

7 Cool Things to do with your Website!

Presented by:

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SCORE 

Chester and
Delaware Counties

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Goal of this Presentation

Elements of a Quality Website

7 Cool Things to do with your Website

Google's BERT Update

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Elements of a Quality Website

Develop a Plan for Your Website

- ▶ Goal (brochure, referral, lead generation, e-commerce)
- ▶ SEO (local, regional, national, international)
- ▶ Audience (age, gender, accessibility)

Choose & Purchase a Domain Name & Hosting

- ▶ Company name www.MasterpieceMultimedia.com
- ▶ Keywords www.TCSDryCleaners.com
- ▶ Company & Location www.TMDMalvern.com
- ▶ Location & keywords www.PaoliTaxServices.com

Elements of a Quality Website

Website Graphic Design

- ▶ Page layout
- ▶ Colors & fonts
- ▶ User experience
- ▶ Call-to-Actions & Forms

The screenshot displays the Masterpiece Multimedia website. The browser address bar shows the URL masterpiecemultimedia.com. The website features a blue navigation bar with a 'Project Status' button and a menu with 'Home', 'About Us', 'Services', 'Contact Us', and 'Blog'. The main content is a timeline titled 'Duplicate & Transfer To' that categorizes media formats by decade:

Category	1920	1930	1960	1970	1980	1990	2000
FILM	16mm Movie Film	8mm Movie Film	Super 8 Movie Film	Super 8 Movie Film with Sound			
VIDEO				Betamax & VHS & Umatic 3/4 inch	Betacam & Betacam SP VHC-C Compact & Hi 8	DVD	Mini DV & HDV
PHOTOGRAPHS	Photos 35mm Film	35mm Slide Film					
AUDIO	Record Album	Reel to Reel Tape	8 Track Cassette Audio Cassette				
DIGITAL MEDIA					CD	DV Cam & Digi Beta Cam Digital 8 & DVC Pro	SD Card & Thumb Drive H.264 Encoding Blu-ray

On the right side of the timeline, there is a large orange circle labeled 'Duplicate & Transfer To' containing icons for various digital storage options: Thumb Drive, DVD, CD, SD Card, and Blu-ray.

Elements of a Quality Website

Development

- ▶ **Choose a Content Management System (2 types)**

Configurable Page Builder

- ▶ **WixStores (<2%), Squarespace (<3%) and 100's more...**
 - Low cost...Don't require development skills
 - Limited functionality, difficult to optimize for SEO
 - Limited design control, no access to program code

E-Commerce Configurable Page Builder

- ▶ **Squarespace (17%), Wix (4.5%), Weebly (2%), many more...**
 - Low cost...Don't require development skills
 - Lots of storefront templates
 - Limited functionality

Elements of a Quality Website

Programmable CMS

- ▶ **Wordpress (60%), Joomla (5%), Drupal (3.5%)**
 - Full control of design & programming
 - Can add Theme Builders – with pre-built designs
 - Access to the back-end for Search Engine Optimization

Programmable E-Commerce (% are e-commerce market share)

- **WooCommerce (26%)**
- **Shopify (<11%)**
- **Magento (3.5%) and more...**

Elements of a Quality Website

Rich, Original Content

▶ Use Content to Speak to your ideal customer at each step in the sales process

- On-page content
 - Product information
 - Service descriptions
 - Contact info
- Blogs
- News & Events
- White Papers
- Case Studies
- Videos



Elements of a Quality Website

▶ Home Page Features

- Table of Contents
- Critical Business Info
 - Location
 - Phone
- Internal Links
- Call-To-Actions

▶ Home Page Experience

- First impression
- You have 7 seconds
- Branding & Positioning



Elements of a Quality Website

▶ Product/Service page

- Search results page
 - Content Rich pages
 - What you do
 - Features/Benefits
 - How you do it
 - Why you
 - Unique Selling Proposition
- Use Calls to Action
- Use Lead Form
- Testimonials
- Reviews
- Video

the marketing department

Home **Services** Industries Solutions Portfolio About Us Contact Us Blog

Search Engine Optimization (SEO)

