

**Discover:**

**7 Crucial Points  
Professionals Need  
to Know about  
Websites**

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# Discover:

## 7 Crucial Points Professionals Need to Know about Websites

Many Professionals have their website designed and set up by web designers which makes it quick and easy to get online however, without the correct information given to the designer it might be a more generic site lacking sufficient differentiation from other Professionals. What this means in today's competitive world is you might be missing out on valuable contact by potential clients. Furthermore, be alerted to the fact that your website should reflect who you and/or your firm/company wishes to become most known for and another aspect, this should also transfer into all Social Media you engage in.....yes, another valuable aspect for Professionals to consider: Social Media

However, this reports will now address:

### 1.Crucial Point: Do You Know What You Want Your Website For?

Before you think about launching a website you need to think about why you want and need a Website. What do you hope to achieve from having a website? What is it you want a website to do for you?

Is it to:

- Promote your services?
- Gather contact details (lead generation) so you can market to potential clients?
- Have an online presence so your clients can find you?
- Educate, engage and inform people on your services?
- Sell products and services by way of a shopping cart?
- Promote yourself as the Authority in your Industry and Location?
- Allow you to reach a global audience with your products and services?
- Build your personal profile and brand online?

## 2. Crucial Point: How do you Capture the Viewer's Attention?

Most websites floating around in the World Wide Web never even get found. If they do, the average across-the-board sites (blogs, websites, capture pages etc) have a stick rate of about three seconds.

How do you capture someone's attention in three seconds? Have a good and clear message that speaks directly to them, as your headline. Remember that a visitor might arrive at your personal name blog because they found your article after doing a search in Google, but before they commence reading the article, they look at your header and make an instant judgment as to whether they like you or not.

If your content is valuable, and your headline clearly states what you offer on your website, then you have a much better chance of capturing the attention of your new reader, and they might just be enticed to stay around and read some more.

You need to create a head-line which speaks directly to the viewer you wish to attract and gets him/her to take the action you have in mind for them. Be clear, be specific, one action or purpose per page is the most successful way of setting out your site.

## 3. Crucial Point: What's Your Flavour?

Are you choc chip, strawberry, watermelon, wild berry? If you offer all of these I might not see the one I prefer: vanilla!

What am I talking about??..... Your personal brand!!

The one thing that is guaranteed to differentiate you from everyone else that works in your industry is your brand. Most people don't recognize that in today's more social world, your business and your personal brand need to be one and the same, whether you're selling Fishing Tackle, Financial Advice or other Professional Services.

Creating your personal brand is not a new concept. A lot of the most successful entertainers in the world are personal brand geniuses, like Oprah, Dr. Harry and Dr. Phil. They built their empires out of being who they are and never wavering from it. The major benefits of building a personal brand increases your entire business and its value. Personal branding is what gives everyone a go at joining the A-list ranks and becoming famous!!

The first generation built their brands on television and movie screens, radio, newspapers and magazines and now the next generation (us) are doing it online at a much lower cost, with no need for the gatekeepers' approval.

Your brand is more than a pretty logo and website; it is all about being YOU and being transparent. Creating your brand encompasses every part of your business.

## **4. Crucial Point: Who is Your Client and Target Client Group?**

You don't want to be everything to everyone, even if you handle various services. As a Professional you have a range of Target Client Groups and it is important you are aware of this and target each one with a message specific to them. You need to intimately know your clients, (metaphorically speaking). You need to be able to recognize them and know what they're attracted to. The more concise you can describe them, the more you'll be able to attract them with precisely the message they are looking for!

## **5. Crucial Point: What's Your Irresistible Free Offer?**

All business owners, entrepreneurs and especially marketers will tell you ..."The money is in the list!" Right now, it's never been easier to manage your database of contacts, and of course, the idea is to grow that database, because without it, you won't have a business!

If this concept is something new to you, and many Professionals are still struggling to understand this part of what they do, make sure you find a Marketer who understands the needs of the Professional sector.

You need to develop an enticing, irresistible free offer that people will gladly provide you with their name and email address for on your website. The ultimate aim of all your internet activities is to build a database of raving fans that come to you for your services and refer you.

Wherever and whenever you can you need to be offering your potential clients opportunities to join your mailing list and database. We recommend you include the opportunity for new and existing clients to sign up to receive your blog posts. You will get more people 'opting in' if you give them something for free in return for their contact details.

And no, we are not talking about free product or DISCOUNTING , we recommend your free offer being something like:

- A video course
- E-book (like this!)
- Webinar interview
- Audio program

## 6. Crucial Point: Are You Being Sociable?

In order to attract your target group of clients, and there could well be several, and dominate your market, you need to have a presence across the major social media networks and platforms. This not only helps with your positioning, it greatly assists your rankings on the search engines for your site, and helps build your database (via raving fans) and it is a great way to syndicate your content.

## 7. Crucial Point: How Will People Find You Online?

There is no use having a fantastic looking website if nobody can find it or nobody is interested in how you're promoting it. Search engine optimisation (SEO) is the art of getting your website to rank better with search engines like Google, Yahoo, MSN, Bing and ASK.

So how do you rank better? With the right keywords! Keywords are the words people type into a search box when they're looking for something online. The search engine uses the keywords to decide which web pages to deliver in the results pages. That's why keywords are crucial to your online marketing – use them in your web site copy and you can rank well on Google, Yahoo, MSN, Bing or any other search engine, ignore them and your pages will rarely be found.

One of the biggest reasons SEO campaigns fail is because people are targeting the wrong keywords. It is essential for any campaign that the keywords targeted are both achievable and produce results. This is why it is critical to know who your target audience/client is because people from different market segments will often use differing search terms when they are looking for a product or service.

Keyword research is the process of finding out the words and phrases that your potential clients use online. We're all creatures of habit and what we type into the search boxes isn't random,

it's influenced subconsciously by our language and culture. Our searches follow certain patterns, we share the same types of words, we are influenced by.

The thousands of keywords results you get from your keyword research are full of surprises and opportunities. To get the most from these results you need to analyze and prioritize them in terms of the traffic they can produce and the competition you will face.

Great tools to use to research and analyze your keywords is Google Keyword Tool, Market Samurai, Wordtracker. There is a whole range of them however, it is important you FIRST know and define your target market!!

**PS - If you would like more detail on any aspects touched on in this report or have questions, [please contact](#)**

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