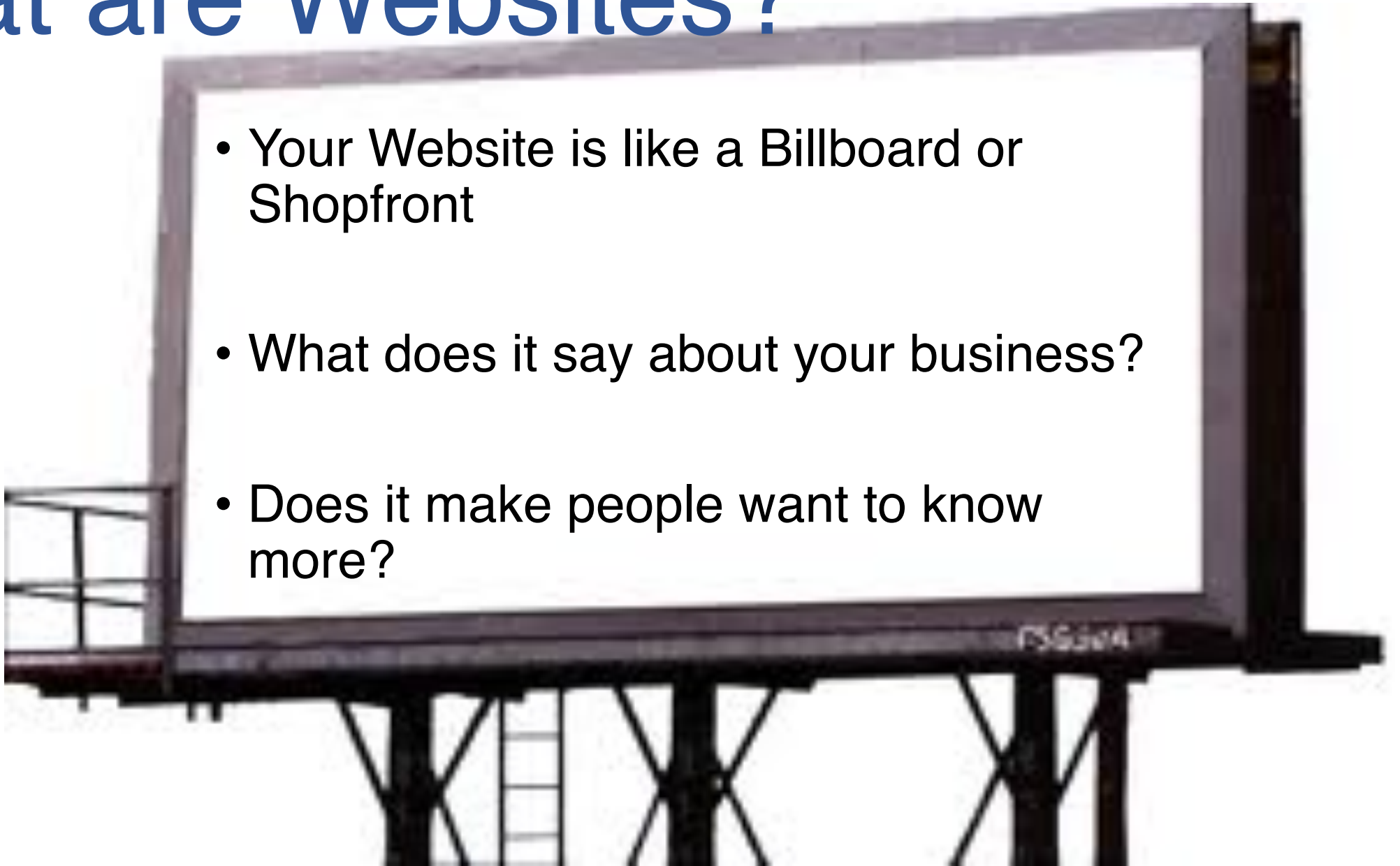
YES!