Search Engine Optimization Services

Having a website is no guarantee that anyone will see it. Optimizing the website to improve the probability of being found on a search engine results page used to involve some structural elements and jacking the system with keywords. This process no longer works. Today, companies employ inbound marketing techniques, to help prospects find your product or service. And for companies who operate as a local business, we employ strategies to "local optimize" your website and web presence through a variety of techniques.

The way in which the top search engines place your website on a results page can depend on several factors. The smallest inconsistencies in the structure of a website can result in demoralizing Search Engine Rankings. Below are some core elements of every website that we at The Marketing Department – Marketers know are essential within the on-page development of every web page.

- **Keyword selection, research, and testing**
 - The single most important SEO practice is choosing and researching the correct keywords. Use Google Adwords keyword tool to gauge your industry's keyword competition and test the effectiveness in looking at web page analytics reports.
- **Meta Description tags**
 - The 158-character write up that is displayed underneath the listing on the SERP (Search Engine Results Page). This content needs to be engaging and get the web searcher to click onto the site.
- **ALT tags**
 - This is what search engines read when they cross-over an image or graphic. These should be tagged with a focus keyword pertaining to the page and contain keywords as well.
- **URL structure**
 - Having a clean concise URL (name of website) with a keyword or geography can greatly increase SEO search ranking.
- **H1 tags**
 - Every page should have a title consistent to the information on the page. This title should stand out on the page and be a focus keyword.

– Internet Marketing Services
– Pay Per Click
– Websites
– Content Marketing
– Search Engine Optimization (SEO)
– Social Media Services
– Strategic Marketing
– Radio, TV & Print Advertising (Outbound Marketing)
– Direct Mail Services

Need to grow traffic to your website?
Request a free website marketing review

[View a sample web listing](#)

17 SEO Myths To Leave Behind
[Download Ebook](#)

Website Marketing What Every CEO/CTO/CFO Should Know
Click below for white paper!

Elements of a Quality Website

▶ About page

- Use it to build trust
- Make it personal



The screenshot shows a website header for 'the marketing department' with a navigation menu (Home, Services, Industries, Solutions) and a profile for Cary Baskin, Managing Partner. The profile includes a photo, a bio, and details about his industry experience and speaking engagements.

the marketing department
A COMMITMENT TO EXCELLENCE

Home Services Industries Solutions

Cary Baskin

Managing Partner



Cary Baskin, managing partner of The Marketing Department in Malvern, PA, brings his 30 years of experience in sales, marketing, product management and operations to every client project.

Cary's passion is mentoring companies to improve how they can market their products, it's how he gets his "endorphin rush". He has experience in both old school ad based marketing and modern day inbound / digital marketing.

His work in marketing at divisions of M&M Mars, J&J and Honeywell and technology companies, Checkpoint Systems, and Kivlick & Sofia plus his several years as a sole proprietor (software reseller) enables him to bring a range of experience and skills to clients both large and small.

Industry experience includes medical devices / hospital / health care, retail, industrial security, semiconductor, software, bar code / RF ID, professional practices, consultants and the trades. Cary has launched hardware, software and service products in the U.S., Europe, South East Asia and Japan.

