

How to Turn Your Website from an Expense Suck into an Online Money Magnet!

A Detailed, Step-by-Step Blueprint

Prepared for:

The Overwhelmed Solopreneur & Small Business Owner

By *Charlene Brown*
Founder, *bklyncustomdesigns.com*



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Published By:

Charlene Brown
Bklyn Custom Designs
www.bklyncustomdesigns.com

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Section 1: Why is this Blueprint Vital to YOU?

What this Report and Blueprint Covers

Once you complete reviewing this blueprint you will be armed with laser focused strategies that you can use to immediately boost the profitability of your website.

The one thing to remember is that this blueprint is for one of the most valuable assets a small business has, their website. This report was not developed for other marketing media like radio, print, TV, etc.

While those media can be useful for some businesses we are focusing solely on Online Marketing because of the following reasons:

- Any business can use these strategies effectively
- All strategies are easy to implement
- Everything is proven to work
- You can accomplish great thing at a very low cost
- Once everything is set up it can run on autopilot

Review this blueprint with an open mind and do not fall into the "...our business is different" syndrome. Everything you'll discover in this report is time tested and proven to work for any solopreneur & small business wanting **to turn their website from an expense suck into an online money magnet.**

Expected Benefits from Using This Blueprint

Imagine how much better your business and life will be when your website actually produces profits for your business instead of sitting there as an expense on your Profit and Loss statements. How do you think your life and business would change for the better?

Here are some of the benefits that you can expect by implementing the strategies in this blueprint.

- ✓ Increase in sales
- ✓ Attract more new customers
- ✓ Lower and in some cases completely eliminate your advertising costs
- ✓ Obtain more repeat business from your current and past customers
- ✓ Increase your conversion rates
- ✓ More time off to spend with your family
- ✓ Your staff will be more productive because your customers will actually use your website to help solve their problems
- ✓ Plus much more!

Before you can take advantage of these benefits you must first understand the "Online Marketing Diamond". Once you do then you'll begin to see how easy it is to transform your website into a profit center.

At this time you should start to get excited!

Understanding the Online Marketing Diamond™

For almost every single business, especially the small business, the website has been used as a “necessary” evil. Someone somewhere told you that you had to have a website to compete.

Most likely, however, they didn’t tell you how to do it properly. In a way that actually helps you generate profit for your business. Therefore, your website has been an expense and not used as a tool to help generate more business for your company.

There is a lot of confusion and conflicting information out there today that makes it difficult to know what to do much less how to do it. We want to break this down for you in a very simply way.

That’s why the Online Marketing Diamond (OMD) was created. While there are hundreds maybe thousands of variables that can go into an online marketing campaign it doesn’t have to be difficult.

As a solopreneur and small business owner, the last thing you need is another TIME CONSUMING process – this is not that; or at least it doesn’t have to be. You don’t have to get caught up in all the fluff and hype that is clogging the Internet today.

Online Profitability Blueprint

We've developed a proven, four-point plan that any business can use to start generating income from their website within 48 hours.



Online Marketing Diamond

Throughout the rest of this report we will cover each area in a detailed, step-by-step manner so you can use this information immediately to increase the effectiveness of your website.

Let's get started...

Section 2: Your Online Profitability Analysis and Reports

Take the Test to Find Out Your Brand Profitability Score

Your Company – Brand Profitability Report

Objective	Yes	No
1. Does your website clearly convey your company's USP (Unique Selling Proposition)?	<input type="checkbox"/>	<input type="checkbox"/>
2. Does your site pass the "Eye" test?	<input type="checkbox"/>	<input type="checkbox"/>
3. Does your site provide benefits and solutions to the visitor or is it focused on you only?	<input type="checkbox"/>	<input type="checkbox"/>
4. Is your site indexed in the TOP search engines?	<input type="checkbox"/>	<input type="checkbox"/>
5. Is your website structured correctly so it will be listed on the first page of Google, Yahoo, Bing, etc for your profitable keywords?	<input type="checkbox"/>	<input type="checkbox"/>
6. Are you using the correct "Long Tail" keywords to drive targeted visitors to your site?	<input type="checkbox"/>	<input type="checkbox"/>
7. Is your website copy formatted correctly so that it not only pre-sells the visitor but maximizes the use of best targeted keywords?	<input type="checkbox"/>	<input type="checkbox"/>
8. Does each page of your site have a single-focused objective?	<input type="checkbox"/>	<input type="checkbox"/>
9. Are you using Call-To-Actions properly?	<input type="checkbox"/>	<input type="checkbox"/>
10. Does your site use any of the free analytics programs available?	<input type="checkbox"/>	<input type="checkbox"/>
11. Are all of your internal links active and structured properly?	<input type="checkbox"/>	<input type="checkbox"/>
12. Is your 404 error page setup to pre-sell your visitors with a Call-To-Action?	<input type="checkbox"/>	<input type="checkbox"/>
13. Does your Contact Us page capture visitor's names and email addresses?	<input type="checkbox"/>	<input type="checkbox"/>
14. Do you take advantage of a Favicon?	<input type="checkbox"/>	<input type="checkbox"/>
15. Are you using multiple online strategies to generate targeted & local visitors to your site?	<input type="checkbox"/>	<input type="checkbox"/>
16. Do you use a built-in, autopilot system to capture and follow up with leads that visit your website?	<input type="checkbox"/>	<input type="checkbox"/>
17. Do you have a "There is no way I can possibly say no to this..." conversion tool that automatically converts visitors into customers on your website?	<input type="checkbox"/>	<input type="checkbox"/>
18. Does your site take advantage of the Social Media opportunities like Twitter, LinkedIn, HubPages, Squidoo, Google Profile, etc.	<input type="checkbox"/>	<input type="checkbox"/>
19. Does your site have a built-in credibility mechanism(s)?	<input type="checkbox"/>	<input type="checkbox"/>
20. Do you take advantage of a static blog?	<input type="checkbox"/>	<input type="checkbox"/>
21. If you visited your site would you want to do business with your company?	<input type="checkbox"/>	<input type="checkbox"/>

Give Yourself 1 point for every YES answer.

