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5 SECRETS To Planning A Successful Website

Something for everyone.



kwikkopy.com.au

CONTENTS

- 2. Introduction
- 4. Set your goals
- 6. Know your ideal client
- 11. Your competitors
- 14. Key points of difference
- 18. Laying the foundation
- 24. Conclusion
- 26. Useful resources
- 27. Recommended reading

INTRODUCTION

The world is changing and so is marketing, which means we all need to adapt quickly to stay in business. These days when people need an answer to a question, they plug it into Google. Even when they need a phone number, they ask Google.

Sadly, Australian business has lagged behind the rest of the world in adoption of the web as a marketing medium, even though we're keeping up when it comes to using the web as consumers.

With 97% of consumers now using online media when researching products and services in their local area, you need to get smart about the way you communicate. You need to be online.



Did you know:

- There are over 500 million active users on Facebook and more than 200 million of them currently access Facebook through their mobile devices.
- Twitter gets more than 3 billion tweets per day.
- 38% of online shopping takes place outside normal shop hours, peaking between 7pm and 9pm.

The Internet is not a fad; it's a fundamental shift in the way we communicate. But just 'getting a website' is not enough, you have to make sure it performs. It needs to present your company in the best light, attract the right kind of visitor and convert them into a paying customer!

So what do you do about it?

- How do you optimise your advertising dollars so that it's not money down the drain?
- How do you get your marketing to generate quality leads for your business like running a TV campaign used to? How do you master control of your annual advertising spend?

Instead of creating a website that sits there idle, like so many millions of websites out there today, make your money work for you by following the secrets in this eBook when planning your website.

Remember - without a good website, your business may not exist in five years' time. We no longer have a choice about whether we go online. It's now a question of how well we do it.



1.

SET YOUR GOALS

The first step when investing in a website is to set your goals. It's also important to be able to measure your return on investment against these goals. You wouldn't invest in shares if you didn't think you were going to get a return, and the same should be said for your website. You want to ensure it is going to generate profit for your business.

Setting a goal like 'I'd like to be wealthy' or 'I want my business to be successful' is all well and good, but how will you know if you're getting there? You need to define precisely what you mean. What does wealthy look like? What does your business success look like?

You need to set SPECIFIC goals by answering the following:

- What should your annual turnover be?
- How much profit are you aiming to make at the end of the financial year?
- How many staff will you have?

As well as your specific goals, it may help to have some more general, qualitative goals to add some depth:

- What are some of the things you would like your website to do for you?
- What are some of your everyday obstacles that are hard to quantify, but would help you reach your specific goals?
- Are there things you aren't already doing that a website will enable you to do?



Goals into Strategies into Tactics

Once you have specific goals, you can know how far you are from them and plan each of the small steps required to reach them. These steps are your strategy. Your qualitative goals will help add depth, and give you ideas on how to put together your strategy.

Forget about tactics for now: 'I want to start blogging' is not a goal, it's a tactic.

First come your goals, then your strategies to get you there and then the tactics.

Think of a website as a living, breathing asset of your business. What can it do for you to save or make money? Are there enquiries you're handling over the phone you could handle better (or faster) through your website? Can you cut down on manual labour and improve your sales process at the same time?

Setting KPIs (Key Performance Indicators) can enable the regular measurement of your progress. For example, a KPI can be the number of sales, website visitors or phone calls received. In fact, any quantitative measure of business or website activity can be used to monitor progress, and allow you to readjust tactics accordingly.

Goals explain what you are trying to accomplish. Strategies explain how to accomplish them. And your tactics are what you use to carry out your strategies. Once you identify the reasons for creating and investing in your website, you'll find it easy to put strategies in place to achieve your goals.

Keep your goals anchored in real, measurable outcomes for your business. If you lose sight of the 'why', you will lose control of the 'how'.



2.

KNOW YOUR IDEAL CLIENT

Think about why you bought your last car and you will probably find you can justify it with logic, telling yourself it was because of its fuel economy or the larger boot size. But the reality is more likely to be that you bought it because of how it makes you feel. Are we right?

People buy what they want and not just what they need. Buying decisions are based on emotion and usually only after a buyer has made their decision do they justify it with logic.