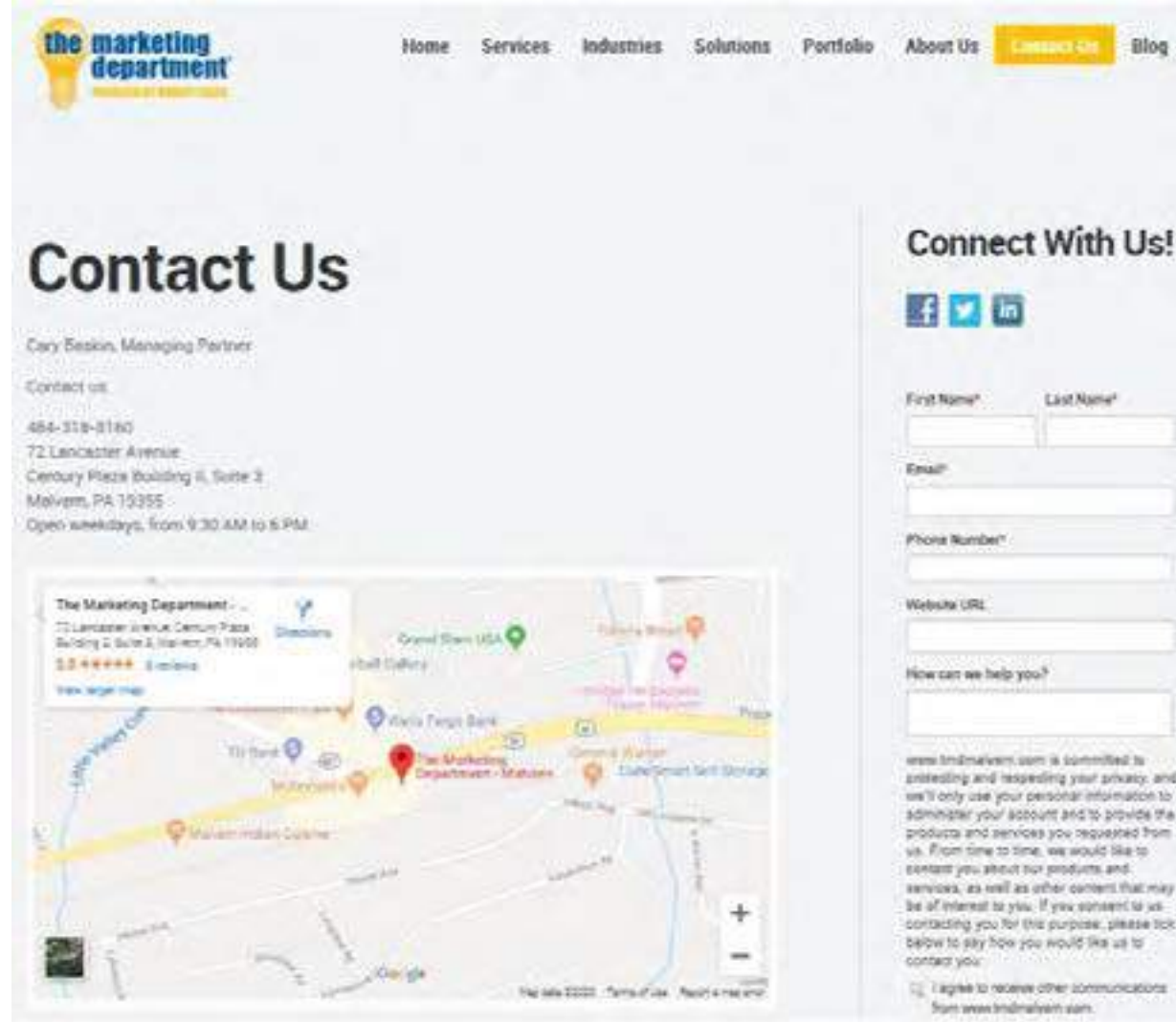
Since our incorporation in February of 2011, The Marketing Department in Malvern, PA has served more than 80 clients with over 300 marketing projects including websites, branding (logos, tag lines, positioning, naming), inbound marketing for lead generation, advertising for print ads, digital ads, and direct mail, and graphic design for logos, brochures, business cards, post cards, print ads, and content writing for websites, PR, sell sheets, marketing & business plans, blog posts and more.

Cary is a member of the SCORE Speakers Bureau where he lectures frequently on internet marketing and SEO.

