



Your Step-By-Step Guide to Developing a Web Site That Doesn't Collect Dust

An Exclusive Benefit, just for working with Can-Do Graphics

Client: Ohio Vault Works, Inc.

Date: 03/12/07

"Never hire someone who knows less than you do about what he's hired to do."

- Malcolm S. Forbes 1919-1990, American Publisher, Businessman

"If you're not a risk taker, you should get the hell out of business."

- Ray Kroc 1902-1984, American Businessman, Founder of McDonalds

"Entrepreneurs are simply those who understand that there is little difference between obstacle and opportunity and are able to turn both to their advantage."

- Victor Kiam American Businessman, CEO of Remington





What You'll Find In This Insider Report

Table of Contents

Page 1, 2	Developing an easy to follow web site map for your visitors
Page 2, 3	Writing Compelling Content Your Visitors Will Respond to
Page 4	Questions to Develop a Purpose-Driven Web Site
Page 5, 6	Getting Your Visitors to Take Action
Page 5, 6	Getting Your Visitors to Take Action
Page 6, 7	Record Great Audio Files with Little or No Stress

Special Note Before You Begin:

You may find that after going through this report that you either don't have the time or the inclination to do a lot of this work on your own - that's no problem. Rather than investing time, if you'd like to invest in having Can-Do Graphics help you with some specific areas, just contact us and let us know how we can help you.





I: Developing an Easy, Logical Web Site Map for Your Visitors Web Site that Actually Works

Why is this Important?

Think of the site hierarchy or "map" as the road map for your web site visitors, it's how you direct them from one web page to another. Typically illustrated with a flow chart, the site map or navigation is how visitors click from one web page on your site to another; it shows the relationships of the web pages to each other and to the web site as a whole.

The site map is a critical aspect of a web site's success, it must be easy to understand, consistent and logical. If you've ever got lost or frustrated navigating a web site, you've experienced a web site with a poor site map. I am sure if is this has happened, you eventually left the web site, and that's common, when people get confused they say 'no' and walk away. We're going to avoid that with your web site.

The goal of a good site map is to help your visitors get the information they need as quickly and efficiently as possible, then we want to give them a strong, clear and compelling call to action so they move from visitor to client/customer. Remember, that your visitors are often busy and don't have a lot of time to search for the information, your objective is to help them find it as fast as possible.

Typically, a web site will always have: a main page, an about the company or owner page, perhaps a contact form and a link for visitors to email the business. Beyond these pages, the additional web pages should provide the visitor with a direct benefit; there should be a definable reason why the page was created and what its benefit is to the user, otherwise it should be left out.

What I Recommend:

- **Get ideas from looking at your competition.** How they organized their web site. Ask yourself if the information was easy to find. Were there too many links? Was it confusing? **Put yourself in the place of your visitors** and looking at your competition's sites is a great place to start.
- Think about what information is most critical to your visitor. You want to make that easily accessible. For example, you might have learned that you visitors will want to see what products you offer much more than information about you. Put yourself in the shoes of your visitors – what information do you need most, and how easy can you help them find it?
- Rather than give people loads of links to click on when they first visit your web site, you want to lead people through a process of visiting your web site. Have the mind set that **you're their guide** through the web site. Have you ever visited a web site where the screen opens up and there's so much on there you have no idea what to click on? How will you lead people through the process? Think about how you talk to prospects on the phone or in person, whatever process you use is often the same path or process you'll lead them through on your web site.
- Avoid arbitrary web pages that just cost extra money. As a general rule, you should have at least 1-2 paragraphs of information on each web page. If you're not sure what the value to you and the visitor of the web page you're thinking about adding, don't add it.
- Each web page that you want created should have a purpose for you and a value or benefit to your visitor. You'll begin to see your web site as separate web pages that all have value and all have a purpose rather than one web site that has 1-2 effective, worthwhile pages.

Developing a Web Site That Doesn't Collect Dust - Page 2



I: Continued...Developing an Easy, Logical Web Site Map

- At the end of each web page you should have a link to another spot on your web site. For example, if you had an About Me web page, at the bottom you might have a link that says, "Click here to view my testimonials". Again, put yourself in the place of your visitors, if you just read this web page, where might you want to visit next? **Make sure your web site doesn't have any dead ends.**
- If your business is a little creative or innovative, **think of some more inventive names for your links** and web pages. About Us, Contact Us, Services, etc. are fine, but they are ubiquitous and boring. How about, for example, you have "Products You Can't Live Without" rather than Products? Perhaps, you could have "Johnson's Innovative Team" rather than About Us. The bottom line is that you want to entice your visitors to explore more of your web site, you can do this easier with clever rather than boring links and web pages.

