

How to Turn Your Website into an Asset Instead Of a Liability

And Never Get 'Ripped Off' By a Web Designer or Digital Consultant Again



By Michael Ippersiel
www.mikeippersiel.com

Thank you for requesting a copy of this report.

In it I promise to deliver to you the crucial element that must be part of your website for it to start generating income for your business instead of costing you money.

As a professional digital marketing manager, my time has been billed out from \$95 to \$125/hour to share the knowledge that you're getting for free in this short report.

Before I reveal the one thing that your website needs to be profitable, there is an extra step involved – you need identify why you have a website and what you want it to do for your business.

If you don't have a clear understanding of what you want your website to do for your business, the end result can't help but be "underwhelming".

The saying that, "Fuzzy goals leads to fuzzy results", definitely applies to your website.

So let's paint a picture for you of what's possible for your website. Then you'll have a better idea of what you need it to start doing (or start doing more of) in your business.

Your Website as a Persuader

Your website says a lot about your business:

1. Does it look professional?
2. Is it easy to navigate?
3. Is the information that is important to your customers easy to find?
4. Does your website help to solidify what is it about your business that is different than your competitors?
5. Does it address the “Why” people should choose you over the competition?

If you said yes to all of these questions, then your website would be working on your behalf 24 hours a day to help generate new prospects to your website.

Having a professional look, helpful information and the reasons why customers should do business with you is a non-direct way to boost your business. But we can improve this by creating specific outcomes that we want the visitor to take.

We can then measure these actions, and see how many of them result in leads, new prospects and sales for the business.

Your Website as Lead Generator

Most businesses want to achieve one or all of the following outcomes after having someone find them on the internet:

1. Call in for more information
2. Complete a quote or request for information form
3. Make a purchase online
4. Visit the store in person

Take a moment to think about which one of these outcomes would be the most desirable for your business.

Your website should be set up in such a way as to help guide visitors towards taking the specific action above that has the most importance for the success of your business.

Having a well-optimized website that generates revenue for your business means that you have to know what action you want your visitors to take, and then you have to ask them to do it directly.

These are called Calls To Action, and they are used to guide your visitor to take a specific action that you want them to take.

The more specific the action, the more likely it is that you'll get great results. If you give your website visitor too many options, they're more likely to do none of them.

This will naturally cause your website to start generating more leads for your business. If you didn't apply this type of thinking when you first had your website made, prepare to have to make some updates.

Many people feel uncomfortable with tell others to do something and feel like it might be pushy.

The truth is that visitors to your site are looking for guidance and the worst thing you can do for them is give them a bunch of options with no clear direction to take and how one could be of benefit for them.

Which Action Is Best For My Business

Here are some suggestions on what actions may be best for your business.

If you sell something that costs a significant amount of money, a phone call is often the first step that you want a prospect to take.

Large transactions often close with an in-person purchase. However, when the customer is still in the decision making process an in-person meeting may be too intimidating and scare people away.

Many prospects are wary of having to sit through a sales presentation that will drag on and don't want to feel pressured into a purchase that they didn't really want in the first place – the typical Time Share presentation comes to mind....

Asking the prospect to take the first step by calling to receive more information is a less intimidating approach. Especially if you direct them to an automated message that they can hang up on at any time if they feel the offer or information isn't right for them.

Another benefit to this approach is that your sales team spend their time talking only to prospects that have already raised their hand as being interested in your offering. If they phoned your 800 number, listened to the message and then requested further information, they've validated themselves as an excellent prospect.

Once your intentions are clear for what you need your website to do, you can plan how to make the necessary changes to make improvements. But how do you know the improvements are working....really?

You could keep track of your overall business numbers each month (and probably do this already anyway), but how do you know for sure that any of the increase in activity is coming from your website?

After identifying the role your website is going to play in generating revenue for your business, the next crucial step is Awareness.

You need to be aware of what is going on with your website at all times. You need to be able to see how visitors to your site are interacting with it.

Are a certain percentage of your visitors taking the actions that you want them to take that impact the bottom line of your business?