If you expect people to buy from you, you have to understand your prospects emotionally. You need to hit their 'hot buttons' so they pay attention to you and feel that you can solve their problems. The first step in understanding how to make someone feel like buying from you is to know who they are; that's the demographic profile. The next step is to get inside their head; that's the psychographic profile.



TIP: A demographic profile identifies the characteristics of someone who **NEEDS** your product or service. A psychographic profile identifies the reasons why someone **WANTS** your product or service. A hot button is an emotional trigger that plays on one or more reasons why someone should want your product.



Who are your clients? Get to know them intimately.

Demographic Profile

Do you already think you know who your ideal client is? Have you checked lately? You might be wrong! Talk to your existing clients – ask them why they buy from you. You might be surprised.

Focus on the customers who you think are your ideal client, but get information from everyone, even your 'problem' clients. Is there a difference in their decision-making?

Keep in mind that the ideal client you originally set out to serve may not still be your ideal client. Your business will have evolved in ways that you don't expect and it'll continue to do so. You need to keep a solid grasp on who your clients are, and who they should be. **And of course – it's possible you will have a number of different 'ideal clients' in different industries, markets, locations, etc.**

The best way to determine the demographic profile of your ideal client is to ask yourself these questions and see what possibilities emerge:

- What does my ideal customer look like?
- What is their age, gender, location, income, job, etc?
- What is my current relationship with them?
- Are they experienced with the Internet?
- What are their needs?
- Why will they visit my website?
- What do many of my customers have in common?
- When I started my business, who did I have in mind as a customer?



Solve their problems, fears and concerns –

Psychographic Profile

Now that you know who your audience is, you need to get inside their head. As intimidating as this sounds, it is important and can make up 90% of the success equation for your website – and your business. This is the **psychographic** profile.

You need to identify your customers' pains and work out, not only how to solve them, but how to clearly assure your customers that you *will* solve them. You might need to do some research, for example, pick a sample of your customers and ask them one simple question:

Why did you choose us? Not everyone will answer in a way that reveals the emotions behind their decision, but many will and it's these emotions you need to understand. Once you can identify why someone wants your product or service, you're well on your way to understanding each prospect's **hot buttons**.



Psychographic Profile

With everything you've done so far, it's time to put yourself in your ideal customer's shoes and identify the reasons why they would WANT your product or service.

- What is it that they actually want, emotionally? For example: to feel great, to look good, honesty, peace-of-mind, punctuality, less stress?
- What problems could they possibly face that you could help them solve?
- What are their fears and concerns?
- How do they feel when they don't get what they want? Try to summarise, in a few words, the negative emotions they feel when they don't get what they want. For example: frustrated, overwhelmed, annoyed, worried, stressed, confused.

Remember the key question: What's in it for me?

Don't tell customers your products look great, tell customers your products will make them look great and/or add value to their business. You need to solve their problems, not tell them how good you are. When you can craft your website content (and all your marketing collateral, for that matter) in a way that immediately tells your audience how you can solve their problems and address their fears and concerns, your conversion rate will skyrocket.



KNOW YOUR IDEAL CLIENT

TWO VIEWS OF THE SAME USER



Demographic overview

Female, mother of 2 young kids, age 35, small business owner, lives in regional Australia, household income \$70k+



Psychographic overview

Keeps up with trends, enjoys shopping & family holidays, always looking for time-saving tips & ways to simplify, active on social media, makes impulse purchases, very structured



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3.

YOUR COMPETITORS

Once you have identified goals for your website and who your target market is, your challenge is to satisfy them better than your competitors.

BEING THE SOLUTION

An estimated 300 million new websites went live in 2011. Make yours more than a statistic!

No one goes to business websites out of boredom. Odds are that anyone who comes to your website is going to find their way there because they have a problem that needs solving, whether explicit or implicit. Addressing those needs throughout your website positions your business as the solution, earning you consumer trust - and sales.

