

The

10

Most Costly Mistakes

**Most Local Businesses Make
With Their Website
And**

**How To Avoid Them For
Ultimate Profits**

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Introduction

Local businesses are struggling to attract customers and increase sales and profits and it's not just because of the bad economy.

As a local small business owner with a business website, you need to know what works and probably more importantly what doesn't.

The saying that "What you don't know can harm you" is particularly true when it comes to operating your local small business website.

Would you be interested in discovering the mistakes that cost many local small businesses customers and profits? Would you be interested in free information that can turn your business around in the next 30 days? Well the good news is that this special report can do all of that and more.

[FREE No Obligation Local Market Assessment and 30 Minute Consultation](#)

How To Dominate Your Local Market Using The Internet

You are invited to take advantage of some open slots we have to work with you on evaluating how your business website is position locally and against your competition. Read this special report first and then give us a call to learn more.

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At Last It's Now Easy for You To
Cost-Effectively Get A Consistent And
Never-Ending Stream of Qualified
Prospects Into Your Local Business Using
The Power of The Internet"
Let Me Reveal How To Do This...

By Jan Riley

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From the work I have done with local small business owners I know that they struggle with the apparently daunting task of managing their web site. Do you struggle with managing your business website? Do you know if it's helping or hurting your sales and profits?

As a small business owner myself and from working with local businesses on improving the websites and marketing I know that there's always a lot that needs to be done but little time to do it all.

In this free short special report I'm going to help point out the main elements of managing your business website. These are going to help you get the most out of your business website now.

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Top 10 Mistakes To Avoid With Your Your Local Small Business Website So That It Attracts Business And Generate Sales & Profits!

The 10 steps you are about to discover are crucial to sustaining your successful local business website. Violate them and you're gone!

When you follow these steps your business website will do much better than it is performing right now. There's nothing that guarantees that every business website will be hugely successful because there are just too many factors that can affect the success of any website. However, from experience knowing and removing these 10 mistakes will lead to better performance. Better performance for you means:

1. People find your website a lot easier
2. You attract more prospects
3. You attract more sales
4. You retain more of your customers over the long and short term who become repeat buyers
5. You'll raise your presence in your local community
6. You become an authority and a trusted source of information in your local niche market
7. You lose less sales

So let's get straight to the 10 mistakes you need to avoid or eliminate by all means for your business to succeed on the internet.

#1 Not Having High-Quality Relevant Business Content

“On The Internet... Your Content Is King”

The internet has developed tremendously since when it first emerged. What does this mean for you and your local business? You can be guaranteed that nearly every search engines scans sites for content these days. If a web designer has spoken to you about things such as ‘meta tags’ I want you to know that while they are important, they are nowhere as near as the actual content you need to have on your business website

When you have lots of relevant content on your website you are giving the search engines more to work with. They get more to scan. That’s on the one hand. On the other hand there are the human beings who visit your site. They appreciate relevant content too. Remember, the internet is all about information.

A lot of people we interviewed in the course of helping other local businesses improve their website profitability have said that they measure a business website's success by its popularity. This is because they believe that the more relevant and interesting the more people will naturally be inclined to visit. So here’s a question for you as a local business owner with a website...

“Why would people come to your local business website?”

Do you offer content that’s informative and interesting and that relates to the products and services you sell? Take some time to think about this question because if you struggle to find valid reasons your website visitors will also struggle.

Why anyone would take the time to visit your site is something that you must be able to answer now or your business is well on its way to becoming insignificant on and off the internet...It's only a matter of time.

Lots of Relevant Content

Lots of relevant content is a crucial for you to have a successful local business website that attracts clients, gets you more sales and makes you profit even on a shoestring budget. No matter what business you are in, there is always space for additional content on your business website.

Relevant Information

Relevant information? You can never have too much of it. As a matter of fact, if you have so much relevant information that people can't get through it in one session, they will most likely bookmark your website and come back again...that's a good thing!

Take this free special report as an example. It's useful information for many of our business clients who visit our website. We use it to attract clients and provide highly relevant information with ease. You can do the same. Do it right and your business website will do very well. The best part is that it costs literally \$0 apart from the time to create and market it.

We can help you write articles and create other content about different aspects of your industry as a way of generating relevant information for your business website that will help you attract more customers and increase your profits not to talk of literally making your local competition insignificant.

