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## ACTSmart, American Computer Technologies Presents:

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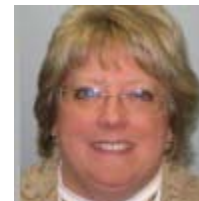
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Dear Pam,

David and I spent Saturday night at the Marshfield High School with the graduating class of 2009 as part of "Grad Nite Live". This program has been keeping graduating seniors safe for many years and we are happy to be a small part of it by giving up a night's sleep and running the casino's "bank." The school is transformed into a magical place by a large group of dedicated, hard working people who start planning for next year as soon as this year is over.



Check out [Grad Nite Live](#) to see some past themes. Give me a few days and I'll get the pictures from this year up on the site. Truthfully, David and I have as much fun as the kids at Grad Nite it's just not that easy to pull an "all-nighter" like when we were in our 20's!

Down to business - let's take a hard look at your website. So many things have changed over the past few years that you need to re-evaluate your website to be sure that it is working for you as hard as it can. This week, I'm going to start with your HOME page, often your company's first impression to a potential customer.

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

### The 7 Second Rule

You only have about 7 seconds to make a good first impression with visitors to your website. They want to know if they have come to the right place, if you have what they want, they want to know what you can do for **them**.

You basically have 2 types of visitors; those that know who you are and those who are "meeting" you for the first time.

Those who know you visit for a reason; information which may include a phone number, business hours or visiting to place an order. They could be there to read your latest blog article or find out about the next seminar. They may cut you a little slack but they still want what they are looking for - now!

New visitors are looking for all the above information but first they want to know if they are even in the right place. Are you providing the service, product or information that they want? It's all about them, remember. At first glance, they don't really care that you have been in business for 16 years or that you've been in the same location for 15 years if they can't tell that you provide

the services they need. They won't stay long to find out!

What does this mean for your website? Open your home page and ask yourself if your home page (before they scroll - we call this "above the fold, just like in the newspaper business) gives them the crucial information to make them want to stay?

Is your business apparent immediately? If your core reason for business is that you sell dog biscuits, simply having "Bowser's Bakery" at the top of the page may not be enough.

If they need them to call to engage your services, is your phone number boldly displayed?

I think you are getting the point. Whether in words or images, your visitor needs to KNOW what you provide immediately.

### **Checklist for Your Home Page**

- ~ Your Offerings - what you sell or the services you provide simply described
- ~ Phone number, if that is the preferred means of contact
- ~ A "Call to Action" - Call Now, Click HERE to order...
- ~ Newsletter sign up, Free Report - a means of getting their email address to market to them later
- ~ Testimonials - other people trust you, they can to
- ~ Quick Links to direct them to your website's most important areas for your business - New products, Gift Certificates, Your Best Seller, A New Service...
- ~ Overall good, easy to use navigation
- ~ Social network links like Facebook or Twitter so they continue the relationship

### **What EVERY Webpage Needs**

- ~ Contact information - don't make visitors go to a "Contact Us" page to find it - have it on EVERY page
- ~ Headline using the same words that a visitor would use in a Search Engine to find this page and to attract their attention - think newspaper headline.
- ~ Page Title very similar to the Headline. This shows at the very top of the page, search engines use this line to direct traffic to your site and as the first line of search results
- ~ Good, easy to use navigation
- ~ Text based navigation in case they are viewing the site without images (We put this at the bottom of every page)
- ~ Quick links to products or services
- ~ Testimonials that substantiate the information on the page



Like you, we are always striving to be better at what we do. And, as the market changes; people's likes and dislikes change. Your website may be using "old" standards. Take a look and see where your website can improve to improve your hits and improve your sales. Call us - we can help!

Next week I'll talk about other pages common to most websites. Little changes can make BIG differences!

Have a Happy, Healthy, PROSPEROUS week!

Pam Snell  
ACTSmart, American Computer Technologies

### **Pam's Links**



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