Are they leaving before they even have the chance for your information to make an impact on them?

This is where website analytics come in.

By installing an analytics script on your site, you can track just about every single event that occurs there. You'll see:

1. Where your visitors are coming from
2. How long they stay on your site
3. How many pages they view and more.

However, where analytics get really powerful is when you start to create "goals" for your website.

An example would be if you wanted to have customers to fill out a quote request form.

This would be a form that would encourage a visitor on your website to leave their details such as name, phone number, email address in order for them to get a price estimate.

You could create a goal that tracks the amount of people who complete the form and press the submit button.

This would show up in your analytics reporting as a 'conversion'.

You definitely want to keep track of the number of people who have filled out a quote form on your website.

By taking action, they are showing that they're interested in what you're offering. They haven't become customers or clients yet, but they've taken the first step by raising their hand.

These are called 'warm leads': people who are more likely to make a purchase than someone who only visited your website and left.

Not only will most analytics programs be able to track your conversions, but you can also drill down deeply to see where these conversions came from.

You'll be able to see if they originally came from a competitor's website, social media or from an email blast that you did.

This information, when monitored and understood, allows you to make smart and informed decisions when it comes to your business online.

Should you listen to what many of the experts are saying about getting a mobile optimized website or posting 3 times a day on Facebook and Twitter?

Analytics will give you the hard data to let you know if those types of decisions make sense for YOUR BUSINESS.

You'll be able to discover what the percentage is of people coming to your website from mobile phones and tablets. If this number is low (say 5-7%), then there may be no immediate need to upgrade your website.

Analytics Solutions

If you're onboard with me that you need analytics installed on your site, you'll be happy to know that there are many options available, some of which are free.

Installing the right kind will depend on having a good understanding of the complexity of your business.

For instance, if you currently have or plan to have a full online retail store (also called e-commerce) with dozens or even hundreds of products – you'll need a more robust analytics solution.

However, if you primarily want your website to generate more customers to your physical store then you'll be pleased to learn that you can have analytics professionally installed and have several goals tracking quickly.

The prices vary for analytics software – from \$150,000/year to have Google Analytics premium with full support (well beyond the reach of just about any small business) down to 100% free options as well.

When to Install Analytics

So when is the best time to install analytics on your website if you're not even prepared to invest money at the moment?

If you have a website, you should install analytics today – even if you don't have any immediate plans to revamp, tweak or improve your website to generate more leads and sales for your business.

The reason for this is that you can never have too much meaningful data when it comes to making smart decisions for your business.

If you were to wait a year before working on your website without installing analytics, in 365 days from now you'll be just as in the dark about the state of your website as you are right now.

However, if you had analytics installed today and then waited a year before making any changes to your site – you or your marketing partner would be able to review an entire year's worth of data.

With this data, you'd be able to learn exacting details about what visitors are doing on your site, how they find your site, how long they stay, which pages are the most interesting to them and much more.

You could use this information to not only address what is working for your website, but to also shore up any weaknesses that may have been uncovered with your data.

How to install Analytics

Installing analytics on your site requires a few steps.

1. Signing up for a free or paid analytics program
2. Ensuring the analytics script is added to each and every page on your website

3. Setting up goals: specific actions taken by your visitors that you can measure and improve to grow your business
4. Set up reporting so that you receive monthly or even a weekly updates keeping you well informed on what is happening with your website.
5. Putting aside time to review the reports so that you can do more of what is working and less of what isn't.

What if I already have analytics on my website?

A good portion of the businesses that I review each month don't have analytics installed on their website, but there are many that do.

Your business may be one of them.

However, if you're only passively tracking data on your website without setting up steps 3 to 5 listed above – you're simply not going to be able to get the maximum benefit.

Some of the more savvy web designers and developers out there will include analytics when they sell a website to a business. Depending on their diligence or the amount of expertise they have, they may or may not have expressed the importance of knowing your numbers as well as how to use analytics to improve your results online.

It all comes back to intention; if you set out to get a website when you hired your web designer – and they sold you a website, then analytics and understanding how your website performs online was at best only an afterthought.

