

Graham Jones
Internet Psychologist



Web Success

Eastbourne

21st November 2012



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£2,500



Today.....



- Web Design
- The Changing Web
- Productivity
- Social Media
- Blogging
- Customer Service



The Web Success Scorecard

By Graham Jones, Internet Psychologist

Your website success depends on four factors:

1. Do people know about you?
2. Can they find you?
3. Do they trust you?
4. Can they easily use you?

Use this scorecard to work out your marks and to find out which areas you need to work next on.

Knowing You

Knowing You is all about your business visibility. Essentially do you have an online brand which people will stumble upon? And do you promote that brand in the offline world? Answer the following questions to work out your score. A "don't know" is a "1/5".

Mark

Does your website address appear on all company literature, packaging and marketing collateral, (including advertising)?

Do you issue press releases at least monthly?

Does your business website get promoted at live events or business networking meetings?

Do you write articles for local newspapers or trade/professional publications in which your business is mentioned?

Analyse Your Web Host

By Graham Jones, Internet Psychologist

In order to succeed online you need a good web host which provides exactly the right mix of services and technology to ensure your website works. Use this table to work out how good your web hosting company actually is....!

Factor

Factor	Yes	No
Does your web host offer 24/7 support?		
Can you log-in and control all aspects of your hosting?		
Does your web host offer server uptime guarantees?		
Can your web hosting allow for more websites to be added without additional cost?		
Does your web hosting allow for growth in the data you store and the resulting bandwidth usage?		
Can your web host accommodate SSL services?		

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Photo courtesy: Jack and Beverly Wilgus



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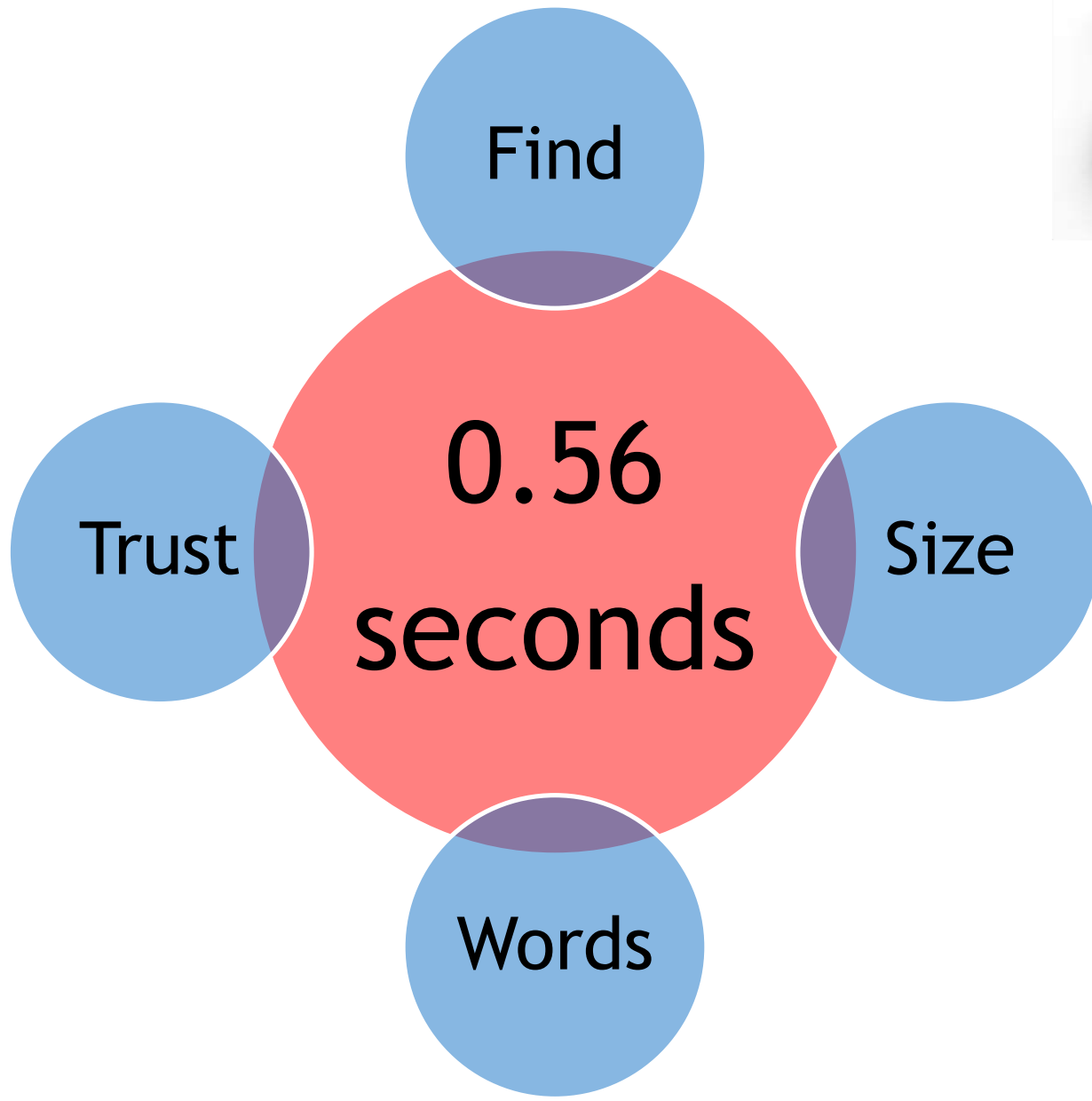


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O czym teraz mówisz?