An Hour A Day

Our advice is that you should set some time aside each day if possible (or at least an hour a week) to devote to creating and adding new content to your business website. If writing is not your thing we certainly can provide you with solutions that work for you and your business.

#2 Not Keeping Your Site Current

Stale or Fresh?

Having lots of content for your business website is great, however, if it's outdated the message you are sending to your prospects and customers is that your website isn't a priority for you. Some business websites have last updated notices that state 2003!

Google and other big name search engines track how often sites are updated with new information. Each time they visit your business website they check to see how frequently the content on your business website has changed. We work with our clients to ensure that their content is updated regularly because we understand and they understand too that the more often the content changes.

Change is Key

So what exactly counts as a 'change' I hear you thinking? It could literally be anything. One of the easiest ways to make changes and gain massive exposure to prospects and keep in contact with customers is by using a 'Blog' (ask us about this).

On your blog you will have frequently added news articles about happenings within your business. It's easy to do and all we need is your company information about once a week. It produces measurable results and is more cost-effective than most other traditional marketing methods.

Make Regular Changes to Your Website

There are other methods such as having something as simple as 'rotating content' and the current date automatically displayed on every page (Do this automatically without you or anyone in your business having to lift a finger!) It's proven to make a difference.

#3 Trying To Be 'Smart'

If You Mess With The Search Engines It Will Hurt Your Business And Your Profits...A Lot!

If you open the magazines dedicated to small business internet marketing you will see many 'SEO firms' (Search Engine Optimization) claiming that they can help you promote your website. On closer investigation many of them will tell you about some 'tricks' they can use to get your local business website to the top of the search engines. Alternatively they might mention 'backdoors' and 'special tactics' that they can use.

My honest advice to you?

BEWARE!

'Tricks' like this are designed specifically to 'sneak' your small local business website into a top position in Google quickly. Sounds like a win-win situation but here is something that they won't tell you.

“Google and The Other Major Search Engines Like Yahoo and MSN are Constantly Battling to Defeat These ‘Tactics’

All the search engines and not just Google alone, are relentlessly battling to make sure that the ‘tactics’ sometimes referred to as BLACKHAT fail to work. They may initially get you results in the short term however, I guarantee that you will only lose sales and hurt your business’s online credibility when, not if, you get caught.

The methods we use when we work with you are based on internet marketing profit generating principles and not gimmicks.

Here’s a dirty little secret that those local SEO firms don’t want you to know...

When you get tagged as a ‘Cheater’ by the search engines they quickly plug the holes. Where your local business website had been riding high on the first page of Google for instance (and you had probably paid quite a bit of money for to get there) your business website will disappear literally off the face of the internet.

The short term high page rank position that you paid good dollars for will be lost overnight. This means that your initial goal of using the internet to attract leads and increase sales and profits is gone. Sometimes the only way to fix this is to create a different business name to operate under on the web.

The more profitable and painless way to get your local business website well positioned is to adhere to the search engine recommendations. Most of them provide clear guidelines for web designers regarding what is permissible on any type of website including a local business website like yours. Incidentally, these rules are the main source of research for this special report.

When you follow the rules the engines are actually battling all the cheating web sites and working to promote the sites that follow the rules - they are fighting for you!

#4 Having Wrong Links

Not Having Links In And Out That Are Relevant

There's been a lot of discussion about something known as 'Link Exchanges'. What exactly is a link exchange and can you benefit from it as a local small business owner?

A link exchange is where one business links to another in order to gain a higher 'rank' (You're probably thinking that this smacks of violating tip #3!). Linking can work BUT, if you are going to link to another business websites or ask them to link to your business site you should ask yourself the following question BEFORE you proceed:

“Is The Link Going to Be Relevant?”

Some business sites (and non business sites potentially) will naturally compliment yours. When they do they can add tremendous value and be a great partnership for you. Others won't. Just any old link is not going to help your business gain exposure on the internet.

I know of photography sites that have partnered with wedding event planner sites and cruise vacation business websites. These joint ventures or 'JV' type relationships can help your local business website if managed properly. Ask us about how to help you JV with complimentary, non-competitive businesses in the local area.

Why Do Search Engines Evaluate Your Site?

