

# How to Build a Profitable Website

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Presented by PFL



**Seth Gardenswartz**



**Kurt Rued**

# Your Online Presence is Critical!

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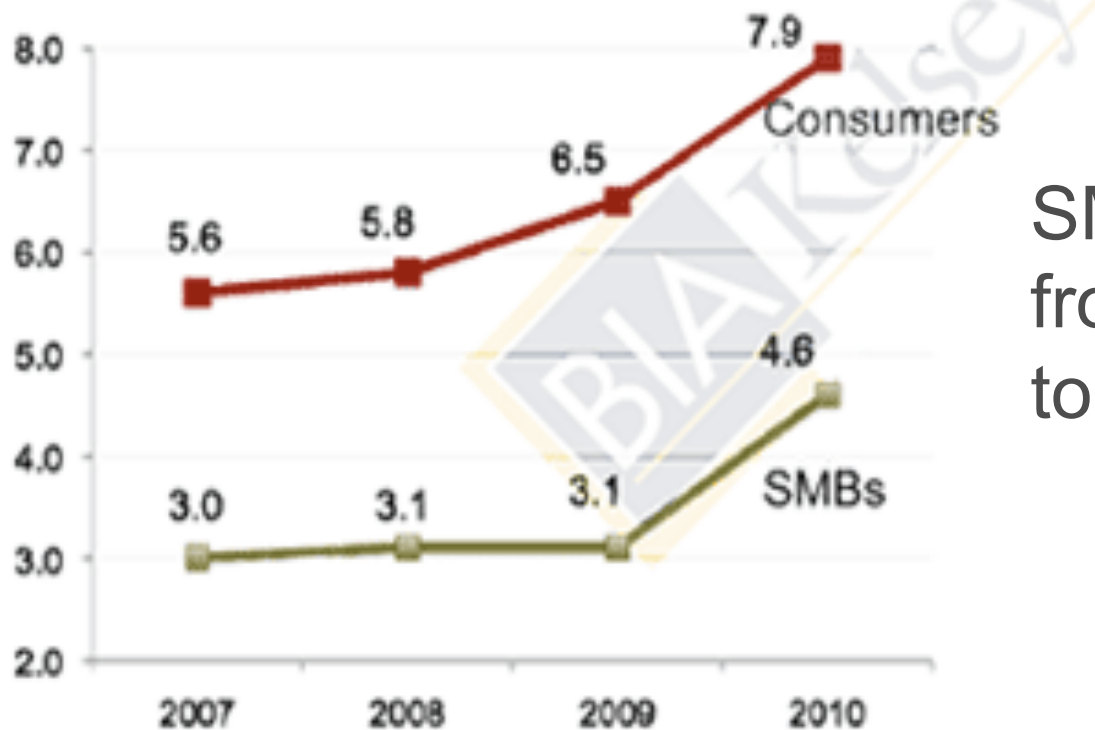
**97% of today's consumers use internet to research products/services in local area**

Online research tools used: consumers use nearly 8 different media sources

- 90% use search engines
- Business websites
- Blogs
- Google Places
- Online product/service reviews

# Local Businesses Play Catch-Up

Average Number of Media Used by  
SMBs and Consumers\*



SMB media jumps  
from 3.1 in 2009  
to 4.6 in 2010

# Good News: Still Buying In-Store



## Online Sales:

**Less than 5% of total retail sales**

## **Touch & Feel:**

Still a necessity for the bulk of consumers

## **Usability is Key:**

How efficiently users can get what they need when they visit your website

# Key Elements

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## Search

- Build for SEO
- Fix your page titles
- Claim your listings
- Add content with more pages and video

## Usability

- User centric design
- Mobile friendly
- Easy to navigate
- Integrate with your other media (FB, Twitter, Email and off-line)

# What Makes a Website Profitable?

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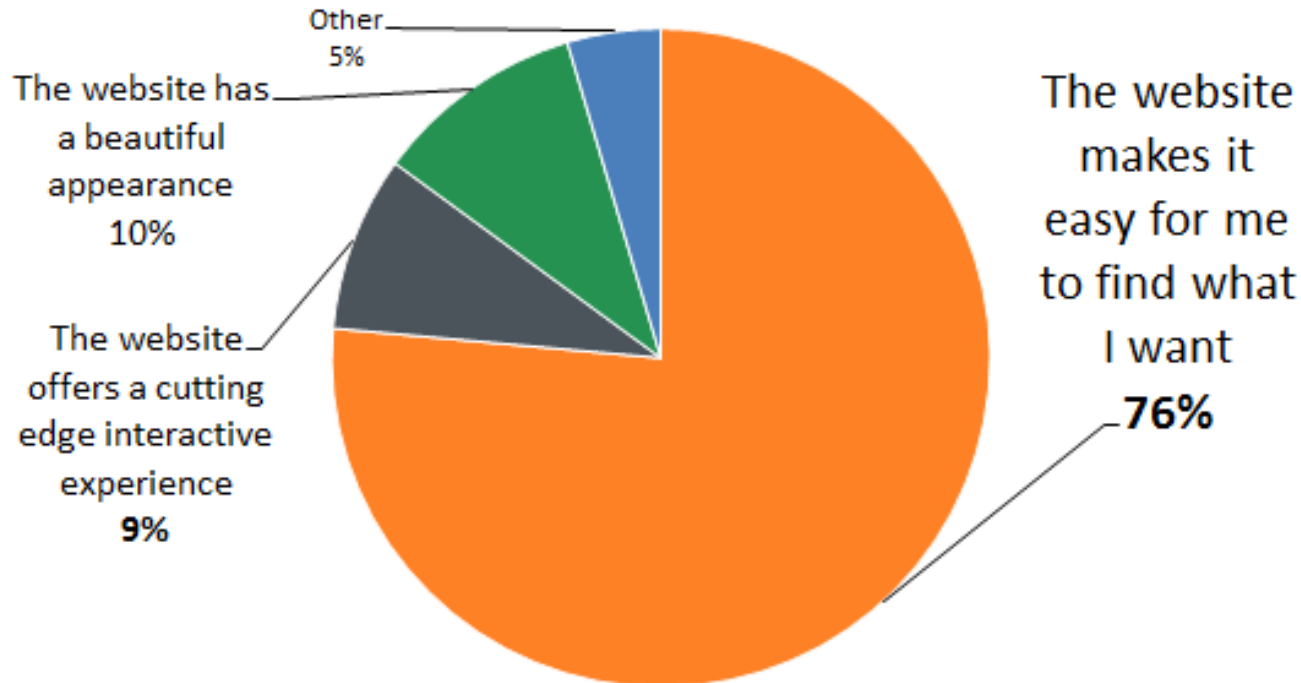
## Focus on website's purpose:

- Selling products or services
- Providing information



# What Users Want

## What is the most important factor in the design of a website?



n=174 Consumers (do not work in marketing or at a marketing agency)

Like this? You'll love the Science of Website Redesign webinar: <http://HubSpot.com/WebSci>



