10 Website Marketing Steps to Save Time, Get Clients, and Make Sales

The Webmaster's Secret Guide to Turning Any Website Into a Lead Generating Tornado

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If you are a business owner that wants to build your own website or you want to be sure you are getting the best deal with your current webmaster, these steps are written for you. After reading this document, you will understand what you need to do with your website to save time, get clients, and make sales.

You'll also know how to better communicate with your webmaster and make sure you're everything is being done to get the most effectiveness and value out of your website.

I'm Hill Robertson. I've been a website designer and programmer since the mid-1990s when the Internet was born. I started building websites for companies and organizations from scratch before there were any tools available. The tools available to build websites have become easier to use, more user friendly, and more graphically appealing.

However, most business websites are not designed to get clients or make sales. Too many webmasters do not understand how to market small businesses. They tend to use old marketing techniques (that don't work for online businesses) or they use traditional "big business" marketing which will quickly burn through the budget of a small business and will not bring in customers – eventually taking the small business - out of business. Webmasters and business owners are clueless about how to actually get leads that turn into clients.

Most webmasters have no idea about marketing online. They might be able to build you a good looking website or a fancy shopping cart, but they have no idea how to build you a website that actually attracts clients and makes sales. They don't care if your site actually generates income for you. All they care about is getting their money and moving on to the next business that wants a website.

It doesn't matter how pretty your site looks or how great the shopping cart is if you don't have any customers. Most webmasters are technical people and have a really hard time understanding marketing. Marketing people are usually not very technical either. These two personalities usually don't go together. It is rare to find someone that is a technical expert AND skilled at marketing. Even if you do find that rare person, they usually aren't experienced in the specific areas of website programming and online marketing.

I was sick and tired of hearing from friends of mine that got left high and dry by their webmaster and their website did nothing to bring in new business for them. My goal is to help small business owners have the resources and information to have a successful website and to help webmasters understand website skills and online marketing. That's why I wrote these 10 Website Marketing Steps to Save Time, Get Clients, and Make Sales.

Let's get started...

#1 Use Easy-to-Update Websites Designed with Today's User in Mind

I'm a web developer and know code like the back of my hand. But even with this advantage, it's not worth my time to always be editing and coding each individual page by hand. It's even more important when you're relying on others to do the work for you.

One of the quickest and easiest ways to create a professional looking website is to use Wordpress software. You may have heard of it as "blogging" software but it has many more features than this.

It's currently used by over 60 million people which also means there are plugins that allow you add almost anything to your site. Plus, it's being upgraded constantly. No danger of your site being outdated in just a few years.

Wordpress allows full featured sites intended for today's internet user. Plus, there are thousands of "themes" which allow you to customize the design and look to match your imagination.

If there isn't a theme that matches what you want, you can pay your designer to create one just for you.

Another advantage Wordpress gives is built-in support for search engines. Your website will be coded properly for searches by sites such as Google and Bing, and search engines are even immediately notified whenever you add new updates to your site. I've seen new posts from Wordpress show up in less than 5 minutes in the search results.

Here's the #1 reason I recommend Wordpress to the majority of my clients. A wordpress site is easy to edit once it has been set-up and designed for you. This means you or one of your current team members could login and make minor changes to your site on your own without waiting for a webmaster who could be slow to the punch.

The biggest complaint I hear from new clients is their former webmaster wasn't around for them when they needed him. Wordpress would solve that problem for you.

You can download Wordpress at http://wordpress.org

#2 Track All Your Visitors and Leads

It is an absolute MUST to track everything that happens on your website. Most webmasters and business owners have no clue about how to properly track and analyze their website visitors.

Some webmasters do understand a little bit about Google Analytics and will install it on your website, but they don't really understand what all the data means. They have no clue how to

tweak the website based on the data to improve the chances of getting clients and making sales.

Most webmasters just want to build your site and take your money - they don't care if you ever make a sale or not. They usually don't stick around long enough to find out if you get leads and even if they do, they are hard to get hold of and don't have any valuable advice to help your business succeed.