Google and the other search engines will evaluate your site to understand who links to you and this is an indication of perceived importance of your site. It's a bit like playing 'who do you know?' or 'who is in your speed dial list in your cell phone'. Not only this, they have also started to pay close attention to the number of links that websites have of their business websites on any given page. This is being done to try and drop sites with junk and irrelevant links. So my question is this:

“Do you have a links page on your web site?”

If not don't worry, because we can take care of this when we review your website as part of the [FREE 30 minute Local marketing assessment](#) and consultation we currently have on offer.

REMEMBER TO CLAIM YOUR FREE 30 MINUTE ONLINE MARKETING ASSESSMENT

Would You Like A FREE, No Obligation 30 minute
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This Special consultation and Report Entitles You to A FREE 30
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- Discover the keywords your customers are really using
- Find out if your present web site is working for or against your business
- Illuminate areas of marketing that are already working in your favor
- Pinpoint areas that have can produce higher ROI results

- Uncover the facts about how many people are actually searching locally for your products or services
- Reveal hidden opportunities to cash in on local searches
- Discover opportunities to knock you competition off the first page forever

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Without a doubt it's much more beneficial for you to have relevant links placed throughout your business website. As a rule, the links should only be on webpages that specifically relate to the topic the page is being linked to.

Unfortunately you have no power of the way that other websites link to yours however it's worth looking at how a site usually links to others beforehand and before you specifically request a link from them.

#5 Poor Structure

Poor Website Organization.

People who visit your local business website and the search engines who come visiting prefer a site that has a useful well thought through structure.

Google and the other search engines by their very nature i.e. they are really computer programs, need to be able to break all websites down into elements based on the structure of the site's webpages. You've probably done what you're going to read next yourself when you get to a website.

When you visit a website do you take time to browse around or do you scan for the specific information you're seeking? Chances are you, just like millions of other website visitors, frequently rush to locate the specific information you need. No matter how good a website is, people rarely read through an entire website. Instead they scan headings and bullet points in order to quickly pinpoint the sections of interest to them.

In both cases when your local business website is well structured it is going to be far better received than one that appears to just be a mix of information that someone has haphazardly thrown together just to be able to say "I too have a business website!" It's quite easy to do but understandably all too often missed because website designers are not business marketers.

So How Do We Eliminate This Particular Mistake?

This is what we have found to work:

1. Create HEADINGS and use the right 'Coding Tags' for them (More on this later)
2. Organize sections of your website content into groups, and use bold and bulleted lists like this one your are reading now, to present important facts you want to make
3. Keep in mind when writing paragraphs of text for your business website, most of your site visitors won't read them unless you give them a title that is very specific and has a headline that matches what they are actually looking for.

#6 Accessibility

Creating a Web Site That Speaks Only to Some

This and the next tip are closely related. There's a list of guidelines for how to create websites in general. This list was created by a group known as the 'Web Accessibility Initiative' or (WAI).

The list gives you a set of guidelines on how-to create your website in such a way that it's accessible to as many of your site visitors as possible. When you think about it...you really don't want to exclude anyone from getting benefits from stopping by your business website do you?

Do you know if your local business website is 'friendly' to a person with a visual disability? What would the experience be if I was color blind and I visited your website? Would I still be able to get valuable information about your products and services from your site? This is a mistake that a lot of business websites make and not because they want to discriminate but because they haven't thought

this segment of their internet business through. We see ramps for people with disabilities in brick and mortar

How would it make you feel knowing that you might have been excluding a great part of your local population from accessing your local business website? All is not lost and there are quite a few simple ways that we can work with you to ensure your local market business website is accessible to everyone including people who have special needs.

We can perform a small set of simple tests for your website's content and design to ensure your services or your product is accessible to the widest possible web audience.

The specifics are truly beyond the scope of this special report and we can work with you during your 30 minute free website health check consultation to make sure you understand the exact steps you need to take now. The outcome will be that your website design and code will follow the accessibility guidelines leading to fairness, more exposure and more sales and profits for you!

#7 Quality

Not Having a Well Coded Website

It's no secret that well coded business websites outperform others even the bigger brand name business websites.

As a local small business owner you really don't have that much control over the code used to create your business website. The only exception would be if you understood website design and

HTML code etc and designed your website yourself. A lot of business owners wisely leave those technical issues to the experts.

Even though you don't get involved in the details of code that supports your business website, it's still important for you understand how important code is - At least at a general discussion level. This is going to help ensure that no one takes advantage of you when it comes to creating, updating and promoting your website.