Main content area of the Facebook feed, featuring a heatmap overlay that highlights areas of high user interaction with red and yellow colors. The content is mostly blurred but shows various posts and images.

Wydarzenia

darzenia

Sponsorowane

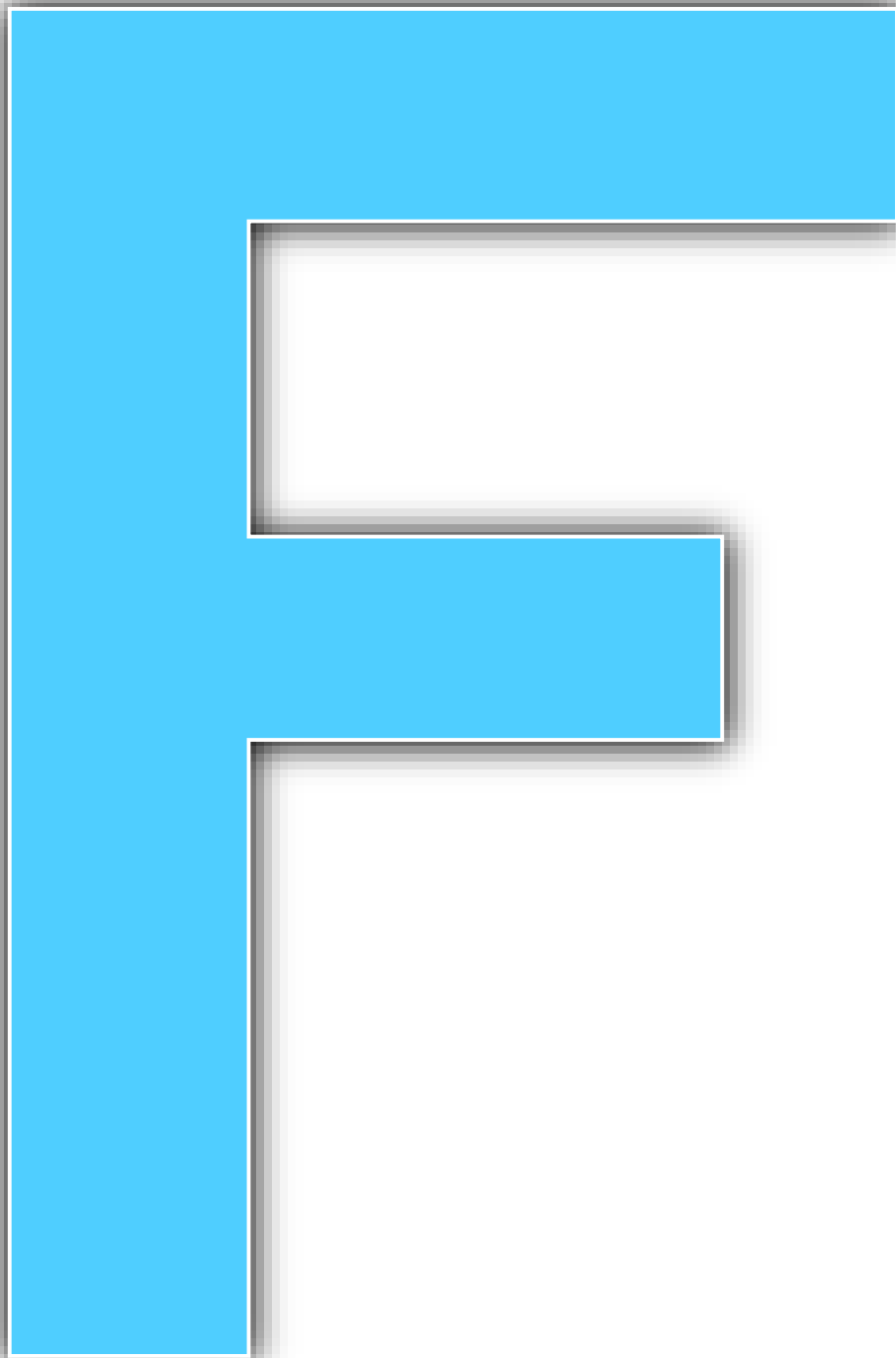
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Prośby

zaproszenia

Łącz się

- Kto jest na Facebooku? Szukaj znajomych
- Kogo nie ma na Facebooku? Zaproś ich teraz
- Kto jest tutaj za Twoją namową? Śledź swoje zaproszenia
- Łącz się w drodze Wypróbuj Facebook Mobile