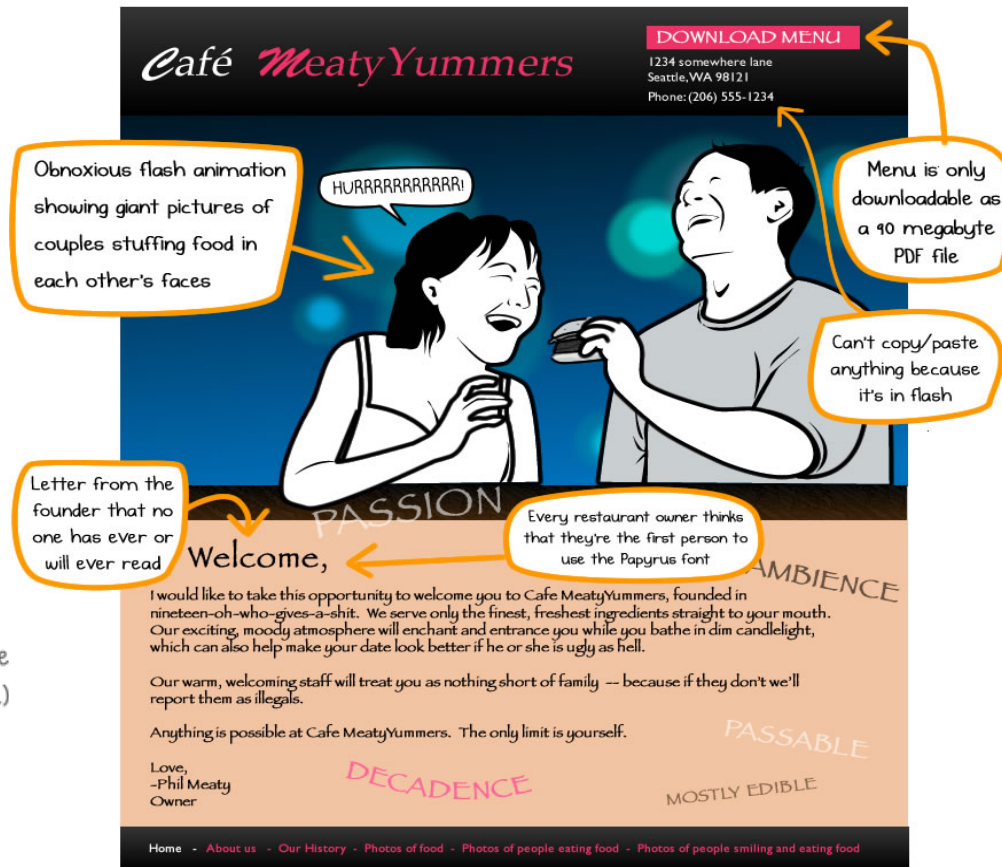
# Who Is Your Website For?

[theoatmeal.com/comics/restaurant\\_website](http://theoatmeal.com/comics/restaurant_website)

What I want from a restaurant website:

- ▶ Menu
- ▶ Specials and happy hour info  
(Including social promotions such as Foursquare, Groupon, and Twitter specials)
- ▶ Address with a link to google maps
- ▶ Online reservation system that actually works  
(instead of one where I make a reservation online, show up, and the hostess gives me a blank, confused stare when I tell her my name)
- ▶ Hours of operation, parking and contact info

What I get instead:



# KISS Your Visitors

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- Puts the visitor first:
  - Ability to search quickly
  - Obvious Call-to-Action
  - Clean and clear website navigation
  - Build a website that builds lifelong customers
  - Interactive and engaging for the user



# User Friendly Websites

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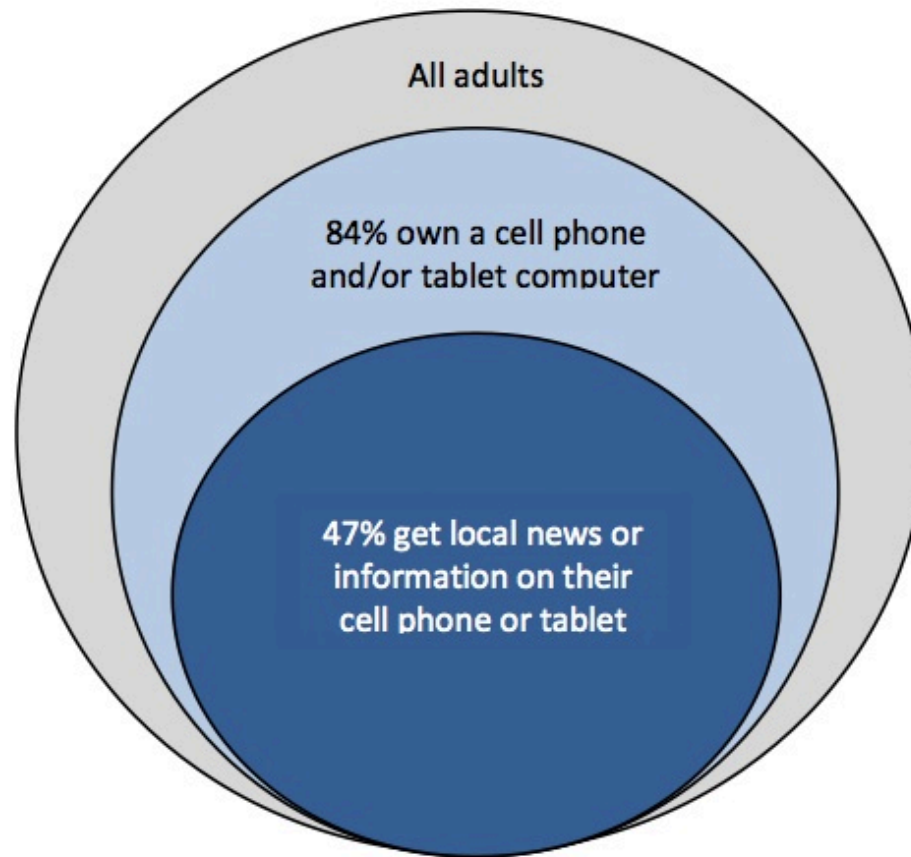
- Intuitive Navigation
- No Flash or Music
- Be Mobile Friendly



