

A **Web Content Rx** White Paper

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## **Five Tips To Online Success**

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## Introduction

Being successful online is no longer an option for any business. Here are five short tips that will do you a lot of good.

## **Five Tips to a Successful Website**

### **1. Why do you have a Web site? What Is Its Job? Does it showcase value?**

- a. People purchase value. Value = Cost + Convenience + Reliability. Does your site showcase the value you offer? What's In It For Me? (WIIFM) Answer this quickly in plain language.
- b. Is your site a good employee? How do you know? What do you hear from your customers and employees? Is it easy to use? Is it a rich source of answers and help to your customers? Does it show how to use your products in ways that may not be obvious? Does it show your products as multi-use problem solvers?

### **2. Want more online activity to your Web site? Increase your online footprint with Social Networking, Search Engines, Search Engine Optimized (SEO), and Media Release**

- a. Do you blog, use Twitter, Facebook, and LinkedIn? Social networking is becoming a critical component in your personal and business success. As is the ability to write for the online world.
- b. Do you blog on your suppliers Web sites, on your customers, and industry blogs? Do you have a signature block to sign all or your blog posts? Use this technique to sleeve information about you and your business.
- c. Do you have a video on Youtube?
- d. Are you listed with Google Local?
- e. Can you find your site using Google?
- f. Do you have an ad on Craigslist.org?
- g. Are you sending at least three media releases per year? Did you know that about 70% of the news you hear comes from media releases?

### **3. Your Web Design**

- a. Your business name and what you can do for the reader should be plainly visible at the top of every major page on your Web site.
- b. Show don't tell. Show the reader what you can do for them, don't tell them what you do.
- c. Is your phone number plainly visible? Do you have a Contact Us page that contains contact information?
- d. Is your Web site filled with text and links? Sites that are too busy are confusing and difficult to read.
- e. Do you do business in a small geographic area? Think pizza shop. Does your site exclude business from outside of your target area? It should.
- f. Is your site pleasing to the eye? Do you waste screen 'real estate' that could be selling for you.

#### **4. Web Site Navigation**

a. Is your site easy to navigate with similar links on every major page of your site? You should, else the reader will get lost and leave, never to return.

#### **5. Your Web Content - No Fluff Allowed**

a. Your content must offer the reader value or it will not be read. No one will read fluff. To write fluff is a waste of your time and money. Some people think that anything that takes up space is good content, that's wrong. Only place high quality content on your site. You're not fooling anyone.

b. Is your site written at an eighth grade level? Is it easily read and understood by your target reader?

c. Have you made a demographic sketch of your average customer? I call person this Joe or and Josephine Customer. Now target your content to Joe's needs.