Navigation + Size

Keywords

Trust



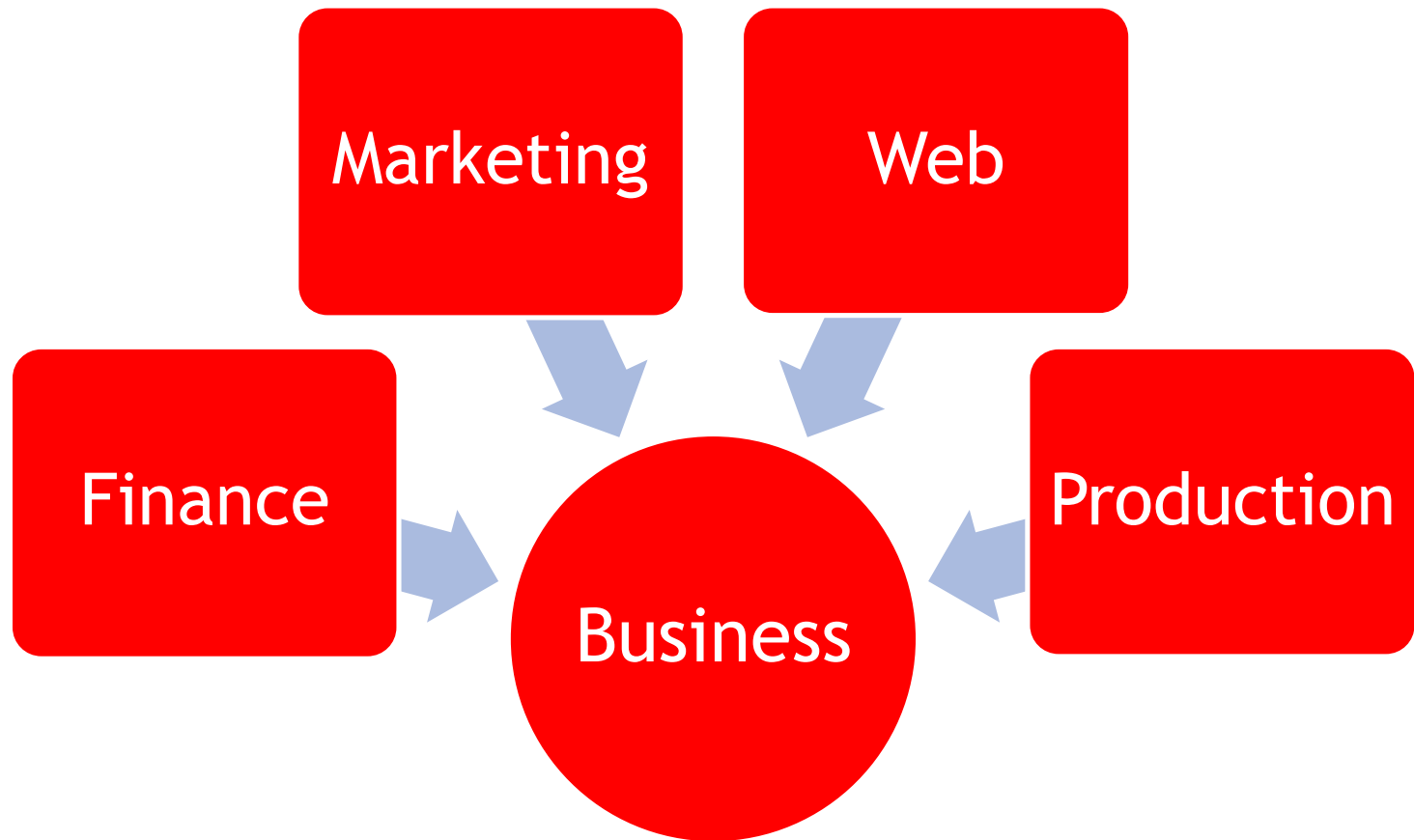
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Who are your visitors?



Old technology



New technology



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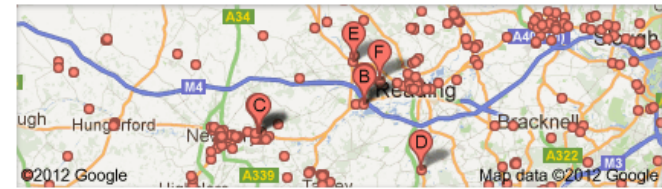