# Be Mobile-Friendly

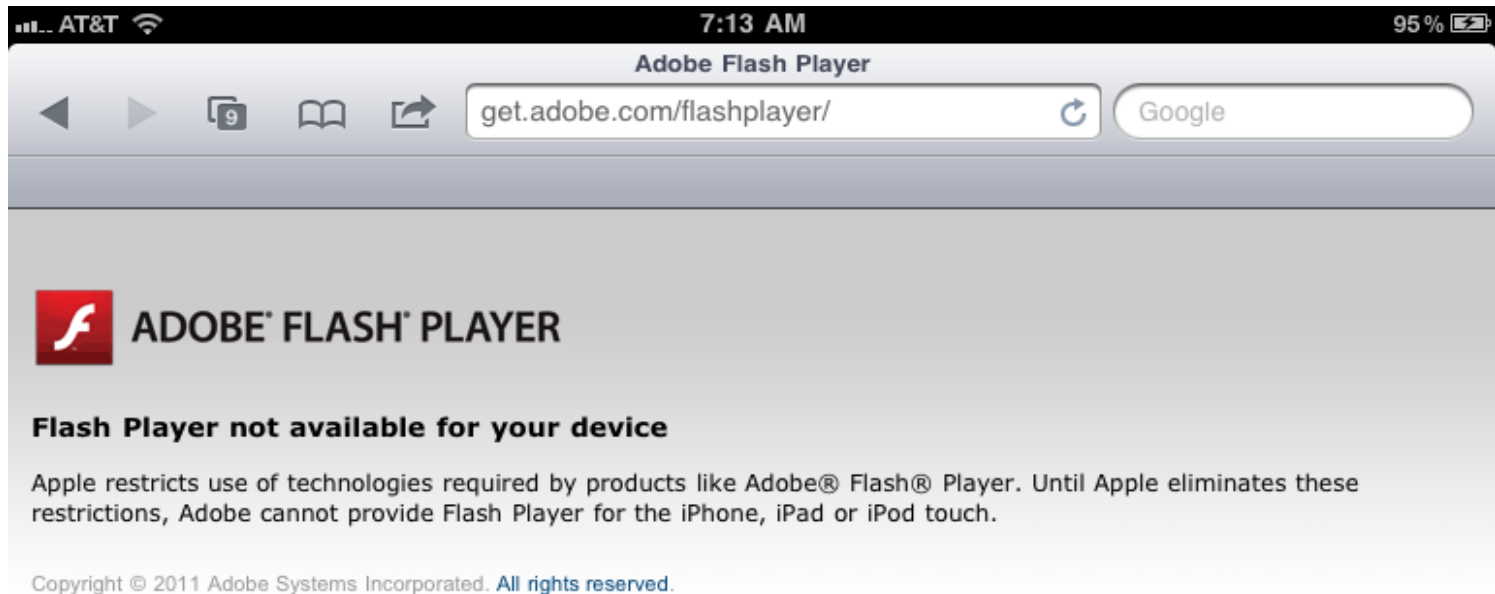
## Mobile Web Use: Growing Strong

Now: 60 – 70 million users, a third of all US online users



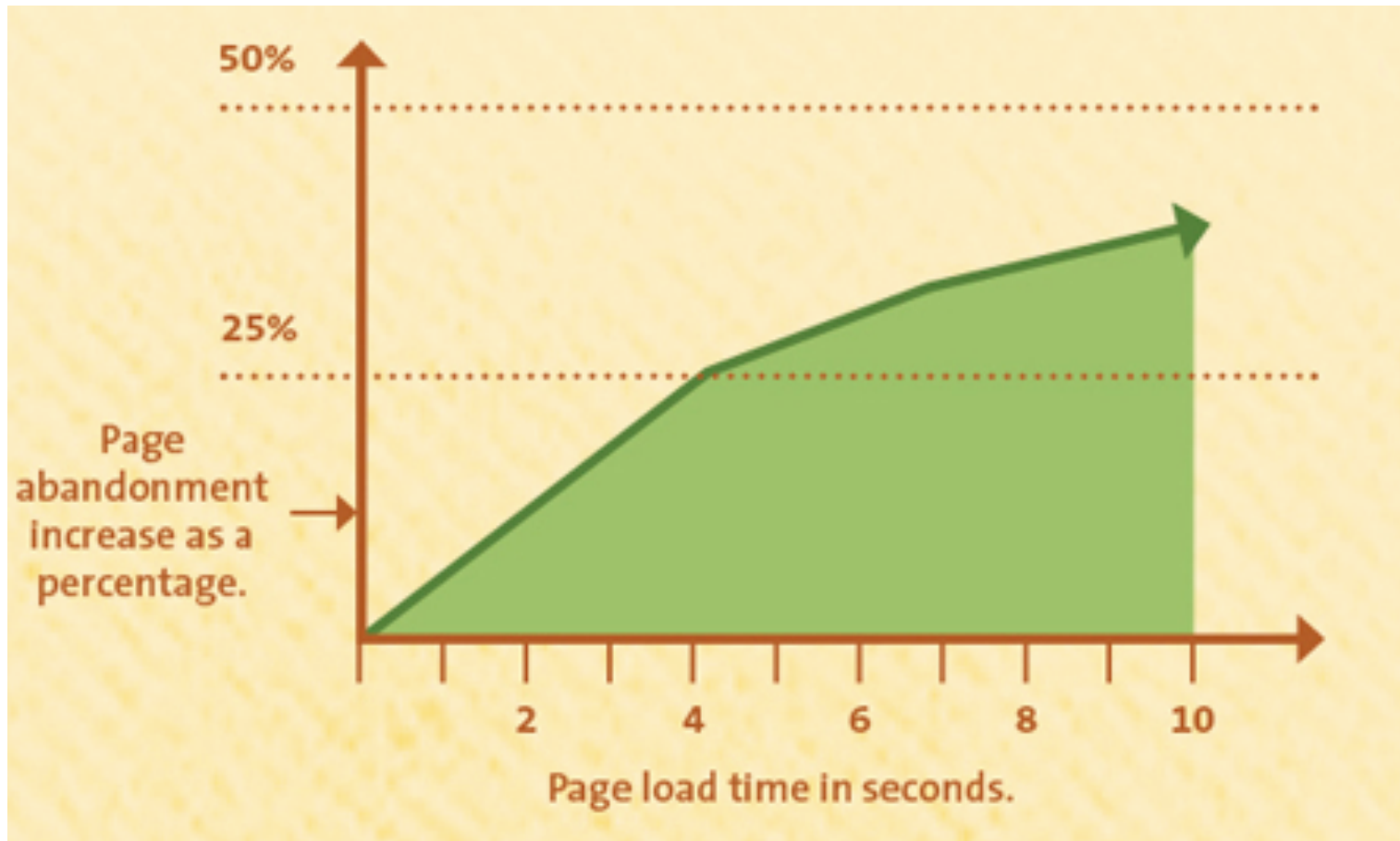
By 2012  
42% of web-users will be mobile

# Your Flash Page on an iPad



- Looks cool in the presentation
- Designers love it (its expensive)
- Designer required to update

