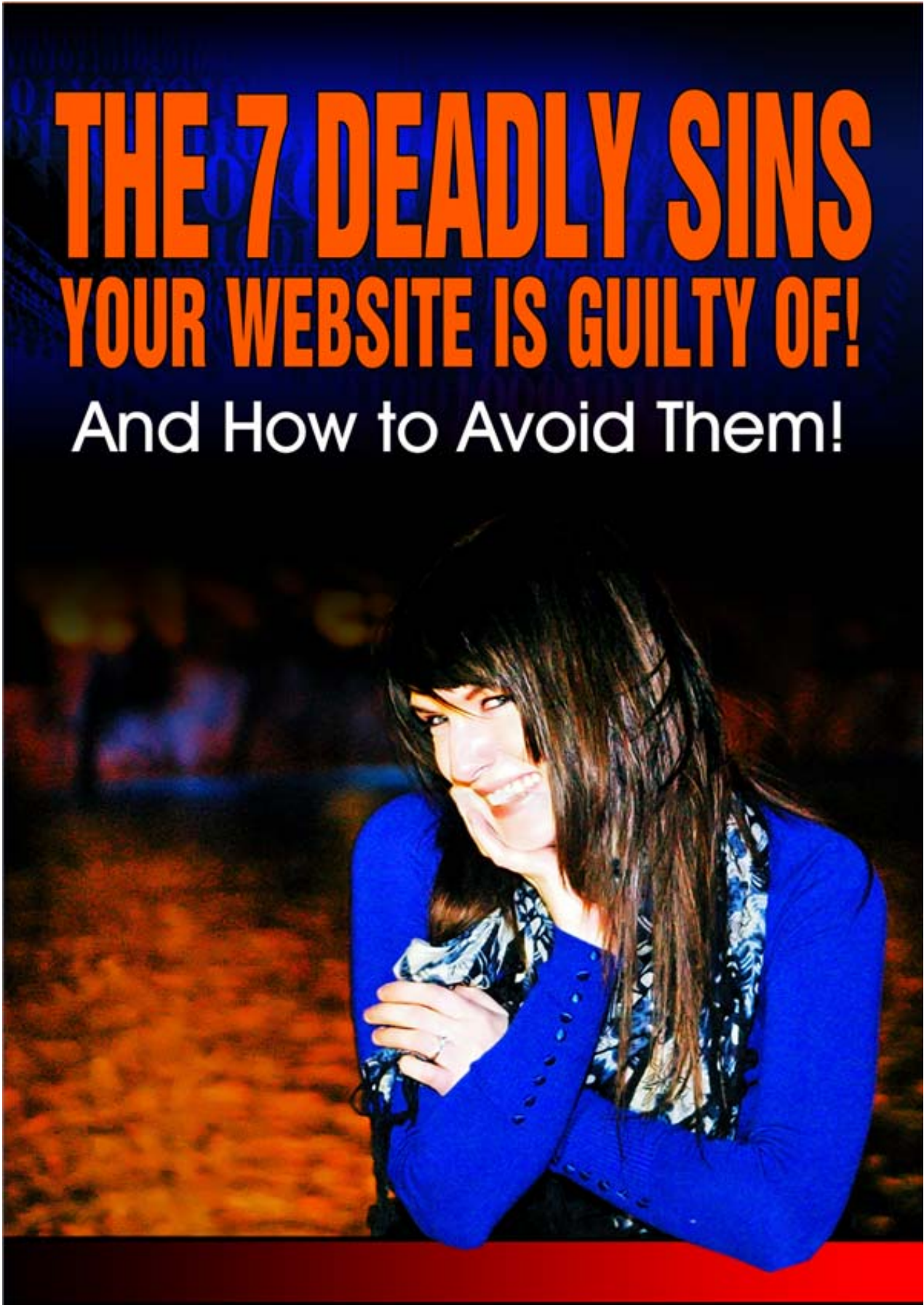


THE 7 DEADLY SINS YOUR WEBSITE IS GUILTY OF! And How to Avoid Them!



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Introduction

Most website owners are leaving *thousands of dollars* on the table.

They do this without knowing it, simply because they're committing these 7 common yet deadly website sins. If you're committing any of these sins, you can bet you're missing out on a lot of potential profit.

Read these sins carefully to make sure you avoid these mistakes in your business.