The professional that you work with should use what's known as 'Standard Compliant Code' that's been checked for errors. It's a bit like a 'grammar check' for your business website. When the code is correct it's much easier for Google and the other search engines to assimilate and understand what your business site is about.

In this day and age of different types and kinds of computers it also means that more people even those with low-cost or unknown brands of computers will be able to view your website with ease. It won't matter the type, make or model of computer or the browser they're using (Internet Explorer, Firefox etc). When the code is right your site can become a profit generating tool.

Normally its the task of your web designer to ensure they write standard compliant code that's validated for errors. If you don't have a dedicated web designer we can help you look into this so you don't miss out because of some simple and easy to fix problems with your website code.

#8 URLs

Not Having Keyword-Rich, Memorable URLs

Do you work with a professional web designer? If you do, they should know this.

Many business websites nowadays are built using what's known as Content Management Systems (CMS). This is used to create and manage the information on your site. Your URL (your business website address e.g. www.yourbusinessname.com) and the way it relates to information on your site is important. Here's why...

The search engines look at the 'URL' aka the 'address' of every single page on your business website and try to extract key-words from the content of the URL. Let's say for example that you have a page about "Widgets" on your website. Your website is "yourbusinessname.com" - Creating the webpage with a filename of widgets.html will give a better 'keyword rank' as opposed to naming your webpage something like 'page2.html'.

This is a fairly small point however it makes a significant difference for how your local business website gains recognition and ranking with a lot of the search engines. You've also got to think about your prospects and customer. You are going to make life a lot easier for people looking for specific product and service information on your website. People will be able to access specific pages on your website with ease - Before I forget, this too is part of your FREE health check for your business website too.

#9 Style

Not Looking 'Good'

Generally speaking, the "look" of your local business website is not really that critical. It's the truth.

As soon as people look at ANY website (including yours) for a few minutes the next thing they do is very quickly drop their initial impression (based on how your site looks) and move on to asking themselves whether or not your website will provide them with the information that they're seeking. They also want to confirm if they can find that specific information quickly or not.

The mistake we see a lot of local business websites make is that they are just not easy to read.

To transform your local business website into a 'customer attraction tool' and a powerful 'sales generating machine' you should avoid things like Black backgrounds with White text because this makes things harder to read.

USING ALL CAPS IS A 'No, No' because as human beings we read by identifying word shapes. When your site has all caps it's forcing your site visitors to read every letter individually and IT VERY, VERY ANNOYING. INDEED!

On the internet all caps is used as a typographic method of indicating that you are SCREAMING AT SOMEONE!!! You wouldn't scream at people who walked into your brick and mortar store would you? You should not do it on the internet either.

#10 Unprofessional Images

Having Below Par Graphics

Does what your business offer online have a visual representation? If it does, then not having professional looking graphics is not an option but this is one of the key mistakes local business owners make. Some local businesses seem to have taken the 'local' in local business to another new level. The fact that people know you and your business isn't an excuse to make it unprofessional.

A global billion dollar holiday resort won't appeal to customers if the photographs on the website are amateurish in nature. There's no doubt that you care about what you offer and it does not matter if you offer products or services or both. Because of this it's worth investing in getting professional photographs to show off what you have to both prospect and existing customers.

The thing you always need to remember is this. People who visit your virtual on-line store front can't get to physically hold your product or experience your service there and then. This means therefore that you've got to provide them with some great and professional looking images so that they can feel confident that your service or product will indeed meet their needs.

It doesn't matter if you're a building contractor you can show samples of finished work you've done for past customers. If you're a service professional you can show images of you at work (many CPAs, Coaches, Dentists etc do this). It's all about connecting through the images.

Conclusion

The only question that remains now is “would your local small business website pass the 10 mistakes test?”

Don't be alarmed if you have areas for improvement because most businesses do. If you're not seeing more business and more profits as a direct result of your business website we can help you correct that problem. It's what we do. Being local we are confident that can help you. All you need to do in the first instance is set aside 30 minutes of your time.

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Help you eliminate Simple Mistakes that Drain Profits
So Take Advantage Of This Offer And See Yourself
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Call: (678)-318-7515 to reserve your session today

We will evaluate your local competition and make sure that you don't get left behind because of a poor performing business website.

We sincerely hope you have enjoyed this short special report. A quick review of your local business website will reveal to you any areas we need to look into together and fix.

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