

## Infocard Tip #2 What makes a good website?

### Why should you care about your website?

As I have mentioned before, 82% of the people who look for anything start on the web. To be marketing in the digital age, you must dominate your Internet space.

If you do not dominate your Internet space, you will be lost in the noise. Therefore, you must understand how websites work, plus the importance of choosing the right keywords, those keywords based on real Internet data, which will ensure that you can dominate your Internet space.



***82% of everyone looking for something starts on the WEB!!!!***

The other thing to understand about a website is that it is a dynamic marketing tool. It can change with the times and take advantage of momentary interests and newsworthy periods. For example, if the United States president starts talking about your industry, you can go in and change your website to reflect his or her comments. This will lead to lots of traffic to your site and possibly converting those visitors to clients.

### Who builds one and why?

Building a website, or rather who builds a website and why it is imperative to understand. I will go into this topic in the next two sections. Suffice it to say, however; it's not who you think it is.

Not the geek!

You don't want a geek to build your website. They don't know how to sell, but instead, they know how to impress their other geek friends with technology on your website. They will have gadgets and gizmos and things that whirl around or maybe even color schemes that are difficult to read. They're all about putting new technology on the websites, and they think that that is a good thing; when in fact, marketing is a bad thing to do. They are, of course, necessary to deploy a website, so that is their function.

## Not the marketing guy!

You also don't want just a marketing guy doing a website because, in the end, you will have an online brochure. An online brochure is worthless, and don't spend the money on such an adventure. What a marketing guy does understand is that people buy for **emotion backed up by logic**. So a combination of a team effort to build a web is essential.



***Not the marketing guy!!!***

The key player in building a web should be an SEO person or an outside SEO company/consultant. Learning to build traffic or to drive traffic to your site is the key event here. If you do not drive traffic to your site, you can't convert anyone to a client. It doesn't matter whether the site is beautiful, has many widgets, uses the most fantastic in new technology, or is even an online brochure; if you can't drive traffic and convert them to clients, the website is worthless.

## What makes a good website?

A good website embraces SEO techniques from the white side of life, preferably not the black side, is clean and easy to use, and is designed to convert people to clients. A good website is easy to read and is straightforward for the reader. Utilizing testimonials and useful product descriptions, good ad copy that is emotionally driven and backed up by logic makes for a successful website.

You should also be able to track your visitors using Google analytics, such that you can begin to understand how your clients are interfacing and reacting to your website. You can then change, or tweak, the website to convert visitors into clients.

## Do's and don'ts

Let's take this section-by-section.

### Do's

- Make it clean
- Make it simple
- Utilize emotional ad copy
- Backup all emotional ad copy with logic
- Use useful SEO techniques
- Do good keyword research based on real data
- Utilize pictures with keyword laden captions
- Use video wherever possible
- Use keywords in the ad copy
- List the keywords in the meta-tags which only show up on that page
- Make your shopping cart easy and self-explanatory
- Remember this website is to make sales, not win awards
- Use a site map and submit that to Google
- Add content frequently as Google likes fresh material

### Don'ts

- Don't use inverse video (light words on dark background)
- Don't use flash technology



***I can't believe  
we did that!***

- Don't keyword stuff
- Don't use keywords hidden in the background
- Don't use global keywords on every page
- Don't make navigation clumsy
- Don't make an online brochure
- Don't try to win a website award

## Understand what you want from your website

It is essential to understand what you expect to have or expect your website to do. It would be best to have these goals specifically laid out before your design and adding ad copy. For example, if you want your website to get people to make a call or send an e-mail, you would design it with that in mind. If your intent or goal is to make an online sale and have no interaction with the client, it will impact your design.

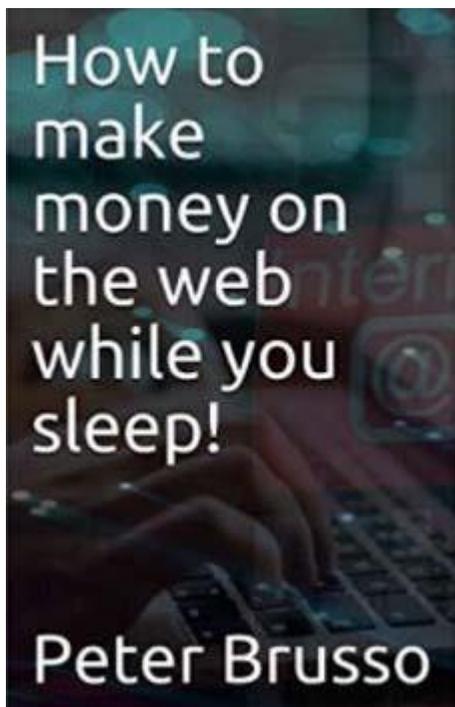
Don't just throw out a website and see what you get. Websites need a goal such that you can rate the performance of the particular design and ad copy. When we build websites, we get a version out there, which usually were very proud of but didn't always hit the mark. Again, a website is a living document and needs to be tweaked to deliver the desired result.

## Webs are never finished.

As I had mentioned above, webs are never finished. They are to be considered a living document where you're adding and subtracting pages plus content. Google likes not only relevance but also fresh material. Therefore you should be adding pages and content periodically. Remember to remind the web guys, every time you put in new pages or take them out, perform a site map, and upload it to the site. It would be best to inform Google via Google Webmaster tools to update your site via the site map.



Also, please take a look at my new book: <https://www.amazon.com/How-make-money-while-sleep-ebook/dp/B08HJ6GV6Q/>



I hope you enjoyed this business tip...

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