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QUARTERLY

Newsletter

Website Issue!

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IS YOUR WEBSITE WORKING FOR YOU? MAKING THIS MISTAKE COULD BE COSTLY!

Have you spent a lot of money on a website for your business, but it's still not working for you? You might have to go back to the drawing board to fix what's wrong with your website.

THE PROBLEM

If you want to compete in the marketplace today, there's no question your business needs a professional website. The problem is that some websites work while others just sit there - and you don't want to throw your good money away.

THE BIG MISTAKE

Many small and medium-sized businesses make the mistake of spending a lot of money building a beautiful website that doesn't get any traffic. That's because just putting a website online doesn't guarantee that people are going to use it - or even be able to find it. Spending more money on Search Engine Optimization (SEO) won't fix the problem either, and they wind up with a virtual money pit that was intended to give them a competitive edge.

WHAT'S WRONG WITH THAT?

The bottom line here is that, if you're just making a website to look pretty, you might as well not make one at all. Think about it: if you don't give people a reason to go to your site, nobody will even know that it's there. I mean, why have a website in the first place? Really, the only reason to have a website for your business is to sell, sell, SELL! The truth is your website could be the most powerful tool in your



A good landing page will help you win over new customers and turn your website into a money making machine - like it should be!

company's marketing toolkit, if you build it the right way.

HOW DO YOU FIX IT?

Unfortunately, you can't turn back the clock on past mistakes, but you can start making some changes on your website today.

Whether you are starting from scratch or trying to improve an existing site, you'll want to make sure to include the key ingredients in our *secret sauce* for building a website the right way.

(Read more on Page 3)

Give People A Reason To Visit Your Website

Before you start worrying about spending money on SEO, make sure your website gives people a reason to visit you!

Reason #1: Most people are looking for useful information. If your website has a blog, or some informational pages about the services you provide, you are more likely to attract visitors who are doing a casual search. On the other hand, they may have been referred to you or have seen some of your marketing and they want to read more about your company and what you do, so you may want to include customer testimonials and a link to your social media pages.

Reason #2: Some people will visit your site because they want to contact you. Many times, people will use a search engine like a phone book by simply typing the name of a particular business plus the word "telephone" so, it becomes important to make sure that your phone number is prominent on every page of your website. Also, include a separate page for "contact" on your website which gives people the option to email you and connect with you on your social media pages.

Reason #3: Finally, people will visit your site because they want to do business with you online. Whether they want to pay an outstanding bill for your services, order a product from you, or register for an event you are planning, you need to make sure they can do exactly what they are looking for right away.

WHAT IS WORDPRESS AND WHY DO WE CHOOSE IT TO DESIGN YOUR SITE? THE BENEFITS OF HAVING A MODERN INTERNET PRESENCE

There are so many options for creating a website today, compared to the old days of static HTML pages. Nearly 30% of the Internet - over 75 million websites - are powered by WordPress. So, here's why we choose it to power the sites we build for you:

MEET YOUR CUSTOMER'S EXPECTATIONS

When your customers see your website for the first time, they expect to see something professional, modern, and responsive. We build with WordPress because it gives us a fully customizable shell that has every modern function you would expect in a website today. If your business is still using a static HTML website, you might want to consider upgrading after weighing the benefits.

UPDATE YOUR OWN CONTENT

If you have ever had to wait for your "webmaster" to get back to you so you can make a minor update on your own website, then you know how frustrating it can be. With WordPress, you have the power to publish pictures, your blog, videos, and any content you want on your own - without having to wait for someone to "get back to you".

YOUR WEBSITE IS MOBILE FRIENDLY

Trying to view a static HTML page on your mobile device forces you to have to scroll left to right because you can only see a portion of the page at one time. With WordPress, your customers see



your website optimized on their device - so they will never feel frustrated with left to right scrolling on your website.

YOUR WEBSITE CAN DO ANYTHING

When you look at other modern websites, you notice just how much business you can do online. Your website can do anything that you want it to do for your business using the WordPress platform. So, whether you want to accept payments for your services, have people register for an event, or set up an online store, WordPress makes anything possible.

