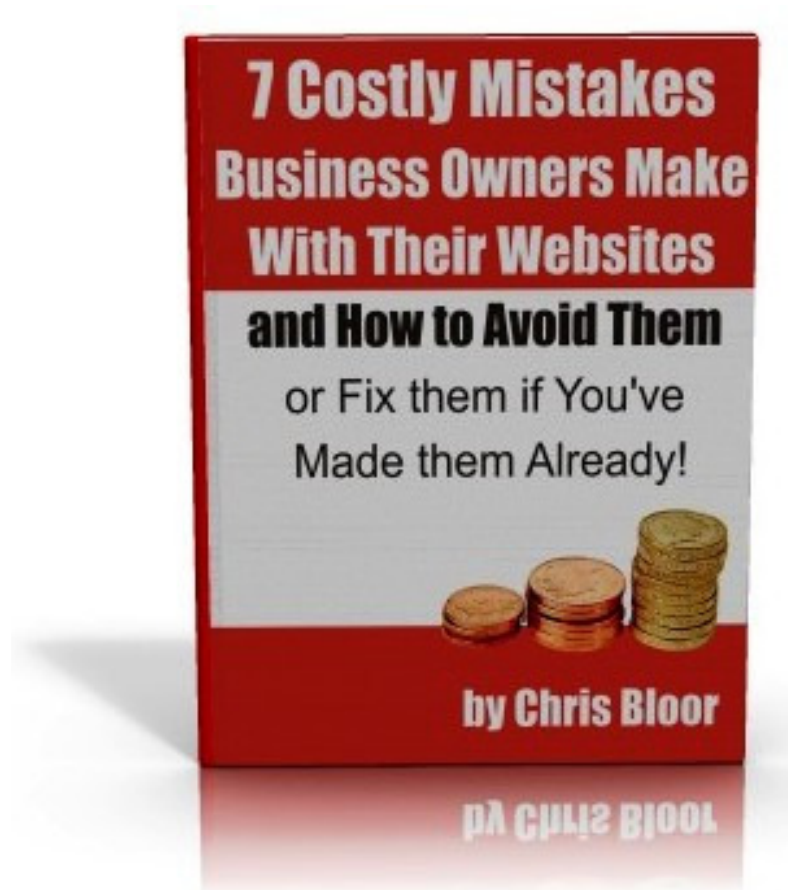
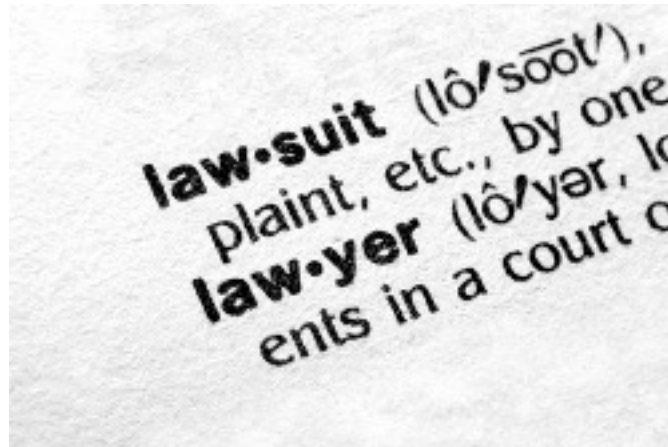


# **7 Costly Mistakes Business Owners Make With Their Websites and How to Avoid Them...**

(Or fix them if you've made them already!)

**Chris Bloor 0407 775 622**





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**W**hen it comes to getting a website for your business you want to make certain that you get things right.

The very last thing you want to do is waste your hard-earned dollars on a sub-standard website that no one ever finds and even if they do find it, couldn't persuade your own Mother to buy you a loaf of bread if you were starving.

This report will show you what you need to know and do to get a website that attracts ready-to-buy prospects, generates new leads and helps you to sell more of their products and services on the Internet.

It will show you the 7 costly mistakes your competitors are making and how to capitalize on their ignorance!



## **Mistake # 1 Choosing the Wrong Domain Name**

**FACT:** Most business domain names are dead, dull and boring and give no clue whatsoever as to what the website offers...

**TIP:** You should choose a domain name that 'Instantly' tells people "where you are and what you do"

Or simply, 'what you do' or... 'what you have to offer them'

**Example:** [www.LismoreLawyers.com](http://www.LismoreLawyers.com) when you see this domain you immediately know that it is a site for lawyers in Lismore.

**Example:** [www.DrugFreeHealthSecrets.com](http://www.DrugFreeHealthSecrets.com) with this site, just by reading the domain name you know in an instant what to expect when you visit this site don't you?