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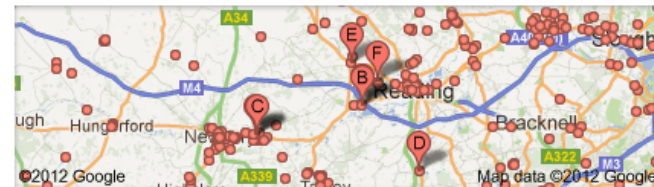
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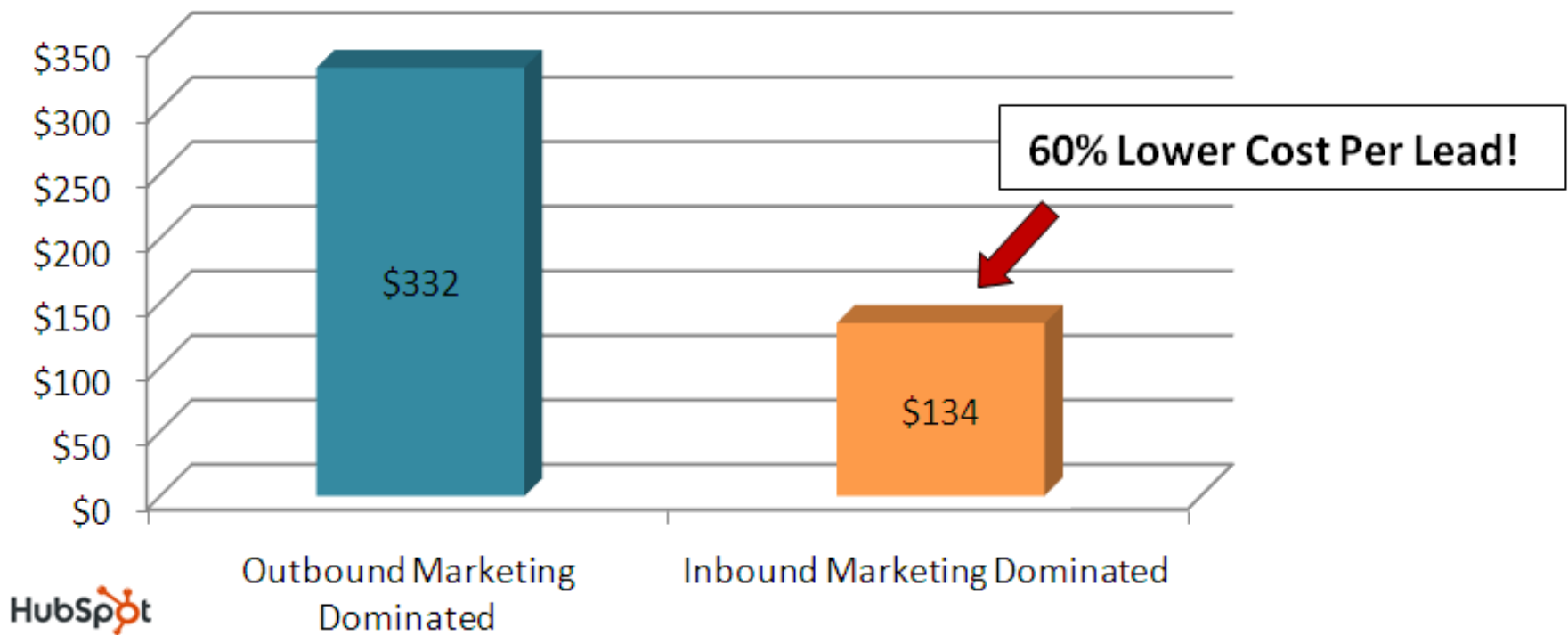
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Average Cost Per Lead