When I first started attempting to "market" my products and services online, I started using Google Adwords. I spent thousands of dollars on ads and was spending more on the ads than I was making on each sale. It was so frustrating! The few sales coming in proved it COULD work if I understood what the website visitors were doing on the site. Money was coming in, but more was going out on advertising every month!

There was no way for me to know what to change to improve my results until I understood that everything needed to be tracked. Without tracking which ads were working and which ones weren't, there was no way for me to know which ads to buy more of or which ones to stop buying. I was wasting more and more money with every ad that I did not track.

One of the most important things you can do to improve your website conversion rate and ROI is to track everything that your visitors do on your website. Most businesses make one or more of these mistakes – they don't track their visitors, don't analyze the results, or don't make the necessary changes based on the results.

It is critical to know what is working and what is not working to get clients and make sales. If you know what is not working, you can modify or eliminate it. If you know what is working, you can improve it or expand it.

There are many ways to track visitors to your website. Probably the easiest, most robust, and cheapest (as in FREE) is Google Analytics.

Google Analytics is an excellent tool to use to track just about everything on your website. You can tell how many visitors have been to your website over a period of time, where they came from, what pages they looked at on your site, how long they looked at each page, when they left your site, and a ton of other statistics that will boggle your mind.

With Google Analytics, you can set up custom goals (and you should). This may be setting up a goal for visitors signing up for your list, filling out a "contact us" form, or when they purchase a service you provide. It could even be if a visitor stays on your site more than 5 minutes. When a goal is met, Google lets you know.

The data gives you a birds eye view of what visitors are doing when they are on your site. After properly analyzing the data, you will have a good idea of what areas on your website you need to drastically change and what ones you need to slightly tweak.

Google Analytics is a "must have" for any serious online business.

You can learn more about Google Analytics at http://www.google.com/analytics/

#3 Attract Clients with a Free Gift to Show Your Value

In the instant and distraction filled world of the Internet, you only have seconds to get a new lead before they are instantly gone - never to return. If you do not quickly connect with them, they will leave your site and find the next website that they think will help them. Think about all the times you are browsing the Internet to find the solution to a problem. How many sites do you skim quickly and leave to go to the next one if you are not immediately convinced they can solve your problem?

Here's the hard truth that most webmasters don't know or won't admit... You are not going to make a sale the first time someone visits your site. Not any more... Sure, you may have an occasional sale shortly after the first visit but the percentages of these customers are so low it practically equals ZERO! These cases are so rare you won't be able to build any kind of profitable business from these alone.

In those first few precious seconds that someone visits your site, you must get their contact information (email address) as fast as possible. Simply asking for their email address will not work. Even waiting for them to fill out a "Contact Us" form will keep you staring at an empty inbox. You have to give them something of value that they are interested in for them to give up their email address.

When they visit your website, they want to know that you can ease their pain by providing them with a solution to their problem. Once they think you might have the answer for them, you need to offer it to them in the form of a free gift. Your free gift will help ease their pain and give excellent value to them (which builds your credibility and their trust in you - which is very important if you want to make a sale to them down the road).

Everybody loves a free gift if it has value to them. If someone gives you a fruitcake and you can't stand fruitcake, you are not too excited (and you may actually be a little upset at them). However, if they give you a gift card to your favorite restaurant, you feel like giving them something back in return as a thank you. You feel like you have more of a personal connection with that person. You feel like you can trust them.

It's kind of like getting a free sample of the honey chicken in the food court at your local mall. Once you taste how juicy and delicious the sample is, you want more. Pretty soon, you are

ordering a full double entree meal with rice, egg rolls, and a soda. All because you liked what you sampled and you wanted more. Your leads can turn into clients the same way if you give them a great "sample". Give them a sample of how your product or service can benefit them. Once they see how you can help them, they will want more from you and will buy from you.

You MUST get an email address from your website visitors so you can start building a relationship with them and eventually turn them into a client. Otherwise, they are gone forever. After you get their email address, you may then send regular emails (via auto-responders and broadcasts which we will discuss in step #4 and #5.)