Cary is a member of the SCORE Speakers Bureau where he lectures frequently on **Internet Marketing** and **Search Engine Optimization (SEO)**. A sampling of Cary's speaking engagements in 2017 and 2018 includes:

Elements of a Quality Website

- ▶ **Contact page**
 - **Contact info**
 - **Google Map**
 - **Contact Form**



The screenshot shows the contact page for 'the marketing department'. The page features a navigation menu with links for Home, Services, Industries, Solutions, Portfolio, About Us, and a prominent yellow 'Contact Us' button. The main heading is 'Contact Us'. Below this, contact information is provided: Cary Beskin, Managing Partner; phone number 484-319-8160; address 72 Lancaster Avenue, Century Plaza Building 2, Suite 2, Malvern, PA 19355; and business hours (Open weekdays, from 9:30 AM to 5 PM). A Google Map is embedded, showing the office location in Malvern, PA, with a red pin and a search box. To the right, a 'Connect With Us!' section includes social media icons for Facebook, Twitter, and LinkedIn. Below this is a contact form with fields for First Name, Last Name, Email, Phone Number, and Website URL, followed by a dropdown menu for 'How can we help you?'. A privacy policy notice is visible at the bottom of the form area, and a checkbox for 'I agree to receive other communications from www.themarketing.com' is located at the very bottom.

Elements of a Quality Website

Optimize for Search Engine

- ▶ **Fast Load Time (< 3 seconds)**
- ▶ **Mobile Responsive**
- ▶ **Title Tags & Meta Descriptions (unique to each page)**

tmdmalvern.com ▾

Internet Marketing | Website Design | Malvern, PA

The **Marketing** Department **Malvern, PA** helps companies Build Their Brand, Connect with their Target Market, Make a Big Impression and Generate More Leads.

- ▶ **Security (SSL Certificate) & Privacy Policy (GDPR & CA Law)**

🔄 🏠 🔒 tmdmalvern.com

- ▶ **Rich “Original” Content**
- ▶ **Add Schema Markup**

Schema – What is Schema Markup?

- ▶ **A universal language used by search engines**
- ▶ **Code to help search engine better understand:**
 - What a web page is about
 - To better match searches with the content
- ▶ **Schema.org has a library of more than 50 commonly used Schema Markup (program code)**

```
</div>
```

```
<span itemprop="telephone">Business Phone Number</span>
```

```
</div>
```

▶ **Benefits:**

- **Up to 30% more clicks**
- **Higher search rank**
- **Enables voice search & visibility across all platforms**

Elements of a Quality Website

Install Google Analytics
It's FREE

Publish Your Site

Tell Google You Are Live

- ▶ **Google My Business Listing**
 - **Critical for Local Search**

It's FREE



The Marketing Department -
Malvern

Website Directions Save

5.0 ★★★★★ 5 Google reviews

Marketing agency in the Chester County, Pennsylvania

Address: 72 Lancaster Avenue, Century Plaza Building 2, Suite 3,
Malvern, PA 19355

Hours: Open · Closes 5PM ▾

Phone: (484) 318-8160

[Edit your business information](#)

[Add missing information](#)

[Add appointment link](#)

[Send to your phone](#)

Send

Reviews

[Write a review](#)

[Add a photo](#)



"Superlatives are not adequate to describe the **quality of service** I've received."



"Cary and his team helped us develop our new **company website**."

Website No-No's

▶ Do not upload video directly to your site



- Embed the video player
- Store video on YouTube
- Never use Auto-Play
- Don't use Adobe Flash player

▶ Avoid using background music

▶ Manage file size of photos

- Under 120kb

▶ Never copy content from other websites – Be original!

