

10 Secrets of Successful Web Sites

A Special Report by GetLeadsFast

GETLEADSFAST

"Powerful Website Design"

<http://www.getleadsfast.com>

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INTRODUCTION

Hello and thank you for your interest in this Special Report. GetLeadsFast, LLC is a premium Website Design & Hosting Company dedicated to providing the latest web-technologies to businesses that are looking to develop an innovative on-line presence. We specialize in custom web site design and internet marketing.

We know what works on web sites, and we know what doesn't. Request a free quote on <http://www.getleadsfast.com> for a website today.

SECRET 1: CONTENT

Your web site has to have content, content, content. The main thing people are looking for on the Internet is information. Not pretty pictures. Not games, Information and plenty of it. If you give your web site visitors what they want, they will return again and again. And recommend your web site to others.

SECRET 2: FAST LOADING

Your web site has to load very quickly, meaning that the web site has to come onto the web site visitors computer quickly. We generally aim for less than 10 seconds on a 56k modem for our web sites. You do need to find the balance between looking okay and loading fast. But if it's a choice between a slow, great looking site and a fast, ugly site it's been our experience that web visitors will take the ugly site every single time.

Let's take a look at Google.com – the world's most popular search engine.

The guys at Google™ know what their visitors want. They want great quality search engine results as quickly as possible. No hanging around waiting for a huge 'Flash' movie to show, no music in the background, no large graphics to download. Just the information as quickly as possible.

The GetLeadsFast.com Home Pages takes about 6.24 seconds to download.

How to minimize the load time of your web site

- **Have the minimal number of graphics**
- **Ensure the graphics are 'optimized' (meaning their file size is as small as possible while maintaining good quality) as much as possible**
- **Don't have too much content on the pages (spread content over a number of pages)**

How can you check how long your web page takes to load?

Easy. Just go to this web page and enter your website URL.

<http://www.websiteoptimization.com/services/analyze/index.html>

SECRET 3: LOOK & FEEL

Your website has to have a good look & feel. It doesn't have to look fantastic, but it cannot look like rubbish either. It has to look good. The reason your site has to look good is that people do judge books by their cover. It's been our experience that web visitors will make an instant judgement on the quality of your business, your products and your service based upon how your web site looks.

Stanford Study

In the 2002 study "How Do People Evaluate a Web Site's Credibility? Results from a large study" from Stanford University it was found that in assessing the credibility of a web site, design was mentioned 46% of the time by web visitors.

Related aspects – such as navigation, information structure, information focus – also impact on the credibility assessment of course. Have your web site look professional, with clear and simple navigation, and your business will appear highly credible and trustworthy.

SECRET 4: EVER-CHANGING

Your website information has to be ever-changing. Everyone spends a fair amount of time on the internet, most people visit a web site, they think it looks good, leave and come back in a week or so. They come back a week later nothing has changed. "Oh well," they think. They might just be away for a few days. They visit again two – (2) weeks later. Still nothing has changed. They never go back.

If there is no nothing new on your website then visitors have nothing to come back for

If you don't update and add information to your web site, then there is no reason whatsoever for a website visitor to return. They've seen what you have after all. They don't need to see it again.

You've probably read the statistics that say a person needs to have seven – seven (7) contacts with a business before they buy. That's probably true for the Internet as well (although we would suggest that the person would need to visit your web site 15 times or so before they feel comfortably enough to buy).

How can you keep the site fresh?

Our main web site – www.getleadsfast.com – has a CLMS Login System in Addition to DirectAdmin login system links on the Home Page. This makes it very easy for our members and clients to login, and makes it easier for us to make updates. An example of keeping the site fresh is as soon as we modified the home page on our website, the web site visitor numbers immediately increased x 10!

Another way to update your site is by using a 'blog' or a 'forum' – We recommend updating the home page the most, as that's the page that our visitors see first.

SECRET 5: INTERACTIVE

Your web site has to be interactive, when people visit a web site they want something to do. Let's say you own the local camping store. What do your web site visitors do?

- **Sign up for your free e-newsletter** – a monthly newsletter that could provide valuable information on local camping, tips of the month, and a few product offers.
- **Take your quick and easy survey** – great way to receive feedback on your services.
- **Download a Free Report** – excellent way to do some product positioning while providing educational material to your customers
- **Sign up for 7 day mini-course** – could be a course on how to find the best camping spots in the local area. Or how to survive in the wilderness. Or the secrets of successful family camping.
- **Provide a Blog/Forum** – for campers to interact with each other.

All easy, all Fun, and very informative and in this example above, this would position you as an expert.

SECRET 6: SEARCH ENGINE FRIENDLY

Your web site has to be search engine friendly. Every web site can benefit from people finding their site through the search engines. In some research we completed a number of years back; we found that 15% of people type the web site address into a search to find a web site, even though the company has a web site address. These people didn't know they could just type the address straight into the address bar. And that is fine, not everyone is on their computer for hours each day.