19-20	Congratulations your site is doing well. If not, then there are probably 1-2 things missing. Most likely you're not using a USP or demonstrating the benefits clearly to your visitors.
15-18	Your site is doing okay but you're missing some critical components to make it a profit center.
<15	You're not alone. Over 95% of all businesses fall into this area. Call us today to help.

Website Design Analysis

When evaluating your website for maximum profitability there are three areas to consider:

1. Does it pass the “Eye Test”
2. Does it meet the minimum “must have” requirements
3. Does it clearly illustrate the benefits to the visitor

Let’s examine each one in a little more detail.

Does Your Site Pass the “Eye Test”

First, we need to understand exactly what the eye test is. When you visit a website what are your immediate thoughts? How does it make you feel? Where are your eyes drawn too? Is it easy flowing or does your brain feel stressed because you don’t know where to go first? All of these questions fit into the eye test.

Things to consider are:

- Color:** is the color or your website comfortable? For example, if you have a black background with white text that puts a lot of strain on the eyes and almost forces visitors to hit the ‘back’ button.
- Flow:** does your site have a natural flow or does it look like a News site where there are hundreds of things going on at once? Remember, for the small business it is critical to understand that the flow of your website should be smooth and not jagged like a News or Magazine type site.
- Focus:** Where are your eyes drawn when you visit your website? If you can’t immediately focus on one thing then you need to reevaluate your site layout. Again, if you visit a News site you don’t know where to go first because there is so much going on. To gain maximum benefit from your website you need to have one central focus on each and every page. Later in this report we will cover exactly what that should be.

Does Your Site Meet the Minimum “Must Have” Requirements

There are two components that your website must have for it to be truly effective in helping generate revenue for your business.

They are your USP and the Google Heatmap.

Your USP

First, let's look at your USP. Does your site clearly illustrate your USP? What is a USP? It's your Unique Selling Proposition.

Your USP is a simple statement that clearly identifies why you are not only unique but it also demonstrates why you are the OBVIOUS choice to do business with over any and all of your competitors. Your USP makes your visitor say, "I would have to be an absolute fool to do business with anyone else than [*insert your company name here*]!"

It's critically important to understand that your USP should not be a guess. It's not something that the owner of the business or its employee should assume is what makes them unique and the best choice to do business with.

It's also important to understand that your USP should not be something that everyone else can lay claim to. For example, using general statements like, "We're the cheapest." "We have the best customer service." Or "We're always here for you."

Those statements are platitudes. A platitude is a trite, meaningless or biased statement that is presented as if it were significant and original. The examples we just gave is what 99% of small businesses use to try and make themselves stand out in a crowd of competitors but all they end up doing is looking exactly the same as everyone else.

Developing a world class USP is something that you cannot do half-heartedly. You must be committed to it. While showing you all the details of USP development is beyond the scope of this report there are many resources available that will help you develop a quality USP. *Bklyn Custom Designs* also offers a complete, turnkey solution for you. It is a 30-day process. If you would like assistance on developing your USP please contact us at 917-947-9878.

Google Heatmap

The next "Must Have" is does your site meet the Google Heatmap Triangle? There have been hundreds of tests done to evaluate where visitors eyes actually go when they visit a website.

The image below shows the results of these tests:



Google Heatmap

As you can see by the red, orange and yellow triangle this is where the visitor's eyes go to first. If your site does not have the most important information, the information they are looking for, within the area of this triangle you are losing potential customers.

It's scientifically proven that if you place your critical success elements within this triangle you will convert more visitors to customers.

What are these critical success elements? Things like your lead capture mechanism, a benefit driven headline, your USP or an online video. Don't worry if you're not familiar with these items. We will cover them in detail later in this report and show you exactly what to do and how implement it on your own website.

Lead Capture and Follow Up

Frankly, this section is arguably the most important in this entire blueprint. Why? Because “The money is in the list!”

Imagine for a second having a list of current customers as well as prospective customers and being able to market to every single one of them at the same time, in a moments notice, for free! And setting it up so it works on autopilot!!!

How much would you save on expensive marketing methods that you’re currently using? If you’re like most companies the figure is in the thousands of dollars.

Here’s the best part. This step is easy to do and doesn’t take a rocket scientist to figure out.

How it Works

1. You structure your site per the guidelines in the previous section.
2. You place what’s called an Opt-in form somewhere in or near the Google Heatmap triangle that is connected to an Auto-Responder. This Opt-in form simply contains a field for the visitor’s name and email address.
3. You offer them something for free that helps them solve their problems. The offer needs to be of a high perceived value. Something that will get your visitors to take action on immediately.
4. You then follow up with your list automatically without lifting a finger. Once your system is setup you never have to worry about it again.
5. Your automatic follow up system will convert prospects into customers and customers into repeat buyers.

That’s it!

BIG BENEFIT: Once your visitors sign up on your email list you can continue to market to them via an email newsletter, special offers, coupons, etc. And guess what? Your competition is not doing this!

Let’s look at a sample opt-in form.



This opt-in form is slightly outside of the Google Heatmap triangle but still achieves its goal because the headline grabs the visitor's attention and the lead capture form shows them how to fulfill the benefit of the headline.