50% of Small businesses do not have a online presence!



What are Websites?

- Your Website is like a Billboard or Shopfront
- What does it say about your business?
- Does it make people want to know more?



What Do You Want Your Website to Do?

- How do your customers currently find your business?
- What do your customers want to know about your business?
- Would having a website make it easier for your customer to find out general information about your business before visiting your bricks and mortar business?
- Would having a website improve your customer service?
- Would having a website increase your sales?



Types of Websites

Promotional or content websites

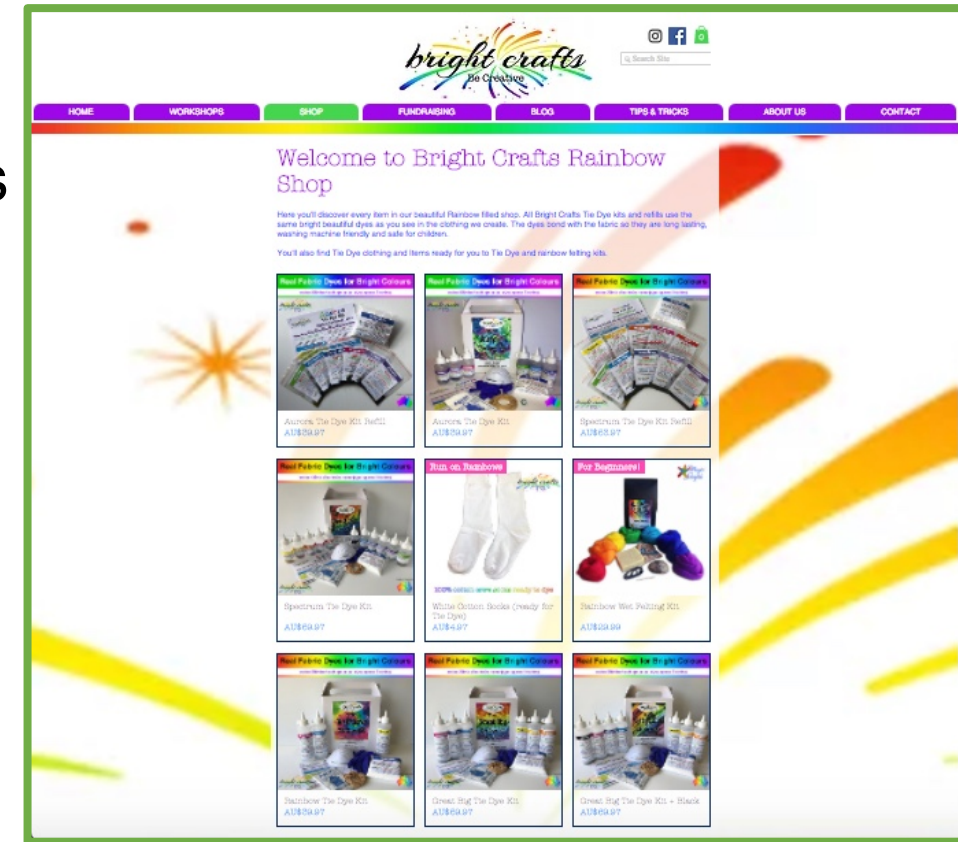
- focus of a promotion website is to promote the products or services
- written content is the prime interaction
- equivalent of a brochure
- updated regularly