The email address can be "captured" by third party "opt-in" software. The opt-in software can be in the form of an online service (http://aweber.com or http://ConstantContact.com) or installed on your own servers (http://arpreach.com or http://interspire.com). In addition to building your list of leads and clients, these opt-in software solutions can also automatically send pre-written emails to your list or broadcast new messages to all of them (See steps #4 and #5).

#4 Become an Expert Advisor to Your Clients with Autoresponders

When you first meet someone, what's the first thing you do? You speak with them. You tell them about yourself to begin the relationship. The more they know about you personally, the more they like and trust you. The stronger the relationship, the more they value your opinion - especially if they see you as an expert advisor (or that you at least know more than they do).

Let's say your pipes spring a leak. Would you immediately run and grab the phone book OR would you rather call your plumber friend who you've spoken to multiple times in the past month? Easy answer, isn't it? Obviously you need help NOW. If you don't know a plumber, you'll just search for the first number you can find. But if you already have a relationship with someone, it's almost as all the competition simply doesn't exist. You call them.

Think of your email sequence as a conversation between you and your prospects. The more you tell, the more you end up selling. Over a series of emails you'll definitely share your expertise and advice...becoming the expert advisor they call first. But you may also share a few personal items like a vacation you took, something you're passionate about (like golf), or how much you care about your family. Basically you're building a relationship over a light business lunch.

All of this can be done automatically through autoresponders. Autoresponders are emails that were pre-written and automatically mailed to your leads (or clients) just as if they were personally written directly to the person that registered for your list. The key here is that these emails must both demonstrate your expertise while building a relationship. Write just like you would speak to a friendly client. Avoid the "stuffy voice" people take on when trying to write.

You're doing well if someone reads your emails and could imagine a conversation directly with you. The cardinal rule is to never be boring.

A series of emails can be (and should be) scheduled to send specific emails at designated times. Not only does this build a relationship, it also keeps you fresh in the potential customer's mind so when they are ready to buy, you are the first person they think of. If you don't stay in touch with your leads and clients regularly, you don't exist.

You can schedule pre-written emails to be sent at at specific intervals to your leads based on the day and time they subscribed. For instance, when they first opt-in to your list you can send them a thank you message and let them know more about you and how you can help them. Then, you could have another email automatically get sent to them 2 days later where you tell a story about yourself and let them know about a service or product you have available that they may want.

Autoresponders make it easy to engage with your list. You write your email messages once, and the autoresponder will automatically send your message to all of your leads at the properly scheduled time (that your configured in advance). You can build your relationship with your list of leads and clients without having to directly work with each subscriber one-on-one.

#5 Engage Your Audience with Frequent Broadcast Updates

"What's up?" or "Whatcha been up to" is usually the way I greet friends that I haven't spoken to in the last day or two. I want to know what they have been doing lately.

If your friend comes up to you and says, "Guess what I did yesterday..." - it makes you curious and you want to hear what your friend is so excited about. Your leads and customers are no different. They want to know what you are excited about (notice I said "excited" - remember what I mentioned in step #4 about not being boring). If they know what you have been up to and can feel your excitement, they feel like they are "in the loop" with you. They feel "important" you are interested in letting them be a part of your excitement.

You can have an email sent to everyone on your list whenever you add a new post or article on your website. It is an easy way to let your leads (and clients) stay in tune with your business and keep them engaged with you. Each broadcast (when written properly) will enhance the relationship you have with each person on your list and can drive more qualified traffic to your website. If you send frequent broadcasts, your leads and clients will have your message (and product or service) fresh in their minds. If you are fresh in their minds, when they need your product or service, you are the one they will choose to make the purchase from.

You must stay in touch with your customers on a regular basis. Do not let your list go "stale".

