

Secrets to a Highly Successful Website

1. Quality Content- Lots, and Lots of it

2. Website has to load quickly

The main page of your web site should load in 8 seconds or less with a 56k modem.

Google loads in 3.12 seconds.

Troyer Consulting Loads in 3.36 seconds.

No hanging around waiting for a huge 'Flash' movie to show, no music in the background, no large graphics to download.

According to two recent surveys, conducted by Forrester Research and Gartner Group, ecommerce sites are losing \$1.1 to \$1.3 billion in revenue each year due to customers click-away caused by slow loading sites. If a page takes too long to load, your potential customer will not wait, ultimately costing you business.

3. Website has to look okay

Web users will judge your company, business, and products based on the way your site looks.

"How Do People Evaluate a Web Site's Credibility?" Results from a Large Study from Stanford University it was found that in assessing the credibility of a web site, design was mentioned 46% of the time by web visitors.

If you have a professional design with clear and simple navigation you will make the impression of being highly credible, and trustworthy.

4. New Content

If there is nothing new on a website, visitors have no reason to return to the site.

If they've seen it all they don't need to see it again
Keep information fresh by creating updates frequently.

5. Your website has to have interaction

When you visit a website you want to do something.

Examples:

1. Have a signup for a free e-newsletter (include in it tips of the month/product offers, etc
2. Survey- Include a small poll, make it quick & easy and then post the results!!
3. Offer a Mini-Course- Make it educational
4. Include a Forum for users to post to
5. Download a Free Report

Make your website informative, easy, and fun & position yourself as an

expert!!

6. Make the site Search Engine Friendly

15% of people type a web site address into a Search Engine to find a website-even though they have the Web Address/Url
80% of a web sites visitor's will find a website through a Search Engine, which can add up to be a ton.

As a example were going to say a site is selling Amish furniture below are results for the following searched terms based per day

Amish furniture 643/day
Amish made furniture 47/day
Amish oak furniture 41.0/day
Amish furniture Ohio 31.0/day
Amish bedroom furniture 22.0/day

Total Searches= 831

Getting your web site to the top of search engines for competitive search engine terms require a lot of skill, patience and hard work.

It wouldn't be that hard for an SEO specialist to get you to the top search engine result for an unpopular key term such as 'Amish bedroom furniture'

But being at the top for the term 'Amish furniture' is very difficult and it could mean the difference between profitability and failure.

If your site is listed as:

#2 after you search for any term or phrase you will receive 3.5x fewer visitors than no.1

#3 5x less than no.1

#10 you'll get 14x fewer visitors than #1

-Info from AOL data release

As you can see being number 1 pays & is well worth the extra effort, and work required to get there

If you are serious about your web business then you need to be serious about getting high SE rank

7. A site must be easy to use & learn

1. Navigation must be easy to understand and located throughout the site in the same relative place.

2. If you have a big site use/have a search, because roughly 60% of users will use it

3. Make sure your text is a legible font, and easy to read against the text background

4. Tell your visitors what to do

EX: [click here for more info](#)

A recent study by the Boston consulting group found that 45% of visitors that reach a business website abandon the site due to poor navigation, slow download times or poor content

8. Market your Web Site

This sounds a little obvious but the quote from field of dreams "Build it and they will come doesn't apply in web design. Once you have implemented all the fundamentals so far you must market the site to attract visitors.

How do I market my website?

- 1. Get as many sites to link to your web site as possible**
- 2. Write articles and add them to your web site**
- 3. Visit and contribute to web site forums and become part of a community**
- 4. Place your web site address on every bit of business literature and signage that you have**
- 5. Buy what's called "Pay per click" advertisements on search engines**
- 6. Develop the web site content in such a way so search engines rank the site highly**
- 7. Start an email newsletter**
- 8. ...and much, much more**

9. Quantify

When you set up your web site you need a good statistics program, and not the "free statistics" your host gives you.

You want to know everything about how your visitors found you and how they interact with your site. Focus your marketing resources on campaigns and initiatives that deliver ROI (Return on Investment), and improve your site to convert more visitors.

Discounttire.com increased online sales by 14% in the first week by using a program that implements these tactics.

10. Your site needs to be easy & effective

Avoid

- 1. Flash- takes a long time to load, not indexed by search engines, and not compatible with most computers**
- 2. No frames -Frames make the navigation bar of the web site static.**
- 3. Don't require special software to view your site**
- 4. Minimize animation-Animated graphics detract from the usability of Your web site. More than one animation on a web page makes it very difficult for the eye to focus.**