Source: State of Inbound Marketing Report - <http://bit.ly/aewfHr>



Bloggs

will change your business

Look past the yakkers, hobbyists, and political mobs. Your customers and rivals are figuring blogs out. Our advice: Catch up...or catch you later.

MORE ON PAGE 42 >

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SIX TIPS

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BusinessWeek online

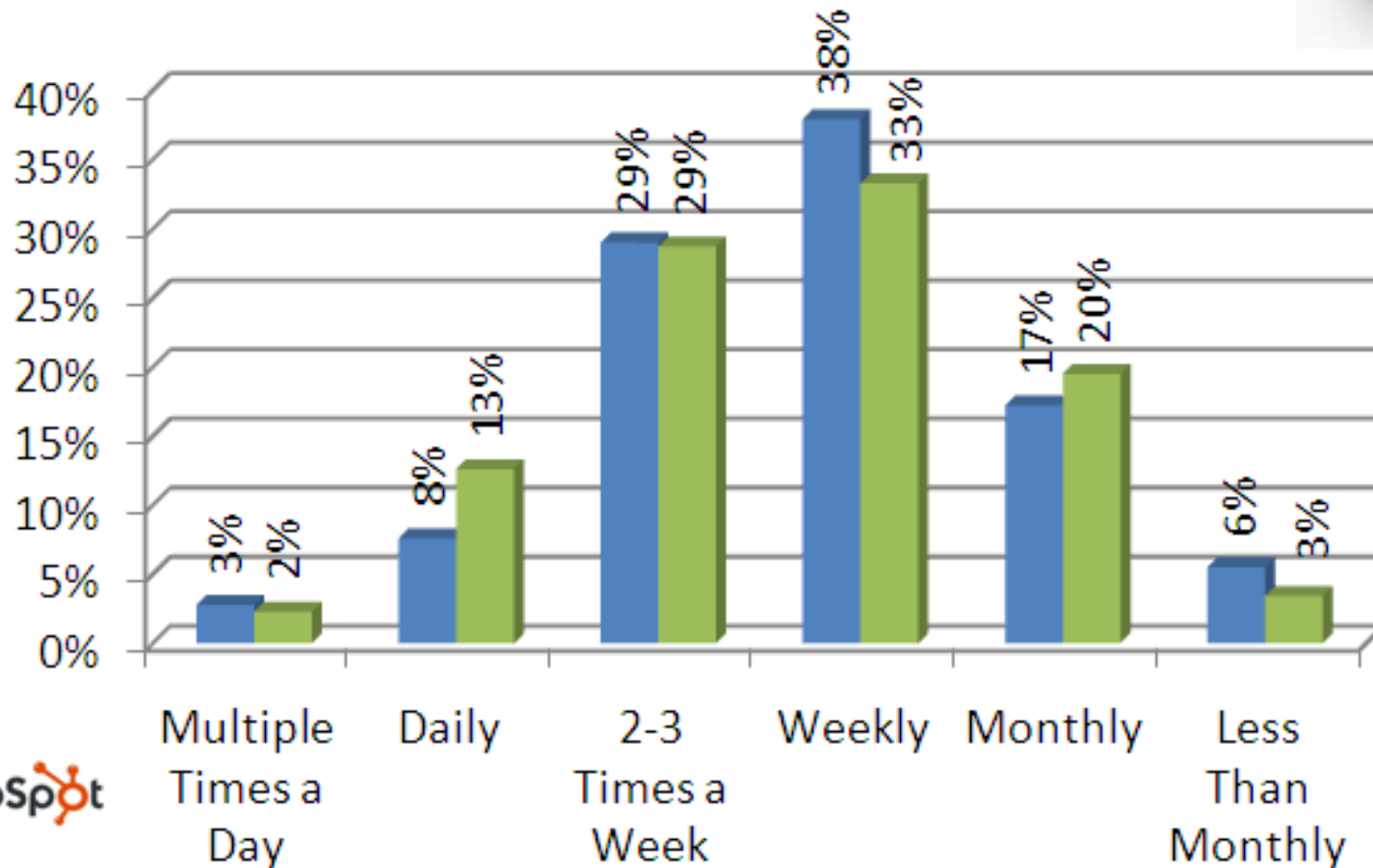


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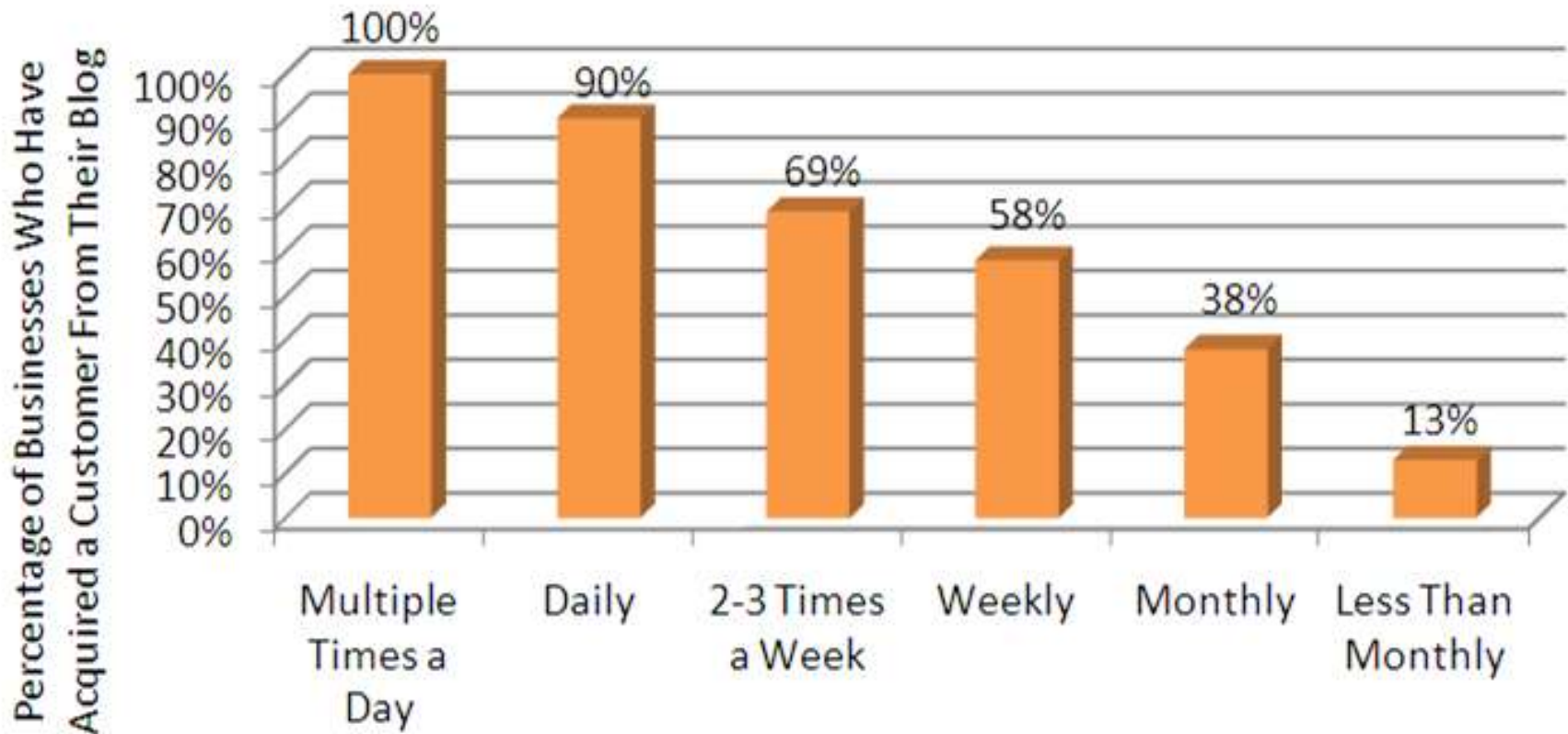


