

The Web Business Blunder

Why we need a model for
Small Business Website Success

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What's the Problem?

- > **Most Small Business Websites Fail to Reach their Potential on the Internet**
- > **Most don't even realise their potential**
- > **Why is creating a website so difficult?**

A Few Reasons...

- > No budget
- > No time
- > Lack of understanding
- > Lack of expertise
- > Lack of purpose
- > Design
- > Layout
- > Colour scheme
- > Usability
- > Browser compatibility
- > Search engines
- > Search Engine Optimisation
- > No marketing plan
- > No marketing efforts
- > Social Marketing
- > Copywriting
- > Keeping visitors
- > Mailing lists
- > E-commerce
- > Hosting
- > Product catalogues
- > New technologies
- > And on and on and on...

Overwhelmed?

- > It's easy to see why!
- > Incredible learning curve
- > How do you do it?
- > How do you simplify it all?

The Main Reasons

> Some of the biggest reasons

/ Design

/ Usability

/ Poor Search Engine Rankings

/ Lack of Marketing

/ Missing Purpose and Focus

/ No Time and Money

/ Finding Knowledge and Experience

Knowledge and Experience

- > **Difficult to find a successful model**
- > **Especially a model that covers it all**
- > **Most knowledge is too specialised**
- > **Result: Information Overload**

Information Overload

- > Does it need an explanation?
- > Results in no action...
- > Or too much action!
- > The hamster spinning the wheel

Building a Model

> There are plenty of guides available

/ Web Design

/ Usability

/ Search Engines

/ Copy Writing

/ Marketing

> But it needs to be linked together

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More Information...

- > More Information is NOT the Answer
- > Stop buying more guides and courses
- > They can work, but first comes the plan
- > You need to create a complete strategy

Evaluating your Website

> Look

/ The design and appearance

> Feel

/ The user experience

> Find

/ Getting traffic and visitors

> Focus

/ Making the purpose clear

Look

- > **First impression count...a lot!**
- > **Can you do the job?**
- > **Can they trust you?**
- > **~4 seconds to get their attention**

Feel

- > Is your website easy-to-use?
- > Can visitors find what they want?
- > Was their experience pleasurable?
- > Solve problems rather than create them

Find

> "If you build a business in the forest and no one is around to visit it, does it make a sale?"
- Ancient Chinese Proverb

> How do you expect to get traffic?

> A website needs marketing love too

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Focus

- > What is the purpose of your website?
- > What are you trying to do?
- > Are you achieving it?
- > Is it good for the customer?

Other External Components

> Action

/ What are you doing?

> Customers

/ Are you providing what they need?

> Web Strategy

/ Do you have one?

> Measurement

/ How much have you improved?

Action

- > How are you improving your business?
- > How committed are you?
- > Are you doing the right action?

Customers

- > What are your customers' problems?
- > Are you solving them?
- > Are you the best solution?

Web Strategy

- > Do you have a plan for success?
- > Is it written down?
- > Can you take action on it each day?

Measurement

- > How do you know if you're improving?
- > What's important to your business?
- > Can you use the results to improve?

The Web Business Blueprint

- > Your Blueprint for Internet Success
- > Eliminate Chaos, Increase Results
- > Stay tuned for the full explanation

Do you want more info?

- > Sign up for the next free video
 - / The Web Business Blueprint Explained
 - / Some initial results
 - / How you can apply it yourself

- > Please leave comments on the blog

- > And share it with the world

Thanks for Watching!

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