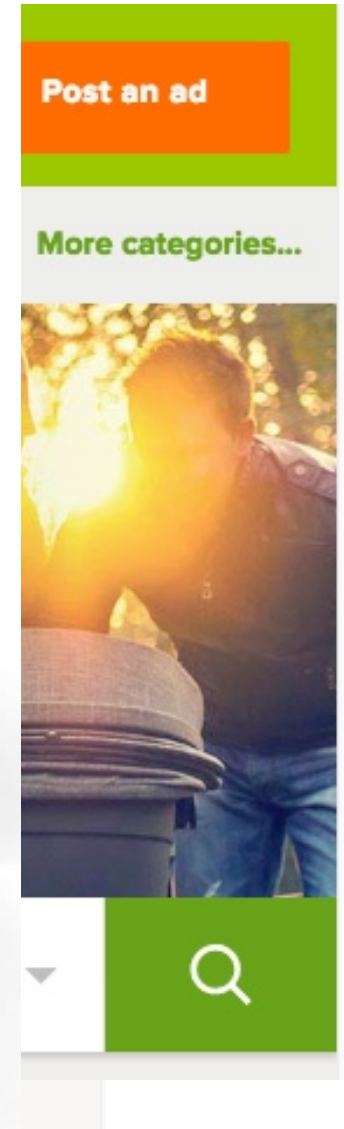
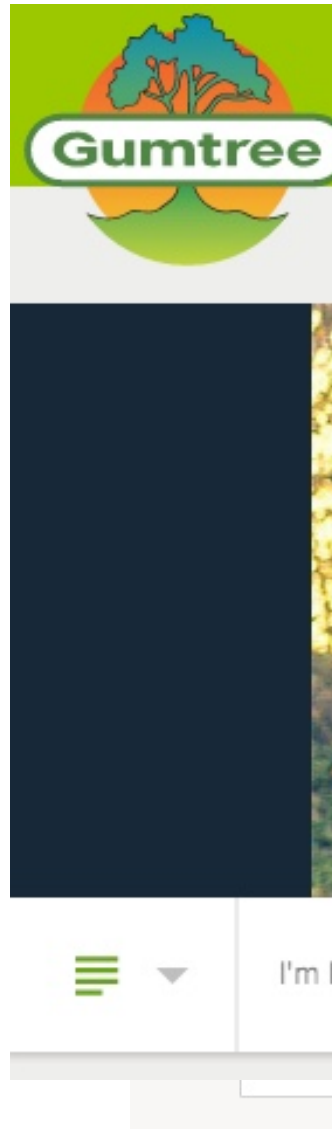
Types of Websites

E-commerce websites

- designed to sell products, services or subscriptions
- this type of website will:
 - present customers with products through images and information
 - accept orders through the website
 - provide a gateway for processing payments
 - might manage user details and customer services
- create additional sales for your business



