

Building a Website

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Overview

- Why You Need a Website
- Types of Websites, Web Tools, Web Services
- The Basics of a Good Website Design
- How To Evaluate Your Own Website for:
 - Sales effectiveness
 - Programming effectiveness
- How to Evaluate Potential Web Developers

Why do you need a website?

- Get new customers, communicate with current customers, communicate with prospects and your community!
- 85% use the web for local buying decisions
- Validation for your referrals
- Replacing Yellow Pages

Why do you need a website, con't.

- Owning your own well-developed website becomes an asset of your company.
- The investment will make your contracting company more valuable at time of succession or resale.
- A well built site will serve as differentiator between you and your competitors.
- The younger generation expects you to have a professional and complete website!

Five Types of Websites

- Online brochure website
- Multi-page online brochure website (5 or 6 static pages)
- Multi-page website with Content Management System
- Multi-page website with Content Management System and additional do it yourself (DIY) tools
- Multi-page website with Content Management System and additional DIY tools plus Search Engine Optimization and Content Implementation Plan

Online Brochure

- An absolute, no questions asked, do it right now, there is NO time to wait, you have to do this yesterday, web presence
- 1 Page Website with Basic Information
 - Company name, look and feel
 - Basic description of services
 - Address, phone and an email link
 - About Us and Contact Us pages
 - Validates your referrals
 - Enables your company to be listed in the local search results
- If you do nothing else from this class, you have to do this!
- Example: www.jrsplumbing.com

Multi-Page Brochure

- 5-6 Page Static Website with Basic Information
 - Home Page
 - About Us
 - Services
 - Contact Us
 - Products/Maintenance/FAQ page as an additional
- This static site gives you a huge upgrade to just an online 1-3 page brochure and will beat out those without anything as well
- Missing ability to update or much in the way of Search Engine optimization results
- Example: www.ayotteplumbing.com

Multi-Page Website With Content Management System

- Unlimited page dynamic website with more detailed information
 - Breakdown of services with details
 - FAQ module
 - Testimonials engine
 - Blog
- With a Content Management System
 - A CMS is an easy way to cut and paste updates to your website without technical skills
 - This is an even bigger upgrade to a multi-page static website
 - Keep the website relevant – easy to maintain relevance
- Better for Search Engine Optimization, more integrity, more established businesses
- A must have to get into the real game of SEO
- Example: www.centralcooling.com

Multi-Page Website with CMS and Local SEO Strategy

- Unlimited-page dynamic website with more detailed information on products and services
- A CMS that allows for easy content updates and addition of new pages
- A site with social media integration
- Local SEO strategy achieved through town landing pages for every town serviced by you
- Localized online marketing strategies to get new customers and build loyalty and retention with existing ones
- Example: www.carneyphc.com

Multi-Page Website with CMS, Local SEO Strategy, AND Content Implementation

- The best of breed websites with all the structure of a well Search Engine Optimized site
- AND a third party that will create a content strategy updating plan and implement it for you so that you can focus on running your business!
- Example: www.milani.ca

Web Tools For Your Website

Most Common Web Tools

- **Promotions Tool** allows convenient promotions management
- **Testimonials Tool** allows convenient testimonial management
- **Search Tool** allows visitors to search the site for content they are looking for
- **Contact Form** puts perspective customers in quick contact with you
- **FAQ Creation Tool** allows to convert customer inquiries into “Frequently Asked Questions”
- **Blog Tool** allows an ability to post and manage blogs for high search engine ranking

Web Tools For Your Website

Web Tools For Specific Purposes

- **eNewsletter Management Tool** allows customers to subscribe to your company newsletters
- **Photo Galleries Tool** allows you to showcase completed projects
- **Live Agent Chat Tool** allows for real time chat with website visitors when an agent from your company is available to respond.
- **Borderless Video Tool** allows you to communicate your company message to a website visitor
- **Online Bill Payment Tool** allows your customers to pay their bill online
- **eCommerce Tool** allows you to sell your products online

Web Services-Content Management

- **Content Management** when a website delivers relevant content to the search engines, the search engines will deliver visitors to that website
- Content updates are **MUST DO** to maintain high search engine rankings
- Content updates are done via:
 - Posting new coupons/testimonials
 - Adding new text to the existing pages
 - Adding new pages to the website
 - Blog

Web Services-Search Engine Optimization

- **Search Engine Optimization (SEO)** is the art and science of persuading search engines to give your website a high ranking in the organic search engine listings.
- SEO activities are **MUST DO** if you want to generate leads at low cost per lead
- SEO activities are the following:
 - Custom town-by-town optimization
 - Submission to search engines and online directories
 - Editable website tags and other programming elements
 - Weekly blogs
 - Weekly social media posts
 - Monthly addition of quality inbound links
 - Addition of new pages/articles/testimonials/promotions/etc.