# “Flash” is Slow



# Kill the Music



**Most clicked buttons on the site**

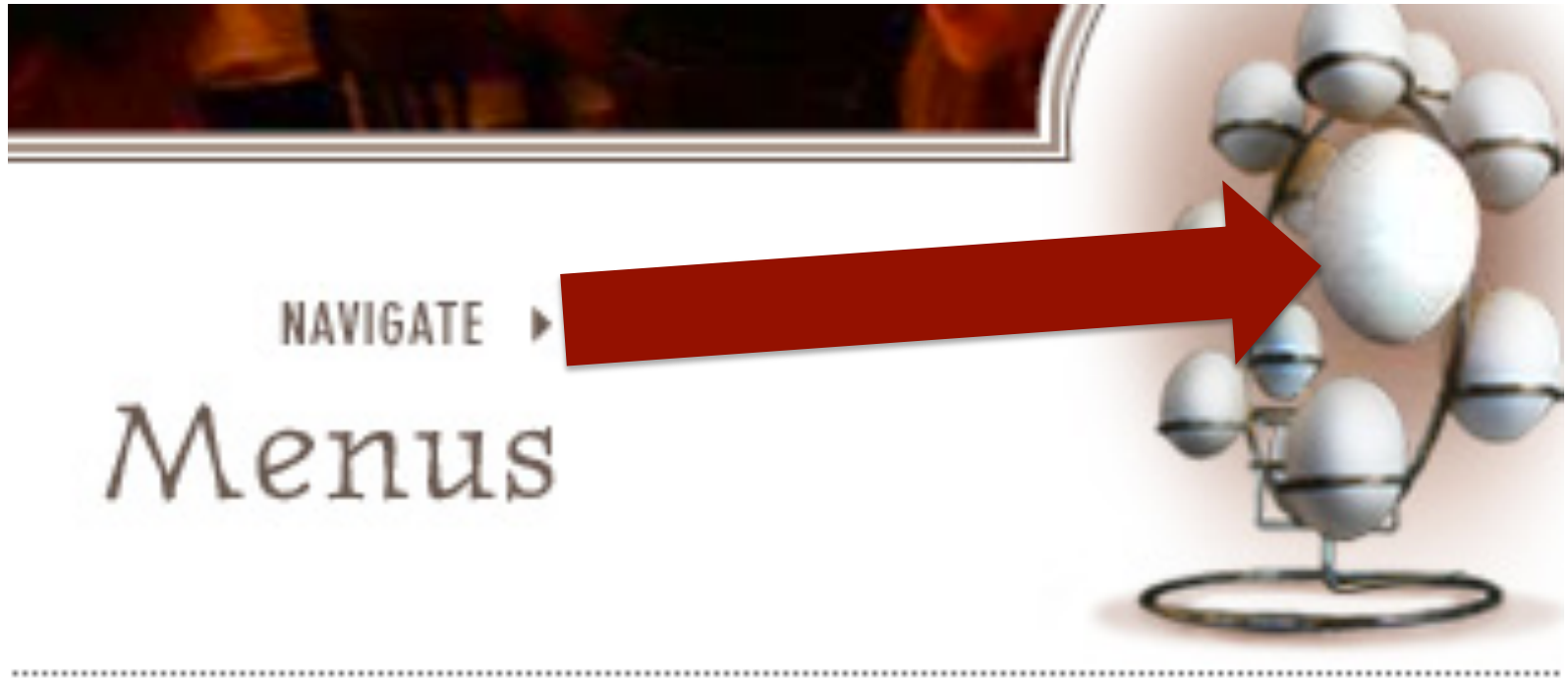
# Make the Navigation Easy!

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“You know, it has been too easy to find products/information on our web site. I think it's time we made it difficult for our visitors. They won't mind.”

[www.websitesthatsuck.com](http://www.websitesthatsuck.com)

# Navigation Disasters



-- Are you kidding?

[www.webpagesthatsuck.com/mysterymeatnavigation00.html](http://www.webpagesthatsuck.com/mysterymeatnavigation00.html)

# Simplicity!



- Simple navigation bar
- Useful labels
- Smooth workflow
- Clear visual hierarchy

# SEO – Search Engine Optimization

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- Process of making a website accessible to search engines, relevant and easy to find for your target audience
- Good SEO helps a website gain top positioning for relevant words and phrases, increasing your exposure to more of the right consumers - relative to other businesses

# How Search Works



day spa hartsdale new york

About 259,000 results (0.23 seconds)

Everything

Images

Rachele Rose Day Spa - Home

www.rachelerosedayspa.com/ - Cached

At Rachele Rose Day Spa you will experience relaxation at its ... With every visit you will discover new ways to bring balance and beauty ...

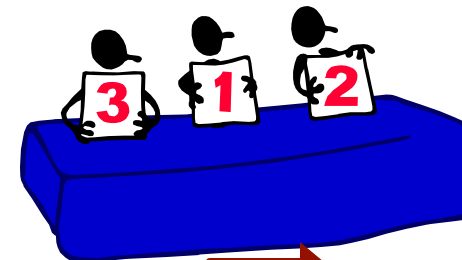
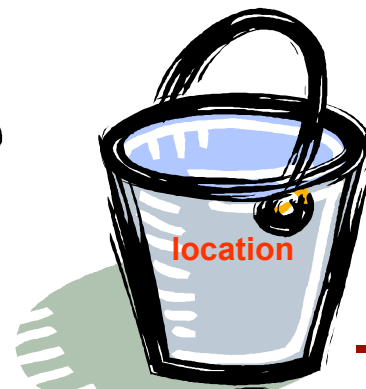
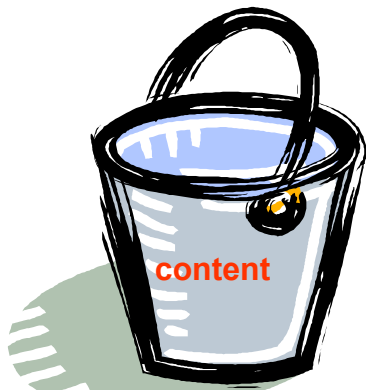
## Index

URL	Page Title	Date
Visited W_B@http://home.microsoft.com		04/28/2006 16:18:46
Visited W_B@http://about:home		04/28/2006 16:17:09
Visited W_B@http://www.microsoft.com/...		04/28/2006 16:18:52
Visited W_B@http://www.microsoft.com/...		04/28/2006 16:18:47
Visited W_B@http://services.subsite?no...		04/28/2006 16:21:32
Visited W_B@http://system/panels/Cont...		04/28/2006 16:21:35
Visited W_B@http://system/panels/frmp...		04/28/2006 16:21:35
Visited W_B@http://system/panels/Topi...		04/28/2006 16:21:36
Visited W_B@http://system/panels/ban...		04/28/2006 16:22:17
Visited W_B@http://system/panels/HH...		04/28/2006 16:22:17
Visited W_B@http://system/panels/Share...	Share and Share Alike	04/28/2006 16:22:19
Visited W_B@http://system/panels/Topi...	Topics summary	04/28/2006 16:23:28
Visited W_B@http://system/butts/serc...	Browse the search results	04/28/2006 16:23:48
Visited W_B@http://system/panels/MSM...	Using Shared Folders	04/28/2006 16:24:08
Visited W_B@http://system/panels/MSM...	Microsoft Management Console	04/28/2006 16:30:54
Visited W_B@http://system/panels/MSM...	Shared Folders	04/28/2006 16:33:00
Visited W_B@http://system/panels/MSM...	Share a folder or drive	04/28/2006 16:34:38
Visited W_B@http://www.msn.com	MSN.com	04/28/2006 16:47:46

Day Spa

Hartsdale

Page Rank



# Optimize Your Website for SEO

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Make it easy for this guy

- Add fresh content weekly
- Fix your page titles
- Claim your directory listings
- Consider adding video



# Keep it Fresh!

## happenings at slate

**Wednesday, August 17th, 2011 5pm-9pm**

### "Locals Nite"

Great food specials featuring local ingredients. Come in, show your NM ID and receive 15% off your meal.

**Monday, August 22th, 2011 6:30pm**

### 2nd Annual Local Harvest Dinner

Four course dinner made up of almost all local ingredients.