Frequency of Blog Posts





Blog Post Frequency vs. Customer Acquisition



Frequency of Company Blog Posts

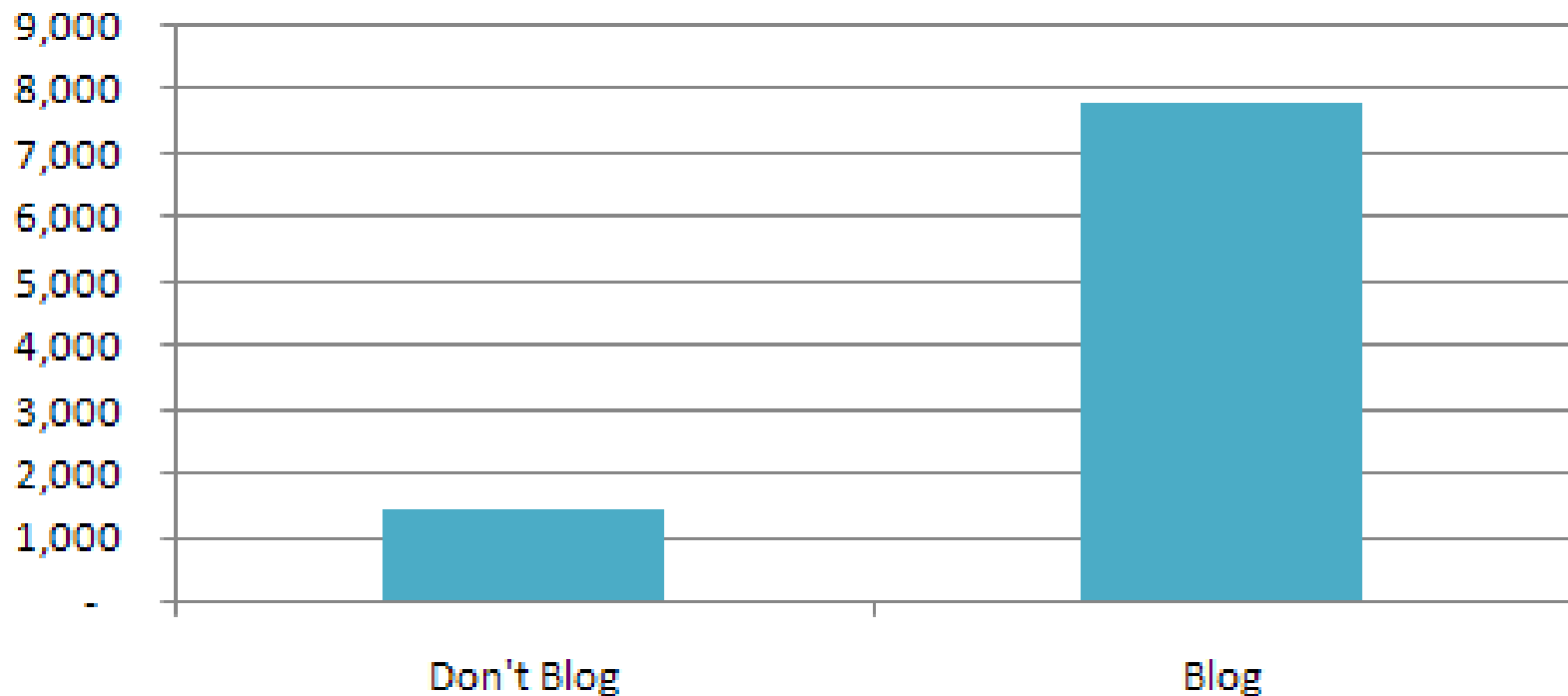


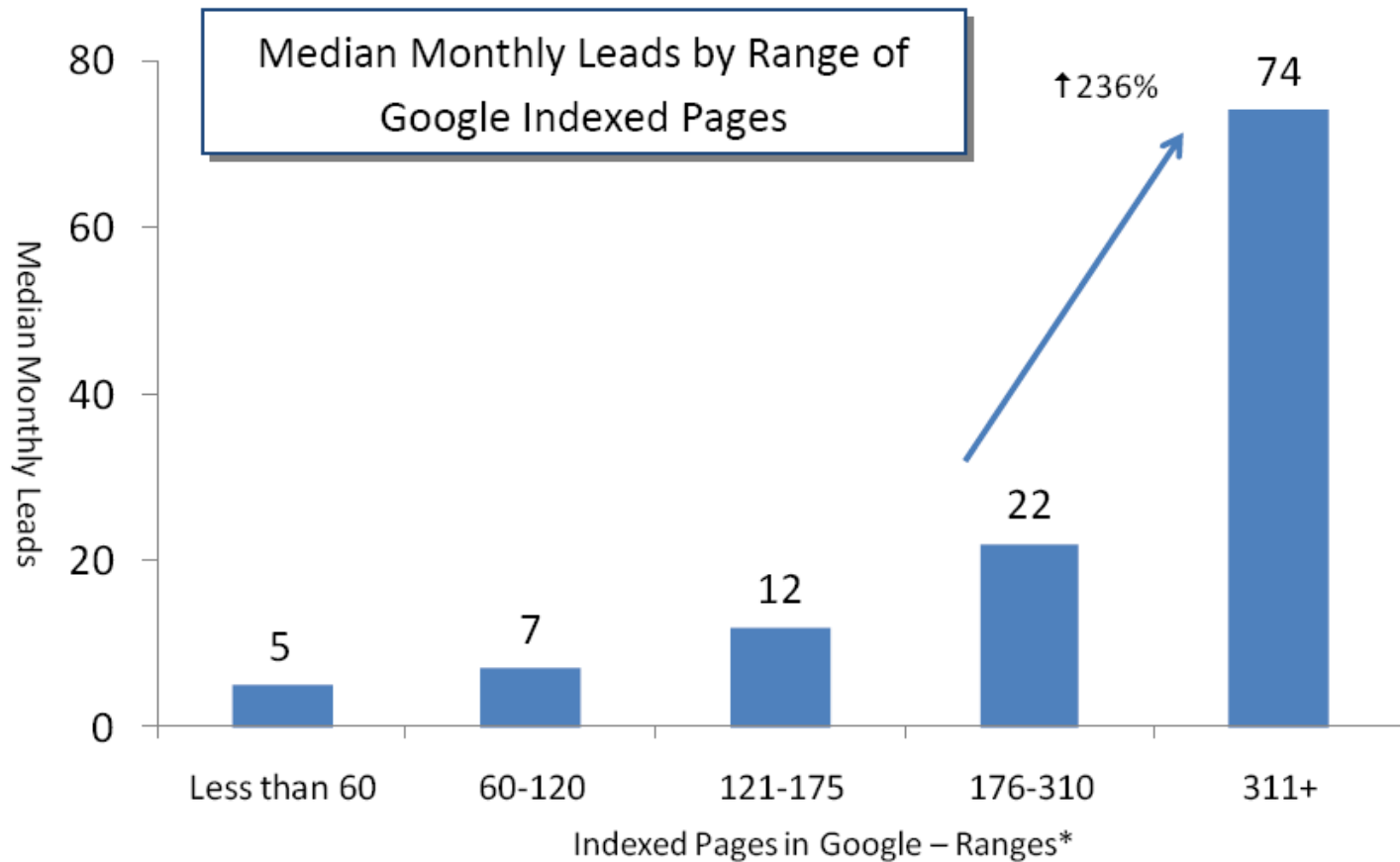
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434% More Indexed Pages for Companies That Blog