What is an Autoresponder

An autoresponder is an easy to use, web-based email marketing software that delivers your messages, marketing campaigns, offers, newsletters, follow-ups and any other correspondence that you would like to deliver to your list. And it does it automatically. A "Set-it and Forget-it" system.

Features and Benefits

- Automate your marketing
- Automate important messages to customers, prospects or both
- Reliable email delivery
- SPAM compliant
- Manage separate campaigns for individual projects
- Built trust, credibility and rapport
- Convert more prospects into customers
- Increase sales and profitability
- We could go on and on...

By utilizing an autoresponder as one of your marketing tools you can literally change your business for the better in 30 days or less. It is that powerful.

What is the Best Autoresponder Service Provider

In our humble opinion the absolute best autoresponder on the market today is called Aweber. You can visit the site at: <http://aweber.com/?456199>

There are several reasons why Aweber is the best:

- There is a FREE 30-day Trial period. So you can test BEFORE you buy!
- The investment starts out at only \$19.95 per month. You will only pay more as your list grows.
- It is very, very easy to use.
- Their customer support has been touted as second to none.
- Easy to use Opt-in forms.
- HTML Email templates
- Email Analytics so you can easily spit test campaigns, subject lines, etc to see what works best.

There are other autoresponder services out there and of course you are free to choose which one fits best with you, but if you do one thing for your brand that would be to simply sign up and create an autoresponder.

Remember, your database of "leads" and "customers" is your most valuable asset!

Action Steps for Lead Capture and Follow Up

Creating a successful lead capture is critical to building a strong customer base. Use the following action steps as a guide as you setup your list for success.

1. Sign up for your own autoresponder service. Depending on your level of comfort you can use MailChimp or Aweber:
<http://aweber.com/?456199>
2. Setup your account.
3. Upload your opt-in form in the proper place on your website. Ideally inside the Google Heatmap Triangle or just outside of it.
4. Develop a minimum of five (5) autoresponder messages. Not just any messages but those most valuable to your list. Ones that help them solve their problems. And don't forget to place some kind of marketing message and/or call to action in every email. If you need help with this step please let us know. We can write the emails for you.
5. Send out at least a monthly newsletter - every other week is best - to continue building and maintaining your relationship with your list members. If this seems like a daunting task, don't worry. I can do it for you. Just ask!

Google Keyword Planner

One of the biggest challenges small businesses have is they assume just by having a website that revenues will automatically increase. Reality proves otherwise.

Not only do you have to have a quality designed website you also need to understand how to structure it so you can rank on the first page of search engines like Google, Yahoo and Bing.

When you rank high in the search engines for the specific terms that your customers and prospects are searching for you will gain a tremendous amount of FREE website traffic. This traffic will then be converted into customers by having a well designed and useful website as well as utilizing your lead capture mechanism.

Do you see how this is all starting to come together?

Before we talk specifically about your site rankings you need to understand how the process works.

Understanding Search Engine Optimization (SEO)

Getting your site ranked high in the search engines is called SEO or Search Engine Optimization. SEO has been a mystery to most Internet Marketers for many years. For most it's a constant struggle to get high rankings.

SEO doesn't have to be complicated. What it boils down to is relative, useful content. In a nutshell, your site needs to have a theme of related content in order for it to maintain a consistently high ranking.

For example, if your business is a local pet store and you have information on your website about local dog training classes or pet sitting services, etc you can target specific terms and phrases and the search engines will rank you high because when someone enters, "your city dog training class" or "your city pet sitting service" the search engines know that your site is related to what they are searching for.

On the other hand, if you have a pet store and on your website you advertise unrelated things like "How to lose weight" or "How to change the oil in your car" you will not rank high for any of your search terms.

In short, you can rank high for your local search terms if you keep your content related to a specific “theme”, which is the business you’re in, and structure your site in the best way so that it’s easy for the search engines to find you and understand what your site is all about.

How to Use Google Keyword Planner

So how can you rank high in Google and the other search engines? Let’s look at a five-step process to ensure you’re doing things the way the search engines want you to.

1. Find the most common keywords and phrases that someone uses when they are looking for your products or services on the Internet.
2. Develop a single page for each unique keyword or phrase. Use Google Sheets, Google Docs, Microsoft Word, or Microsoft Excel to keep this in one place. Do not use unnecessary keywords/phrases on your articles or web pages.
3. Structure each page properly so that the search engines know exactly what your site (including articles) is about.
4. Use Anchor Text to link one page to another. If you reference a topic that you spoke about in another article, link them together!
5. Get links to the pages of your site from other related sites. These are called backlinks.

To clarify, let’s look at each step in more detail.

Step One: Find the most common keywords and phrases that someone uses when they are looking for your products or services on the Internet.

The most important thing to remember is you are looking for what’s called “long tail keywords”. What that means is if your business is *dog training classes* and its located in Frisco, Texas the keyword/phrase you should use is “dog training class Frisco”. That is a long tail keyword.

Why Use Long Tail Keywords

The reasons to use long tail keywords is two-fold.

1. This is what your customers are searching for on the Internet. Therefore a person that enters “dog training class Lincoln” is much more **qualified** than someone that simply types in “dog training class”.

2. They are WAY easier to rank high for. Dog training class is a very competitive search term and would be nearly impossible to get on the first page of Google. On the other hand, "dog training class Frisco" is very easy to get on the first page of Google. Granted there are not nearly as many searches for that term but you're a local business targeting local customers. You're not worried about someone who wants dog training classes that live in Florida!

Two Ways to Find Long Tail Keywords for Your Business

There are really two easy ways to find the right long tail keywords for your business.