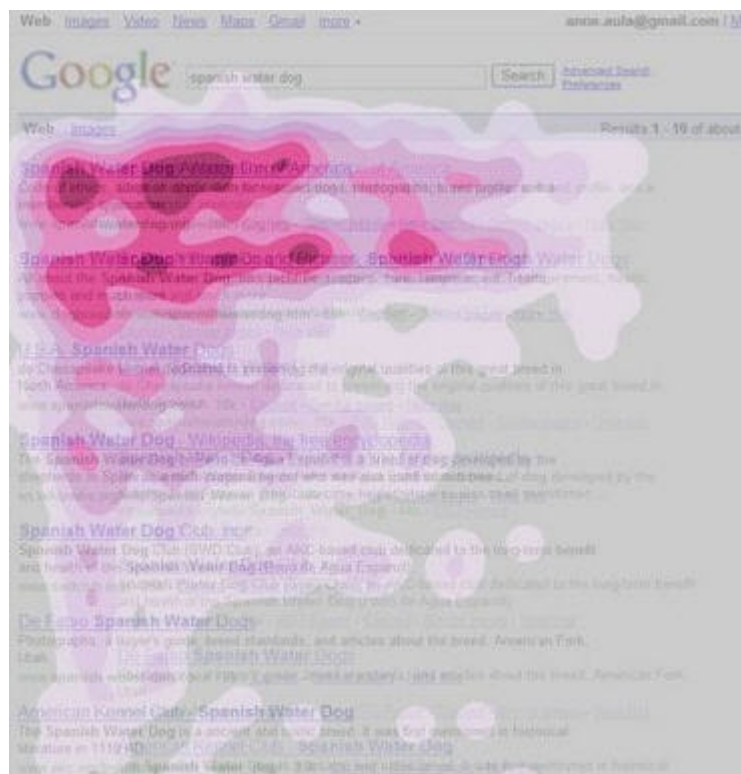
Read These Sins Carefully!

Sin #1: Ignoring Your “Google Heatmap”

Did you know that researchers have carefully mapped out where your visitor’s eyes usually go when they first land on a web page?

Below is an image showing where the 'eyes' wander on web page:

Eye Tracking Studies Reveal All:



Source: Official Google Blog



Let me ask you a question. If you hid your order link in small type way at the bottom where nobody can find it, what are your chances of making a sale?

- As ridiculous as it sounds, that’s what many business owners are doing, just on a smaller scale.

- Instead of optimizing their website for sections of the page where people are most likely to go, most people just create their website in a very haphazard manner.
- This creates confused or disinterested visitors, which results in lost sales for you.

If you don't pay attention to the "Google Heat Map" which tells you where your visitor's eyes are likely to go on your website, then you're missing out!

As a business owner who has a website to make a return on and get more sales, you need to:

- Put your calls to action where the eyeball will go to on your web page
- Remember you only have 5 seconds to capture their attention!
- Include bullet points in the main 'heat' of the google heat map!

Now while your visitor's eyes START reading on the left hand side of the page, they finish on the right hand side. For this reason, you want to have some form of call to action on the RIGHT hand side of the page for maximum response.

Note: I'm currently offering a FREE Website Repair Consultation which includes a Google heat map analysis of your website, a \$297 value yours for free when you call me on 07 5543 3212.

I'll also share what sort of call to action works best, and how you can quickly implement it into your website and start benefiting right away.

You need to mention that you've read the 7 Website Sins Report to get this as your free complimentary gift.

Sin #2 Fancy Graphic With No Traffic!

If you have a great website with no website traffic, it's like having the *best* looking billboard in the world in the middle of nowhere. It just won't do you

any good!

Often times website owners will spend thousands of dollars on fancy looking websites. Yet they don't pay attention to actually getting any traffic to those websites.

Listen closely. Before you spend any more money on web design, realize that:

Your website is only as useful as the number people who visit it.

If nobody sees your website, you're not going to make any money!

If you already have a decent looking website, it's time to shift your focus. The people who really make money from their websites aren't the people who spend all their time on the graphics; **it's the people who spend their time on getting traffic.**

Some points to consider:

1. Once you start getting more traffic to your website, that's when you can work on your design even more.
2. Remember: The best looking website in the world is simply no good without traffic. Get traffic to your websites and profit!
3. Some of the easiest ways to get traffic is to take advantage of the social media sites on the web...you know, the 'free' sites like Twitter, YouTube, Facebook...and if that gets too confusing, then talk to us about our **"Social Media Package"** that can get you started today on getting traffic!

Social Media is the ULTIMATE way to get traffic because:

1. It's low risk & has low start up costs;
2. It helps to brand you and your business; and
3. It's the easiest 21st century, "get your business some sales" tactic thanks to the Internet!

Here are just a few of the social media sites you can use to create a virtually unlimited amount of traffic to your website. There are many more, but these are some of the major players right now...



Sin #3 99% of Your Customers Slip Away

Most people simply will not pull out their credit cards the first time they visit a website.

If you get 1,000 people to visit your website, chances are only about 10 will buy. That's roughly 1% of your visitors (and sometimes a LOT less than 1% will buy from you). This is because most customers just don't know you or trust you enough on their first visit to actually make a purchase.

Unfortunately, most website owners just let the remaining 99% of their traffic leave without even thinking about it.