6:30pm in the main dining room. Make your reservations today as we have limited seating. \$49 per person (tax and gratuity not included)

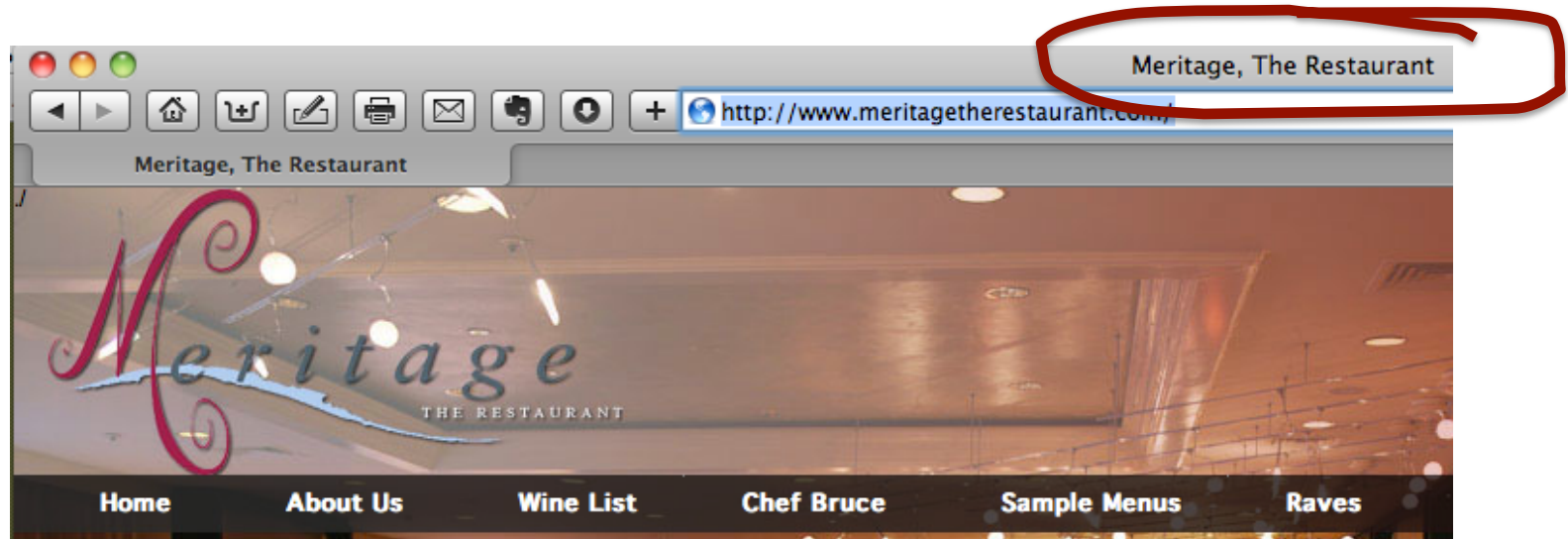
**Wednesday, August 24th, 2011 5pm-9pm**

### "Locals Nite"

Great food specials featuring local ingredients. Come in, show your NM ID and receive 15% off your meal.

**Thursday, August 25th, 2011 5pm-7:30pm**

# Fix Your Page Titles



# Fix Your Page Titles

meritage restaurants

About 819,000 results (0.13 seconds)

▶ [Meritage Restaurant, East Greenwich, RI](#) 🔍

Fine **dining** with extensive wine and beer lists. Locations in Seekonk, Massachusetts and East Greenwich, Rhode Island.

[www.meritageri.com/](http://www.meritageri.com/) - Cached - Similar

[Meritage, The Restaurant](#) 🔍

Focuses on matching New American cuisine with wine. Includes a sample menu, wine list, chef profile, review excerpts, and online reservations.

[Dinner](#) - [Contact](#) - [About Us](#) - [Chef Bruce](#)

[www.meritagetherestaurant.com/](http://www.meritagetherestaurant.com/) - Cached - Similar

[Sonoma Meritage Restaurant and Oyster Bar](#) 🔍

Features Southern French and Northern Italian cuisine with a profile of Chef Carlo Alessandro Cavallo, reviews, and menu selections.

[Menu's](#) - [Contact Us](#) - [About Us](#) - [Meritage Special Events](#)

[www.sonomameritage.com/](http://www.sonomameritage.com/) - Cached - Similar

[Meritage Philadelphia - Restaurant & Wine Bar](#) 🔍

Located a few blocks from Rittenhouse Square, the heart of Center City's **Restaurants**, **Hotels** and **Nightlife**, **Meritage** offers memorable fine **dining** in a ...

[www.meritagephiladelphia.com/](http://www.meritagephiladelphia.com/) - Cached - Similar

# Claim Your Listing



## ▶ [Scalo Northern Italian Grill - Albuquerque, NM](#) 🔍

**Scalo** - Northern Italian in the heart of **Albuquerque**. Nob Hill dining at its finest.

[www.scalonobhill.com/](#) - [Cached](#) - [Similar](#)

[Menus](#)

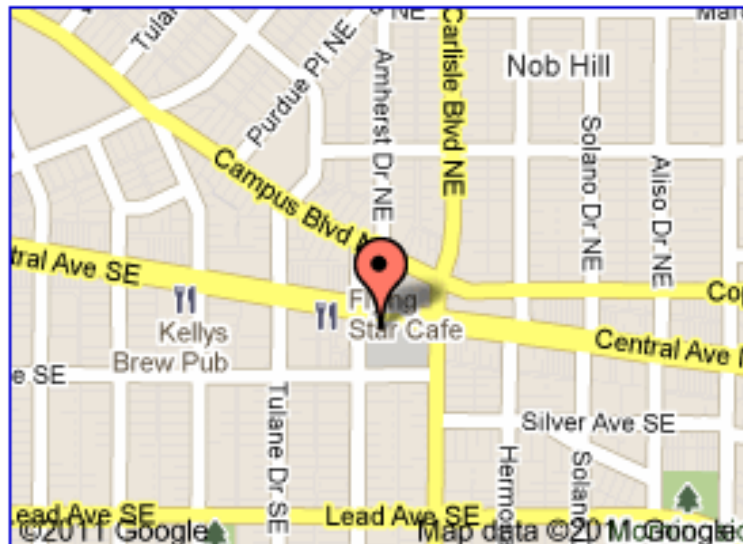
[Contact us](#)

[LIVE Music](#)

[Scalo E-News](#)

[Reservations](#)

[More results from scalonobhill.com »](#)



## 📍 [Scalo Northern Italian Grill](#) 🔍 [Place page](#)

3500 Central Avenue Southeast  
Albuquerque, NM 87106-1446  
(505) 255-8781

Bus: [Central @ Carlisle](#)

