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ACTSmart, American Computer Technologies Presents:

Monday, June 15, 2009
Volume 1, Issue 20



Last Chance - SEMINAR WEDNESDAY in Braintree

Turn Your Website into a "Lead Generating Machine".

Join us at an upcoming seminar led by Roland Lacey, founder of MediaRight Technologies and an expert in Search Engine Optimization (SEO). (*Roland is one of the "Specialists" that I refer to on my MondaysMarketingMinute.com website and I've quoted him in this newsletter ~ Pam*)

"The New Sales Tool - Turning your Website into a Lead Generation Machine" Seminar

When: Wednesday, June 17, 2009 from 8 to 10:30 a.m.

Where: 25 Braintree Hill Office Park, Suite 200, Braintree

Learn strategies on how your company can dominate the local search market for your services.

Discussion topics include:

- SEO
- Google Adwords
- Web development that works
- The best way to bring motivated prospects to your company's website

Cost to attend is \$25

All proceeds from the seminar will be donated to the Boys and Girls Club of Marshfield

Click [HERE](#) to register online at the Boys & Girls Club site.

I'm going to be there - hope you will join me!

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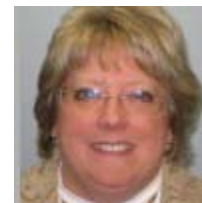
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Dear Pam,

The networking meeting was too well attended! Last Thursday night, David, George, Devin and I went to a networking event at the Granite Links in Quincy that was sponsored by Steve Dubin's company PR Works among others. We spent 20 minutes circling the parking lot like vultures with at least a dozen other cars and finally found a parking spot.



Steve marketed the heck out of it and it was PACKED. The good news: I got a chance to spend time with Roland Lacey and we talked about his upcoming seminar. I KNOW I'm going to learn so much. If you are a client, let me know that you're attending and we'll make some time afterwards to discuss Roland's ideas and how we can apply them to your site. I'll have the full report next week!

After the event, David and I stopped at **Not Your Average Joe's** in Norwell for a quick dinner. We had never been there

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before and we were "WOWed!" The food was great (Oh, that bread...) and so was the service. After the meal, the manager came over because he heard that it was our first time at Joe's and gave us **each** a "First-timer" envelope with a \$5 gift card, take out menu, manager's business card and additional information about the chain. It really made an impression! So, what impression are you giving your customers? Their idea worked - we will definitely go back! And, we are re-visiting our own "New Client packet!"

Now, let's finish up our website once over...

It only takes a minute to find a new marketing idea ~ Let's Get Business!

Contact Pages

A good contact page does many things:

1. It's interaction with the customer or potential customer - they are opening the lines of communication Now, you have their permission to keep the conversation going!
2. Be sure to get their email address - it's worth it's weight in GOLD to you and should be treated as such - don't give it away, throw it away or lose it.
3. You can guide them to provide valuable information with well thought out questions to answer and open fields that allow response. If the contact form is designed for you to make a return call, what information would make that "cold call" easier for you and more beneficial for the customer? Be sure to have that on the form.
4. Ask them how and when they would like to be contacted and then follow through.
5. Don't leave them hanging! Be sure to reply in some manner to their contact within one business day, or that same day, if possible.

10 Things Every Website Needs

We've hit on most of these points. Here's a really good list written by Tony Herman

1. **Summarize what you do.** Your home page should have a 1-3 sentence paragraph explaining what your company or organization does. People need to know when they get to your site if they've found what they're looking for. Doing this keeps them on your site.
2. **Your address and phone number.** This seems obvious but many sites forget this or don't want to reveal where they are located. It looks suspicious if you do not include this information. It also helps to show a picture of your building so that you look like a legit company. Having a Google Map embedded in your site is even one step better. Make it easy for people to contact you - we're all humans after all.
3. **Your hours.** One main reason people go to website is to find out hours and location. Don't frustrate them by not providing this. It will also cut down on repetitive phone calls that are just for this information - saving you time and money.
4. **A search form.** Some people go to websites, first look for the search box and do a search rather than try fiddling with the navigation. Make sure your site works for all types of site visitors.
5. **A site map.** This page is useful for search engines that come to "spider" your website. You want to make sure they find every page. Some site visitors also go to this page to find what they're looking for.
6. **Google Analytics.** This is a useful tool for seeing how people use your site. You can tell where people are going, what's the most important thing on the site (and least important) and from what page they leave your site - hopefully it's not the home page!
7. **Useful title tags.** Does your home page's title say "Untitled Document?" Do you know many people who go to search engines and search for "Untitled Document?" Well, they don't of course. So make it something useful. Include your company name, some

keywords of what you do (3-4 of them) and your geographic location.

8. **Search engine friendly URLs.** Your URL shouldn't contain things like question marks unless it's absolutely necessary. It should have the title of the page in the URL (if possible).
9. **Good copy.** The text on your website should be written in a professional manner so that it's easy for people to scan (no long paragraphs), be in the same voice and contain the right keywords on the right pages.
10. **An area on the home page to update.** You should plan your website so that there's a place for you to update with new information. You should change it often (at least monthly) and you should provide something useful there. When people come to your site, they should see it change on a regular basis. Doing this also keeps search engines coming to your site to see what has changed. The more often you change it, the more often they come.

More General "Better Website" Hints

We have a checklist (that keeps growing) so we are sure to remember to do these tasks when we design a new website:

1. Spellcheck all pages
2. All pages are titled with the subject of the page
3. Use alternate text to label all images
4. Check all navigation to be sure it works everywhere
5. Test all forms
6. Test all email links
7. Have a good "description" in the meta tags so search engines display information that would tempt the visitor to click on the link
8. If you are using graphic navigation, be sure to use text navigation on the bottom - even more important for us Blackberry users who surf the web!



Once again, I suggest that you print out your website and go through each page to see where it can be updated. Could you be getting more business from your site? Have a question? Would you like suggestions? Call us - we can help!

Next week we'll report on Roland Lacey's Seminar and how you can generate more leads from your website.

Have a Happy, Healthy, PROSPEROUS week!

Pam Snell
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