TOM'S FREE WEBSITE TIPS

1. **Optimize Your Site For Visitor Conversion**
   Conversion is the process of getting a visitor from the page they landed on to the end product/service interest of their choice

2. **Optimize Your Site For Search Engines**
   Regional Search Optimization with Google and Yahoo for related searches of your product categories and purchasing locations is a much more cost effective method of advertising

3. **Identify The Best Balance That leads To Successful Selling For Your Website**
   A successful selling web site contains key components for success

4. **Have Your Site Text Written By A Professional Web Copywriter**
   Web visitors do not read web pages initially – their first visit consists of quick scanning to find the category or product that relates to their search terms

5. **Discourage The Use Of Splash Style Pages By Your Design Firm**
   Splash images can make a site look beautiful, but if the page does not provide what the visitor is looking for in 10 seconds or less they will abandon your site up to 80% of the time

Read the details or each tip below

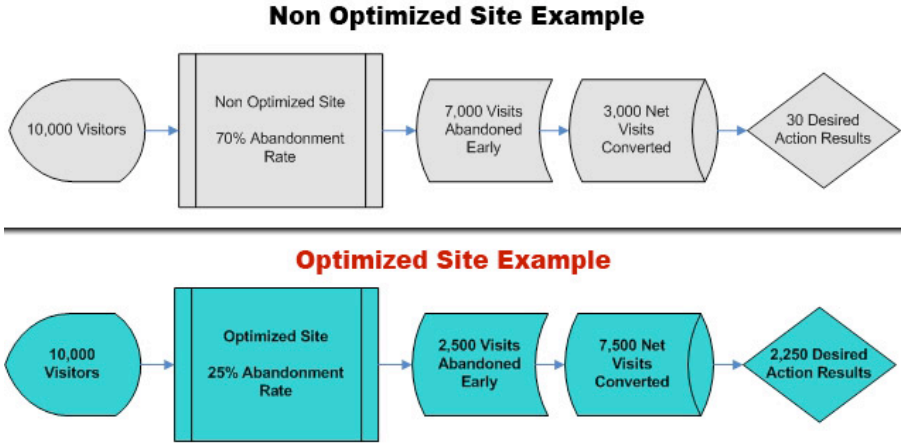
1. **Details: Optimize Your Site For Visitor Conversion**
   The first and most important tip I can provide is to make sure your website is optimized for visitor conversion. *Conversion is the process of getting a visitor from the page they landed on to the end product/service interest of their choice.*

   Since the average pages viewed per site visit is only around 3.2 – 3.7 page views, conversion optimization is very critical to obtaining any selling success from a website.

   This average is obtained from the metrics acquired from millions of site session visits throughout thousands of sites globally. After tracking 75 of our own sites we averaged right at or just a little under this average as well.
   Your selling related website may average a page less or a page more, but most likely will be very close to this average.
   A study of your monthly site visit reports should disclose what your actual site average is.

Without conversion optimization, no matter how much you advertise your site, the site will not retain visitors at the satisfactory levels required to attain good ROI (Return On Investment) from your advertising dollars.
You are in essence throwing away your advertising dollars without performing this step, and many companies are doing this without even knowing it.
One of the primary reasons for low ROI is due to the high percentage of abandonment rates that non-optimized sites are typically hindered with. This is due to little or no targeted marketing being developed for the site.

The following graphic is an example of net converted traffic for an optimized site versus a non-optimized site with the same traffic of 10,000 visitors per month.



The earning power of a website is directly related to its acquisition rate and conversion rate.
The next primary factor for success is the quality of the persuasion marketing which generates the actual sales leads.

One of the best solutions for beginning the optimization step is to create a good roadmap that leads to where we need to go.
This can be accomplished by creating a web marketing strategy.

So - If you haven't already, write a web strategy brief. This will help identify your product/services value stream site flow, the selling benefits that visitors want to see from your products and finally how to get them there quickly - no matter where it is located on the site.

2. **Details: Optimize Your Site For Search Engines (SEO – Search Engine Optimization)**
   Regional Search Optimization with Google and Yahoo for related searches of your product categories and purchasing locations is a much more cost effective method of advertising

and obtains a longer lasting ROI than PPC/Sponsored Ads.
After all, a customer living in the vicinity of one of your stores is not going to want to drive two states away to make their in-store purchase.

For brick & mortar store purchases, visitors may perform 2 or 3 tier levels of searching before finding and finally deciding on a destination in which to make their purchase.

Local Search Levels:
a) Tier 1: Wide Search – Product benefits knowledge related
b) Tier 2: Local dealer search by brand, product category or specific product line by location.
c) Tier 3: If needed - Refined search for brand, product category or specific product line by location.

3. **Details: Identify The Best Balance That Leads To Successful Selling For Your Website.**
   A successful selling web site contains the following key components:
   a): A browser technology driven solution to display your products.
   b): Creative graphic elements to help invoke emotion into your brand & products which helps them sell.
   c): Usability Standards so your customer can easily & quickly find what they are looking for.
   d): Web Marketing to blend a, b & c together in a format that is capable of acquiring and converting your target audience into visitors then customers.

   Unfortunately many Creative and IT companies that create and develop websites lack a true Web Marketing & Metrics expert. This results in sites with acquisition and usability issues which all result in a website with low selling ability.

   Successful Web Selling requires the following optimized key components
   a. Acquisition (Advertising – SEO or Pay Per Click Sponsored Ads)
   b. Conversion (Quickly getting visitors to your product pages with Targeted Marketing)
   c. Action (Turning visitors into customers with persuasion marketing techniques)

   A recent study by e-Consultancy Group in the UK reported that 90% of all e-Commerce sites fail because they are missing some key marketing components.

   All of these components involve targeted marketing and metrics which usually require the services of an expert level Web Marketing Professional to drive sales for your business success.

4. **Details: Have Your Site Text Written By A Professional Web Copywriter.**
   Web visitors do not read web pages initially – their first visit consists of quick scanning to

find the category or product that relates to their search terms (which brought them to your site in the first place).
Due to this phenomenon, web text should be written in chunks which make it easy to scan then let the user go deeper with topic links when a match is found to his search.

This approach also optimizes the visitor's process of conversion allowing the visitor to easily go to the product level using good sales copy and a link that asks for the order (Action Request).

5. **Discourage The Use of Splash Style Pages On Any Main Home Page Or Selling Related Page.**
Splash images can make a site look beautiful and have their place (product presentation or pop-up style pages), but if the page content does not provide a targeted path to exactly what the visitor is looking for in 10 seconds or less - they will abandon your site in high percentages.
Visitors look at your site through completely different lenses and processes than designers or site owners.
Visitors have strict tasks and agendas that have to be met or they will abandon your site up to 80% of the time when a task fulfillment is not quickly identified or a target task item delivered to them in a format they want to use it in.

This is also a very costly item in that Search Engines cannot read image based pages to create relevant Organic Search Results, so you will lose valuable e-Marketing capabilities which then force you into expensive Pay-Per-Click/Sponsored Ad Campaigns to acquire your sales traffic.

This situation can be corrected in Step-1: *Optimize Your Site For Visitor Conversion*