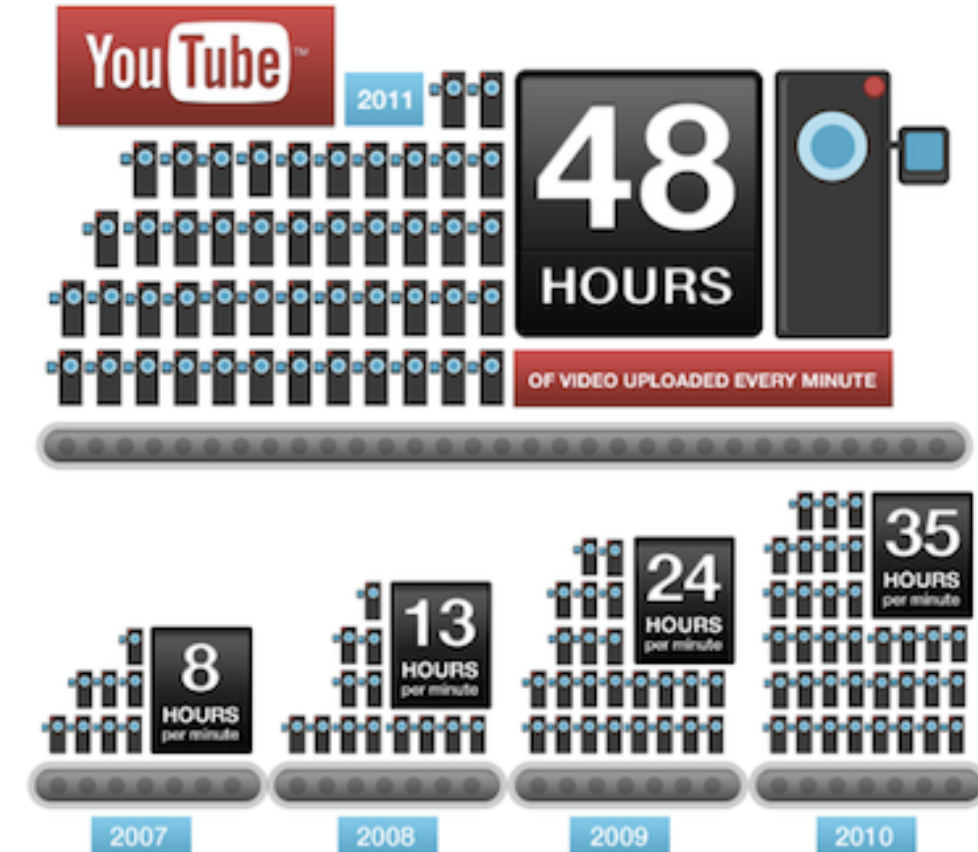
[Get directions](#) - [Is this accurate?](#)

Open Mon-Thu 11:30am-10pm; Fri-Sat  
11:30am-11pm; Sun 11am-9pm

★★★★☆ 167 reviews - [Write a review](#)

👍 Recommended because you rated [Vivace](#) 5

# Video is Big!



- Fastest growing medium in history
- #2 overall search engine (larger than Yahoo or Bing)
- 52% of people take action from online videos

**+3 BILLION**  
views a day on the site



# Challenges With Generic Searches




► [Chicago Steakhouses: 10 Best Steakhouse Reviews](#)   
Get **Chicago Steakhouse** Restaurant in **Chicago, IL**. Read the 10Best **Chicago Steakhouse** Restaurant reviews and view users' **Steakhouse Restaurant** ratings.  
Gene & Georgetti - N9NE Steak House - Chicago Chop House - The Palm  
[www.10best.com/destinations/illinois/chicago/.../steakhouses/](http://www.10best.com/destinations/illinois/chicago/.../steakhouses/) - Cached

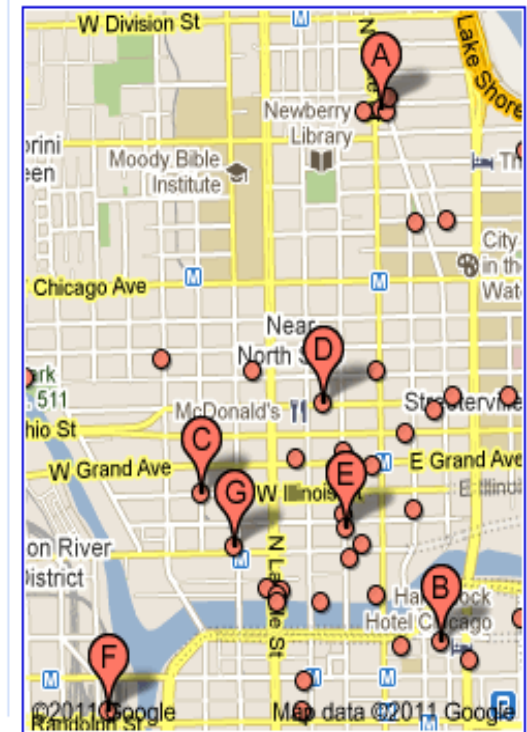
## 20 Best Steak Houses - Chicago

And everyone has eased up on the relentless porterhouse pushing that once dominated **Chicago steak houses**; in 2008, the rib eye and the bone-in Kansas City ...  
[www.chicagomag.com/Chicago.../20-Best-Steak-Houses/](http://www.chicagomag.com/Chicago.../20-Best-Steak-Houses/) - Cached - Similar

## News for steak houses chicago

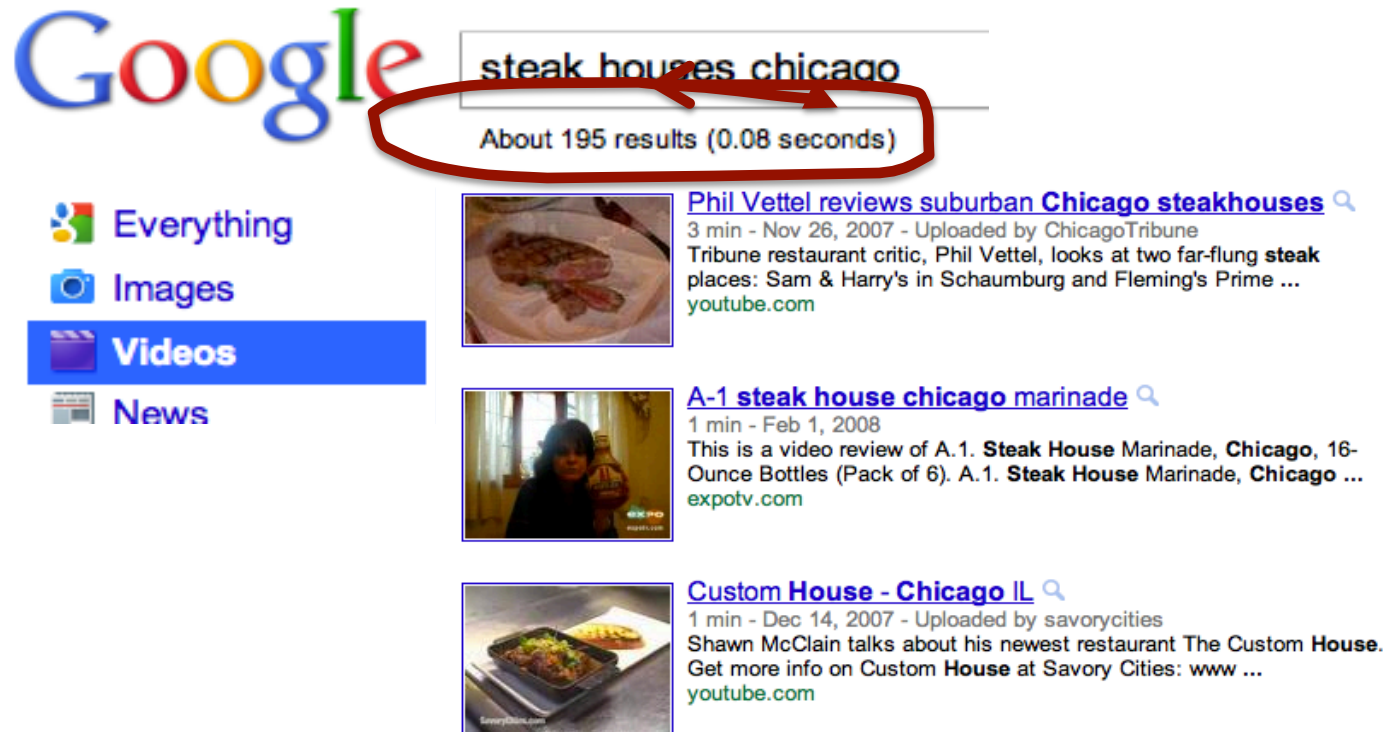


[Michael Jordan Steak House In Chicago: Restaurant Bearing Jordan's ...](#)   
6 days ago  
The InterContinental **Chicago** Hotel is set to replace its current second-floor restaurant, Zest, with Michael Jordan's **Steak House**, according to NBC **Chicago**. ...  
[Huffington Post - 33 related articles - Shared by 20+](#)



