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video marketing and strategy that rapidly grows your business

7 Big-Wins to Supercharge your Website

As a business owner, you know your website is a crucial part of your marketing efforts. Gone are the days where your site is just a fancy business card. Everything about your site has to be optimized, both for computers running searches and your prospects, and every part of it should be designed with one goal in mind: converting prospects.

You also know that staying up-to-date with the endless changes, tweaks, new technologies, and constant barrage of advice and 'must have's' can easily be a full-time job – one that you most likely don't have time for.

Unfortunately, there is no set-it-and-forget-it answer to your online marketing strategy, as constant changes by search engines, users, and technology drive change faster than most can keep up. But there ARE certain big-win steps you absolutely should take to make your site as effective as possible, as quickly as possible.

You've probably spent thousands of dollars on your website. You might be paying up to several dollars per click to Google or Facebook to drive traffic to your site. Now you're getting constant hits, but you just aren't seeing the conversions that you need to justify the cost.

Below are 7 "Big Wins" you should implement on your site immediately.

Big Win #1 – Video

The Importance of Video

In 2010, 30% of web traffic was video. In 2013, it's 90%! Not sure if that relates to your business? Consider a report that says "consumers who watch product videos are 85% more likely to buy products compared to those who don't watch".

If you don't have a video for your product or service, you absolutely need one. Attention spans are shrinking, and you need to get your message out FAST. As well as speed, a video acts as a pathway to your site from every place it's uploaded or linked to. If you post your video to YouTube and someone watches it, they'll see a link to your site. If someone else embeds it on their site or blog, that's another avenue that people can use to find you. Your website only exists in one place, but your video can be ANYWHERE.

People don't want to read – but an entertaining, personal video is something everyone has time for

YouTube is the 2nd largest search engine in the world. That means most people search on Google, but then they search on YouTube. If you're not there – your competitors probably are.

More Conversions

People love watching videos – more than they like reading. While you may have an entire page of writing dedicated to getting a visitor to click 'buy', a video can do it much faster. A strong call-to-action on your video can be just what your prospect needs to go from interested to a customer.

Show your Personality

Unlike your web copy, which is probably pretty professional, your video is a chance to show the lighter side of you and your company. With live video you can show off your personality, your character, and give people a chance to see you as people, not just a faceless company.

It's also a great opportunity to use humor to give your prospects a happier feeling about your entire company and their purchase.

Importance of proper placement

Placement on your site is also very important. Your video **MUST** be placed 'above the fold'. When you first load your site, whatever you see on the screen is above the fold. When you scroll down, everything there is below the fold.

Determining where the fold is

With tablets and smartphones increasing in popularity, you have to be very careful about screen resolutions in determining where the fold actually is.

According to w3schools.com, 99% of computer use resolutions that are equal to or higher than 1024 x 768. So a safe bet is testing your site on 1024 x 768 and ensuring your video is above the fold at that resolution.

Remember the Golden Rule: Above the Fold is Gold

Big Win #2 - Split-testing

Split-testing is the single most important strategy to use for your website to improve its effectiveness. The concept is simple. Pick a single aspect of your website – it can be the placement of a phone number, the color of a button, or whether your video auto-starts or the user has to click to play.

Visitors are randomly directed to one of the two version of your site – so half get a blue button and half get a red button, or half get a video that auto-plays and half get one that doesn't.

Then, using your analytics software, you determine which one is more effective and then switch to that one permanently.

Split-Testing is the SINGLE MOST IMPORTANT strategy you can use

So if viewers who get the auto-play video only watch all the way through 30% of the time, and those who click to play watch the whole thing 70% of the time, you'd default your site to not play automatically.

If your blue sign-up button gets clicked 15% of the time instead of 8% for red, you keep the button blue.

Results are often astounding. In one case a company changed only a single phrase on their site. They compared "Request a quote" and "Request pricing". Their conclusion? Changing to 'pricing' resulted in an over 150% increase in click through rate.

Stop guessing what works and just know.

If you haven't implemented split testing on your site, start doing it immediately.

Big Win #3 – Phone Number

Here's an easy one. In the internet age, actually phoning a business is becoming less and less common. But that doesn't mean the option shouldn't be available. A phone number makes you real. It means you exist offline, and that a real human being is there. Even if no one calls, it's a subtle reassurance that you're there to back up your product or service and that your customers can trust you. Consider including a physical address as well for the same reasons.

Credibility is Key, and a Phone Number shows you're a real person

The best place for your phone number is in the top-right of the screen. Don't hide it at the bottom or on a contact us page. Make it easy to find.

Not sure it'll help? What better way to find out than using Big Win #2 – Split Testing. Try a variation of your site – one with a phone number and one without.

If you don't want people calling your home or cell phone, you can sign up for an online virtual PBX system, or use Skype or Google Voice. PBX systems are incredibly versatile and, using an automated attendant, can give the appearance of a large, multi-department company – even if all the calls come to you. You can even just default to a voicemail message that you can follow up with later.

