

Developing and Optimizing Your Business' Website

PRESENTED BY: Alex Belding, WebriQ Goes Mad



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Developing and Optimizing Your Business' Website

Alex Belding - Mad Growth Officer & Co-
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**Before we begin let's
define what a website is.**

The background is a solid light blue color. In the top right corner, there are several decorative elements consisting of overlapping circles of varying sizes and opacities, creating a subtle pattern.



Defining a business website

- Brand, Educate and Convert
- Part of a greater marketing strategy.
- A Marathon - NOT a Sprint.
- Treated like a living thing.

The Old Way of Thinking

Digital Marketing Pyramid

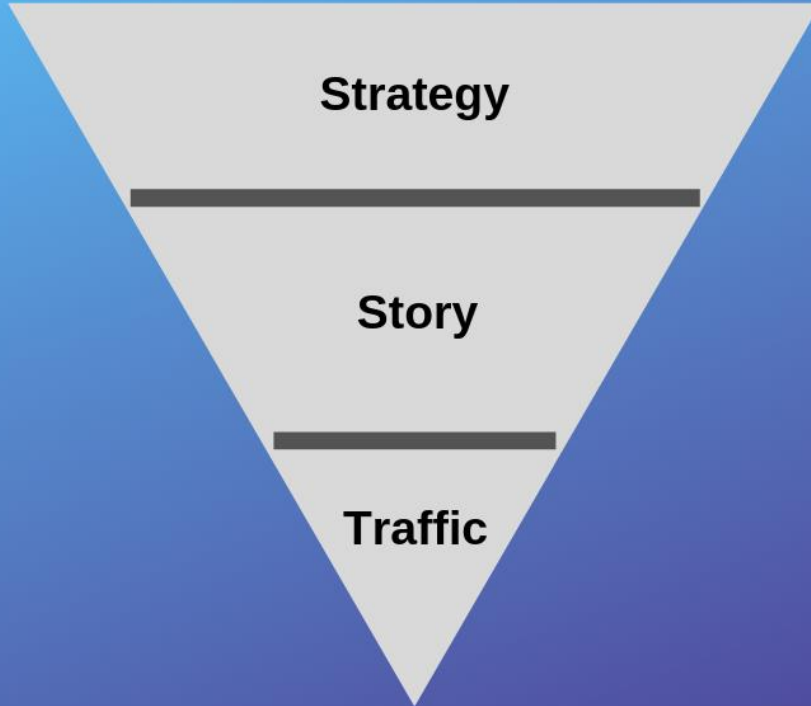


In this way of thinking we start with a DIY tool and have to wade through the tech. Once we get anything built we rush to traffic. Then we think about story.... It is too late



The WebriQ Way!!

Digital Marketing Funnel



Thinking of the website this way we start off correctly.

We build out a story for our customers then we focus on traffic and the tech simply falls into

place



Start With Strategy



Start with Strategy

- What are your goals?
- How will your website accomplish your goals?
- Make a plan!!!



Tell Your Story



Start with Story

- Keep it simple
- Focus on your desired customer
- Create Clear “Calls To Action”



Keep It Simple, Seriously

- Less is more. I mean it!
- Forces you to hone your messaging.
- Use the 10 year-old test.



Ask These Questions

1. What does your customer want?
2. What's the external problem they are dealing with?
3. What's the internal problem? (How is the external problem making them feel?)



What is a Call To Action?

- Tell your prospect what to do - BE BOSSY!
- Create a pathway through your website.
- Measure and manage your website.



Tackle Your Traffic





Tackle Your Traffic Acquisition

- Build a strategy
- Be channel specific
- Be prepared to measure your strategy



Types of Traffic

- Traffic You Own
- Traffic You Influence
- Traffic You Rent



Traffic You Rent

- Advertising - Radio, Billboard, Pay Per Click
- Use caution and have a plan
- If your funds dry up so does the traffic.



Traffic You Influence

- Organic Traffic - Social Media, SEO, Referral
- High quality traffic, generally speaking
- It can go away at anytime. Stay aware.



Traffic You Own

- Database - Past Customers, CRM, Email Marketing
- This traffic has given you permission to reachout
- Work to convert your other traffic types into “Owned”



Tackle Your Traffic Acquisition

- Be realistic
- Have easily defined goals
- Make it measurable



**Take On The
Technology!!**





Take On The Technology

- Be honest with your abilities.
- What kind of support do you have?
- What does success look like?
- There is no magic bullet here. All systems have their own unique pros and cons.



Take On The Technology (Non Technical)

- Use an all in one tool.
- Drag and drop builder as well as pre-designed templates.
- Options include:
 - Wix
 - Weebly
 - Squarespace
 - WebriQ



Take On The Technology (Non Technical)

- Pros:

Easier to use. Generally they are very well priced. They often can handle email, ecommerce and scheduling systems too.

- Cons:

Time consuming. Entirely DIY. Low Customer Support. Limited by the features and functionality of the tool.



Take On The Technology (Technical)

- Use a Content Management System (CMS)
- Use Templates or Custom Design
- Options include:
 - WordPress
 - Joomla
 - Drupal
 - WebriQ



Take On The Technology (Technical)

- Pros:

Extremely customizable. Functionality and capabilities are only limited by your abilities and imagination. Total control over your website.

- Cons:

Technical support is limited to non-existent. Maintenance, hosting, security and data backup are your responsibility.



Making Websites That Work





Making Websites that Work

- Give yourself time.
- Experiment but have a strategy.
- Use the data you have.
- Be serious.



Making Websites that Work (Articles)

- [Measure Your Website — Start with a Plan](#)
- [Finding Success Online Is Hard Work — It Doesn't Mean The Work Isn't Worth Doing](#)
- [Five Reasons Your Website is a Gym Membership](#)



Questions





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