INTEGRATE YOUR SOCIAL MEDIA

As you know, the power wielded by social media platforms is huge, and a good marketing strategy will include a way to manage your profiles and posts. Websites powered by WordPress are able to easily integrate with all of your social pages, allowing you to post on every platform each time you publish new content on your site - keeping you connected with your customers.



Ask
Ashley
ANSWERS TO YOUR TECH QUESTIONS

QUESTION:

Is spending a lot of money on SEO really worth it for a small business?

Do you have a question for Ashley? Email:

asmithj@aureusconsultants.com

ANSWER:

When you look at it, not really. Search Engine Optimization (SEO) is all about optimizing your website so Google can see the right things and send people to the pages that match what they are looking for - but that doesn't guarantee you'll get more visitors. As a small business, the simplest and most cost-effective way to attract new visitors to your website is by giving them a reason to visit your page in the first place. See "Give People A Reason To Visit Your Website" column, Page 2.

MAKE SURE YOUR WEBSITE IS WORKING FOR YOU!

THE KEY INGREDIENTS IN OUR SECRET SAUCE FOR BUILDING A WEBSITE THE RIGHT WAY

Avoid the big mistake of spending a lot of money on a website that doesn't get any traffic. Including these key ingredients will save you the hassle! (Continued from Page 1)

INGREDIENT #1: DESIGN & FUNCTIONALITY (40%)

Design is the first thing your potential customers notice on your website, such as the colors and photos that identify your organization. It's important that you have a unique logo for your company, photos of your place of business and employees, as well as an appropriate color scheme in your display. A professional looking website will help engender trust with your potential new customers.

Functionality is what makes your website useful for your customers and for you. With a modern, responsive web design, you can add extra functionalities and features that make your website relevant for your customers - and keeps them coming back. Properly configured plugins make it easy for you to accept payments, create a customer portal, and even set up an online store for your business.

INGREDIENT #2: CONTENT (60%)

Content is what will keep people interested in reading what's on your website. Your *landing page* (i.e. your home page) is your chance to convince people to do business with you. Try to engage potential customers by identifying a problem they're facing, and then show how your company provides a solution. Your landing page should include:

- **Customer Pain Points** - These are problems your customers are facing, and typically the reason why you are in business. Present these in the form of a question, like: "Are you looking for affordable health care?"
- **Your Value Proposition** - These are the solutions your business provides. This is how you tell your

DON'T GET SPOOFED:

Fix this common mistake on your website before it's too late and you get hacked!

Of course, you want people to be able to email you but - please take this advice - **never put your email address on your website**. As a website owner, you can (and should) always have a "Contact" page with a form that allows people to send messages to your email inbox. **BEWARE:** If you include your email address on your page, you are inviting phishing robots to "spooof" you. Email spoofing is when cyber-criminals send scam email messages - forging **your** address as the sender!

ideal customer why they should buy from you and not your competitors. Something like: "We shop lenders to give you the best rate!"

- **Testimonials** - Short statements from satisfied customers are a form of social proof that gives your claims of value more legitimacy. Having these on your landing page will help build trust with your potential customers who may not be familiar with your organization.

WEBSITES MADE THE RIGHT WAY

Whether you are looking to upgrade your existing website or starting from scratch, including these key ingredients will give people a reason to visit your website and increase the relevance of your business online.

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"We look at Ashley like the Wizard of Oz - the man behind the screen. We believe he can solve any problem we have with our computer system and we highly recommend Aureus Consultants."

- Carie Pierce

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Editor in Chief

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Ashley has vast experience in the information technology field relating to computer and network services, including web development. For the past 21 years, Ashley has provided computer consulting and implementation for his customers. Ashley is a CompTIA A+ Certified technician and holds a Bachelor's degree in Business Administration from the California State University of Fresno.

Aureus Consultants, Inc. is a computer consulting firm and IT Service Provider headquartered in Merced, CA. We offer the gold standard in providing professional IT services with the most affordable options for local small businesses.

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