# SEO Value of YouTube Videos

*Becomes part of your search results*

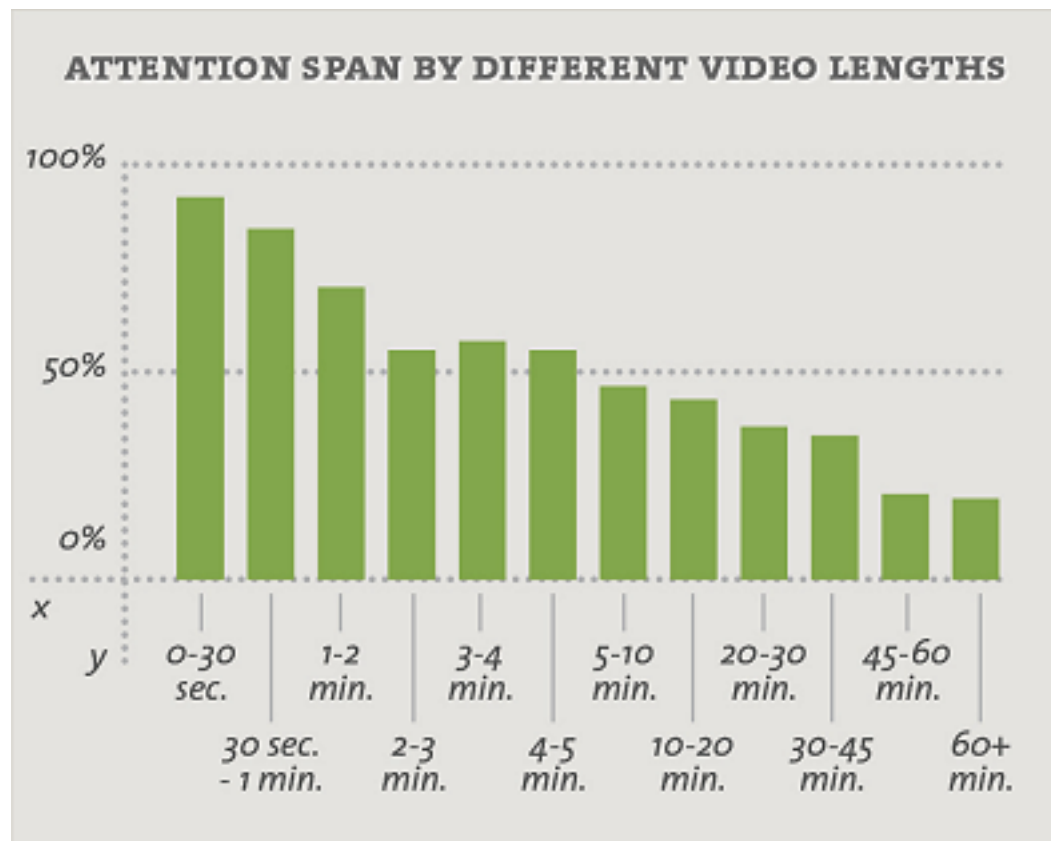


The image shows a Google search interface. The search bar contains the text "steak houses chicago". Below the search bar, the text "About 195 results (0.08 seconds)" is circled in red. To the left of the search results are navigation tabs: "Everything", "Images", "Videos" (which is highlighted in blue), and "News". Three video results are displayed:

- Phil Vettel reviews suburban Chicago steakhouses**  
3 min - Nov 26, 2007 - Uploaded by ChicagoTribune  
Tribune restaurant critic, Phil Vettel, looks at two far-flung **steak** places: Sam & Harry's in Schaumburg and Fleming's Prime ...  
youtube.com
- A-1 steak house chicago marinade**  
1 min - Feb 1, 2008  
This is a video review of A.1. **Steak House** Marinade, **Chicago**, 16-Ounce Bottles (Pack of 6). A.1. **Steak House** Marinade, **Chicago** ...  
exptv.com
- Custom House - Chicago IL**  
1 min - Dec 14, 2007 - Uploaded by savorycities  
Shawn McClain talks about his newest restaurant The **Custom House**. Get more info on **Custom House** at Savory Cities: www ...  
youtube.com

# The Marketing Power of Video

- Keep your video short: less than 2-minutes
- Overall play rate is 16.9%, but for a new visitor it's **30%**



# Creating Video is EASY!

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- Create a channel on YouTube
- Sophisticated equipment is not required
- Keep the video short and personal
- Use specific description and tags

**Example:** <http://youtu.be/OyCKAXGgmdY>

# Incorporate Traditional and Online Marketing Strategy

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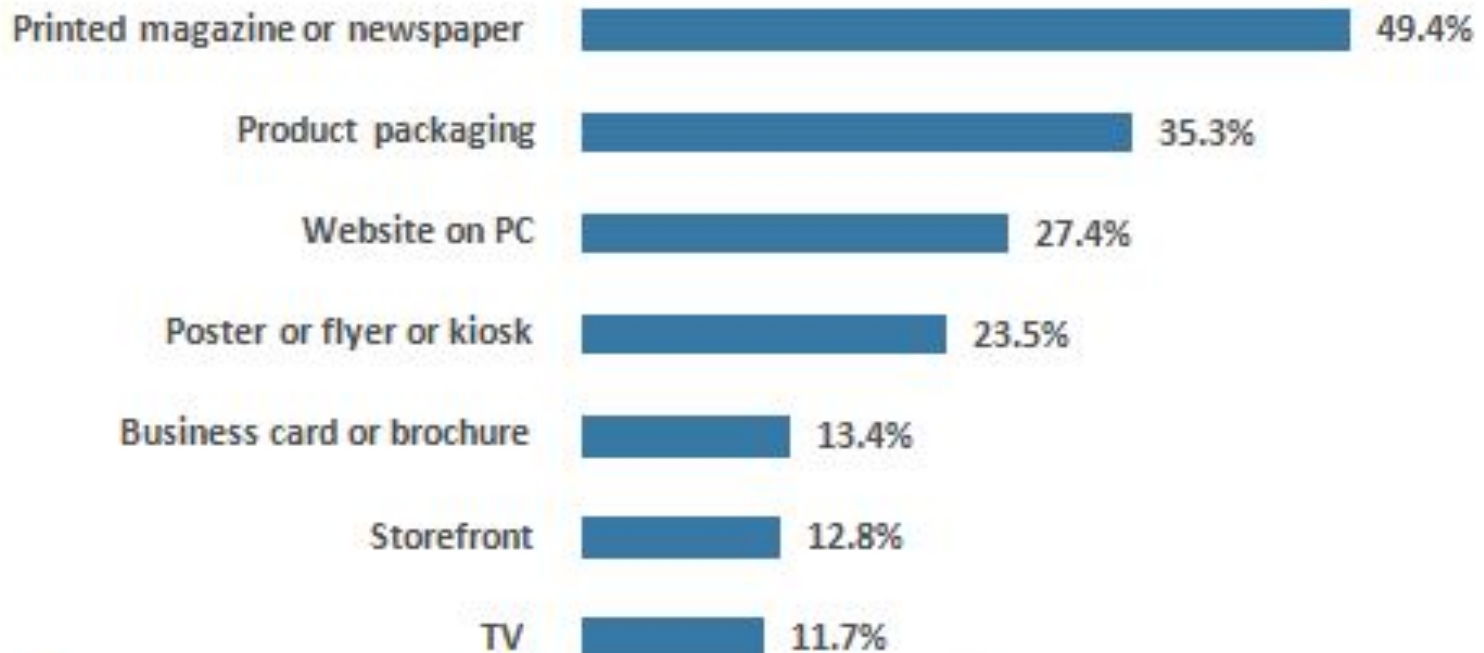
- Consider QR codes for events, products, listings
  - Postcards
  - Flyers
  - Signage
  - Business Cards