Other Types of Websites



E

```
14 <body>
15 <div id="container">
16   <div id="wrapper">
17     <div id="header"> <a href="#top"></a></div>
18     <!--end header-->
19
20
21   <!--MENU-->
22   <div id="menu1" class="menu_container navy full_width">
23     <!-- Mobile menu collasper -->
24     <div class="mobile_collasper">
25       <label for="hidden_menu_collasper"> <span class="mobile_menu_icon"></span> Menu </label>
26     </div>
27     <input id="hidden_menu_collasper" type="checkbox" />
28     <!-- /Mobile menu collasper -->
29     <ul>
30       <li> <a href="../index.html" title="Catalyst for Growth home page" target="_self" >Home</a> </li>
31       <!-- TRAINING MENU-->
32       <li> <a href="../innovative-solutions.html" alt="Innovative Solutions for your business" target=
33         "_self">Business Solutions</a>
34         <div class="menu_dropdown_block full_width">
35           <div class="container">
36             <div class="column .span50per bordered">
37               <div class="content">
38                 <h2>Training Solutions</h2>
39                 <p>At Catalyst for Growth
40                 we have developed <br />practical training solutions that will <br />transform your team &
41                 your business.
42                 </p>
43                 <ul class="menu_submenu_block">
44                   <li><a href="../training-coaching/way-to-lead.html" target="_self" alt="The Way to Lead
45                     - leadership training for young professionals"><span>&arr;</span> The Way to Lead</a></li>
46                   <li><a href="../training-coaching/leadership-potential.html" target="_self" alt=
47                     "Discover your Real Leadership Potential - all the basics you need to know"><span>&arr;</span> Discover
48                     your Real Leadership Potential</a></li>
49                   <li><a href="../training-coaching/embrace-the-leader-in-you.html" target="_self" alt=
50                     "Embrace the Leader in You - 1 or 2 day leadership training program"><span>&arr;</span> Embrace the Leader
51                     in You</a></li>
52                   <li><a href="../training-coaching/effective-sales-professional.html" target="_self" alt=
53                     "Effective Sales Professional - 1 day sales training course"><span>&arr;</span> You the Effective Sales
54                     Professional</a></li>
55                   <li><a href="../training-coaching/transform-your-business.html" target="_self" alt=
56                     "Transform your business 6 fortnightly workshops"><span>&arr;</span> Transform Your Business</a></li>
57                 </ul>
58               </div>
59             </div>
60             <div class="column span2">
61               <div class="content">
62                 <h2>Coaching & Speaking</h2>
63                 <ul class="menu_submenu_block">
64                   <li><a href="../training-coaching/business-coach.html" target="_self" alt="Business
65                     Coaching - Business Mentor"><span>&arr;</span> Business Coaching and Mentoring</a></li>
66                   <li><a href="../professional-speaking/presentations-julian-campbell.html" target="_self"
67                     alt="Innovative and Creative Solutions for your business"><span>&arr;</span> Innovative Presentations
68                     & Seminars</a></li>
69                   <li><a href="../professional-speaking/santa.html" target="_self" alt="Santa's Business
70                     Wisdom"><span>&arr;</span> Santa's Business Wisdom</a></li>
71                   <li><a href="../about-us/percy-emperor-penguin.html" target="_self" alt="Percy Emperor
72                     Penguin"><span>&arr;</span> Percy Penguin Master of Survival</a></li>
73                 </ul>
74                 <h2>Your Coach, Professional Speaker & Trainer</h2>
75                 <ul class="menu_submenu_block">
76                   <li><a href="../about-us/julian-campbell.html" target="_self" alt="Julian Campbell -
77                     executive coach, professional speaker, trainer and author"><span>&arr;</span> About Julian Campbell</a></li>
```



Innovative & Creative Business Solutions



Home

Business Solutions

Web Design

Free Resources

Online Shop

Blog

Contact

Content full page

Your text here

top of page

Important Stuff

[Home page](#)[About Us](#)[Site Map](#)[Contact Us](#)

Resources

[Cashbook Catalyst \(GST\)](#)[Cashbook Catalyst](#)[Hot Topics - Articles](#)[Business Templates](#)[Online Shop](#)[Subscribe to our newsletter](#)

Social Networks

[Facebook](#)[LinkedIn](#)[Twitter](#)[You Tube](#)[Four Square](#)[Podcasts](#)[2NUR-FM live](#)

How We Help

[Innovative Solutions](#)[Training Solutions](#)[Business Coaching](#)[Presentations](#)[Seminars](#)[Professional Speaking](#)[Website Design](#)[Free Resources](#)

© Catalyst for Growth 2007 - 2013

All Rights Reserved

Website Designed by Catalyst for Growth

Exploring Website Terminology

- What is a menu?
- What is a Hypertext link?
- What is a slider or carousel?
- What is an image tag?
- What are keywords?
- What are home pages and landing pages



Site Optimisation (SEO)

How will you be found?



Site Optimisation (SEO)



It's a marketing strategy to help you get found online.

Why is SEO important?

- Gets your website increased visibility
- Improves your overall site traffic/visitors
- Gives you more valuable leads (enquiries)
- Helps you turn web-skimming visitors into purchasers
- Reduces your costs (less paid advertising)

What Do You Want Google to Do For You?

- Do you want to increase website traffic?
- Increase subscribers to your website?
- Get customers signing up to your newsletters?
- Boost your sales?
- Get more readers for your blog?