However, if you're going to turn your website into a money-generating asset for your business, analytics need to be actively used and understood. This way the decisions you make based on your data will actually benefit your business going forward.

This sounds complicated...

Many small businesses are working hard and not smart. They may understand that things could be better but become overwhelmed when it comes to the 'technical' side of using the internet.

At the same time, they realize that a lot of the advertising methods that use to work just don't seem to have the same impact anymore (Yellow Pages ads anyone?).

Perhaps you're even a little annoyed that there is yet another thing that you have to do with your website to get it sending you customers. It sure would be a lot easier if having a nice looking website was all that was required.

Think of your website like a car

It doesn't matter how much money you spend on the car, whether you buy a compact car or a luxury sedan – if there's no gas in the tank, you're not going anywhere.

Many web designers are like car salespeople who show you all the nice looking cars on the lot, but don't tell you that you need a license, insurance, gas and regular oil changes to actually USE what you have.

The biggest challenge that most business owners face is running their day to day business; they just don't have the time or inclination to spend also learning about how to improve their website.

They dread adding one more thing to their already exhausting list of daily duties.

Do you really need to buy a Ferrari when a Toyota will do? On the flip side – why settle for a Toyota if getting the "Ferrari" version of your website is going to generate more business for you?

Taking the Next Step

I hope by now I've made it clear how much of an impact it could be for your business to have your website data measured with analytics.

It is worthwhile to be tracking your website data today, even if you don't plan on making any updates in the near future – as you'll be far more informed when it is time to upgrade your website.

You'll know what you need from your website designer; you won't be vulnerable to be sold something that provides little value for your business because you'll have the information taken directly from your website to validate your decisions.

Installing analytics is a one-time act that will reap benefits for months and years to come.

Once the tracking code is installed on your website, it works tirelessly day and night to monitor all the activities that happen there.

So if you want all the benefits of having Google Analytics installed but don't want the hassle of having to learn how to do it yourself, I have a "Done for you" solution that you may be interested in.

I call it the "Awareness Package", because having analytics installed on your website will give you all the awareness you need to make smart decisions for your business.

The Awareness Package

- **Google Analytics** installed on every page on your website.
- **Initial Goal tracking** – have up to 3 goals set up and measured on your website – this is the real muscle behind Google Analytics; allowing you to see what is creating the most results from your online promotion efforts.
- **Regular reports** – Since you're too busy to login to an analytics account and see what's going on in there, you'll get regular reports, weekly or monthly that will arrive directly to your inbox.

- **Website audit** – I'll review your website and make recommendations on what goals to track to generate more business.
- **Baseline report** – I'll review your website data after 30 days and give you an honest assessment of how your website is doing right now. The number of visitors, where they come from, how you're being found and if website visitors are finding what they need or leaving before having a chance to absorb your main marketing messages.

As you can see – I'm offering business intelligence rather than a fancy logo, or a cool effect on your website.

There's a famous saying that "knowledge is power", but in reality that is only half true.

The fact is that knowledge that is gained but never acted upon is useless. The truth is that knowledge can only be a benefit when it is actually applied, not merely learned.

So if you agree that "applied knowledge is power", let me give you the knowledge you need to make smart decisions about your business instead of guesses or blanket recommendations that don't apply to what you do.

From there, you can then take the actions that will help to evolve your business and turn your website from a liability to an asset.

Conclusion

I hope you found this report helpful, but reading it and forgetting about it won't help your business at all.

Since you made it all the way to the end of this report, I want to reward you by giving you a \$50 discount if you decide to invest in the **Awareness Lead Tracking Package** today.

Click the link below to get the special discount.

<http://www.mikeippersiel.com>

[insert link here]

I want to warn you however, that this is a one-time offer. If you don't choose to invest when you visit the page, you'll have to pay full price later on down the road.

Whether you choose to work with me or another marketing partner, I hope this report has opened your eyes to the possibilities that exist for your business when you start effectively tracking the activity on your website with analytics.

Thank you,

Michael Ippersiel