Take, for example, a prospect who happened upon your website for the first time while searching for a birthday gift for her son. This prospect might tell you her explicit needs are getting a gift for her son in time for his birthday, but as a business owner you need to know that her implicit needs (the ones she might not even be thinking about) might also be to get a high-quality educational product that her son will have fun with while learning. That prospect might not have come to your website looking for educational toys, but because you understood her problem better than even she did, you just earned yourself a very happy customer - who will likely sing your praises to all her friends.

Don't think of your business as just selling products and services. You help people.

A dentist, for example, doesn't just offer tooth care. A dentist helps people feel great about themselves with perfect smiles. He takes away insecurities.



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BEING THE SOLUTION

Don't sell your customers on how great your products are; sell them on how great those products will make your customers look or feel. By putting the emphasis on the benefits those products provide, you'll be the ready solution for your customers' problems and your conversion rate will skyrocket.

Once you've developed an understanding of your target audience, you will be able to directly address their problems and fears while positioning your offerings as solutions - making your products and services irresistible.





Identify your current competitors

The number of existing or potential competitors is often wider than it appears. Companies must realise that their competitors don't always offer exactly the same products or services.

What are your competitors' positions in the market place?

Categorise your competitors into groups on the basis of similarities and differences. Categorising your competitors will enable you to have a more focused and narrow approach on what strategy would suit you best. It also allows you to identify areas in the market that are over serviced vs areas of potential opportunities.

What are your competitors' strengths and weaknesses?

Identifying your competitors' strengths and weaknesses is key. Once identified, it will allow you to adapt your offer and ultimately take advantage of their weaknesses.

If they have a website, analyse it

Your competitor's website is often an open book to who they are, what they do and how they do it. Analyse the way they present themselves to their target audience and communicate to them.

List the things you believe they do well and not so well.

Imagine a web visitor who does not know your competitors; what sort of response are they given while browsing your competitor's website? Is it easy to find the information they need? Is it clear and nicely laid out? Does it look professional? Are they offering special offers, promotion, guarantees? Are they active on social media? Etc.

Do a simple Google search

Simply type into Google the key words your customers are likely to type when looking for product or a service like yours. Look at the search results to identify who competitors are and how well they are ranking.



4.

KEY POINTS OF DIFFERENCE

If a visitor goes to several websites looking for a product, why would they decide to buy from you instead of somewhere else? This is where your points of difference come in. A point of difference is exactly what it sounds like – it makes you different from your competition (to be a key point of difference it has to be something your customers actually want). It's something you push out to the market so your prospects are driven to prefer your brand or business over your competitors'. Key points of difference are one of the most important elements of any marketing plan. As soon as you've determined what yours are, you need to make sure they are glaringly obvious to your website visitors.

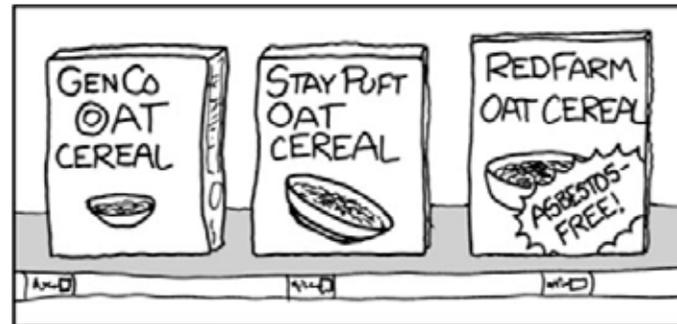
Key points of difference can be broad – they're about your business in general, not just products or services directly. Some basic examples are:

- free delivery (or unusually fast delivery)
- three months free when you purchase _____
- money back guarantee
- guaranteed turnaround of _____ days on all jobs
- one-on-one service and accountability
- largest range of _____
- unique features.



Key Points of Difference

Try to avoid clichés like 'best products' or 'best service' – everyone will tell you they're the best at what they do. If you want to say this, be more specific, such as: 'Our difference is we're here for you 24 hours a day, 7 days a week, and we'll stay on the phone with you until we've got your problem solved'. You may also consider being a little crafty by pointing out shortcomings in your competitors that they may not talk about...



Source: <http://www.xkcd.com/641/>

I HATE WHATEVER MARKETER FIRST
REALIZED YOU COULD DO THIS.