# 14 M Americans Scanned in 2011

## Source of QR Code Scanned by % of Audience\*

Source: comScore MobiLens, June 2011, U.S.



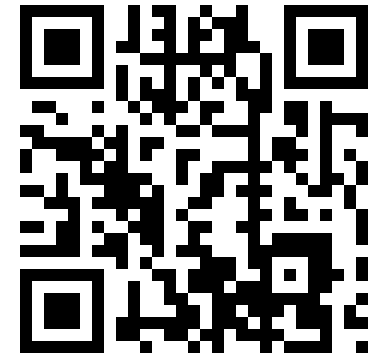
*\*Percentages will not sum to 100% as respondents may select more than one location when QR code scanned*

# Creative Ways to Drive Traffic

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## Build client lists & increase conversions!

- **Reward customer loyalty** - Promotions, Events, Coupons, Sweepstakes, etc.
- **Example:** Go to PFL website, receive 20% discount on your next order using referral code **# WEB20**



# Create Loyalty and Build Your List



**Melissa Seligman Vigil** If you sign up for the newsletter, you get a \$10.00 gift certificate!



**Marcello's Chophouse**

Melissa just received a gift certificate from Marcello's Chophouse! Marcello's Chophouse is an indep...

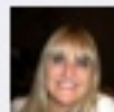
[See More](#)



October 17 at 8:20pm via BoomTime · [Comment](#) · [Like](#) · [Buy a Gift Certificate](#)



Kathleen Gardenswartz likes this.



**Carol Shamburger** I got it!!!

October 19 at 8:13pm · [Like](#)


Write a comment

## Email Newsletter


Sign up for great specials and the latest events at Marcello's Chophouse!

# Sample Event on Website

HOME  
E-NEWS  
MENUS  
WINE DOWN WEDNESDAYS  
COMMUNITY  
LIVE MUSIC  
WINE TASTING GIFT CERTIFICATE  
CONTACT + HOURS



**WELCOME TO SCALO IN ALBUQUERQUE!**  
In 2007, Wine Spectator bestowed upon Scalo the Award of Excellence for its outstanding wine



**WINE DOWN WEDNESDAY** Like 1

Join us Wednesday, June 15th for a wonderful wine and tasting event.

Please click [here](#) for more details and to see the menu.

[PDF Menu](#)

# Example Event


Type:


Headline:

Narrative:

Use PDF file:  URL:

Link text:

Start date:  

End date:   (Optional)

Include video?

# Post to Twitter and Facebook

Send to Social Media? [Help](#)

Initial Post:   at  [Content](#)

Reminder Post:   at  [Content](#)

Tweet:

You have 87 characters remaining. A link to your event will be automatically added.

FaceBook Headline:

Facebook Post:

Links to your event and home page will be automatically added.

# Example Facebook Post

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Scalo Northern Italian Grill 



**Wine Down Wednesday**

Join us Wednesday, June 15th for a wonderful wine and dinner event

290 Impressions · 1.38% Feedback

 June 9 at 9:30am via CoverBoom · Unlike · Comment

# Example Email

## Fantastic Wine and a Special Tasting Menu



Join us Wednesday, June 15<sup>th</sup>, for a delightful evening featuring a selection of vibrant wines that pair beautifully with a special tasting menu prepared by our amazing staff.

It is the perfect opportunity to relax and enjoy a memorable experience with friends and family at Scalo.

### [Wine Down Wednesday Tasting Menu](#)

Wednesday, June 15th, 6:00 p.m.

Cost per person \$22.50, tax and gratuity not included.

Make your reservations now for this special Event.

It's the perfect, thoughtful gift for any occasion – an Instant Gift Certificate from Scalo Northern Italian Grill.



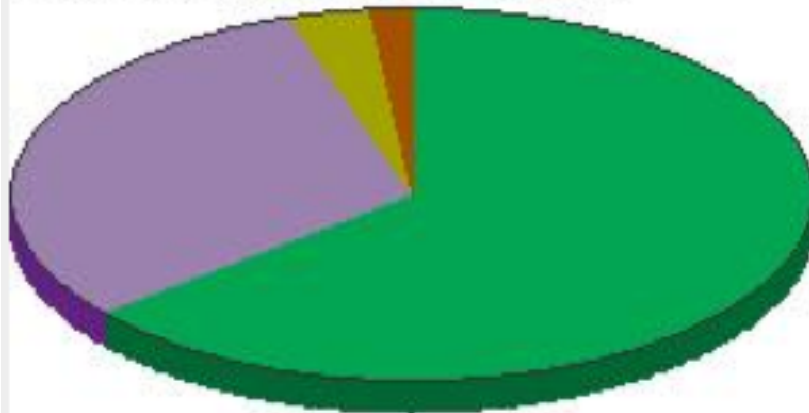
# Integrate Website, Social Media, Email and Print Marketing

Medium	Impressions
Website	5,000 (June)
Email	1,600 (list size)
Facebook	300 (likes/fans)
Twitter	200 (followers)
Fliers	2,900 (direct mail campaign)
<b>TOTAL</b>	<b>10,000</b>



# Measure Results and Adapt

Website Referrals (Last 30 Days)



- Typed in directly (64.0%)
- google.com (31.0%)
- bing.com (3.2%)
- urbanspoon.com (1.7%)
- All Others (0.0%)

Email Campaigns (Last 30 Days)



(Rate of 6.76%)

Offer Response



(Rate of 19.00%)

# Complete Website Service

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## PFL Dynamic Websites

- Beautiful designs and experience
- Search Engine Optimized
- Content management
- Easy to update and manage
- Facebook, Twitter and email built in
- Events / Promotions display
- Mobile friendly animation
- Expert US-based customer support

# Special Offers

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Theme Based Website Package – \$399 (reg. \$499)

Custom Website Package – \$1,299 (reg. \$1,499)

Custom Website with animation – \$2,299 (reg. \$2,499)

Email us: [onlineservices@printingforless.com](mailto:onlineservices@printingforless.com)

Phone us: 800-924-2031

Offer expires August 31<sup>st</sup>, 2011

# Questions & Answers

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Inquire through webinar “Chat” feature

Additional questions can addressed to:

[onlineservices@printingforless.com](mailto:onlineservices@printingforless.com)

Or call: 800-924-2031

Webinar recording will be made available to attendees by email.