1. Ask your customers and prospects what they search for when they use the Internet to find a product or service like yours.
2. Use the Google Keyword Tool at: <https://adwords.google.com/select/KeywordToolExternal> to identify highly searched keywords and then place your city and/or state in the keyword to develop a long tail keyword. You can also add the metro area or the biggest city nearest you as well to increase your reach.

Step Two: Create blog articles and pages and attach relevant, unique keywords or phrases.

This step causes some confusion for small businesses. The reason for the confusion is because they are stuck in the mentality of the "brochure" or "billboard" type website and not a **Direct Response Website**. They've taken the information on their brochure and placed it on a website. When that happens the site is not structured properly and makes it difficult for the search engines to find them and identify exactly what they do.

An easy solution is to connect separate web pages for specific long tail keyphrases that relates to your content and purpose. For example, if you've identified two of your successful keyphrases are, "dog training class Frisco" and "dog sitter Frisco" DO NOT put both of these keywords on the same page. Instead create two separate pages with detailed information about each service your offer. That way it's much easier for the search engines to find you and it's also easier for them to rank you high for those specific terms.

IMPORTANT: When developing a single page for each keyword it's important to save that page as the same name as your keyword phrase. For example, when using the keyword phrase, dog training classes Frisco save

your web page as: *http://www.yoursitegoeshere.com/dog-training-classes-frisco.htm*. This is another very effective tool to help the search engines identify your page and rank it properly.

Step Three: Structure each page properly so that the search engines know exactly what your site is about.

To structure your site properly it comes down to the following:

1. Use Title, Meta and Heading tags properly.
2. Use Images properly
3. Use Page Content properly

Use Title, Meta and Heading Tags Properly

Every web page has title, meta and heading tags that are used to help clarify what your site is about. However, most every small business site does not use them properly.

In the title of most small business websites they put the company name. This in and of itself isn't the worst thing you could do. However, there is a much better way to utilize the title tag. The best and most effective way is to use the exact long tail keyword phrase you are trying to rank for. By doing that you immediately prove to the search engines that your site is relevant to what is being searched.

Meta tags are found in the coding of your site. They contain a short description about the web page as well as an area where you can list the keywords that you're focusing on for that page. Some experts feel that Meta tags are not really that important any more. However, I feel that since it's available and it DOES help the search engines understand your site better then why not use them.

When using the Meta Description tag be sure to use the exact keyword phrase somewhere towards the beginning of the description. For example, *"Our Dog Training Classes in Frisco Texas are proven to potty train your dog, keep your dog from jumping on people and barking excessively during the times you want them quiet."*

As you can see the keyword phrase is towards the front of the description and the rest of it relates exactly to what the site is about. In fact, there may be a couple of bonus keywords that are also related to the site that will help us even more. Keywords like "Potty train your dog" and "keep your dog from

jumping” are both phrases that are topics that dog owners actively search for online. While our site may not rank high for those keywords alone, when we use them in conjunction with our primary keyword it builds credibility with the search engines.

Next is our Headings tags. Most web pages start off with a big bold heading at the top of it. To maximize the benefit of those headings you need to do two things:

1. Use your keyword in the heading
2. Use the “H1” tag instead of simply bolding it.

When you do these two things it continues to build the foundation of what your web page and website is all about.

How to Use Images Properly

Every quality web page uses images that relate to the content of the site. There are many benefits to using images on your site.

First, the mind thinks in pictures not words. So when you have an article on dog training classes and then show an image of an actual dog training class your message gets stuck in the mind of the reader. They can actually see themselves in that same situation.

The second reason is because it breaks up the text and makes the web page more appealing and inviting to the eye. It’s not overwhelmed with text that makes the visitor want to hit the “Back” button immediately.

The key to successfully using images to get higher rankings is very easy. Every image you use on your website has an “Alt” tag associated with it. Most sites keep these tags empty. This is a big mistake. You can gain great benefits from using these Alt tags to your advantage.

How do you do that?

By simply placing your primary keyword for the page in your image Alt tag. If you have multiple images you can use your secondary or related keywords for them.

By using your image Alt tags it gives the search engines yet another way to understand and rank your site the best way possible.

Content is King

The phrase "Content is King" became very popular shortly after the Google Slap. In the early days of Google AdWords you could post an ad on Google and use hundreds and thousands of related and unrelated keywords pointing to your site in hopes to covert these visitors into sales.

The best thing about it was it would cost you hardly anything to drive massive amounts of traffic to your site. Google quickly noticed how many of these sites were running ads for products and services that had absolutely nothing to do with the actual site that the ad took the visitor to.

Google didn't like this because the visitor's experience was compromised. For example when a visitor would click on an ad for a nutrition site they would be taken to a gambling site. Or if they clicked on an ad for golf equipment they were taken to a site that sold "How to play better golf" ebooks but had nothing to do with actual golf equipment.

In short, Google got upset with these advertisers because the visitors were not getting what they wanted. Therefore, Google was afraid that end users would go to other search engines that actually delivered the content that the visitors asked for.

So Google changed their algorithms and begin charging advertisers ridiculously high fees for "unrelated" ads and sites. Basically what happened was if you wanted to use unrelated keywords for your site you were going to pay big bucks. This literally changed Internet Marketing forever.

Shortly thereafter it became clear that what Google wants is to ensure the best user experience possible. How can they ensure that? By demanding that if you want your site to be ranked high or want to run ads with AdWords then your site MUST have relative content.

That's when the phrase "Content is King" was born. Frankly, it is just as relevant today as it was then. If you have a site that contains quality content that helps your visitor solve his or her problems then you will always be in the good graces of Google and the other search engines. But if your site is random or contains little content it will be difficult for the search engines to understand you site and therefore rank you as high as you should be.

Building content on your site is easy.