II: Writing Compelling Content Your Visitors Will Respond to

Writing compelling content is one of the, if not the most important aspects of your web site. Without content that motivates people to first read and then to take action, your web site is nothing but a collection of characters and images. Solid design and a good navigation scheme will encourage visitors to give your web site a chance, but if you don't have anything meaningful to say your visitors won't stay very long.

If you find that you need assistance developing content that is action-oriented and compelling, contact Can-Do Graphics for expert assistance in this area of specialty. If you decide to make a go of it yourself, here are some terrific ideas to get you started:

- Develop strong, clever and persuasive headlines. Remember that you have about 3-5 seconds to attract someone's attention on a web page – your visitors have very low attention spans. A catchy headline, nice graphics and a easy to read page is the best way to capture their attention. Magazine covers, online news web sites like foxnews.com and msn.com are a great inspiration for good titles. For example, "Top 7 Reasons ABC Company is the Only Choice for Small Business Owners", or, "Feeling Cheated? How to Avoid Wasting Thousands on Hiring the Wrong Building Contractor?"
- Focus your content on your visitor rather than on yourself. Your visitors, just like everyone else's, are all tuned to the same frequency, "WIFM" – what's in it for me. **Your visitors probably aren't concerned with how you got started in business, or your dog's name, what they do care about is how you can help them solve their challenges.** As an example, even if you're writing a bio, explain to your visitors how your 10 years as a sports coach will help them. If you can't think of how a piece of information will help your visitors or why they should care – leave it out.
- Adding to the point mentioned above, avoid using, "we, us, me, and I" often. **Focus on getting as many "you's" in your content as possible.** If you can get more than 2X-3X the number of "you's" than "we, us, me, and I", you're doing okay.
- If your web site is geared towards getting people to purchase a product or service, and 90%+ of the web sites out there are - you need a strong call to action on each page. After the visitors reads a web page on your site, **make it easier for them to buy from you, or at least move closer to buying from you.** You can do this with a strong call to action - tell your visitor specifically what to do to take the next step in buying/working with you. Can-Do Graphics can provide you with some outstanding helpful hints on developing killer calls to action that work, if you find those hints are not in this information, contact them and ask for this information.



II: Continued...Writing Compelling Content Your Visitors Will Respond to

- Describe the tangible benefits your client will receive by doing business with you. Think of yourself as an attorney and that your company is on trial. **You want to build a rock-solid case as to why the visitor should do business with you.** If you aren't sure what the benefits are ASK your best clients, "What were the benefits that you received from working with my company?" Some examples of benefits might include: more efficient, make better decisions, happier, more focused, able to focus on other projects that make money, more time to spend elsewhere, less stress, etc...

Where most business miss in this area is they focus on features rather than the true benefits of their product/service. For example, if you were a florist wanting to increase the number of men you have come in your store you could advertise that your flowers are watered with natural spring water and they are kept in \$20,000 humidifiers to keep them fresh. But these are features, and most likely not important to men buying flowers. Instead tell the men what benefits they'll get from buying from you:

- 1) We have women on staff that will help them pick the right flowers
- 2) We have "man snacks" and ESPN on in the store while you wait
- 3) you can place your order right over the phone and make rush deliveries when you need us to.

Do you see the difference? This is the power of focusing on benefits rather than features.

- Avoid overused, lacklustre terms called platitudes. We've all seen these before, "Great Service, Been in Business Since 1738, Best Prices", the list goes on and on. But the one thing that is common is that **these phrases have lost their power and meaning, furthermore, no one believes them anyway because EVERYONE says them.** Build a case for your business rather than use meaningless phrases that no one cares about. How many times have you heard a business say, "We value our customers"? You might have thought, "Well I should hope so!" If you need assistance in developing content that truly shows clients your uniqueness and want to avoid these overused phrases, you can contact Can-Do Graphics to provide you additional assistance.

- **Keep your content in simple, easy to read blocks** (break it up into easy chunks to read, no one likes seeing a huge block of text with no breathing room) – divide up your text up into smaller, more manageable paragraphs.