Depending on what statistics you read, about 80% of an average web site's visitors will find the site through search engines. That can add up to enormous number of visitors.

On the previous page, we use the example of a camping business having a web site. Taking that as the example, here is an educated guess on the number of times the following terms are searched for each month on the internet.

term	per month searches
camping	510,000
camping gear	77,000
camping trip	60,000
camping equipment	58,000
camping tent	48,000
Total searches	753,000

How to get your web site to the top Of the search engines

Getting your web site to the top of search engines for competitive search engine terms requires a lot of skill, patience, and hard work. The information required to start is beyond the scope of this report. It's relatively easy to get to the top of the search engines for terms people don't search for. Because if no one searches for the term, then being at the top of the search engines means nothing. But being at the top for the term 'camping' is a very difficult and it could mean the difference between profitability and failure.

SECRET 7: EASY TO USE

Don't make it hard for your visitors. We recommend that any website you have built, make sure your site as easy to use as possible.

- **Simple Navigation** – find someone who rarely uses the Internet. Bring your site up for them and ask them to find various things. You'll learn more in 10 minutes of doing that than you will from a web developer trying to sell you the latest and greatest.
- **Have Search Feature** – if you have a big site with lots of pages, make sure a search feature is built into your website. Research shows about 60% of visitors will use it.
- **Easy to Read Text** – The easiest text to read is black text on a white background – (the eye very quickly tires when reading white text on a dark background)
- **Tell you're Visitors** – You must tell your visitors what you want them to do to.
[Click here for more information about this product.](#) Works better than just about anything.
- **Remove Distractions** – remove anything that distracts your visitors from getting the information they require. Distractions like games or anything unrelated to what your offering can dampen traffic.

How do you find out how to make your site easy to use?

1. **Look at successful sites** – search through google.com and see how others do it.
2. **Visit this site** – <http://www.useit.com/> - although we don't agree with everything they say, it makes more sense than anyone else on the issue.
3. **Test** – try different things and test them, and keep testing them.

SECRET 8: MARKETING

Market your web site, with web sites it is not a case of "Build it and they will come." It simply doesn't work like that. Once you have developed your highly informative and useful website, you must market it to attract visitors. Web site marketing is a rapidly changing, dynamically disciplined task, but one can reap enormous benefits from its use and effectiveness.

How do I market my web site?

1. Get as many links to your website as possible
2. Write articles and add them to your web site
3. Visit and contribute to web site forums and become apart of a community
4. Place your web site address on every piece of business literate and signage you have
5. Purchase "Pay Per Click" advertisements on search engines
6. Develop the web site content in such a way so search engines rank the site highly
7. Start an email newsletter
8. ...and much, much, more.

SECRET 9: MEASURE RESULTS

When you set up your web site you need to integrate in a quality statistics program like AWstats or Google™ analytics. To be successful you need to closely analyse the effects of the various strategies you employ to attract people to your site. Ask yourself the following questions when measuring results.

- How do people find the web site?
- If visitors find the site via a search engine, what search term did they search on?

Once they are there, you then need to know how they behave

- What pages did they look at?
- What pages do they generally leave from?
- How often do they return?
- Which visitors are more likely to buy?
- If visitors find the site via a search engine, what search term did they search on?

That is just the very basics; closely monitor your statistics as a reliable guide to the health and well-being of your web site. It will allow you to see what your visitors are doing and what they are not doing.

SECRET 10: AVOID THE UNNECESSARY

What your web site doesn't have is as important as what your web site does have. In an effort to make web sites as easy and effective as possible. I'll list the mistakes of some major web developers

1. **Using too much Flash** – Flash is a program that enables the design to incorporate movement and sound fairly easy. Flash cannot be indexed by the search engines, and it can take a long time to load. The program to read Flash is not on all computers. This list goes on.
2. **Don't use frames** – Some developers use a type of design called 'frames'. Frames make the navigation bar of the web site static. There are some advantages in this – but the disadvantages far outweigh the advantages.
3. **Use animation minimally**– Just because you can make things move on your web site doesn't mean you should! Animated graphics detract from the usability of your web site. More than one – (1) animation on a web page makes it very difficult for the eye to focus.
4. **Don't require special software to view the site** – Keep your web site as simple as possible. Some sites ask visitors to download special software just to view the site – it simply won't be done by the web visitor. People can leave at a click of a button – and they do if things are not simple and easy for them.

Keep your website as simple and as basic as possible. That way, every person who visits will be able to benefit from the quality content you provide. And that equates to great business and more profits.

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Thank you for taking the time to read this Report. We hope that this Special Report has been a benefit to you. With the right knowledge applied, along with hard work and perseverance, your website can be successful. There is nothing more frustrating for us web developers to see web sites that have been badly done. These poor web sites cost the owners thousands of dollars in many cases – and that's not taking into account the lost sales and opportunities that will never be recovered. Do it right and reap the rewards.

If you have any questions or comments, please email us at support@getleadsfast.com

Regards,

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