All you really need to do is either have a blog, an Articles page or a News page. Some small businesses cringe at the thought of having to update and maintain a blog. Articles or a News page are the next best thing.

You can take a list of your prospects most common problems and create small informative articles helping them solve them. Again, you would use targeted keywords for each article so you can consistently build credibility with the search engines and trust with you visitors.

Do you have to have a blog or articles on your site? Not necessarily. But you do need to make sure that the content you do have uses your primary keywords and demonstrates how you can help your customers solve whatever problems they are coming to you for.

Step Four: Use Anchor Text to Link from One Page to Another

This step could probably fall into the last step but I wanted to keep it separate because it's that important.

The definition for Anchor Text is simply the clickable text part of a hyperlink within the content of a web page. This text usually gives visitors or search engines important information on what the page being linked to is about.

For example, let's say on your home page you want to link to one of your primary keywords, "dog training classes Frisco". It may look something like this:

All of our [dog training classes in Frisco](#) are conducted by our Certified Dog Trainers, etc, etc...

As you can see the link is the actual keyword we are using for that page. Please understand that the word "in" is present in the hyperlink. That's okay because it is considered to be an irrelevant term and does not hurt the integrity of the primary keyword we're using.

Step Five: Get Links Back to Your Site from Related Sites.

A Backlink is an incoming link from another website back to yours. This step is important because the number of backlinks is how Google ranks the

popularity and importance of your web page. For example, let's say that your company has developed a one-of-a-kind, breakthrough way to potty train dogs. It would be reasonable to assume that many, many dog training sites would link back to your site referencing this new potty training technology. Therefore, Google would view that page as an Authority page and rank it very high. All because there are a lot of other sites pointing back to your site.

IMPORTANT: While this step is important and should be a part of your long term website strategy it should not be one of your immediate priorities. The reason being is because if you follow everything else in this blueprint you will be able to climb the rankings for your local search terms regardless of the number of backlinks you have. However, you'll want to build backlinks overtime to continue to strengthen your site and get higher rankings for other related search terms that you may not have been targeting.

Three Ways to Get Backlinks

While there are probably hundreds of ways to get backlinks to your site we'll outline three that you can use immediately.

First, you can contact other website owners in similar but non-competing businesses to partner with.

Second, with the explosion of blogs and forums you can simply post a comment on a blog or on a forum with a link in your signature back to your site or a page on your site.

Third, you can post the same articles that you use on your site and upload them to Article Directories like EzineArticles.com or GoArticles.com.

Remember, backlinks are important but not a top priority for you at this time.

However, we can do ALL the backlinking for you. We have a team of professionals that can create the perfect number of backlinks to ensure the highest rankings possible for your site. If this is something you may be interested in please contact us today.

Now let's look at how we can use this information to improve your site.

Actions Steps to Get into the Google Keyword Planner

Google Keyword Planner can prove valuable to you learning how to best use keywords and long tail keywords in your content. Use the following action steps as a guide as you create better articles for your blog.

1. Find the most common keywords and phrases that someone uses when they are looking for your products or services on the Internet.
 - a. The first thing you should do is ask your customers. To implement this immediately you can quickly train your front desk staff to ask all new customers how they found you. If they say, "Online." Then they should ask what search terms they used.
 - b. Make the following keyword phrases, long tail keywords, by placing the city(s) that your business is in.
 - c. This is by no means an all inclusive list of possible keywords. But this certainly appears to be the most profitable.

Add these terms in front of the general keywords to make them long tail	General Keyword
<i>List the city and cities your client serves</i>	<i>List the keywords that are most relevant to your client's business</i>

2. Develop a single page for each unique keyword or phrase that you decide will be the most profitable for you. Remember, you don't have to start out using every single keyword. Simply choose the ones that you want to start out with first and the others can be used as you continue to grow your site.
 - a. **IMPORTANT:** Your home page should be your most profitable keyword. You can use up to three keywords on your home page.
3. Structure each page properly so that the search engines know exactly what your site is about.
 - a. Please see this chapter on how to do this step.

4. Use Anchor Text to link one page to another.
 - a. Please see this chapter on how to do this step.
5. Get links to the pages of your site from related sites.
 - a. Remember, this is a secondary priority. However, if you want to get a jumpstart on it you can do the following:
 - i. Contact five local businesses in related but non-competing industries to link back to your site.
 - ii. Post messages on related blogs and forums with links back to your site in your signature.
 - iii. You can use a third party service like, www.1waylinks.net.
 - iv. You can also submit your site to Internet directories. One software service to consider is SubmitEaze which currently costs \$28.95 (one-time) at:
<http://www.submiteaze.com/index.jsp?aff=3286>

Converting Prospects to Customers and Customers to Repeat Buyers

When we talk about converting prospects into customers using your website there are many variables that come into play. They are:

- General website conversion methods like:
 - a. Quality copy including powerful headlines, bullets, etc. Not the normal boring stuff that everyone else is using.
 - b. Testimonials. Video testimonials from real customers are the absolute best!
 - c. A Guarantee. If you can provide your customers with a solid, risk-reversal guarantee it will increase conversions overnight.
 - d. Irresistible offer. Give your prospects something they can't say no to and they won't!
- Conversion Tools. Hard copy or soft copy information that will help prospects solve their problems in a low-risk, high-reward way. Things like:
 - a. Free report(s)
 - b. Audio Infomercial covering a specific solution to a problem
 - c. Videos. Online or on DVD that can be sent to your customers.
 - d. Checklists on steps they can take to solve or prevent a problem.

People buy from people they know, like and trust. To do that effectively your company must build a relationship with its prospects and continue to grow the relationship with its current customers.

Let's look at how you can use various conversion tools to increase business from your website.