Big Win #4 – Strong Call to Action

In sales, the biggest mistake you can make is not asking for the sale. You can present everything well, and have an interested prospect, but then you wait for the other person to ask to buy.

Your website may have the same issue. If your site is interesting and engaging, if your product or service is exciting, you have to make it VERY clear what the prospect should do next. If you want them to contact you for a quote or to place an order, you should have a large CONTACT US button on every single page of your site, ideally in the same place.

Don't hide your BUY button deep in your site. Visitors should be able to do whatever you want them to do from the first page

If it's a product, it should be extremely obvious where they have to click to BUY ONE NOW. Don't hide the buy button three pages deep on your site. Visitors should be able to do whatever you want them to do from the first page.

Having success with your call to action is not a one-size-fits-all solution. Depending on your product or service and customers, things like the colour and style of a button, the location of that button, and what the button says will all affect your conversion rates. Again, split testing is the only way to be sure.

Big Win #5 – About Us Page

People want to buy from people, not companies. Don't be afraid to let your personality and character show on your site. The best way to do this is with an about us page. Have videos, photos, bios, etc. about you and your employees. Don't focus solely on your professional background. Love surfing? Mention it. Maybe you're an expert at shucking oysters – mention it. Give prospects something they can relate to on a personal level and they'll be much more likely to buy from you.

People buy from PEOPLE, not COMPANIES – Don't forget to show your human side

Big Win #6 – Testimonials

Every business should have testimonials and/or portfolio of satisfied clients praising your product, service, customer service, etc. Get in the habit of asking EVERY customer for a testimonial. If they can send a video testimonial, this is perfect (even consider offering some kind of incentive for them taking the time to do this).

If they won't do a video, written is fine. Remember the more information you can display about your customer the better. If they'll let you use a photo, do it. If they'll let you print their full name, do it. If not, first name and last initial is fine. Just a first name is the last option.

Testimonials = Trust. Let your happy customers do your selling for you

Testimonials build your credibility, show you have satisfied customers, and will often close the deal for your prospects as one of your previous clients may mention a specific issue that your prospect is concerned about.

It's also very helpful to have your customers post testimonials on other review sites like Google or more niche sites (restaurant review sites for restaurants, home repair review sites for plumbers, etc.).

Big Win #7 – Blog

The web is alive, and a static, unchanging website is all but useless. Of course Facebook and other social media avenues can be used keep up to date with things, but if you don't have a blog, you should start.

A blog is the perfect way to present company updates, recent projects, announcements, industry news and trends, and other relevant information. Consider becoming a real source of helpful information about your industry – you probably already are, and posting that information in a blog really helps to prove your credibility and experience.

Make sure to use photos and videos so readers aren't confronted with a wall of text. And remember that a blog can take on a more informal voice than your straight web copy.

Blogging shows your readers AND search engines that you're an authority in your industry and up-to-date on current trends and technologies

There are many plugins available that automatically broadcast your latest post across your Facebook/Twitter/LinkedIn pages, so any content you create is used across your social media board.

Show prospects and customers that you are up-to-date, relevant, and at the top of your industry for information and trend-setting.

Blogging is also a fantastic way to boost your SEO ranking by showing search engines that you're current and relevant to recent trends.

Case Study

We'd never make recommendations that we weren't sure about. Before putting this eBook together we gave this information to several of our clients who we thought would most benefit from it. Our friend Matt Ellis at Avonlea Labels had been frustrated at his website's conversion rates and was eager to try something new.

He made the changes we recommended at the end of March, and the results were incredible.

	SPEND	IMPRESSIONS	VISITS	CALLS	EMAILS	WEB EVENTS	CRT	CLICK TO WEB EVENT	CLICK TO CALL
FEBRUARY TOTAL	\$ 1,075.80	262661	2660	22	0	64	1.09%	2.36%	0.86%
MARCH	\$ 1,129.49	207149	2890	26	1	64	1.41%	3.04%	0.80%
APRIL	\$ 1,172.67	95853	1180	44	1	78	1.18%	7.56%	4.16%
MARCH VS APRIL	3.82%	-53.73%	-59.17%	69.23%	0.00%	21.88%	-16.32%	148.42%	418.56%

Thank you Punchy Sales Videos for their expert advice in increasing conversions through our website! Because of the changes they suggested to our website we have seen:

Enquiry forms: 148% increase!

Click to call: 418% increase!

*--Matt Ellis, Owner of Avonlea Labels,
<http://www.avonlealabels.com.au/>*

CONCLUSION...

It is imperative that you see your website as one small piece of your online marketing strategy. And you must understand that your website is never 'finished'. Your online profile is your digital reputation, and it takes constant work to manage it.



As a small or medium-sized business owner, you have a million other things to be worrying about, and, like most, your online marketing probably gets pushed to the back-burner more often than not.

With our 7 Big-Win steps, you'll be able to jump ahead leaps and bounds without too much effort. Once you've implemented these changes, there's just minimal work in keeping up to date with your blog and remembering to ask for testimonials.

Make the most out of your efforts up until now by taking these 7 steps seriously – they work.

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