

Build A Website To Work For You

1. Effective Content
2. Client Contact & Education
3. Web Exposure
4. Online Advertising
5. Monitoring & Statistics

1. Effective Content:

Keep it simple - clear and concise
Work on wording, personalize where possible
Proof read, spell check
Update as much as possible

2. Client Contact

Visible details in 2 places
Monthly prize draw with subscription to newsletter
Birthday Club www.birthdayalarm.com
Collect email addresses legally

3. Client Education

12 monthly newsletters to email or upload
2 educational pages on site

4. Web Exposure

Search engines - meta tags, relevant content, links
Google map listing www.google.com/local/add
Educational videos

5. Online Advertising

Google Adwords www.adwords.google.com
Local community listings
Practitioner listings

6. Monitoring & Statistics

Direct traffic: how people arrive at your site
Web stat referrals: how they link to you
Landing page: where people arrive at your site
Bounce rate: leave your site before clicking anywhere else
Views: new vs returning visitors
Location
Get feedback about your site and update it

Good luck!