How You Can Convert More Prospects into Customers

Quality Website Copy is Key

The first thing you can do is to develop a website that has quality copy that contains benefit laden headlines and flows smoothing showing the visitor how you can solve their problem(s). Getting into detail about how to write quality copy is way beyond the scope of this report.

However, if you focus on using headlines that grab the visitor's attention, and use copy that builds their interest and desire and finally ask them to take action you will be leaps and bounds ahead of your competition.

In fact, the best thing you can do right now is to simply put a call to action on your site. Actually ask your visitors to do something is much more effective than not asking them.

Gather Testimonials

Having testimonials on your site will provide a huge boost to your credibility. Why would someone do business with you? If you have a bunch of testimonials sprinkled throughout your site your visitors will know exactly why and will not have to justify it in their own minds why. Someone else is already telling them why they should do business with you. It will make it a no brainer for them.

For the next month you should gather as many testimonials as possible. Simply have your front desk personnel ask customers as they arrive to complete a form prior to them leaving. Or you can have them call random customers and ask for a testimonial. Be sure that you ask them for permission to use their name on your site.

Video Testimonials are the Best!

If you want to really make your website convert like crazy do short 30-second interview testimonials with your most ecstatic customers. Nothing can drive home how awesome you are better than a truly happy customer.

When you put that video on your site it will build credibility and trust beyond almost anything else you can do.

To really get the biggest bang for your buck ask them several targeted questions that you can divide into several testimonials. Be sure to plan your interview in advance so you know the exact questions to ask that will be directly related to a page on your site.

All you need is a normal, every day camcorder. Ideally you would like to use one that has an input jack for an external mic. By using an external mic you will ensure great audio quality.

Guarantees

For most businesses establishing quality guarantees is very easy. However, for a family practice it is much more difficult because you have many rules and regulations to follow.

Most guarantees are based on customer satisfaction. Those are not nearly as strong as the ones based on real results. Again, for your business this is difficult to determine the best way to approach a customer guarantee. However, I am willing to sit down with you to help develop one if you feel it would be beneficial.

Irresistible Offer

Based on your business structure developing an irresistible offer is much more difficult than most other businesses. But it can be done.

The reason irresistible offers are so valuable is because they make the prospect jump up and say, "I would have to be a fool to not take advantage of this!" For example, let's go back to dog training, if that business had an offer that stated, "Sign up today and receive our complete potty training package for 75% off. But you must do it today!"

How many people would buy that? A ton! Imagine for a second if you're dog is peeing all over the house and you are desperate to get him trained and then you came across that offer how in the world could you possibly say no? You wouldn't. In fact, you would probably buy the class at 10% off. But an irresistible offer makes it impossible for you to say no.

Back to your business. It may be difficult to provide an offer like the one for dog training. So what can you do to generate an offer that you prospects will be eager to take advantage of?

By using Conversion Tools!

Conversion Tools

A conversion tool is a mechanism that you can use to build trust, rapport and credibility with someone who is interested in using your products and services but may not be ready to make a decision at that very moment. They want to be convinced to do business with you.

Various types of conversion tools are:

- Free reports
- Audio infomercial
- Videos: Online or DVD
- Checklists
- eCourse
- Plus many other options

Why Do You Need Conversion Tools

The primary reason why you need to use conversion tools in your business is because not everyone is ready to buy at the exact moment you're selling. Every prospect buys based on their own "Buying Scale".

What is a Buying Scale?

Look at the line below. You will see a 1 at the far left and 100 at the far right. The 1 means that the person is not even in the market for what you have to offer. The 100 means they need it, want it and are ready to buy now! This represents every customer's Buying Scale.



Only 10% or less of people in your target market fall into the 90-100 range. These are done deals. Simply get in front of these people and they will likely buy from you. On the other end, there is another 10% of your target market that fall into the 1-10 range. These people for whatever reason will never buy from you even if your product or service was free. They have a relative in the business; don't feel they need it, etc.

That leaves about 80% of your target market that is somewhere on the Buying Scale. They could be at 20, 50 or 88. The bottom line is they need

additional information to convince them that you are the right provider for them. Once they receive this information they will become a customer.

How to Use Conversion Tools

Convincing these people that are in your market but not yet ready to make a decision is where conversion tools come into play. The best way to use them is to offer them for free on your website or through other marketing methods you use.

For example, many people who own dogs know they should get them potty trained. But they may not know where to go, who to trust, how much it will cost, etc. So they may ask around to get referrals or go to Google and do a search. How you will separate yourself from everyone else out there is by offering them someone of great value for free...a conversion tool.

When a prospect visits your site on dog training classes they will immediately see an offer for a free report, audio infomercial or video(s) demonstrating the, *"10 Secrets to Potty Training Your Dog in 5 Hours or Less"*.

Imagine for a second, if you're a dog owner and you're searching the Internet to find out how to potty train your dog and you come across this site, how in your right mind would you not immediately take advantage of this offer? You wouldn't! You would sign up and eagerly await your free report, audio infomercial or video.

What's in a Conversion Tool

You may be asking yourself, "That sounds great but what do I put in my conversion tools?"

Useful but incomplete information.

What that means is you create a report, etc of great value that the person can use immediately to help their situation but you don't give away the farm. You need to prove to them that you know your stuff and can provide even greater service when they become a customer.

Another example. In our dog training report we could outline the "10 Secrets" of potty training. This will prove to the reader that we know our stuff. It will build trust and loyalty because we are offering them free

information that they can't get anywhere else. It will sell them on the dog training classes because they will be thinking, "If they're giving all this information away for free how great are their actual classes?"