Google Analytics



Planning Your Website

Targeting Your Customers

- Who are your **target** customers?
- What geographical **location** do you want to target?
- What **keywords** will they think of to help them find a product or service that your business offers?
- What do **they want to know** about your business?
- What **do you want them to know** about your business?
- How will they **contact** you?



You Have the Solution to their Problems

Attention – Grab their attention by telling them what problem you can solve for them.

Remember, you only have 7 seconds for this.

Interest – How do you solve their problem stories and pictures.

Desire – Build emotion in your wording and use key words.

Action – On every screen view, have a call to action telling them what you want them to do next.

Speaking Google Language

Create Awesome Content



- When you write your website think about your product or service from your customers perspective.
- Update your content regularly, blogs are an easy way to do this.
- Use the AIDA & WIIFM principals
- If you have a shop include detailed descriptions of your products.

Speaking Google Language

- Discover the Keywords your customer will use to find a product/service like yours
- Keywords are ideas, topics, words and you connect or associate with what you are searching for.



15 Critical Areas of Your Website

❑ Domain Name



Speaking Google Language

Choose a Domain Name from your keywords

- As well as having your business name as your domain name also choose a domain name that uses your main keywords helps your client/customer find you more easily.
- You can link your keyword domain name to your main website to aid search results.



15 Critical Areas of Your Website

- ☐ Domain Name
- ☐ Page Title



Speaking Google Language

Make Your Webpage Titles work

- Every page on your website needs to have a unique title.
- Search engines use your titles to help them choose relevant pages to bring back in their search results.
- Make sure your webpage includes those same your Keywords



15 Critical Areas of Your Website

- ☐ Domain Name
- ☐ Page Title
- ☐ Headlines
- ☐ Sub-headings



Speaking Google Language

Design your page so it's attractive and easy to use

- When you design your website and write your web page copy think about creating your page for people to read and use.
- Make the topic and keywords of your page stand out for both people and spiders.
- Be consistent with your brand colours, fonts, and create visual interest with appropriate images and white space.
- Remember to use headings and subheadings to highlight important points.

15 Critical Areas of Your Website

- ☐ Domain Name
- ☐ Page Title
- ☐ Headlines
- ☐ Sub-headings
- ☐ Benefits
- ☐ Primary call to action
- ☐ Features
- ☐ Customer testimonials



15 Critical Areas of Your Website

- ❑ Easy navigation
- ❑ Appealing supporting images



The Importance of Good Photography



- Look at Glossy magazines
- Compare product being used v still life
- Compare product in studio v lifestyle setting

The Importance of Good Photography



The Importance of Good Photography



Speaking Google Language

Every Image Needs a Name and an Alt-Tag



- Names and Alt tags are important because search engine spiders and the web-readers used by the vision impaired can't see images.
- Using descriptive names
e.g: [shortbread-berry-cake.jpg](#) makes it easier for google to understand what the image is about than `nik7531.jpg`
- Learn to describe your images using your image/page keywords in your description.

- shortbread
- cake
- strawberries
- summer berries
- blue berries

15 Critical Areas of Your Website

- ☐ Easy navigation
- ☐ Appealing supporting images
- ☐ Content offers (obtain their emails address)
- ☐ Resources for customers to learn more about you
- ☐ Secondary call to action
- ☐ Contact information
- ☐ Links



Speaking Google Language


Links help your clients get to know you



- Links or Hyperlinks let webpage users easily jump from place to place.
- This can be on the same page using anchor text or different pages or websites, links can even automatically open email contact forms.
- **Internal Links** - between pages on your site
- **External Links** - to other websites
- **Back Links** - to your website
- **Social Links** - to your social media

Speaking Google Language

Attachment Details



IMG_6358.jpg
May 21, 2018
197 KB
805 x 671
[Edit Image](#)
[Delete Permanently](#)