Now your ready for the cool stuff

7 Cool Things to do with your Website

1. Automate the Sales Funnel
2. Let's Get Social
3. Reviews
4. Enhance Visitor Engagement
5. Leverage Special Effects
6. Integrate Dynamic Information
7. Integrate Marketing Automation

1. Optimize Website for the Sales Funnel

Map the information needs at each step in the sales process

- ▶ Turn visitors into subscribers
- ▶ Nurture leads
- ▶ Landing pages
- ▶ Integrate Marketing Automation

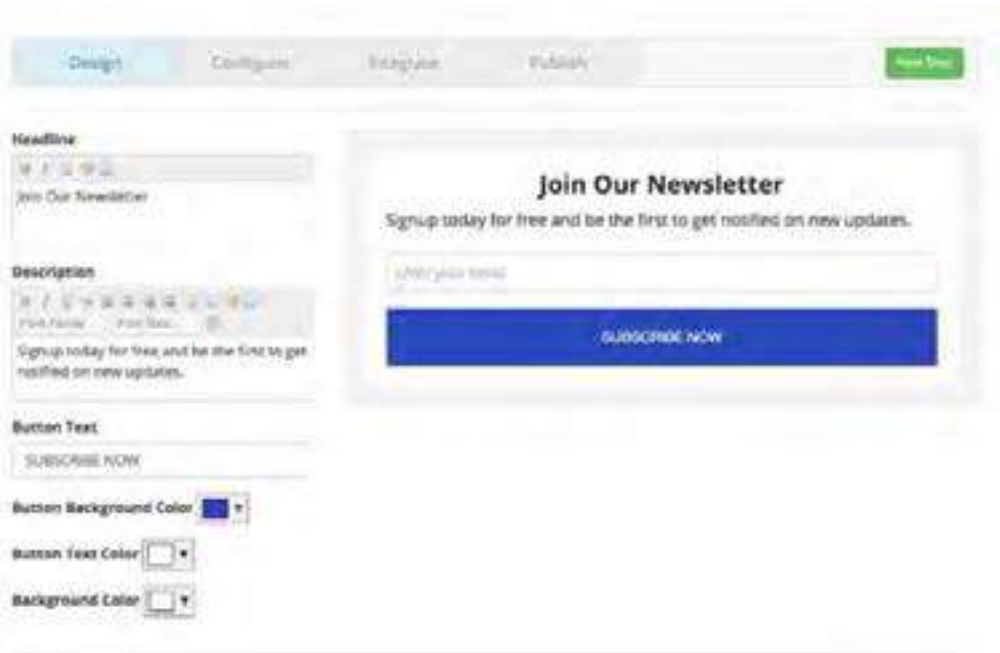


**Helps the buyer understand how you can meet their need.
Great for SEO, higher search visibility & time on page!**

1. Optimize Website for the Sales Funnel

Use opt-in forms to turn visitors into subscribers:

- Your email in-box
- eMail Automation Systems
 - MailChimp
 - Constant Contact
- Customer Relationship Management (CRM) System
- Grow email list
 - Clients
 - Prospects



- ▶ **Subscribe to:**
- ▶ **Blog**
- ▶ **Newsletter**

1. Optimize Website for the Sales Funnel

Use the email list to nurture prospects



- ▶ Educate non-sales ready leads
- ▶ Maintains Top-of-Mind awareness

▶ DemandGen Report

- Nurtured leads produce:
 - 20% increase in sales opportunities versus non-nurtured leads

1. Automate Website for the Sales Funnel

Create Landing pages optimized for conversions

- ▶ Enable focused & responsive messaging to drive engagement



- Present article or info
 - Capture lead with a form
 - Use in conjunction with advertising
 - Unique Landing page for each ad
- Matches content with visitors search intent
 - Allows attribution analysis to calculate ROI

Landing Page

 **Above Grade Level - Chester County**
Sponsored

Enroll your teen in a Python Programming/Coding Summer Workshop - 10% Early Bird Discount!