That means that after spending all that time building their website and getting people to visit, 99% of their traffic *just goes out the window!*

As you can imagine, that's a giant waste of money.

Instead of wasting your traffic like this, you can instead capture the contact information of your visitors using what I call a Customer Acquisition, Retention and Referral System, and the best part is, this system can be fully automated and works tirelessly in the background 24/7, helping you to generate more business day in, day out.

If you capture the contact information of 20% - 50% of your visitors, over

the long run you'll convert much more than just 1% of your visitors into customers.

Additionally, you can get "repeat business" by capturing your existing client's email contact information. Studies have shown that just a 5% increase in repeat business can translate into over a 25% increase in YOUR annual sales!

Note: I can show you how to set up a fully automated Customer Acquisition, Retention and Referral System just like this for your business. If you'd like to know more, call me on 07 5543 3212.

Sin #4 Your Site Design Lacks Passion

Many people who design their own websites often come up with designs that just aren't up to par. Unfortunately, this has a very direct impact on your bottom line.



*Where's Your
Passion?*

When visitors come to your website, they form an immediate impression of how professional your site looks.

The more professional it looks, the more likely they are to spend money on the site. If your site is lacking in design, then you're leaving money on the table.

You can find tons of free designs online with a ton of sizzle. If you don't find anything you like, then hiring a professional designer may be well worth our money.

Too busy to handle the minute details of hiring a freelancer, deciding what type of images you need?

There just isn't enough hours in the day is there?

Let us handle your sites' "passion"!

Call us at 07 5543 3212 to see how we can 'spice' up your website now!

Sin #5: Not Doing Proper SEO

This is a big mistake many people make. They have a website that looks great and may even be persuasive, but they haven't made the website friendly to search engines.

Why is SEO, which stands for Search Engine Optimization so important?

Let me ask you a question, if you want to find a local pizza restaurant to you...

Do you go to the Internet to search or to the yellow pages?

These days for most people it's the Internet, right? More than 80% of people will never look at the yellow pages and go straight to the Internet to search for "your city pizza restaurant".

And the restaurants that are on the first page of Google for that search will get a huge increase in sales because of that! In fact, the top 3 spots in Google's search results receive nearly 70% of the clicks.

If your website isn't search engine friendly, you're leaving out at least 60% of all the traffic you could be getting, and possibly much more.

The #1 source of free Internet traffic in the world is the search engines. Getting your website to the top of the search engines will do wonders for your traffic (and your bottom line).

Do your keyword research to see what people in your market are searching for. Make sure you find the keywords that have the most searches, preferably with the least competition.

Then apply proper SEO principles to get your website to rank. Focus on both on page and off page website optimization.

If you haven't put attention into SEO, now is the time to start.

If you would like to learn more about what SEO is and how it can help you to increase your sales and profits, then call me on 07 5543 3212 to set up a free one-hour consultation and I'll show you how you can not only get found in Google, but potentially dominate your local market using the Internet!

Sin #6: Your Site Doesn't Sell Me

Another big mistake business owners make is having a website that simply does not sell.

Even if you have a website that looks great, if it doesn't convince people to *buy*, then it hasn't served its purpose as an advertising piece.

The purpose of a website is to make money. If your website doesn't sell, everything else is wasted. Think about what is "in it for the visitor" to spend time on your website.



What is In It For Me?

Make sure:

- Your Website is very clear on what the benefit is to your customer.
- That the moment your customer gets to your page, they immediately understand what's there for them and why they should sign up for your service right away.

Tip: Start with listing at least three benefits to your customer that your product or service gives them.

Sin #7: Where is Your Video and Audio?

Ten years ago, having an all text website was acceptable. Nowadays, having an all text website will set you a long way behind your competitors.

Marketers all over the world are finding that having videos explaining their products and services on their websites will often help them to make much more money than using all text.

And when it comes to products, customers are willing to pay more for video. DVDs for example will sell for much more than an eBook.

Videos or audios on your website build trust and credibility. Having a video allows your customers to interact with you and get to know you.

Using videos or audios to explain the benefits of your products is a very powerful way to increase sales. Using a video sales process rather than a text sales process can increase your sales by as much as 3 times!

Pssst...Congratulations!

These are the seven sins of website marketing.

If you're making any of these sins, then congratulations – Most business owners will never get the chance to learn how to fix these mistakes. But now you do! Take what you learned here, put it into action and turn this knowledge into cash today.

FREE WEBSITE REPAIR OFFER

Would You Like to Learn More? I can help you increase your sales dramatically and get your business a return on investment right away! What is more...you will be shocked at the results you get when hiring us to be your website marketing experts.

For a limited time only, we are giving away a special gift of a Free Website Repair And Online Marketing Consultation valued at \$297.

Call me on 07 5543 3212 or 0418 788 482 now to grab your spot...