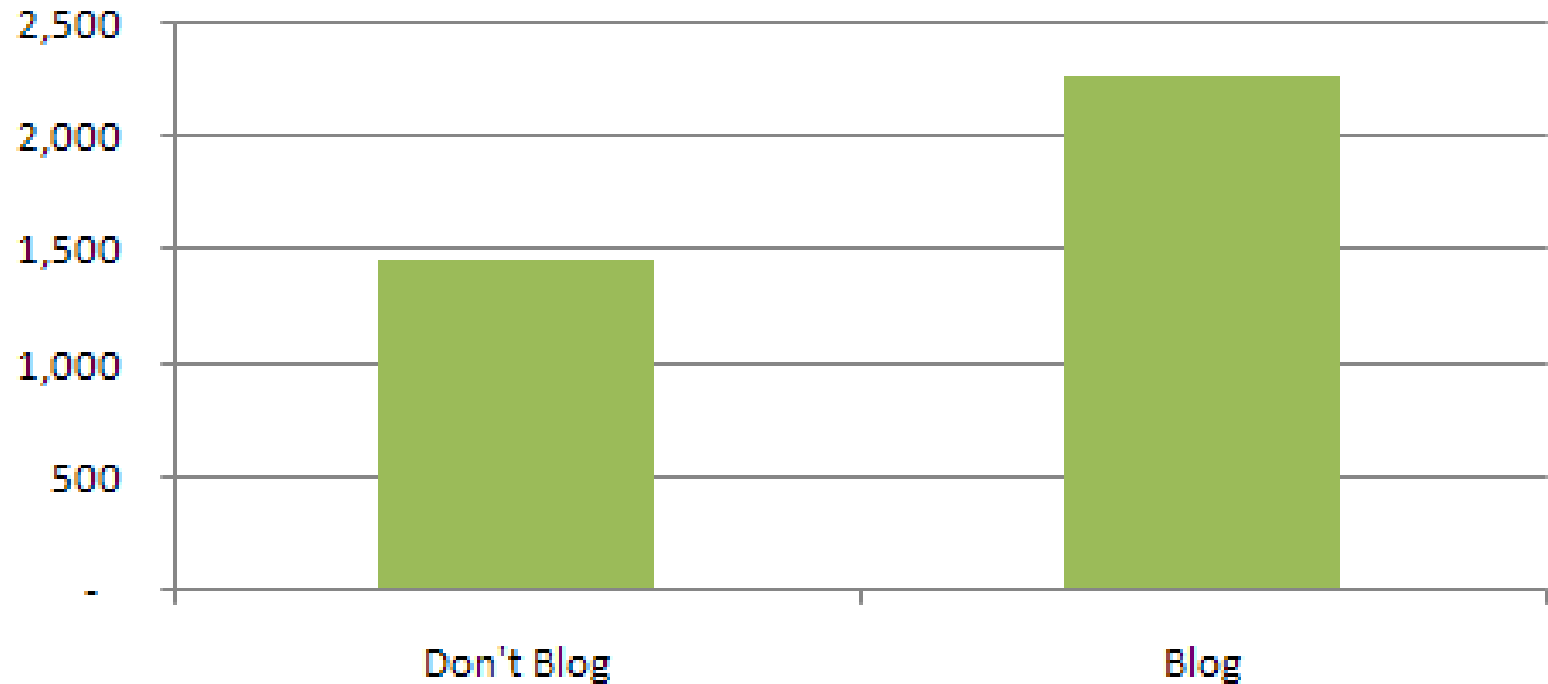


* Each range represents an equal number of customers





55% More Website Visitors for Companies That Blog

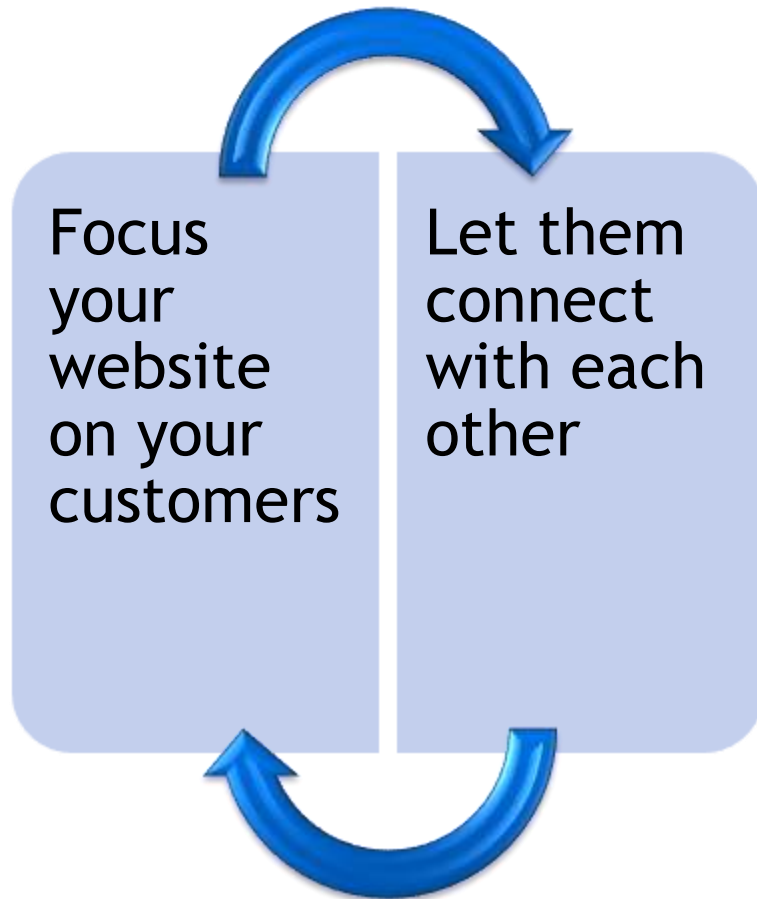




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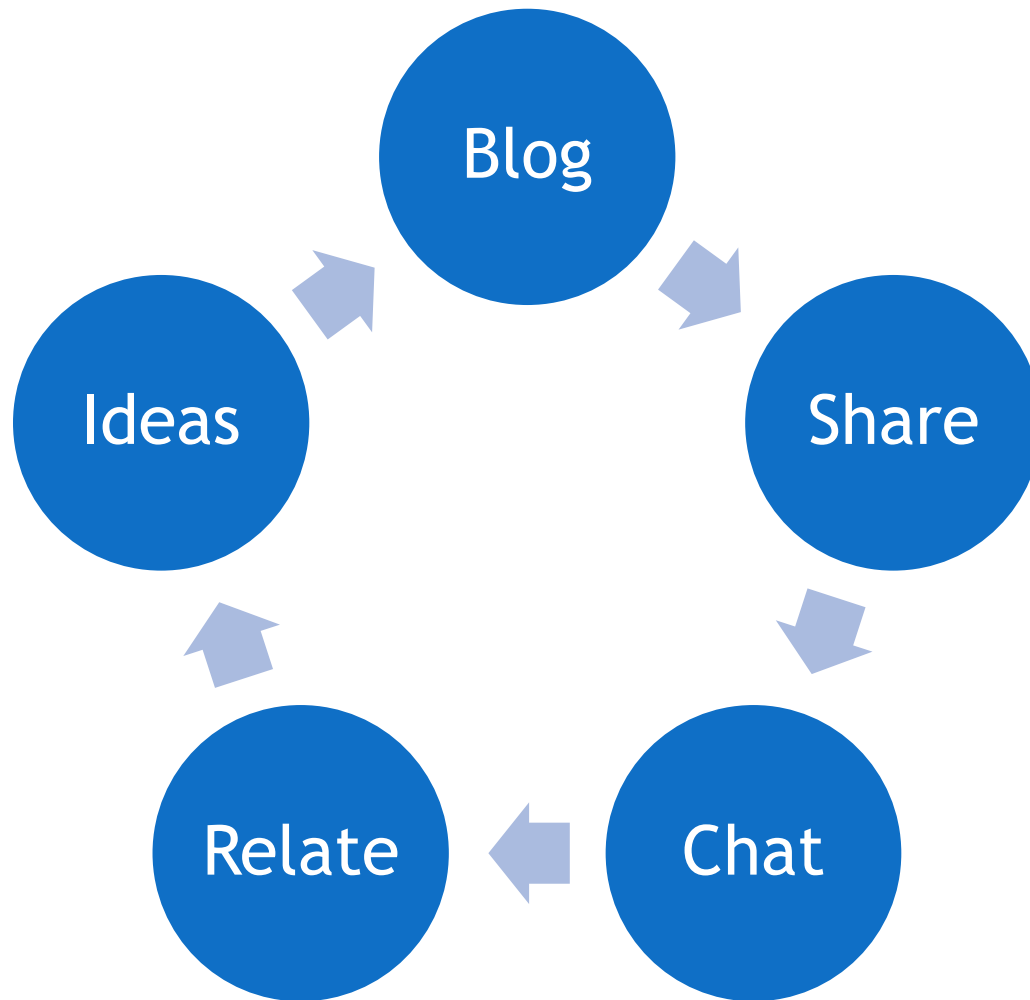
Set yourself apart from the competition



Your website should NOT be about your business, but about your customers and their interests



Tasks



Your schedule



Daily	Weekly	Monthly	Quarterly	Annually
Emails	Guest Blog	Plan blog posts	Run a webinar	Revise web design
Review Twitter	Newsletter	Plan guest posts	Podcast	Write an ebook
LinkedIn Answers	Check analytics	Write White Paper	Update LinkedIn Profile	Review hosting
LinkedIn Discussion	Check AdWords	Repair website	Check for new services	Create niche site(s)
Facebook	Autoresponder series	Record YouTube video	Check keywords	
Ecademy, Pinterest etc.	PR/Media	Tidy profiles		
Blog	Produce ideas			



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