

How To Increase Sales Using Your Website - Notes

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<p>Elements of an effective site:</p> <ul style="list-style-type: none"> -Landing Page <ul style="list-style-type: none"> -should have all essentials on 1st half of page -Clear Call to Action <ul style="list-style-type: none"> -make it obvious what you want your visitor to do <p>Ebooks/Email Marketing/Ecourse</p> <ul style="list-style-type: none"> -Use Autoresponders to generate automatic follow up <p>Writing Resources</p> <ul style="list-style-type: none"> -iDictate.com - \$1.25 for 100 words -Google Voice-free transcribed voice mails <p>FREE Google Tools</p> <ul style="list-style-type: none"> -Google Local Business <ul style="list-style-type: none"> -Purely geographically based -www.Google.com/LocalBusinessCenter -Google Products <ul style="list-style-type: none"> -Get your products listed on Google Shopping -www.google.com/intl/en_us/products/submit.html -Google Webmaster Tools & Google Analytics <ul style="list-style-type: none"> -Reporting of where visitors are coming from -www.google.com/webmasters/start -www.google.com/analytics/ 	<p>Organic Ranking</p> <ul style="list-style-type: none"> -Page Rank – On a scale of 1-10. Based on the idea that if a site is good-lots of people will refer to it or LINK to it creating “Inbound Links” or IBLs or Backlinks -Domain Age – Older sites are assumed to have more authority -Domain Links – Number of links to a site or page. Use Google Webmaster or Analytics to track. -Internal Links-link directly from content not “read more” -Site updates-frequently updating a site gives it more authority-blogs can be helpful for this
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Websites Mentioned:

www.Fencing.net	Good Product Selling site:
www.ChrisCree.tv	Good Services Site
www.MailChimp.com	Good Software as Service Site (and good email marketing provider)
www.Elance.com	Freelance writers and other professionals
www.iDictate.com	Low Cost Dictation
Google Local Business	www.Google.com/LocalBusinessCenter
Google Products	www.google.com/intl/en_us/products/submit.html
Google Webmaster Tools	www.google.com/webmasters/start
Google Analytics	www.google.com/analytics/
Page Rank	www.PRChecker.Info - Find out your Page Rank
Domain Age	http://www.webconfs.com/domain-age.php
Domain Link Checker	Use Google Analytics or Webmaster tools
Article Directory	www.EzineArticles.com
Squidoo	Hubs or Pages rank well – www.Squidoo.com
Amazon	www.Amazon.com - book reviews
Linked In	www.LinkedIn.com - questions, “who you know”, recommendations

Additional Notes:

Additional email marketing firms mentioned at talk: Aweber.com and GetResponse.com