

# Top Website Success Secrets

## 9 Steps for a Successful Website

Most Business Websites Fail to bring in  
New Leads, New Customers and  
Provide Leverage for the Business.

Don't let yours be one of them!



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# Top Website Success Secrets

## 9 Steps for a Successful Website

Having a website these days is not unique; in fact most businesses now have some form of a website. But unfortunately nearly all of the businesses that do have a website fail to use it as an effective marketing and sales tool for their business.

Your website should be one of your most effective and hard working sales reps to bring you in hot leads for your business, and ready to buy new clients. Successful websites can bring massive leverage to your business and actually take the hard work out of the sales process for you.

Now my idea of a successful website is often different from what others think a successful website is, so let me clarify what I mean when I say a successful website – that is a website that is bringing you in more leads, more paying customers and more leverage for your business. Are you looking for a website like this?

If so, let's look at the 9 Steps to creating a successful website:

### **Step 1 – Clear Positioning**

Generally, you have about 3 seconds for a visitor to decide whether they will stay on your site once they reach it - which means you want to immediately let people know what your site is about and how you can help them, so that they can decide whether your site is useful to them or not.

If a visitor comes to your site and they don't immediately know what it is about, then they will simply leave and go to another website. People won't look around your site and read the content unless it looks useful to them. Think about it, do you stay on sites that you have to read through a stack of text to find out what the site is about?

Have clear positioning on your site - who you are, what you provide & what makes you unique so that people want to buy from you rather than your competitors. This ensures you are attracting your potential customer immediately and the other visitors who are not your potential customer can leave straight away.

## Step 2 – Headline

Put an attention grabbing headline near the top of your site that states the clear benefit that your clients receive from you when they buy off you. This immediately grabs your visitor's attention and sparks interest for them to keep reading to find out more.

Having a headline at the top of your site "Welcome to John's Showers site" is not going to get your visitors interested in finding out more.

For example if you own a store that sells showers then you could have something like:  
"Experience true luxury with every shower. Our massaging shower heads melt away your stress"

Do you think that is going to get more people staying on the site than just having "Welcome to John's Showers site"?

## Step 3 – Call to Action

One of the biggest mistakes I constantly see is no call to action on websites, especially on the home page or the first page your visitors see on your site.

Visitors need to be guided on a successful website and led what to do next, otherwise they just click around your site randomly and then get distracted by something else and before you know it they are gone, off looking at someone else's site.

So you need a clear call to action on your site, something that is obvious to your visitor that tells them what action you want them to take. It may be a "Call us now on ...", or "Grab an exclusive free report that will show you ...", or "Complete this form for a no-obligation quote". Make your visitors take action on your site.

Think about how you cruise around the internet. Which sites spark your interest enough for you to stay on them and look around? Are there sites that you just go to and leave straight away? Start to

think about what sites get you to take action on and how you can incorporate what they are doing on your site.

## **Step 4 – Benefit Driven about What You Can Do for Your Customers**

Most people think that a website should be all about them and their business, but no one wants to hear about you bragging about how great you are. They want to know what you can do for them and how you can help them.

Make your website focused on the benefits that your clients get when they do business with you, and tell people what you can do for them – how can you help them.

How do you personally decide on whether to buy something? Is it all about the features of the product or service, or do you purchase because of the emotional benefits you get? Do you go, oh well this new phone has an email program that sorts my emails for me, so I'll buy this one. Or do you go, wow, that phone looks really styling - it is going to make me feel GREAT having this phone and that email program is going to save me so much time which will give me more freedom in my life.

The fact is, whether you realise it or not, we are emotional beings and we respond to emotional benefits for us, rather than features. We may still look at the features and logically reason why we need something, but it almost always comes back to emotion.

So fill your site with emotional benefits for your customers – what benefits are they going to get from you, and watch your websites conversion rates rise.

## **Step 5 – Lead Capture**

How would you feel if I said to you that your website could be bringing in hot new leads for your business every day (even when you are sleeping)?

Capturing leads and prospective customer's details is a key marketing tool for businesses – one that the majority of businesses don't have and this is a leading cause of a failing website.

What I mean by a lead capture is the ability to collect details of potential customers from your site that you can then follow up with and see if you can help them with your products or services.

In return for the prospects details, you give them something that is of value to them – like a free report on a relevant topic, a tool to help them do something, a training series ... the options are endless!

The value of having a lead capture on your site is that your site can work for you 24 hours a day, 7 days a week, collecting prospects details that you can then market to, and follow up with. It builds you a database of warm potential customers for your business.

This list is a massive asset to your business as you can instantly tap into this list whenever you want - whether that be following up with this list on a regular basis or just when business is slow and you need some warm prospects to convert into paying customers.

A recent website that we completed had our client get 58 hot new leads from his site in the first 2 weeks after the site went live. This was massive for his business, and it meant he could tap into this list to make instant money. Not only that, **he didn't have to go out and cold call to get new customers as they are now coming to him.**

## Step 6 – Usability and Clear Navigation

Too many websites are out there that are completely unusable. For your site to be successful, it **MUST** be usable for your visitors otherwise they will leave faster than a speeding bullet!