Let's say you need to get a quick burst of revenue for your business. You could offer a special half price sale for the next 48 hours. All you would have to do is write a simple email about the special sale and broadcast it to your list. If you have built a good relationship with your list and have kept them fresh with valuable content, you will make some sales and get an influx of revenue. You will be amazed at how well a list can respond to time sensitive specials.

Anytime you add a new post to your website, your audience automatically gets an email with your new content. Your audience gets informed and stays up to date with your message. They don't have to remember to go to your website (although a well written message may encourage them to go to it). If you stay fresh in their minds, when they want to use your product or service, they will think of you first.

Each update should be building your relationship, branding you as their expert adviser, and keep them coming back for more.

#6 Share Your Message with Social Site Plugins

Word of mouth referrals are one of the most powerful ways to get new clients and make sales. How many times have you asked a friend to recommend a good mechanic when your car starts leaking oil? Or, maybe you ask for a suggestion about a good mexican restaurant in your area. You value a friends opinion and it influences your decisions with what product and services you choose to use.

Word of mouth takes a whole new meaning on the Internet. With social media exploding and the growth of instant communication between friends, fans, and followers, recommendations about your product or service can be spread around the world in milliseconds.

Everybody seems to be on Facebook. There are over 1 Billion Facebook users. That's an astounding number of potential clients. Instant access to that many people simply cannot be ignored. You need to get your message in the world of Facebook (and other social sites). Comscore Inc. released date in July of 2012 that the average US user of Facebook spends over 6 hours and 30 minutes per month there!

In today's social media frenzy, you simply must be involved in the social media ecosystem. Even if you don't have any social media accounts set up yet (although you should), you can take advantage of the "sharing" capability of social media sites by having social plugins that will allow visitors on your website easily share it with their friends, followers, and connections. This gives the potential of your latest article going viral on the social networks simply because someone thought your information was valuable enough to share it with their online friends. Think of it like an instantaneous electronic "word of mouth" recommendation.

Adding social site plugins to your site allows you to get more visitors to your site that have a high chance of being interested in your product or service since the person referring your site is

basically "endorsing" you and their friends have a higher likelihood of having the same interests (like your product or service) as they do.

If you want to be noticed and recommended on the Internet, connecting with the online social media ecosystem is a necessity for your business.

There are a lot of social site wordpress plugins available. Here are a couple to choose from get you started:
http://wordpress.org/extend/plugins/twitter-facebook-google-plusone-share/
http://wordpress.org/extend/plugins/share-this/

#7 Enhance Your Communication with Video

If a picture is worth a thousand words, a video may be worth a million.

In todays world of smart phones and tablets with Hi-Def cameras and "always online" Internet connections, there has never been an easier time to take high quality video and quickly make it available to the entire world! Nothing adds more proof than a video demonstration of what you can do for your clients.

I've mentioned several times how important it is to build a relationship with your audience. With video, the relationship can be magnified. If you choose to be on camera in the video, your leads and clients will feel like they know you even better than engaging with you through still images and written text alone. With video, they will see your facial expressions, body language, and vocal inflections as you speak. Your viewers will feel more comfortable with you and they will have an even deeper connection with you. It can help solidify the trust they have with you (which is one of the important things in business in converting a lead to a customer).

In fact, in their mind you will instantly be given somewhat of a "celebrity" status. You will immediately become more of an authority on whatever it is that you talk about in the video. It's kind of like when you go to a presentation or class. When the presenter or teacher stands up in front of the room and starts talking, you immediately assume they know what they are talking about (even if you have no idea who they are). They have instant credibility for simply standing up and talking. They same it true with video.

Even if you aren't too keen on getting in front of the camera (although I highly suggest you consider it), you could still do a video tour of your office. You could have an employee or model appear on the video for you. You could ask your clients for a video testimonial when they're in your office. You could even do video screen captures of your PC or Mac as you guide them through a tutorial or product demonstration. The possibilities are endless when it comes to the power of video.