Be the Purple Cow

Most businesses blend into everyone's day-to-day life. You're competing with so many others out there in the market that the cacophony of marketing messages can mesh together into a dull hum. Seth Godin (author of the book 'Purple Cow') describes this using an analogy about cows - businesses are brown cows. That is, once you've seen more than a couple of fields of brown cows, it all fades into a blur. No matter how loud they moo, they won't stand out to anyone driving by. But what if one of the cows was purple? Everyone thinks they're unique, but do they really stand out?

You need to make your audience stop and take notice. How can you be remarkable? How can you be extraordinary?

"The old rule was this: Create safe products and combine them with great marketing. Average products for average people. That's broken. The new rule is: Create remarkable products that the right people seek out." – Seth Godin, Purple Cow



Be the Purple Cow

Think about everything you've done so far; you now know what you want to achieve and who your ideal client is. Turn an A4 (or A3) page horizontally and divide it into four columns.

- a) In the first column, list what you currently do for your customers. This should include your existing key points of difference you just developed, and the products/services you deliver
- b) In the second column, explain how that benefits your customers (focusing on the demographic and psychographic profiles of your customers you just put together)
- c) **NOW**, in the third column, take what you're already doing and come up with some ideas about things you could do instead that would be remarkable or extraordinary. No matter how crazy the ideas might be, write them down. Write as many as you can
- d) In the fourth column, write down how each of these ideas would make your ideal client feel

Does something feel too crazy? Seriously, this probably means you're onto something. You need to turn traditional thinking on its head. You need to turn your business into the Purple Cow.

POWERTASK:

Watch this video – Seth Godin on standing out.

http://www.ted.com/talks/seth_godin_on_sliced_bread.html



5.

LAYING THE FOUNDATION

Some web developers will charge you just to make changes to your site. Yikes! Make sure you have a good Content Management System (CMS) that **YOU** are in charge of so you can do anything you need for the entire life of the website.

Now that you've got a good idea of who your audience will be, what you're going to provide them and how you're going to stand out from the crowd, it's time to get started on what's going to be on your site. Figuring out all this background info is going to make mapping out the basics for content on your site so much easier!





SITE STRUCTURE

You should have as few clicks as possible to get from the homepage to the checkout. Test this on your products and see how you can make the process simpler.

You wouldn't start building a house without working out how many bedrooms you'll have or where the kitchen would be, would you? Just like building a house, a website requires structure and order. You can always reorganise or renovate later, but a clear structure and purpose will make things easier from the start.

Before you start building, think about what sort of content needs to be on your site. Will you have products? A blog? Create a list of all the types of content you think you'll have on your site. (Remember, this is just for a guideline. You can always make changes later!) From this list, it's easy to see that some of these pieces of content will relate to one another.





Types of content you might have on your website





SITE STRUCTURE

If you're a visual person, creating a mind map can help you brainstorm ideas of how to relate types of content. Mindmeister.com and Bubbl.us are both free resources for creating mind maps.

Once you've got your clusters of related content, it will be much easier to divide the site into an easy-to-navigate structure.

A good place to start is your homepage. Imagine your site as a tree where the homepage is the trunk, every other page on your site is a branch off it. There isn't place for leaves on the trunk, so keep your detailed info a little further in. Your homepage should be a strong, simple introduction of your business.

Once you've worked out what information should be on the homepage, then think about what the second most important branches of information you'd like to have from there are - items you'll likely put in the main menu or navigation. When in doubt, start as simple as possible. Try to keep everything in 3 clicks or less, including the products and categories in your shop. The more levels you have, the harder it is for your customers to find your content and the less potent that valuable content becomes in search engines.



SITE STRUCTURE



If you have a lot of information on your site, think about how you might organise the content into categories. Categories exist to make finding items on your website easier. A category with just one item is like turning down a dead-end hallway; a category with 900 items in it is like trying to find someone in a crowded festival. Follow the 'Goldilocks ideology' as you're grouping content into categories: not too empty, not too full.