- Finish your content with a strong call to action (this is what you want your visitors to do after they've read your web page. It's often an inquiry phone call or email). **Tell your visitors specifically what they need to do next to work with you**, which could be download a free report, call for a consultation or send an email for a follow-up call, the point is that you want to move them from visitor to customer – whatever that next step is for you to get them to do, that's the call to action. Each page can and often should have a call to action.

- Visitors like to skim text, so even if you have a lot of it (although in most cases this isn't necessary), if you **use headers, sub-heads, bullet points and small paragraphs**, you can still get your visitors to want to read what you have written. Make it easy for your visitors to skim your content if they want. Make it easy for people to read what you have to say, if you don't organize and break up your text, your visitors won't read what you're writing - even if it is good information.



III: Ask Yourself These Questions to Develop a Purpose-Driven Web Site that Actually Works

Answering these questions before you start the design process will help to make your web site, more effective, streamlined, and more user-friendly. You'll want to answer these questions for every page on your web site, and by doing so you're ensuring that you've got a web site that has engaging content that visitors will want to read and want to take action on.

In effect, you're going to have a web site that doesn't just sit there, but gets your visitors to take notice and take action!

- What is the purpose of this page, why is it on the web site? What does it do?
- What do you want people to think and feel after they've read this page?
- What do you want people to do after they've read this page?
- What is the value that visitors will get out of reading this page (information, advice, expertise, view photos, learn what not to do, learn how to solve their problems, save money, make money, save time, make them look better, make them feel better, help them avoid mistakes, etc...)
- Why would someone want to click on this web page, what could they expect to learn after reading it?
- What is the one thing we want to get across to people on this page? What is the main point? What are some points that aren't as important but still need to be in there?
- If this web page were a newspaper article, what headline would you give it to get people to read?
- Who would be visiting this web page? What would be important for them to know about this topic? What would concern them about this topic? What would save them time, money or hassle concerning this topic – how can you help them do that?
- What information would they be looking for on this page? What would they be looking to learn?
- What are your competitors saying about this topic? What don't they understand about it?
- What are some of the biggest challenges your clients have with this topic?
- What are some of the biggest misconceptions you clients have about this topic?
- What else might they want to check out after looking at this web page?
- What can you tell that would be helpful about this topic that they probably didn't know already?



IV: Getting Your Visitors to Take Action

What is a Call to Action?

Call to Action is the action that is requested by a marketer's content (either from an advertising banner or web-site copy). This may be to click-through to enter a contest, enter a survey to win a free prize or purchase a product. It's usually the next, easy-to-follow, low-risk step that people take in moving from a prospect to a customer. Think of it as the next step in the path.

What do you want a prospect to do once they've read your web page, brochure or something else? Your goal in the call to action is to make that next step something the prospect realizes they need and want to take!

We've all seen the infomercials on TV, they always contain great examples of calls to action. For example, "If you call 1-800-got-junk in the next 20 minutes we'll cut one of the payments and add in the chopper blade for free!" Your call to action might not be as pushy, but the point here is the **call to action needs to be compelling, attractive, easy, low-risk and logical for your prospect to want to take advantage of it.**

A compelling call to action is the key to getting people to act. What if you saw a call to action that said, "Call for a free quote"? Not that compelling is it? How about, "Don't delay. Call Can-Do Graphics at 480-391-0704, to schedule your FREE Business Credibility Consultation, and get the advantage over your competition today." While there is no set-in-stone formula for a call to action, below you'll find a guide that should provide you with some great ideas.

A General Formula For a Strong Call to Action You Can Follow:

If you want **(THIS / THESE BENEFITS: examples elimination of fear, anger. Healthy relationships, to laugh again, etc.)** call me today at **XXX.XXX.XXXX** and **(WHAT THEY GET OR RECEIVE, examples might be peace of mind, rest, the ability to move on, reassurance, etc.)**.

While it's on your mind and you're thinking about it, take action today and contact me today, I would love to talk with you. **(ANY REASONS WHY THEY SHOULD DO IT NOW, AND NOT LATER, AND WHAT HAPPENS IF THEY DON'T DO ANYTHING)** You'll feel better and you'll be glad you did.

