

Website “How-To”

Building Your Website



Phase 1: Choosing your Domain Name

- ✓ Make sure your site is in the “.com” or “.net”
- ✓ Purchase alternative spellings & ending (.net) & key word address (hvacfortcollins.com)
- ✓ Use a phrase or name that makes sense (Business Name or Other Phrase)

Avoiding Trouble: Try not to ever use hyphens or acronyms in your main URL.

Phase 2: Creating Good Content

- ✓ Start on paper and make sure you have a plan for Pages and Menus.
- ✓ Make sure you have the important pages ready: Home, Testimonials, and About Us.
- ✓ Provide answers to common questions; make a site a learning center.
- ✓ Make sure your site is clean & easy to navigate.
- ✓ Make sure your menu labels are easy to understand, no Contractor Talk.
- ✓ Use HYPERLINKS to connect more content within your pages.
- ✓ Make sure your address & info are on the Footer of every Page.

TIP #1- First impressions are important! Your homepage should greet visitors as friends. It’s the only page you’re guaranteed they will see...

TIP #2- Pictures & Graphics must be “Web” ready. Make sure all the image files download quickly and resize them so they all fit within your website’s pages. Use pictures to separate content so the visitor stays engaged.

Phase 3: More about Graphics

- ✓ Use pictures of your service trucks, staff, and installs.

*Do not put Last Names on your website & take “action” photos.

- ✓ Your Logo should be placed in the top, right hand corner.
- ✓ Use pictures that sell your Company rather than your Products.
- ✓ Update and Change you pictures regularly.
- ✓ Careful not to use too many pictures on any given page.

Avoiding Trouble: Search engines visit your site on a regular basis to make sure it’s been updated. Rotate your pictures regularly and make sure they all have “titles”. Use a picture editing software to make sure your photos look great! Don’t just paste them in from a digital camera. Spend some time making them perfect. For a FREE GRAPHICS tool visit: www.paint.net.

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Phase #4: Communication & Dialog

- ✓ Make sure you have a way to collect information: Forms, Email Sign-Ups, Etc.
- ✓ Pay Attention to every lead & follow-Up within 24 hours!
- ✓ Place all marketing materials online for visitors to & sales to download anytime.
- ✓ Utilize Special Offers & Coupons.
- ✓ Refer everyone to your site, talk about it daily.
- ✓ Make sure you track the stats....Use Google Analytics for FREE!

Phase #5: Company Buy-In

- ✓ Do you have a reason to send every customer that calls to your site? & Coupons to discount the service they are requesting?
- ✓ A photo directory of your service and install techs so they can see who's coming to their home... *No last names...
- ✓ Downloadable manuals for programmable thermostats as well as brochures and other requested documents. (Sales Tools, Presentation Manuals, Service Agreements Etc.)

PHASE #5: Final phase...Get Found!

- ✓ Have you submitted your site to Google, Yahoo, MSN, and other SE's or Directory's?
- ✓ Make the decision to update and work on your site weekly or Hire Someone to do it.
- ✓ Do you update your site? (Weekly, Monthly)
- ✓ Do you have a program in place to exchange links with other local businesses.

Additional Information Advanced Website Management

Websites do not magically appear on the Internet. In fact, some will never show up in a General Search. Your website should be viewed as a “Hub” for all your Web Marketing Avenues. Below are some of the REQUIREMENTS for Success on the Web. The items listed below are not just “Good to Have” – they are absolutely an absolute necessity for any website owner.

Must Haves: Email Campaigns, Good Key-Words, A Niche Market (or more), Fresh Content, Press Releases, Directory Listings (Yellow Book, Contractor Finders), Inbound Links, Business Listings, and a Plan.

Follow this process and you too can be successful on the World Wide Web!

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