### **Other things to keep in mind:**

Your domain name should be easy to spell and remember.

- We also strongly recommend that you get a .com
- You need to make sure that YOU own your domain name and NOT the people that you hire to register it for you!
- We suggest that you use the Google Keywords Tool to discover what people are looking for when they search for the products and services that you have to offer them and see if you can't snag a domain name that incorporates a sought after keyword phrase for your industry.

Here is the link: <https://adwords.google.com.au/select/KeywordToolExternal>

**NOTE:** We offer a very affordable domain name research service where we will first research the terms people are using to find the products and services that your business has to offer and then suggests 3 to 5 available domain names for you to choose from.

**Interested? Call Chris Bloor on 040 777 5622**



## **Mistake # 2 Building a Site With No Purpose**

One of the most common mistakes people make is getting a fancy website created using heaps of flash animations and pretty graphics only to realise a few weeks after their site is up that all they really have is a pretty e-brochure.

And as if that wasn't bad enough, nine times out of ten its is often a very expensive pretty e-brochure!

Sure the site might look great and all their friends are impressed and tell them it looks cool but try asking them what is its purpose? **“What do you want your new website site to do for you?”**

...and they simply don't have a clue!

**Our # 1 Suggestion:**

**The main purpose of the average business website needs to be to 'automatically' help you create a list of targeted prospects that you can "automatically" follow up on to generate as many sales as possible... "automatically!"**

**NOTE:** Please notice that we just used the word “Automatically” 3 times in a row. The lesson here is that your new business website needs to work so that you don't have to and that includes the follow up! Now of course there are many other purposes for your site but this one is so essential that we think it needs to be at the very top of your list!



## **Mistake # 3 No Name Capture**

Take a look at [www.InstantVideoGenerator.com](http://www.InstantVideoGenerator.com) for one of the best examples you will ever see of a site that captures a prospects name and email address.

Another one is [www.InsulationQueensland.com](http://www.InsulationQueensland.com) study this site which is owned by an insulation company in Australia. Notice how they present their visitors with a simple choice to download the report they offer and thus add people to their online database.

### **Consider This:**

**Website A** Gets 1,000 visitors but has no compelling reason for anyone to give them their details.

1,000 people come to the site and a percentage call or email but most just stay a few minutes and then leave.

The website owner misses out on the opportunity to build a database and follow up on prospects.

**Website B** Gets 1,000 visitors who are greeted by a simple video and/or the offer of a:

- FREE Report
- Checklist
- Or FREE Access to a Member's Only Area.

They see between 150 to 500 people request their free report and have added 150 to 500 new prospects to their database!

They can then follow up on these prospects automatically!

Once you realise this you will find yourself quickly scanning just about every business website you visit to see if they are actively building a list of prospects or just wishing and hoping!

### **A Quick Word about Lead Generating Reports...**

One of the smartest things you can ever do for your business is to offer prospects a Lead Generating Report (Like this one for an example).

Why?

**Because when you offer people a “Free Report” the following things can take place:**

1. You are seen as the ‘experts’ in your field in the eyes and minds of your prospects. After all, if your competitors were so smart where is *their* report?
2. Your report attracts targeted prospects. The fact that someone has gone to the trouble of giving you their name, email and in many cases phone number and other information is proof they are not the average tyre kickers.
3. A good report allows you to educate people in relation to the benefits of choosing you and the products and services that you have to offer.
4. You build an opt-in database of prospects that you can ‘ethically’ exploit to make more sales.
5. You can make a special offer just for the people that read your report as an incentive to encourage people to go ahead and do business with you.
6. The fact that someone has taken the time to request your report gives you a very valid reason to contact them for follow up purposes.
7. Your Lead Generating Report can create a constant stream of new sales leads.



## **Mistake # 4 Dead – Dull - Boring Sales Copy**

**Let's face it the average business website's copy is about as exciting as "chloroform in print!"**

Look at the picture above. Is that how people respond when they read YOUR sales copy?

The extra investment you make hiring a professional copywriter can spell the difference between abject failure and sales galore.

The choice is yours.

Consider this...

Unless you already know how to write copy that can grab your prospects attention like a hook, stop them dead in their tracks, make them pay attention and compel them to take action now...

...don't you think it makes sense to make sure that you have that vital base covered and hire someone who does?

The right copy on your site can give you a competitive edge that will leave your competition crying like a baby for its rattle.

**HINT:** We offer a professional direct response copywriting service.



## **Mistake # 5 No Marketing Plan**

This is one area where the average business website owner falls flat on his or her face.

It is also an area where sadly, the average webmaster is about as effective as screen doors on a submarine.

This is the point where many webmasters will want to 'burn me in effigy' but the reality is that most of them are just glorified graphic designers and they couldn't market themselves out of a paper bag if their lives were at stake.

