



# **7 Simple strategies to guarantee your online success in today's new economy**

## **WORKBOOK**

## Presenters Profiles



**Jody Jelas**  
**Web Development Expert**

Jody has been building websites for the past decade helping entrepreneurs to build their businesses to a point where they have enough time and money to do what they REALLY love. Spending time with family, travel, shopping, nothing! Whatever you're passionate about!

Jody and her team of experts in design, programming, marketing and video can offer you a package to boost sales, leverage your time and create passive income for you. With a complete solution from this team of experienced web designers you'll get a package that is automated and a powerful selling tool so you can focus your time on the areas you enjoy!



**Travis Greenlee**  
**Business Building Mastery – CEO**

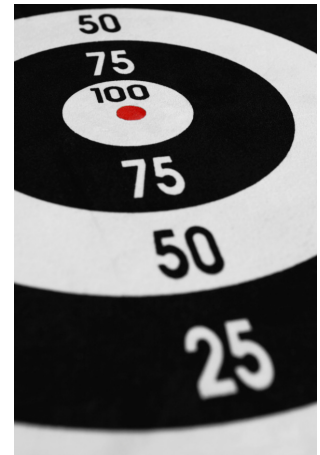
Travis is a Master Internet Marketing and Business Development Consultant. He specializes in teaching small business owners, entrepreneurs, and service professionals to leverage the power of technology to automate, simplify, and rapidly increase their profits.

Travis began his career with Merrill Lynch as a financial consultant and business advisor. He has been a professional speaker and trainer since 1991, and a business coach and consultant since 1994. As the CEO of several companies: Business Building Mastery LLC., Business Mastery Web Solutions, Team Concepts Coaching Inc., Business Mastery Club, and The Law Firm Media Group, LLC., Travis shares his extraordinary blend of passion, purpose, and excitement for life and business.

# 1. What is the purpose of your website?

What do you want people to do when they get to your website?

- Purchase a product or service
- Opt in to gather details so you can market to people
- To be educated
- To become part of an online community
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
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**Your purpose mentioned above will be your  
CALL TO ACTION for your website.**

## **2. How can my website WOW people in the first 7 seconds?**

What do YOU see in the first 7 seconds when looking at your website?



Does your call to action stand out?

Are you saying too much on your website and drowning out your most important message or call to action?

Is there too much movement?

Now ask some friends or clients the same questions:

**What do THEY see in the first 7 seconds on your website?**

KEEP IT SIMPLE

### **3. What can you offer to create loyal followers and build relationships?**



Would you keep going to a movie you have already seen?

**GIVE YOUR VISITORS A RETURN TICKET!**

**Do your website visitors keep coming back? (Check your stats)**

**What does your website have that will make people keep coming back?**

**What things could you ADD to increase your sites return rate?**

e.g.

- A blog giving them useful information they can use
- A series – 7 videos over an extend period of time (1 per week)
- Free stuff

## 4. What strategies will I use to attract traffic to my website?

If you had a powerful Ferrari you would park it in the garage and not put gas in it?

Having a website that is not HIGHLY visible to the world is a waste of money.



### Ask yourself:

- How many people are visiting your website?  
Check your stats. If you don't have stats Google Analytics is very detailed and totally free! <http://www.google.com/analytics/>
- Are you in the search engines? Type your full URL in google.com and see if your site comes up.
- Are you on Networking?
- Do you have a blog? Blogs rank extremely well on search engines and can link back to your website.
- Do you have videos on sites like YouTube that link back to your website?

## 5. How will I automatically interact with my followers?

The more automated your website the less work you have to do!

**MAKE MONEY WHILE YOU SLEEP**



**What does your website do automatically that will grow your business?**

- Sells products in an online store
- Gathers contact information and automatically adds them to a database. Use this database to send marketing messages or build relationships with your prospects. Give them something for free/valuable information in exchange for their contact information.
- Autoresponders so visitors get INSTANT replies when they do something on the site
- FAQs & a support center to answer common questions
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- \_\_\_\_\_
- \_\_\_\_\_
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## **6. What expertise do I want in a design team so that I meet my website goals?**

**Don't get a "geek" to do the job of a marketing person!**

**Just as a very technical website can look horrendous, a pretty website without good content and marketing is USELESS.**

**Does your web team have the following 3 Pillars:**

- Design Skills – to make it look first class and give professional first impression
- Copywriter Skills – Content is KEY
- Programming Skills – to do the really techy stuff
- Business & Marketing Skills – to get you found AFTER your site is live



## 7. How will I manage the future updates of my website?

So, you have a website but don't want to spend a fortune paying someone to make little changes every week, and you don't want to have to wait 48 hours for the work to be completed.

**GET A SITE YOU CAN UPDATE YOURSELF**



- WORDPRESS is golden! WHY:**
  - Easy to update
  - Loads of support for wordpress
  - Search engines love it!
  - Automate social networking sites
  - Multiple Authors – great for blogging.
- Difference between wordpress.com and wordpress.org**
- Watch your stats and make changes accordingly.**
  - *TO BE PROFITABLE IS MUST BE MEASURABLE*

## This is how easy it is to manage your wordpress site:

1. Add a blog post or edit existing
2. Add a page or edit existing
3. Add page or post title – view full URL for that page (“Permalink”)
4. edit your page or post using common formatting or insert videos or images
5. Tick if you want it to show or not show on the websites navigation/buttons
6. Add in or edit your MetaTags (this is one of the things the search engines read for your keywords)
7. SAVE YOUR WORK

The screenshot shows the WordPress admin interface for a page titled "Library". The interface is divided into several sections:

- Sidebar (Left):** Contains navigation options like Dashboard, Posts, Pages, Media, Links, Appearance, Plugins, Users, Tools, Settings, WL Plugins, and Security. Red boxes and numbers 1 and 2 highlight the "Posts" and "Pages" menus respectively.
- Main Content Area:** Displays the "Edit Page" screen for the "Library" page. It includes a rich text editor with a toolbar (numbered 4) and a preview window. The page content includes a title "Library", a permalink field (numbered 3), and a "FREE MEMBERSHIP - CLICK HERE" button. A red box and number 6 highlight the meta-tag fields at the bottom.
- Right Sidebar:** Contains publishing and attributes options. It includes a "Publish" section with a "Preview Changes" button, a "Delete" button (numbered 7), and an "Attributes" section with a "Parent" dropdown menu and an "Exclude Pages" checkbox (numbered 5).

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