Don't Miss These Insider Tips on Developing Effective Calls to Action:

- Make your call to action very simple, easy and logical. A 10 year old should be easily be able to interpret and do this.
- The "risk" of taking the next step must minimal (people don't like having to risk a lot of time, money or energy on something new and unproven). At the same time, you want to provide a good return (see the following bullet)
- You need to provide people with specific benefits THEY want if they take the next step
- Remember that this has to be strong or people won't take it. People are typically busy, apprehensive about new risks, and sometimes they are just content with the status quo – even if it's not good.



IV: Continued...Getting Your Visitors to Take Action

Continued...Don't Miss These Insider Tips on Developing Effective Calls to Action:

- Your action step must point out how fast, easy and or convenient it is to take action, what benefits they receive if they take action, what happens if they don't take action and if you can, put a time limit or limited offer in it to stress that time is of the essence.
- If you're doing a web site, make sure each call to action is specific to the web page the visitor is on. On printed materials you should always have a call to action – tell people what you want them to do next.
- If your call to action is confusing or too complicated, you could potentially be losing out on a lot of sales. One sure way to ensure that your call to action is easy to understand and follow is to have a 10 year old, yes, a 10 year old look at your web page or collateral material. Ask her/him, "After reading this information, can you tell me what I was asking you to do next?" I'm not advocating soliciting random 10 year olds off the street, but this is a trick marketers have been using for years - a call to action so easy that a 10 year old understands it.

V: How to Record Great Audio Files for Your Web Site with Little or No Stress

Why Should You Consider Having Audio on Your Web Site?

- It allows visitors to hear your voice and helps to build trust. **People are much more likely to work with you if they feel they know you, like you and trust you a little. Audio helps you do this.** You can use audio to turn strangers into friends and friends into clients.
- It allows you to offer visitors a break from reading.
- Using audio can help you easily explain a complicated concept or something you feel very passionate about. It's so much more powerful for people to hear and feel your enthusiasm for something rather than read your words, this isn't taking away from good content - it's essential. But imagine that your visitors could actually hear your passion for doing what you do, would people be more likely to do business with you if they could only hear how professional, enthusiastic and sincere you were?

Audio files can help you express they on a completely different level than just text. You can also use audio to describe a process that is too complicated to describe in words. By incorporating audio, you won't have to, your visitors can simply click and listen.



V: Continued...How to Record Great Audio Files for Your Web Site with Little or No Stress

Deciding What to Record

- You always want to give people some value when they click on audio – make sure they don't feel like they've clicked on an audio and got nothing out of it. Educate them, inspire them, make them laugh, whatever you record, put yourself in the place of your visitor and ask yourself, "Would it be worth it to have listened to this audio file?"
- Listen to yourself when you're talking about your business to your friends, family, etc. These conversations often give you good clues on what to say and how to say it.
- Talk about what you are passionate about
- Focus on what your clients would want to know about you, your services, or your personality. If you looking to buy from a company like yours, what would be important to you? What would you be scared of? What questions or concepts would you like explained to you?

Additional Audio Insights You Can't Miss:

- Keep the audio from 30 seconds to 2 minutes - they aren't long
- Calls to action should ALWAYS be at the end of your audio clips! The call to action isn't the only thing they'd hear, that would like watching TV and only seeing advertising, but incorporating a quick, tactful one at the end is usually a good idea. Think of the call to action is a quick advertisement at the end of a television program. The transition usually goes like this, "If this audio clip has got you thinking/ready to take action or whatever___DO THIS ACTION STEP NEXT".
- As far as the number of audios...there is no set limit, about 5-7 or less for the site seems to be a good number. **You want to give visitors a nice change from reading, but don't want to force them to listen to the audios in order to understand your message.**
- Let your personality shine through when you're recording! You can achieve this by **practicing what you're going to say SEVERAL times before you actually record it.** By practicing, you'll get comfortable with what you're reading and you'll sound more relaxed and sincere - **practicing your audio ahead of time is a must.** Recording a bland audio file that sounds like you're reading from a piece of paper is no better than reading boring text.
- Make sure you have notes for your recording. It sounds like just an extra step but it's essential. **Write down what you think you want to say, and then read it outloud.** If it sounds funny or it doesn't sound like you change it so it does sound like you talk. When you're ready to record, have your notes in front of you, the pros do it and you'll be glad you have them.
- Pretend that you are talking to one person in a coffee shop rather than an auditorium. Just say what's on your mind and in your heart. Your visitors will want to know that you're professional, sincere and have good energy.