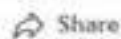
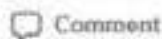


CHESTERCOUNTYTUTORS.COM

Python Summer Workshop

Students must bring their own fully charged laptops to ev...

[Learn More](#)



ABOVE GRADE LEVEL
In-home Tutoring

Above Grade Level is delighted to offer an exciting new summer workshop.



"Introduction to Foundations of Programming/Coding Essentials in Python"

Learning Python, the fastest-growing computer programming language in the world, will give your child a head start on the future.

Students will learn to:

- Develop their very own apps in Python 3
- Create fun programs to draw pictures or play a game
- Master basic control structures essential for coding at any skill level

Workshop size will be limited to ensure personal attention—so early registration is recommended and required!

Students must bring their own fully charged laptops to every class. All other materials will be provided. Computer requirements are:

- i3 processor or better
- 8-20 GB RAM
- latest distribution of Windows or MAC OS

A \$25 deposit will hold your student's spot in the workshop.

Section I (mornings) – June 22nd – 25th

- 7th – 8th grades – 9:30 a.m. to 12:30 a.m.
- 9th – 12th grades – 10:30 a.m. to 12 noon

Section II (evenings) – July 7th – 10th

- 7th – 8th grades – 4:00 p.m. to 6:00 p.m.
- 9th – 12th grades – 5:00 p.m. to 8:30 p.m.

Costs:

- 7th – 8th grades: \$45 includes four 9-hour sessions
- 9th – 12th grades: \$65 includes four 6-hour sessions

Locations:

Convenient locations in the Edin area to be determined, based on enrollment.

About the Instructor:

Your student will learn from one of the best instructors, Michael/Mick Saur. An exceptionally gifted instructor, Mick brings a brilliant mind, a contagious passion for learning and infinite patience to his students.

Michael is currently studying for his Masters Degree in Applied and Computational Mathematics. He is degree in Bioengineering and Computer Science studies, and worked as an Undergraduate Research Assistant in a Neural Tissue Engineering Lab.

We are well acquainted with Mick, as he is a highly qualified tutor at Above Grade Level, tutoring AP Calculus, Physics, Chemistry, Biology, SAT prep, ELA/Reading, and Study Organizational Skills.

Register now or request more information or call (610) 475-9900!

Your Name (required)

Your Email (required)

Your Phone Number (required)

Select a section:

- Section I (mornings) - 7th - 8th grades (45)
- Section I (mornings) - 9th - 12th grades (65)
- Section II (evenings) - 7th - 8th grades (45)
- Section II (evenings) - 9th - 12th grades (65)

Comments/Questions

I'm not a robot



Your privacy is important to us. We will never share your information.

EARLY BIRD PRICING

10% DISCOUNT

Register by March 31 and get 10% off the regular price!

2. Lets Get Social

- ▶ **Google does not tracks social engagement**



- ▶ **Treats shares that result in website visits as a vote boosting website ranking**



