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ACTSmart, American Computer Technologies Presents:

Monday, June 8, 2009
Volume 1, Issue 19



SEMINAR THIS WEDNESDAY- Turn Your Website Into a "Lead Generating Machine"

If you own a service company, there are ways to direct traffic to your site without spending a lot of time or energy and without the high cost of purchasing leads.

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!

In This Issue

The 7 Second Rule

CChecklist for Your Home Page

What EVERY Webpage Needs

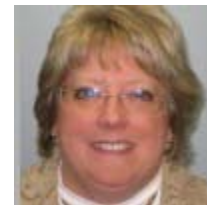
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Dear Pam,

Our May **Tech Tip** newsletter was used as an example in Robin Robins, our marketing mentor's newsletter this month - a very nice compliment. That's when we realized that the last 2 lines on the front page has been cut off during printing and we never noticed it. Here's what it said:



"Strive For Excellence, Be Disciplined, Stay Focused, Have Fun, Be Committed, Never, Ever Quit!" Words for us all to follow!

Like many suggestions that I make in my newsletters, these sentiments aren't new; we **know** we should be following these words, doing these marketing tasks, adopting these ideas. It's good to be reminded, reinforced and encouraged! Thanks, Robin!

I realized that I need to be reminded every day so I made a

[Business Marketing Success](#)
[Persimmons Gifts](#)

poster to put opposite my desk. If you'd like one, you can go to MondaysMarketingMinute.com and download the .pdf and print it yourself or - send me an email an I'll print a copy for you and pop it in the mail. "Suitable for framing", as they say in the ads!

I'm continuing with my series on updating and revamping your website. Last week was all about your home page. If you missed it, you can download the newsletter in .pdf format from the [Monday's Marketing Minute](#) website.

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

Your "About Us" Page

According to Jonathan Kranz who wrote "Writing Copy for Dummies" your *About Us* web page needs to read "You" instead of "I or We." Visitors aren't as interested in you as they are in what you can do for them.

Stress the benefits to them of buying **your** products or using your services: fast delivery? reliable service? a no questions guarantee? These are important benefits that can help a visitor decide. Use your impressive history to convey trustworthiness and experience. Remember, even when it's about you, the visitor is thinking "What's in it for me?"

This is also a great place for a testimonial or 2 about your business ethics or your team. *"Even though it was after hours, XYZ came and fixed our emergency! And, they called the next day to be sure everything was OK. I highly recommend them to all my friends!"* Satisfied customers can influence a decision much easier than statistics!

The FAQ Page

The **Frequently Asked Question** Page gives you so many opportunities! First, as implied, it can answer your visitors frequently asked questions: what is your return policy? Do you take special orders? are you open on holidays? and any other question that they call and ask. If you are simply answering their questions, you are missing an opportunity. Answer the questions that you wished that they asked! Give them information that you want them to know.

My best example is the massage therapist whose "leading" FAQ question was "Do you take tips?" So many clients didn't realize that you could tip their massage therapist so they never thought about it. By "asking" the question, the massage therapist opened the client's mind to tipping. Her answer "Tipping is not expected but is greatly appreciated." Her tips improved greatly!

What "questions" do you wish your clients asked because you really wanted to tell them the answer? Whatever they are, be sure to add them to your FAQ list!



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!

Have a Happy, Healthy, PROSPEROUS week!

Pam Snell
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