YouTube (http://youtube.com) is the best videos social website to use to promote your website. I've even got another secret for you... Uploading your videos to YouTube is the quickest and easiest way to rank high in Google (Google owns YouTube). Not only will it help you show up high in the search results, your listing will stand out (and have a much better chance of getting clicked) by having a thumbnail image of your video right next to your listing, while most of the other listings - even paid listings - are inconspicuous "text only" listings.

The upside of using video for an online business is huge... You would be making a big mistake if you don't take advantage of the benefits of video.

#8 Retain Clients with Private "Member's Only" Areas

I am a member of Amazon's Prime membership. I pay an annual fee for the privilege of unlimited streaming movies and free two day shipping on most items I order. The benefits of being a member are well worth the $79 I pay every year. I would hate to lose my membership and have to wait longer or pay more for items I order. I feel "special" that I am a part of this club even though I am paying for this privilege.

I also have a membership with my local law firm. I pay them a monthly subscription fee for the privilege of having access to the legal services I frequently use. It makes it easy and convenient for me to get quick legal advice from the experts when I need it without having to fill out all of the "new client" forms and legal mumbo-jumbo process every time (lawyers love forms and documentation). Having the membership is well worth the monthly fee for the benefits I receive. It is also steady revenue for the law firm whether I need to use their services each month or not. It is a win-win for both myself and the law firm. Your business can offer a similar type of win-win membership to your clients.

Do you belong to a club or a private membership organization? Does it give you a feeling of being "privileged"? Your clients can have that same "elite" feeling about your product or service if you offer a special private membership area on your website where members can get access to additional information like special training videos, useful tools, or other bonus materials.

Being a member of a private club can give your clients the feeling being part of the "in" crowd. They like being considered a VIP and want to maintain their status over a period of time if you give valuable content to them. They will be more likely to stay connected with you and pay attention to what you have to offer them as a member.

Additional premium content could be in the form of weekly tutorials, monthly webinars, or group coaching forums. You could also offer exclusive discounts or special sales to premium members only. You can charge a recurring fee for clients to maintain their premium membership account. The sky is the limit as to what sort of premium content you want to make available to your members.

#9 Offer Clients Additional Ways to Give You Money

Do you ever have clients who don't pay on time? This happened all the time to me.   After being overdue, we had to hunt them down for payment. It ended up in a never ending battle of phone tag. We often shut off their website before they would ever contact us. Once they finally contacted us, they told some sob story or lame excuse about why they were late with the payment. No matter what the reason, it wasted time that could have been better used to grow our business.

One of the best ways to reduce the burden of non-payment is to require online payments directly on your website. This gives your clients the flexibility of paying with a credit card, debit card, eCheck, or even PayPal. It is a win-win for both you and your clients.

With online payments, there is no more waiting for the check to come in the mail. No more filling out bank deposit slips and running to the bank. The payments immediately go directly into your bank account as soon as the client's transaction processes.

We have several home owner association website clients that accept HOA dues payments online to increase the amount of on-time payments. This gives their residents the capability to pay with credit card during the months when money is tight. They can even pay in the middle of the night and save a trip to the office. The HOA gets their funds immediately and the resident doesn't have to pay any late fees. Win-win!

With online payment services like PayPal, Authorize.net, and 1ShoppingCart, clients can easily and instantly pay saving you the hassle of manual invoices and paper payments. Recurring payments are also handled automatically by the payment processor without having to send invoices reminding clients of their upcoming payments.

If you sell high dollar items, you can give your clients the option of splitting up the cost into monthly payments or offering a low cost "trial" period they can opt-out of before the full price kicks in. This can give your clients a better feeling of "low risk" and makes it easier to afford your services. This alone can increase your sale conversions.

Maybe you have an exterminator business and want to offer a first month $5 treatment to new clients that sign up on your website. You could have it charge them $5 for the first month and automatically charge them $50 (or whatever your normal monthly rates are) the following months. The payment service will handle it all for you. You don't have to send them invoices or try to hunt your clients down every month to get paid. Everything is done automatically online for you. No more billing and collecting hassles.

Instant online payments are a no-brainer when it comes to doing business on the Internet. It will save you a lot of headache and hassle and will keep revenue flowing into your bank account - even while you sleep.