On my site at bklyncustomdesigns.com you can download your free Maximizing Online Profitability Checklist. This information in and of itself is very valuable. Would cost about \$100 or more, depending on the depth of analysis I conduct with my clients. So when someone visits my site, signs up for my newsletter and then receives all the free information they are much more likely to become a customer versus simply having a brochure site asking them to call me.

The information I provide on my site is very valuable. In fact, you can take much of the information and implement it on your own without any assistance from me.

Why would I do that?

Two reasons. First, I want to build rapport, trust and credibility with my visitors. Second, I know that most people will be overwhelmed with what they are learning that they will in-turn hire me to do it for them. I believe most businesses are like this.

Let's take car repair for an example. If my car is not running I could easily take it to a professional and get it fixed. On the other hand, I could go online and find out how to fix it myself. And if you gave me 6-12 months I could probably figure it out. But why in the world would anyone do that? Why not just hire a professional to do it?

That's how you need to view your current business. You are the professional. Even if you give away a lot of valuable information for free when it comes time for them to purchase your products and services they will turn to you because you are the one that went out of your way to build the rapport, trust and credibility with them when no one else would.

Conversion Tool Ideas

You can use many different conversion tools to dramatically increase your business.

Let's look at just a few ideas:

- Free Report on the "10 Secrets to *Generating Powerful Leads.*"
- Audio Infomercial on the "10 Facts about *Choosing the Best Fonts for Your Website.*"
- Online Video showing how to do something properly.
- Checklist to walk a prospect through a difficult problem.
- eCourse to take a person step-by-step through a series of action items to help them solve a problem.
- This list could go on and on based on the time of year, your specialty and other problems you solve for your customers.

How to Create Conversion Tools

We offer services to help you create your conversion tools. However, if you want to do them yourself you can use the following information to guide you.

Free Report

A free report is just that. It's not a book or an elaborate writing that you want to win an award with. It can be as little as 2-3 pages or as many as 30-40. It really depends on what your topic is.

The ideal free report is nothing more than 7-10 pages. Something that provides enough information to help the reader but not overwhelm them.

The easiest way to create a free report is to use the "10 Secrets" list.

1. List out the 10 secrets, tips or ways to do something to create an outline.
2. Then turn those 10 items into questions.
3. Answer those questions and you have your free report.

Does it have to be 10? Of course not. It can be any number you choose.

Audio Infomercial

This is one of my personal favorites. An audio infomercial is a 30-45 minute interview, usually done over the phone that covers a hot topic for your target market. If it doesn't solve a problem it at least covers the most burning questions your prospects have about whatever it is you sell.

Let's look at a great example for your business.

There are millions of men over forty that have never had a check up much less a prostate exam. How important is it for these men to get a checkup? Very!

Why then do these men not do what they know they're supposed to do? Fear and confusion. They fear the unknown of what the exam will be like. They are confused because they don't know if it will hurt, what's involved, how long it will take, what are the most common results, etc.

My guess is these same men would be very open to a free CD that explains all of this information in detail without the hassle of going into an office for a consultation.

Imagine how much trust you will build with your customers by providing them a CD of this nature that they can listen to in their car on the way to work or on their iPod when they are mowing the grass? You will automatically be the trusted expert. Add a "Call to Action" at the end of the CD and watch your conversions soar.

You can have anyone interview the expert over the telephone. Be sure to ask your customers what their most burning questions and concerns regarding the topic are. Then during the interview be sure to ask these questions while building a case for your services. And of course include a call to action at the end.

To really spice it up and make it appear ultra professional add in intro and outro music. This little tip goes a long way in the perceived value of your audio infomercial.

Video – Online or DVD

By offering video(s) to your conversion tool chest you will cover the three most common ways people learn; reading, hearing and watching.

Videos can be done online or by creating DVDs. I like online videos because there is no backend cost. Creating DVDs, while they have a tremendous perceived value, they do cost money to produce.

Videos as conversion tools fall into three categories:

1. Demonstration
2. Reality
3. Simple presentation

Let's look at each one.

A demonstration video is actually showing someone how to do something. For example, showing a new diabetic how to properly inject themselves is a demonstration video. Showing someone how to teach their dog to "stay" is another example.

A reality video is one where the expert is simply a talking head explaining how to solve a problem. It doesn't have to be anything elaborate or ultra professional. It can simply be the expert talking into a camera in their office. As long as the information is good that what's most important.

A simple presentation video is one that uses PowerPoint. You have slides that can help someone accomplish a goal, task, etc. You record your computer screen with software like, Camtasia, going through each slide while the expert is narrating and explaining the content of the slides.

Each and every video category is effective in its own right. It's up to you to determine which one will work best for your situation.

Checklist

Checklists are very effective conversion tools because they are easy to use but they have tremendous value to them.

If you take the Online Profitability Checklist we offer at bklyncustomdesigns.com you can literally go through that checklist and see exactly where your website is falling short. This checklist provides my customers with a place to start so they understand where and how to improve their website.

Do your best to keep your checklist(s) to only one page. Anything more is overwhelming and your customer simply won't act on it if it's too much information.

eCourse

Another excellent tool to build trust and credibility is to create an ecourse. Some people call this a mini-course. An ecourse is information delivered to a prospect in a series of timely chunks, usually in email form. For example,

you can use the autoresponder service through MailChimp.com or Aweber.com.

Using email and making the course automated is the best way to utilize your time and money. Once it's set up, it's set up for life. You never have to touch it again but it's always working for you.

Your ecourse needs to be between 5 and 7 lessons. You can setup your autoresponder to send out the course information every day, every other day or even once per week. It's up to you.

Actions Steps to Increase Conversions

Increasing conversion is vital to your business. Use the following action steps as a guide as you transform your website into a conversion machine.