- ▶ **Add a Plugin to plan & schedule your posts**

- ▶ **Use Follow Us Links**

Sitemap

Home
About Us

Contact

Chestnut Hill
8521 Germantown Avenue
Philadelphia, PA 19136

Hours

Chestnut Hill
Monday through Saturday
10:00 AM - 5:00 PM

Follow Us



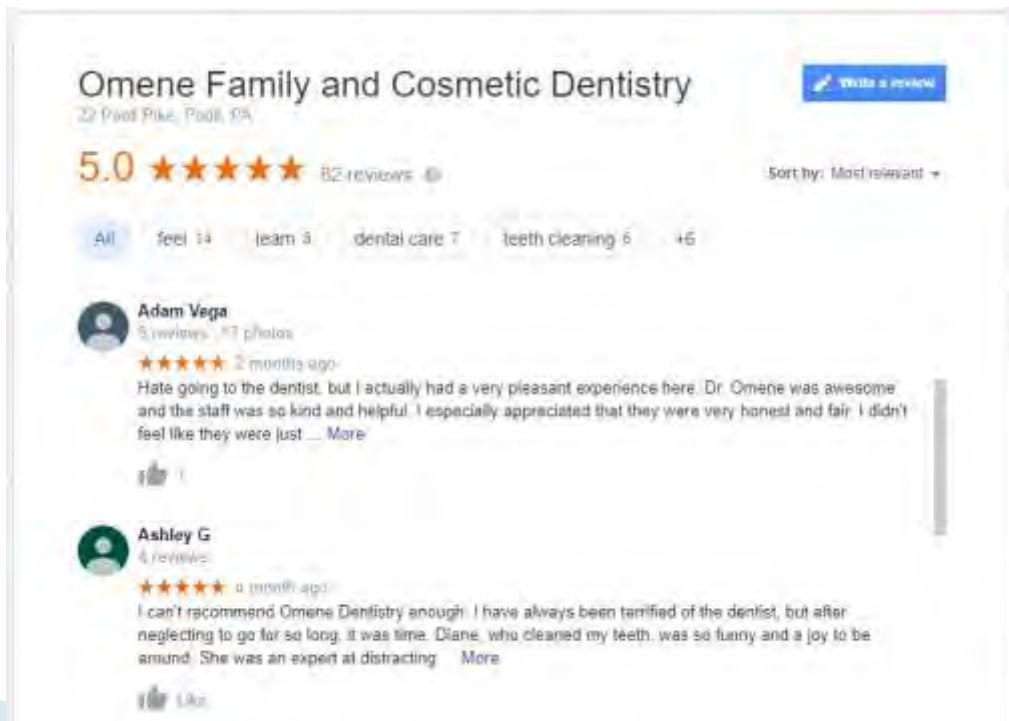
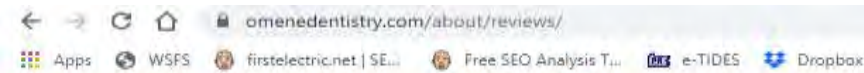
3. Reviews

▶ Reviews are authentic opinions of other customers



▶ Add links directly to your Google Review page

▶ Embed Reviews on your Website



4. Enhance Visitors Engagement

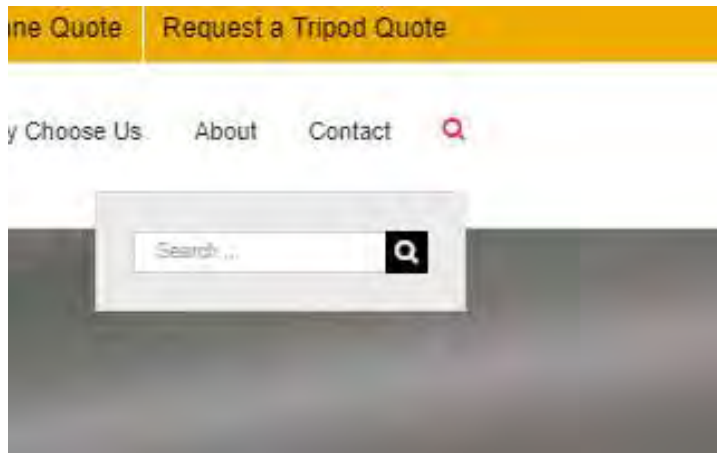
Live Chat



- ▶ **83% of consumers need some kind of customer support when making an online purchase**
- ▶ **45% of customers abandon an online transaction if their questions or concerns are not addressed quickly**
- ▶ **Underutilized in non-commerce sites**
 - **If you have a high bounce rate, give it a try**

4. Enhance Visitors Engagement

Search Box



- ▶ Helps visitors find answers to their questions
- ▶ When you answer their questions you build trust
- ▶ Increases time on your website
 - A Google ranking factor
- ▶ Underutilized in product & services websites
 - If you have a high bounce rate, give it a try