It is not that surprising then is it that they can't show you how to market your business?

You should choose a web designer that can give you a simple, easy-to-follow marketing plan to go with your new website.

Some of the things you can do to promote your website include:

- PPC or Pay-Per-Click Advertising (RG Google Adwords)
- Organic Search Traffic from SEO
- Publishing your own Ezine (Internet Newsletter)
- Article Marketing
- Social Bookmarking
- Blogging
- Online Press Releases
- Joint Ventures with other website owners

**Many of the above can be outsourced for much less than you could imagine!**

**NOTE:** We offer a 52 Point Marketing Audit that covers every aspect of your business, takes about 60 minutes to complete and provides you with a very powerful 'snapshot' of where your business is today and will reveal exactly what you need to do to take it to the next level... PH 0407 775 622



## **Mistake # 6 No Testimonials**

**There is an old adage in marketing that says:** Facts TELL but Testimonials SELL!

**TIP:** One thing we strongly suggest is that you buy yourself a Flip Cam (See <http://www.theflip.com> ) and record 5 to 10 customer testimonial videos.

Upload them to your YouTube Channel and ask your webmaster to embed these videos into your site.

**NOTE:** You definitely need a YouTube channel they are free and can be a huge source of traffic to your site! Ask about our service that takes care of this for you.

**NOTE:** Check out [www.GosfordBusinessCoach.com](http://www.GosfordBusinessCoach.com) (a site we created for a client) to see a perfect example of someone using video testimonials to grow their business. Just Click on the testimonials link.



## **Mistake # 7 Yesterdays Ideas**

**Fact:** The days of the static website are dead and gone. And they are NEVER coming back.

**They are about as relevant as black and white TV or Morse code.**

But... sad to say the average web designer is still creating sites that ignore cutting edge breakthroughs in technology, traffic generation and lead conversion.

For instance...

If you aren't using video on your website, you will be at a serious disadvantage when facing a competitor who is.

The right webmaster will be able to show you what you need to know and do to place simple 2-3 minute videos on your site. You also need a blog.

**NOTE:** Depending on your market niche, recording some simple videos and uploading them to YouTube can result in literally THOUSANDS of new prospects a month visiting your website.

You would be crazy to ignore this brilliant source of FREE traffic

**IMPORTANT:** Ask your web designer how much money they have invested in training courses, books and software in the last 12 months.

Ask them how many membership websites they belong to (in order to stay up to date with the latest Internet marketing techniques).



## **Bonus Mistake # 8 the Wrong Webhost!**

Yes I KNOW the report says 7 Costly Mistakes but I just couldn't let this one slip! There is nothing more frustrating than owning a good site, getting heaps of visitors and then seeing a 404 error because you chose a webhost with a limited package whose sites are up and down like a YoYo!

The right webmaster will be able to offer you a generous hosting package that won't break your budget.

Beware of scams like charging you hundreds of dollars just to have an email address linked to your site.

**Note:** We offer a value-for-money hosting packages that can be tailored to meet your specific websites space and bandwidth needs.

We are re-sellers for one of the world's best web hosting services with a brilliant track record in site up-time and a fast response to technical questions.

Hosting is something you don't want to leave to chance. We recently spoke with a lawyer who was paying about 10 times more than he needed to for hosting his site – getting ripped off blind!

Well that's it – thank you for taking the time to read our report.

These 7 points are certainly not the only mistakes that people make when getting a website created for their business but they are very common ones.

Making sure that you get things right in these 7 areas will ensure that you go a long way towards getting the kind of website that you deserve!

## An Amazing Offer For You...

Would you like a team of genuine marketing and business coaching experts (People who have been responsible for helping generate literally millions of dollars in combined extra ales) to create a detailed web marketing action plan for your specific business?

Let's face it, most web designers couldn't give you a detailed marketing plan for your site if their lives were hanging in the balance.

They can create a fancy site with bells and whistles but as for showing you how to use it... (Pigs might fly).

And I'll bet even those who can do will NEVER give it to you BEFORE you hire them.

That is where we are totally different. You see, we believe that once you speak with us on the phone and then see for yourself the easy-to-follow ideas we have for your specific business, you won't even consider hiring anyone else.

Call Chris Bloor on 0407 775 622 and so long as you are serious and have a marketing budget, we will create a detailed marketing plan for your business BEFORE you spend a cent with us.

Not only that but it will blow you away by both its depth and clarity or you shouldn't hire us to begin with.

No doubt you have a few questions? **Call Us Today On 0407 775 622**

NOTE: We do not create sites related to gambling, smoking, alcohol, racism or the adult industry