Make sure you have an easy to use site, with clear and simple navigation, and make the information that visitors want to know easy to find so they don't need to waste their time searching through your site.

Don't get all flashy and fancy on your site, it may look impressive, but if it is making your site unusable and your visitors are leaving then it is useless. Keep it simple and professional.

Get some friends to test your site and give you honest feedback so you can improve the usability of your site.

Or you could hire a company to do usability testing for you, such as <http://www.feedbackarmy.com/> or <http://UserTesting.com>

## Step 7 – Update Your Site

There is nothing that will make visitors leave faster than going to a site and finding out of date information because the site hasn't been updated recently.

Would you stay on a site if you went to it and on their home page were details for an event that they ran 6 months ago? It completely turns me off and I leave immediately as it is obvious in seconds that the site is not current, up to date or even being visited. I know it sounds completely ridiculous, but trust me I see this all the time and it is probably the biggest website killer there is.

Sadly I used to do this myself. It just seemed like too much hassle to change the website when I needed to, and it just kept getting pushed down the priority list, then after months I would go to our site and shock myself when I saw all this old irrelevant content was on the site!

There are fantastic website systems out there now that mean that anybody can update a website, even if they have no programming knowledge at all. So there really is no excuse for not updating your site.

Plus if you update your site on a regular basis then the search engines like Google see that the site is active and they like that, so you get better rankings in the search engine results, **which equals free traffic**.

## Step 8 – Traffic

A great website is really only half the formula for a website to be a successful website. The other half is getting the traffic to the site. Just because you build a website, does not mean visitors will come flooding to it automatically.

You can have the best converting site in the world, but if you are getting no traffic, then your site is absolutely useless. Similarly, if you have huge amounts of traffic to your site but your website sucks and does not bring in any business, then this is useless too. So a great website and traffic generation go hand in hand to create a successful website.

You need to have a traffic and strategy plan for how you are going to get traffic to your site, and to keep it coming to your site.

**BUT**, not all traffic is created equally! Try to get as much targeted traffic as you can to your site. Targeted traffic is traffic from visitors that are potential customers for your business. So have a think about how and where you can get targeted traffic from.

Where did your potential customers go online? What are they doing online? What sites are they visiting? These are all great questions to ask to help you find where to market yourself online to get the best targeted traffic that you can.

## Step 9 – Test and Tweak

Now before you nod off to sleep at the title of this step, because it sounds so boring, I want to tell you that this step is my favourite step, and one you want to listen to.

I get so excited doing this on my sites and my clients sites, because this is really **the key fundamental of getting massive results online**.

Let me ask you a question – How can you improve on something if you don't know how it is doing right now?

Well the simple answer is that you can't. Testing, measuring and tweaking can really turn a struggling website around into a successful one very quickly.

So what is it? Well put simply it is about tracking your statistics on your site, measuring what is going on for your website and making small changes (tweaking) the site, and testing again.

**Here are some of the stats that you want to make sure you track:**

- ✓ How many people visit your site
- ✓ Where they come from/How they found your site
- ✓ How long they stay on your site
- ✓ What pages they look at on your site
- ✓ What keywords people used to find your site
- ✓ What actions they take on your site

The biggest mistake that people make with this is that they have a website that is convert ok, and they want to improve the results so they go and change most of their website or landing page and then test it, only to find that it is performing worse than when they started!

This is not about making huge changes to your site; this is about making small changes, little tweaks and then testing it and comparing the results with how it was before.

Just test one thing at a time – like test just your headline, or the colour of a button, or the main content. Use the best resulting one out of the 2 that you tested and then test another aspect/element on your site.

The fact is that things change so rapidly on the internet that testing and tweaking is so vitally important to the success of your site. You can never go “this worked on that site, so it will work on all sites”. Every industry is different, different visitors are different, and people change over time to what they react too, so it is important to constantly be tweaking and changing your site to ensure your results are always improving.

# What Next?

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So there you have the 9 steps for a successful website. Go out and implement all of these and you can have an amazing website that is bringing in new leads and new customers and give you leverage in your business.

If you are not sure what to do next, then we have 3 simple actions that you could take right now:

<p><b>FREE Website Review</b></p> <p>If you have a website and you want a free website review that will show you how to specifically change your site to get you better results, and how you can optimize your site to get regular free traffic through the search engines, then request a website review today</p> <p><b>Yes! I Want a Website Review</b></p>	<p><b>Done for You Online Results</b></p> <p>If you want someone with proven results and extensive knowledge and experience to create the online results that you desire, then check out our Online Results services to see how we can help you and your business get results online</p> <p><b>Check Out How We Get You Online Results</b></p>	<p><b>No Obligation Phone Consultation</b></p> <p>Want to talk to someone one on one regarding your results online? We would be happy to have a phone consultation with you to help you get clear on the best plan of action for you and your business. Call us today!</p> <p>09 889 3097 - <b>Within NZ</b> 02 8011 4719 - <b>Within Australia</b> + 64 9 889 3097 - <b>Rest of World</b></p>
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Last year we set up an online marketing funnel for one of our clients that brought in over \$42,000 for her business that year. This funnel ran automatically and she did less than 4 hours work to help set this entire funnel up.

**We are all about getting results for you and your business, so take action today.**