Web Services-Pay Per Click Advertising (PPC)

- Pay Per Click are paid advertising listings that appear at the top and right sides of search engine results pages.
- PPC advertising is a MUST DO particularly in highly competitive markets.
- Effective PPC campaigns are accomplished via:
 - Effective ad copy
 - Call to action message
 - Landing pages
 - List of highly used keywords
 - Town specific as well as generic campaigns that run simultaneously

Web Services-Social Media

- Social Media is the newest form of online marketing that allows you to win prospective customers by offering useful information and special offers in a relaxed environment.
- Social Media is a MUST DO if you are after high search engine rankings and lead generation
- To be effective with social media, you should do the following:
 - Set up Facebook and Twitter accounts for your company
 - Have your employees set up Facebook page and link your site to their Facebook page
 - Ask your satisfied and loyal customers to become followers of your business
 - Set up Twitter account and “tweet” at least once a week
 - Post blog posts weekly to your Facebook wall and Twitter account

Web Services-Lead Tracking

- Lead Tracking is important to make sure you are generating return on investment (ROI)
- To make sure the ROI is there, you should review the following reports on a monthly basis:
 - Google Analytics (1 billion searches a day)
 - PPC lead generation report
 - Organic lead generation report
 - Key words report

Basics of Good Website Design

- “Don’t Make Me Think”
- Keep navigation consistent on every page
- Don’t let design get in the way of results
- Too much motion is distracting
- Keep your focus on the “first fold” and the first impression
- Phone number needs to be on every page in text (not graphic) easy to see, and track-able

Basics of Good Website Design Con't

- Content should be brief, believable, actionable, and frequently updated
- Content should be easy to scan quickly – use headings, bulleted lists to visually break up the page
- Do not use lots of different fonts, colors, effects in your content
- You should be able to update your site regularly, either through a competent web developer or a CMS
- Any audio or visual clips should be user-initiated not auto-playing

Basics of Good Website Design Con't

- Should have a clear purpose, not just video for the sake of something “hi-tech”
- Good audio/video options:
 - Copies of your radio or TV ads
 - Video testimonials are very effective – even if homemade (i.e. shot with a cell phone)
 - Use of You-tube for video hosting
 - Borderless video
 - Example: <http://www.imarketwebsitesolutions.com>

Basics of Good Website Design Con't-Calls to Action

- What are you asking your web visitors to do?
 - Call for a emergency repair
 - Schedule a maintenance appointment
 - Sign up for a service agreement
 - Get a system evaluation
 - Register for your newsletter
 - Learn more about energy systems
- Whatever it is, make it obvious and easy!

Basics of Good Website Design Con't

What Your Website Will Never Be

- Someone's home page
- A place to check weather
- Something to visit regularly for fun
- A replacement for talking by phone
- Something you can ignore

How to Evaluate Your Website

- Run your site through www.WebSiteGrader.com
- Evaluate the results
- Ask for an estimate from your web company to address the issues mentioned
- Or get a consultation to review the results (*see your report*)
- Make sure to evaluate the site from two main perspectives:
 - Does it communicate your sales message?
 - Does it attract the search engines?
 - Can you track referrals

Evaluate the Home Page

- Does it match your company's branding?
- Are the following visible above the "first fold"?
 - Phone number, email or contact form
 - The times of day in which you offer service
 - The services your offer
 - Coupons/special offers are relevant
 - Testimonials to show trust
 - Blog/recent updating
 - Something that indicates geographic market
 - Navigation is clear

Evaluate the Rest of the Site

- Are the following the same and in the same place on every page, and above the first fold:
 - Look, feel, branding (masthead)
 - Navigation
 - Phone number – should be right at the top!
 - Primary call to action
- Do you have the following:
 - For search engine placement:
 - Site map
 - Blog
 - A page dedicated to each town you serve
 - For sales/building customer trust:
 - Contact form
 - Testimonials
 - Coupons/Special Offers

How to Evaluate Web Page Structure

- <Div> and CSS tags good!
- <TR>, <table>, <TD> tags bad
- <H1>, <H2>, tags good
- No <H1> tags, bad
- META Description and META Keywords, good
- Must have a sitemap
- Google Analytics code a must!
- Text is good, images are OK, need both
- Images must have ALT tags
- Look for JavaScript errors

Not All Sites Are the Same

- Design and programming structure are not the same
- www.fivestarheatingandcooling.com
- www.CarneyPHC.com
- www.emanuelplumbing.com
- www.airsourcecoolingandheating.com
- www.atcair.com

Types of Web Developers

- How hard can it be? I will do it myself
- My 15 year old cousin knows computers
- My new office manager is a graphic designer
- My dispatcher was on Facebook once

More Web Developers

- A freelancer (one-person shop)
 - Graphic designer
 - Developer
 - Programmer
 - Search Engine Optimization specialist
- A small web design company
 - Maybe 1 of each role and a project manager
- A large web development company or agency
 - Might be effective but the most expensive option

Hosted or Do-It-Yourself Services

- Generic DIY web site builder
 - GoDaddy (www.sidejobstevehvac.com)
 - SuperPages (www.millerheatingandcooling.com)
 - Yellow Pages (www.falconplumbing.net)
 - www.homestead.com
(www.collingsparker.homestead.com)

Industry-Specific Hosted or Do-It-Yourself Services

- Industry-specific DIY web site builder
 - www.HVACwebdesign.com (www.nbheatingandair.com)
 - \$600 to \$1000 set up fee plus \$5 to \$50 per month
 - www.hvacwebsite.com
 - Custom pricing plus \$25 per month
 - www.Online-Access.com (www.sacenergyking.com and www.homer9.com)
 - \$395 plus \$134 per month
- Manufacturer websites (generally free)
- Franchise websites (1 hour air)

How to Evaluate a Web Developer

- Where in the search engines does a developer's website rank for their industry and location?
- Do you like their designs?
- Does their own website use technology well?
- Do they offer a clear proposal with deliverables, timelines, and metrics for evaluation?
- Do they talk to you about SEO as part of their proposal?
- See comprehensive "How to Choose a Web Company" ...

Why Invest in Web Provider

Best Value is not the cheapest:

- Generate leads
- Will they reduce the cost per lead for you?
- Add to the bottom line through more sales opportunities
- Increase sales
- Dominate the local search engine options
- Grow and keep in touch with your customer base
- Be more profitable!