5. Special Effects

Accordion to display FAQ's

- ▶ Great way to organize questions
- ▶ Increases time on page
- ▶ Very mobile friendly
- ▶ Best practice is to put it on the page related to the questions

PICK UP AND DELIVERY

- + Do you charge for Pick Up and Delivery service?
- + How do I sign up for delivery?
- + How many pickup service options do we have?
- + If I am a periodic user of dry cleaning and elect for "on call" service, how do I let you know when I am in need of a pickup?
- + Where should I leave my pickup items?
- + What is the frequency of pickup & delivery?
- + Do you deliver in my area?
- + How do you bill?
- + I work in your delivery area, can you pick up or deliver to my office?

5. Special Effects

Countdown Timer

- ▶ Nice way to create urgency
- ▶ Convey an important deadline

Ready to Deploy

127 : 03 : 09 : 43

Day(s) Hour(s) Minute(s) Second(s)

Dynamic Graphics

Parallax Images

Dynamic Navigation

Logo Slider

Pop Up Form

6. Integrate Dynamic Information

- ▶ **Integrate a Google Doc's Spreadsheet**
 - **Price Lists**
 - **Project Status**
 - **Glossary of Terms**
 - **Frequently Asked Questions**
- ▶ **Maintain frequently changing information without having to login to the website to edit**

7. Integrate Marketing Automation Software

HubSpot

omnisend

Infusionsoft.

act-on

Marketo

ActiveCampaign >

freshsales

ZOHO

insightly

- ▶ Integrate website with CRM Systems
- ▶ Built-in Analytics
- ▶ Sales Funnel Productivity Tools
 - Lead Form Builder
 - Landing Page Builder
 - E-Mail Automation
 - Nurturing Workflow Tools
 - CRM
 - Manage prospects more efficiently

Google's BERT Update (Oct 2019)

BERT =

Bidirectional Encoder Representations from Transformers

Transformers refer to models that process words in relation to all other words in a sentence.

The goal is to display more relevant search results

Google's BERT Update (Oct 2019)

- ▶ **It's the biggest & most significant change to Google's algorithm in five years**
 - **Deep learning algorithm related to natural language processing**
 - **Improve interpretation of complex long-tail searches**
 - **Helps Google understand natural language text from web**
 - **Understand what words in a sentence mean, but with all the nuances of context**

Searches are now analyzed with natural language

Google's BERT Update – Case Study

- ▶ **Relevance in language driven by context**
- ▶ **Search: “*how to catch a cow fishing*”**
 - **Cow is fisherman slang for Striped Bass**

Pre-BERT:

- **Search results related to cows and livestock**

Post-BERT

- **Search results related striped bass and fishing**

Context of the word “*fishing*” made the difference

Google's BERT Update

- ▶ **BERT not designed to affect your**
 - **Google Ranking**
 - **Domain Authority**

WHAT YOU SHOULD DO

- ▶ **Update the copy on the page to be:**
 - **Conversational (natural language)**
 - **Rich and relevant answer to your customers queries**

SCORE Chester and Delaware Counties

Contact Information

- ▶ Central location
Chester County Government Services Center
601 Westtown Road
Suite 281
West Chester, PA 19380
- ▶ To get general information: 610-344-6910
- ▶ Email: contact.0544@scorevolunteer.org
- ▶ Web site: chesterdelco.score.org/



**Counseling locations are closed due to COVID-19...
But we are still scheduling FREE virtual & phone sessions.**

Request and schedule SCORE remote mentoring session

1. **Go to**

<https://chesterdelco.score.org/self-scheduling-your-mentoring-request>
or call (610) 344-6910.

2. On the request form select **“Schedule an appointment with a mentor.”**



3. Select your preferred method of communication, **“Video”** and complete the form.
4. Select a date and time from the available appointments on the calendar.
5. If you require a different date and time, please call us and mention you attended our webinar, **“7 Cool Things”** on April 8.