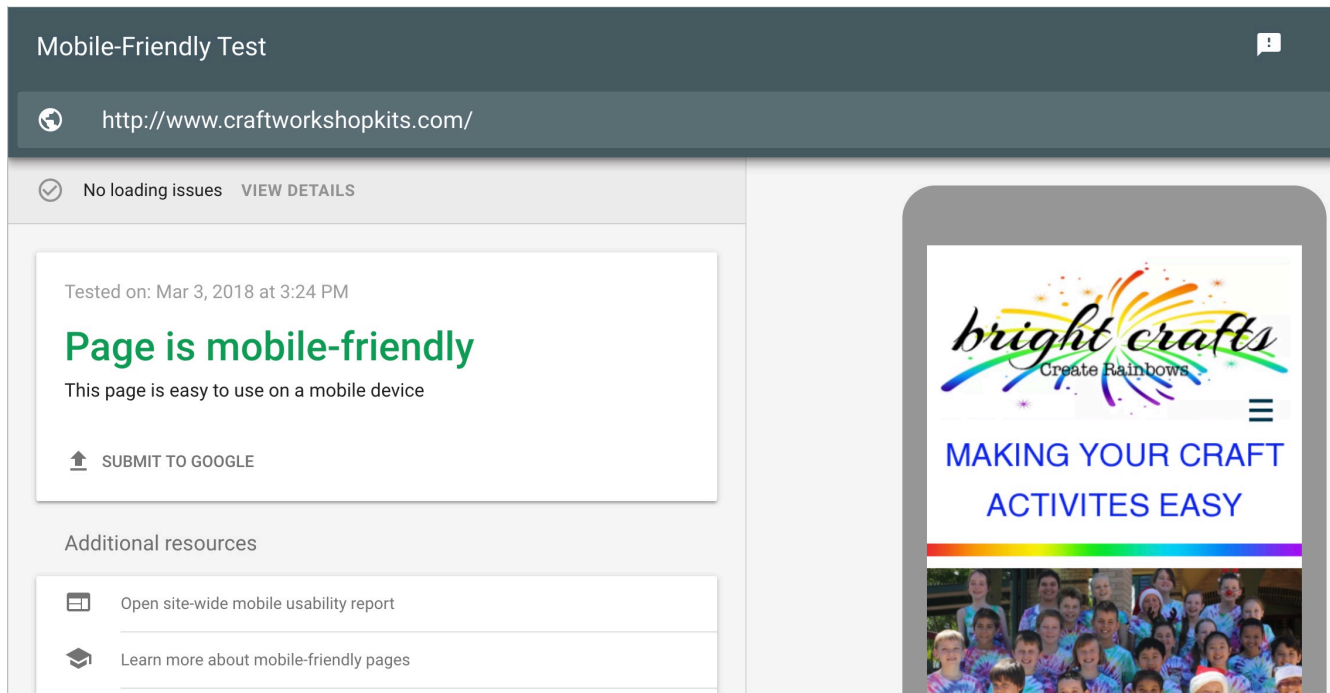
URL	<input type="text" value="https://kimberlie.com.au/wp"/>
Title	<input type="text" value="Tenpin Bowling"/>
Caption	<input type="text"/>
Alt Text	<input type="text" value="Do you dedicate yourself to"/>
Description	<input type="text" value="Do you dedicate yourself to your business like you do to your child's sport?"/>

[Upload an image](#)

- Learn to describe your images thoroughly in your description.
- Use your image/page keywords in your description.
- Verbal searches using AI (artificial intelligence) are gain popularity (Siri, Bixby, Ok Google). This makes having alt-tags is even more important.

Speaking Google Language

Make Sure Your Website is Mobile Friendly



- Remember people often check websites on their phones and iPad.
- Google gives higher ranking to sites that are mobile friendly.

Speaking Google Language

Light-speed Load Times

- In our instant world people have lost patience for slow loading websites, if it takes longer than 3 seconds to load a mobile site you'll probably loose your visitor.