1. **Re-write, at minimum, your Home Page** to include a powerful headline, bullet points laden with benefits and a call to action. The call to action should be signing up for your newsletter and receiving a free report! 😊
2. **Gather at least ten testimonials from current customers** and sprinkle them throughout your website. Remember video testimonials are the best.
3. **Develop at least one conversion tool TODAY.** You can use this as your Irresistible Offer and ethical bribe to get visitors to sign up for your newsletter. Choose from the following:
 - Free report
 - Audio Infomercial covering a specific solution to a problem
 - Videos. Online or on DVD that can be sent to your customers.
 - Checklists on steps they can take to solve or prevent a problem.
 - eCourse to take a person step-by-step through a series of action items to help them solve a problem.

Section 3: Priority Rankings

Time To Take Action Now

This report covered many PROVEN methods, techniques and strategies you can use right now to turn your website from an expense into a profit center for your business.

Considering there is so much information and action items that have been provided I want to break it down even further for you.

Below you will see the top three priorities that I suggest you do right away.

Priority Number 1 – Add a Lead Capture Mechanism

The first thing you should do is sign up for an autoresponder account. You can choose your own or use the service I recommend either MailChimp or Aweber. You can visit them at <http://mailchimp.com> or <http://aweber.com/?456199>.

Place the opt-in form on your home page. Preferably somewhere within the Google Heatmap Triangle. It's also a good idea to create your first newsletter so when people sign up they will automatically receive something of value.

Priority Number 2 – Update Your Website Design

Per the guidelines in this report and on the video the next thing you should do is update the design of your website.

I recommend adding a 1-3 minute video along side you lead capture mechanism. This will generate a lot of newsletter sign ups very fast. All the video has to be is someone, preferably the expert, briefly explaining the benefits of doing business with your company and why the visitor MUST sign up for your newsletter. Don't over think it. This video should be easy and fun.

Priority Number 3 – Develop a High Value Conversion Tool

Your conversion tool can be anything that best fits your needs and current situation. As previously stated Audio Infomercials are very impactful but may not be the best fit for your site. Perhaps a report titled, "10 Secrets to *Generating Powerful Leads*" is a better option.

After the report is created be sure to turn it into a PDF file and make it available to download directly from your site after people sign up for your newsletter.

You can use a the free built-in PDF creator from Microsoft Word to generate a PDF from your Word document if you do not have Adobe Acrobat Pro.

These are the three top priorities I would focus on first. Once these are complete feel free to choose additional action steps from this report or contact me for more information at support@bklyncustomdesigns.com.

Every action item in this report will help you generate more income from your website. It's up to you how and when you want to implement each step.

Ongoing Support

30-Day Support

It has been my goal to provide you a blueprint of action steps that you can follow that will turn your website from an expense into a profit center. I am 100% confident that you will experience tremendous results when you take action on what has been outlined.

This blueprint was designed so that you can deliver it to your current webmaster and they can take the information and implement it.

To help you along the way I will be available via phone and email to answer any and all questions for the next 30-days at no extra charge. I am available for face-to-face visits but this need to be scheduled in advance.

Is something unclear? Is something not explained to the degree you need it to be? Do you have a question on how to implement a specific idea? Whatever your needs and questions are I am here to help.

What Happens After 30-days

After 30-days, if you still need assistance I am available at \$750 per month with a three month minimum. This frankly is quite low for marketing consulting. But *I am committed to helping your website be successful and therefore have very reasonable fees* so we can continue to work together in a capacity that you're comfortable with.

Please understand that this would be a consulting agreement and not a project agreement.

Consulting Agreement

The consulting agreement is that I will be available to you via phone and email to answer your questions, give marketing advice and guidance and provide any other assistance that is within the scope of my expertise.

Project Agreement

A project agreement is different. Its one where we agree for me to complete a specific project only. For example, if you would like to create an audio infomercial for a product or as a free giveaway that would be considered a one-time project.

Project packages are outlined on the following page.

Branding Packages

Below is a high level overview of the additional marketing packages that we offer to help you either implement the ideas in this report or create new marketing weapons to help grow your business even further.

If any of these packages interest you please contact us and we can provide further details.

Blueprint Packages

Website Re-design: \$2,899 (e-commerce sold separately)

- Includes: Complete Re-design of your website to pass the "Eye Test", lead capture implementation, Google Spotlight for local search terms

USP: \$1,499

- A **month long project** where I go deep into your business, talk to customers (if possible) and find exactly what your USP really is. *Must have active list or current contact information for customers.*

Conversion Tool Creation: Audio Infomercial and/or Report \$1,499

- We will professionally interview one or more people from your business answering the most critical questions that someone seeking your services is most likely to ask.
- We will add audio for a professional "Radio Interview" feel.
- We will put this audio on the website and make it available for download. You can use this audio with any and all marketing, networking, etc that you do.

Website Traffic Packages: \$999 ea or all for \$2,999

Article Marketing

- We will have three professionally written articles uploaded to EzineArticles.com as well as the other top 10 article marketing sites. **For an additional \$199 per month** we will create one new article every other week, each and every month. You can use these articles in your autoresponder to convert your list to customers!

Social Marketing

Online Profitability Blueprint

- We will create custom Social Marketing accounts and fill them with one month of content, if needed, at the following sites: Twitter, Facebook, LinkedIn, HubPages, Squidoo and a Google Profile Page. Others will be added if needed.

How to Contact Bklyn Custom Designs

If you would like to contact me regarding anything related to this report or marketing your business in general, please do not hesitate.

Bklyn Custom Designs

Charlene Brown

(917) 947-9878

support@bklyncustomdesigns.com