

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

The 7 Components Of Effective Website Design And Marketing

By Chris Swemba

1. Target Audience: (Who Buys From You?) The foundation of effective web marketing is the 'who.'

Determining your target audience, their needs, wants, level of knowledge, goals, etc is critical to creating a website that will be effective at either lead generation or e-commerce.

2. Core Message: (What Exactly do You Offer?) Flowing directly from who you want to target, is the question of what you want to say to them. Your core message delivers your value proposition in a clear and compelling way. Your core message is not a mission statement, or an executive summary of your strategic plan. Your core message is essentially a list of the reasons that people do business with you – written from their perspective.

3. Site Structure: (Is it Easy to Navigate) Many websites are little more than on-line brochures. Visitors are free to click between this page and that, reading a little here and a little there. The result is that a site visitor develops very little emotional attachment, and the 'back button' is increasingly enticing. Sales people intuitively understand that their message must be delivered in the right sequence – A, B, C, then D, which leads to E. A website that is carefully structured can accomplish this same effect, building understanding and buy-in, step-by-step. At the end of that 'presentation' the visitor takes the next step willingly.

4. Calls to Action: (Ask People to Buy!) Asking a site visitor to take the next step is the 'call to action'. This is the "contact us", "join our mailing list", or "sign up today" option, which informs the site visitor of the correct next step. Most people are grateful to be guided through the process of evaluating a product or service, so if you tell them that the next step is to sign up for a 30-day trial, many of them will.

5. Lead Capture: (Get Their Contact Info) Actually capturing contact (and qualification) information from leads is relatively easy with today's technology. Some simple web scripts and an effective 'off the shelf' business database are all that are needed. Many companies set up automated responses, saving time and energy, and ensuring that their sales people spend personal time with only the most qualified leads.

The 7 Components Of Effective Website Design And Marketing

6. Good Graphic Design: (Makes You Look "Bigger"!) Unfortunately, many companies spend 90% of their web budget on graphic design, and only 10% on 'the other stuff'. Graphic design serves two purposes: 1) to establish credibility, and 2) to entice visitors to read your text. Credibility is established when a company uses effective graphic design and 'looks big'. On-line it's hard to tell, but poor graphic design leads visitors to believe that your company is small. Once credibility is established, visitors will spend some time evaluating your specific message.

7. Site Promotion: (How Will You Get Visitors?) Once your site has been optimized to maximize conversion rates, using the strategies listed above, site promotion activities should be used to drive increased traffic onto your site. Site promotion ranges from listing your website on your business cards, through expensive and time consuming Search Engine Optimization strategies to increase your ranking on sites like Google. The area of site promotion can be a minefield to those new to web marketing.

Perhaps the 3 most cost effective strategies to investigate are:

· Email Marketing · Search engine submission and marketing · Reciprocal linking

Each of these strategies are relatively inexpensive, and place your prospect just one-click away from your website and possibly a sale.

Chris Swemba is the founder and CEO of Kinetica Media, an internet marketing company that develops and implements affordable internet marketing and website design services. Please visit

<http://www.kineticamedia.com>

for more information on our website design, logo design, email

marketing and search engine marketing services.

How To Easily Judge Your Online Success

By Jason Tarasi

So, you've taken the plunge into the virtual world of internet marketing. You've planned your strategy, crafted your marketing plan, prepared your marketing materials, and launched your internet marketing campaign. Congratulations! That's a lot of hard work. Once you've got your plan in motion, half the battle is done. However, that's not the end of your internet marketing endeavor. Every marketing program, whether offline or online, needs to be followed up on to ensure that your advertising and promotional efforts are truly producing results.

Follow-up efforts that are crucial to success in internet marketing include tracking each source of marketing that you use, determining which sources are producing results, analyzing the effective methods, and revamping the ineffective methods. So, running a results-oriented internet marketing

The 7 Components Of Effective Website Design And Marketing

campaign is an ongoing effort that requires constant monitoring and refining.

Website logs are a wonderful source of information that aids in monitoring your internet marketing program. By reviewing your website logs you will be able to determine where traffic that comes to your website is directed from. Be sure that your web hosting package has a control panel through which you can access your traffic logs to see the source of your website traffic. Your hosting company should be able to explain how to read the web logs to determine the number of visitors you have, the number of pages viewed, which of your pages are the most popular, how the visitors found your website and where they came from.

If the information provided through your website reports is insufficient in determining the effectiveness of your website promotional activities, it may be beneficial to purchase a software program for website traffic tracking and analysis. When you have the reports at your fingertips that enable you to monitor, track and analyze your website traffic you will be able to determine which of your internet marketing techniques are most effective so that you can constantly improve and enhance your internet marketing program to ensure that it produces results both in terms of traffic to your website and in converting that traffic to sales.

A comprehensive internet marketing program includes market research, strategy development, campaign design, and launching the campaign. Monitoring the campaign and making adjustments to your strategy and techniques will ensure that your marketing efforts are effective. You should strive not only to bring traffic to your website, but also to convert website visitors to customers.

Jason Tarasi publishes the reciprocal links newsletter "Elite Links" Learn HOW thousands of other Elite Links members generate FREE traffic and increase their search engine rankings by swapping links.

<http://www.elitelinksnewsletter.com>



This Free E-Book has been brought to you by Natural-Aging.com.

[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!