SITE STRUCTURE

Things to think about as you're deciding how to map your site structure:

- How many clicks does it take to get to a product from the homepage?
- Does every page in the main menu have a clear purpose?
- Is your site easy to navigate?
- Are there any pages or categories that might be better combined into a single section? (i.e. 'Sales' and 'Special Offers')
- Are there any pages or categories that ought to be split into separate sections? (i.e. 'About' might contain both the story of your company and your contact details - sometimes it's better to separate these.)
- Do you have links within your site to get easily from one page to another (other than the main menu)?

If you're not sure where to begin, look at a few competitor websites to see how their structure works. Try to think like your customers, and arrange your content as intuitively as possible.

As you're putting your site together, you might find that the design doesn't flow as well with the structure you've envisioned, but that's okay! Web123 clients can change between any of our 100+ templates at any stage. (And no! Any content you've already added to the site will not be affected by changing template.) Finding a design that meshes well with your desired structure is important to making your website effective and productive for your business.



KEEPING IT ALL TOGETHER

Remember where we started – with your goals. Keep an eye on your metrics. Collect as much data as you can about how your website is performing – read your statistics on a weekly basis, at least; keep making incremental improvements and changes to goals, and monitor the results. Test and measure.

A final word of advice: keep your customers happy. You want to do your best to turn each and every customer you deal with into a raving fan – always, every time. With the way the world works now, one unhappy customer can lose you dozens or even hundreds of customers if they complain about you online. Social opinion is immensely powerful these days – be careful how you treat your customers.

But most of all, enjoy the journey!



WANT TO LEARN HOW TO TRANSFORM YOUR WEBSITE INTO AN EFFECTIVE MARKETING TOOL FOR YOUR BUSINESS?

Simply download any of the following eBooks that Kwik Kopy have designed to reveal the secrets of a successful website.





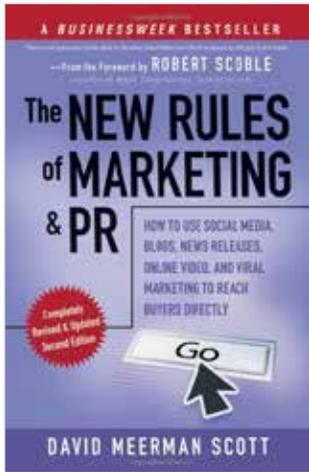
OTHER USEFUL RESOURCES TO INSPIRE AND EDUCATE:

- Kwik Kopy Blog www.kwikkopy.com.au/blog
- Social Media in Plain English by CommonCraft www.youtube.com/watch?v=MpIOCIX1jPE
- Copyblogger www.copyblogger.com
- Prologger www.prologger.net
- Seth Godin www.sethgodin.typepad.com
- John Jantsh – Duct Tape Marketing www.ducttapemarketing.com/blog
- Mashable www.mashable.com
- Anthill Magazine www.anthillmagazine.com.au
- Smarter Business Ideas www.smarter.telstrabusiness.com
- Smart Company www.smartcompany.com.au
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- Kiss Metrics Blog www.blog.kissmetrics.com
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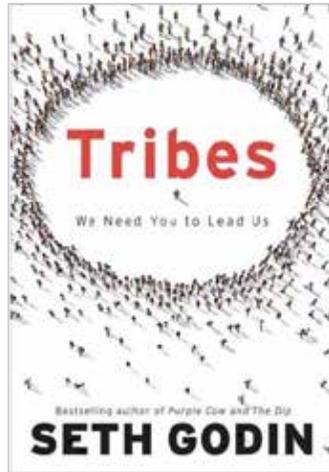




RECOMMENDED BOOKS TO READ:



The New Rules of Marketing & PR by David Meerman Scott



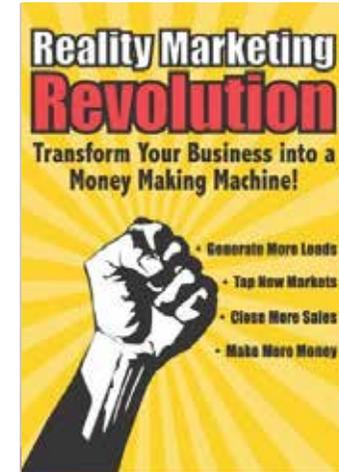
Tribes by Seth Godin



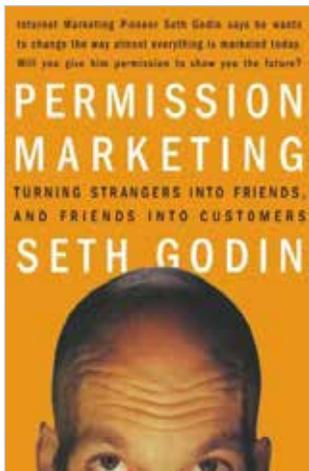
The Big Moo by Seth Godin



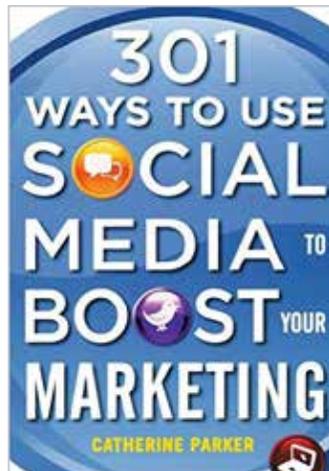
Purple Cow by Seth Godin



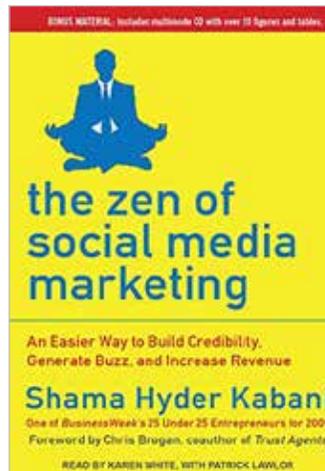
Reality Marketing Revolution by Mike Lieberman & Eric Keiles



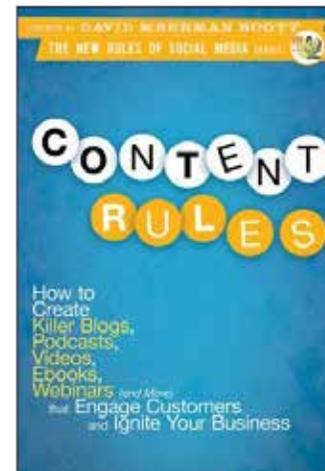
Permission Marketing by Seth Godin



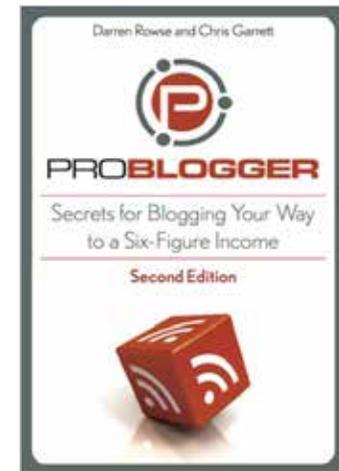
301 Ways to use Social Media by Catherine Parker



The Zen of Social Media Marketing by Shama Kabani



Content Rules by Ann Handley & C.C. Chapman



ProBlogger by Darren Rowse and Chris Garrett



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ABOUT KWIK KOPY

Kwik Kopy is a leading provider of graphic design, print, web and marketing services. We deliver practical advice, graphic design and advanced online access to provide superior communication products to enhance your business.

Our promise is to deliver the highest standards of excellence in both the quality of our product and service. We can help you maximise your marketing dollar with attention to detail in design, web and print that will ensure you leave a memorable impression with your target audience.

Kwik Kopy has a proven track record of creating highly effective solutions across a wide range of business and industry sectors. Our goal is to be the most reliable supply partner you work with.

Our team provides a blend of friendly advice together with design, print and digital expertise all aimed at helping you achieve the best results for your business.

Something for everyone.



REQUEST A FREE WEBSITE AUDIT

Does Your Website Pass The Test?

A business website should do more than just list contact details, it should generate results and provide opportunities for customers and prospects to engage with you and your business. **We can provide you with a FREE website audit.** Contact us today or click here:

<http://www.kwikkopy.com.au/web-digital/website-audit>

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