Pingdom Website Speed Test

Enter a URL to test the load time of that page, analyze it and find bottlenecks.

URL

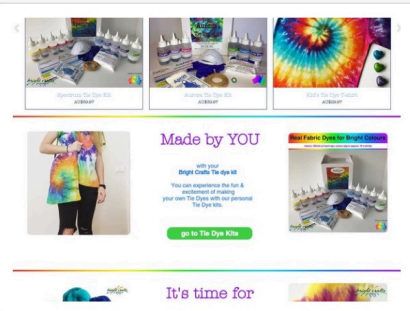
brightcrafts.com.au

Test from

Melbourne, Australia

START TEST

Summary



Performance grade [?]

C 75

Load time

8.41 s

Faster than

16 %

of tested sites


Page size

7.5 MB

Requests

348

Tested from

 **Melbourne**

on Mar 3 at 15:35

pingdom

Speaking Google Language

Get your SSL Certificate

- **Secure Sockets Layer**, it's a standard security technology that ensures there is an encrypted link between your device and the website browser.
- It ensures that the information that passes between your browser and the web server is private and secure.
- You can tell if your website or the website you are visiting has an SSL because it will have https:// instead of http://



Drive Traffic to Your Website with You Tube



Video Statistics

- 66% watch video 2 or more times
- Visitors stay 2 minutes longer on website
- With optimisation, video increases chance of front page Google result by 53%
- Visitors are 85% More Likely to Purchase After Seeing a Video
- Retail sales with video increased conversion by 30%
- 52% say product videos help make purchasing decision



Old Spice Results



- On day 1 the campaign received almost 6 million views
- After the first week old spice had over 40 million views
- The Old Spice twitter following increased 2700%
- Facebook fan interaction was up 80% from 500,000 to 900,000.
- OldSpice.com website traffic was up 300%
- The Old Spice YouTube channel became the all time most viewed channel
- Subscribers to the YouTube channel more than doubled, from 65,000 to 150,000
- The campaign increased sales by 27% over 6 months since launching
- Old spice is now the #1 body wash brand for men.
- 1.2 billion earned media impressions, including features on national broadcast networks and international media outlets

Volvo Results



- Viewed more than 72 million times
- Shared over 6 million times on social networks
- Over 10 million impressions on Google
- Received extensive media coverage from all over the World – the subject of over 20,000 editorial pieces online
- Earned an estimated media value of \$70 million

Using Video

- Adds experience
- Drive traffic to site
- Could go viral
- Host your own
- or Embed HTML code from YouTube/Vimeo
- What could you do a video on?



Learn How to Tie Dye



Congratulations, you've found the place to learn how to Tie Dye! This page gives you full instructions on how to tie dye a rainbow spiral t-shirt using your Magic Starfish Tie Dye kit.

Tie dyeing is great fun and easy to do at home. With supervision children as young as 6 will thoroughly enjoy dyeing clothing and accessories to wear!

This vibrant rainbow Tie Dye t-shirt was created with the Magic Starfish Tie Dye kit .

An Overview of the Tie Dyeing Process

To achieve the best results from your Magic Starfish Tie Dye kit please read all these instructions thoroughly **BEFORE** you begin. Please ensure children are fully supervised and that an ADULT makes up the soda ash solution and dyes.

- Wash your fabric
- Tie your fabric
- Prepare your workspace
- Prepare your dyes
- Dye your fabric
- Leave your fabric for 24 hrs to soak up the dye
- Rinse and wash your fabric
- Dry and iron your fabric




For those of you who prefer seeing how to Tie Dye we have created this You Tube video

How to Start a You Tube Channel

You need a Google Account

Use YouTube as...



By clicking "Create channel", you agree to [YouTube's Terms of Service](#). [Learn more](#)
Changes that you make here may show up across Google services with content that you create and share, and to people you interact with. [Learn more](#)
[Use a business or other name](#)



Let's Get Started!

www.wix.com