#10 Save Time by Outsourcing Tedious Tasks

As a business owner, one of the most valuable resources you have is your time. No one else can control your time (although you probably ALLOW others to control your time). You can choose to waste your time on unproductive tasks or you can focus your efforts on improving your skills to make your products and services better for your clients.

Let's face it. You can't do it all. There are just way too many things that need to get done for a business to thrive.

Why should you be spending 4 or 5 hours trying to figure out how to use Photoshop to design a perfect cover for your next product when you can hire a graphic designer to do it quickly, cheaply, and much better? The 4 or 5 hours you would spend fiddling with Photoshop is probably worth a lot more to you and your business than what it would cost to outsource the work. You could have used those wasted hours to get more clients, create another product, or improve the relationship with your existing customers.

I used to do everything myself. I even programmed fancy websites from scratch (that work the same way Wordpress does). However, I learned that it takes way too much support effort to do it all. There was always something to improve, fix, or replace in the code. Even though it was wasting a lot of my time, it was MY code and I had to perfect it to prove to the world how awesome a programmer I was.

What was I trying to prove? Who cares if I can write code to do some cool things? Spending all night writing cool code may get some bragging rights in the nerd club but it doesn't get new clients or bring in any revenue. The revenue is in the relationship with the client and giving them what they want.

Entrepreneurs tend to have an innate urge of wanting to tackle every little task in their business. Their business is their "brain-child". They want to be in total control of every little detail to be sure their little "baby" is safe and healthy. What they don't realize is that trying to handle everything themselves can quickly limit their creativity and productivity. I fell into this trap and felt like I was treading water just to keep from drowning. After many exhausting late nights I finally realized it was too overwhelming to try to keep treading water and I needed to start swimming again. I needed to let go of some of the time consuming tasks that were weighing me down.

Instead of coding everything myself, I switched to Wordpress and let the huge community of Wordpress developers handle the code updates and enhancements so I can focus on by business and my clients. I outsourced everything that I didn't want to do myself. Many of the things I thought I HAD to do were actually things I just WANTED to do. Once I outsourced these time consuming tasks, I was able to focus on my areas of expertise and got better and faster at them which resulted in a higher level of value and quality to my clients.

You need to determine the things in your business that only you can do. Then, outsource everything else. Your time is too valuable to be doing tedious tasks that others can do for you. You should be focusing on your unique expertise and keep perfecting it and adding value to your product or service. When you outsource the tedious tasks of running your business, you can focus on the parts of your business where you are the expert.

Understanding everything that needs to be done to save time, get clients, and make sales is one thing. It's another to find out WHO to outsource all of these tasks to! You can spend a lot of time and money trying to hire a webmaster that knows how to implement all of these ten steps. Even if you find someone that has the technical skills to do them, they may have no idea about effective online marketing. Sure, they may say they know marketing and throw out some fancy buzz words only to leave you high and dry with an expensive website, no support, and no clients.

Your absolute best return on investment is finding someone who not only does all of these steps every day, but someone who understands both the technical and marketing aspects of all 10 steps and how they all work together for maximum return. You need someone that will work with you through the process as your business grows.

My team and I have been building done-for-you websites since the 1990s. We understand how to build websites that save time, get clients, and make sales. We offer packages from full service done-for-you websites all the way up to done-for-you social media management and content creation with a strong marketing focus to attract more clients.

If you simply want a professional website created and marketed for you without all of the headache and hassle, we can do it for you.

If you want everything from a professional full service done-for-you website, social media management of Facebook, Twitter, LinkedIn, Google+, and YouTube, and content creation, we can do that too.

Don't waste your time jumping from one webmaster to another hoping just one of them will be there when you need them. You shouldn't have to be an expert at website design or coding either. You just don't have time for that. Your time is best spent building your business, creating more products, and improving your service to your clients. Let us do the online work for you!

Get started saving time, getting clients, and making sales here:

http://magratech.com/get-started