



CeJay  
Associates<sup>LLC</sup>

[www.CeJayAssoc.com](http://www.CeJayAssoc.com)

941-204-0007

**SCORE**  
**PORT CHARLOTTE**

Make Your Website  
**WORK** for Your Business

Candee Gulick & Lisa Baird  
[www.CeJayAssoc.com](http://www.CeJayAssoc.com)

# Candee

- ▶ Been in the Internet industry since 1999
- ▶ I like: Combines web development, graphic arts and business sales development
- ▶ These are the 3 areas I'm passionate about
  - largely self taught and continue to be
  - keeping up to date
  - Work with new trends
- ▶ I enjoy working with clients, helping them organize their biz info into a way that is a clear concise message to their target market

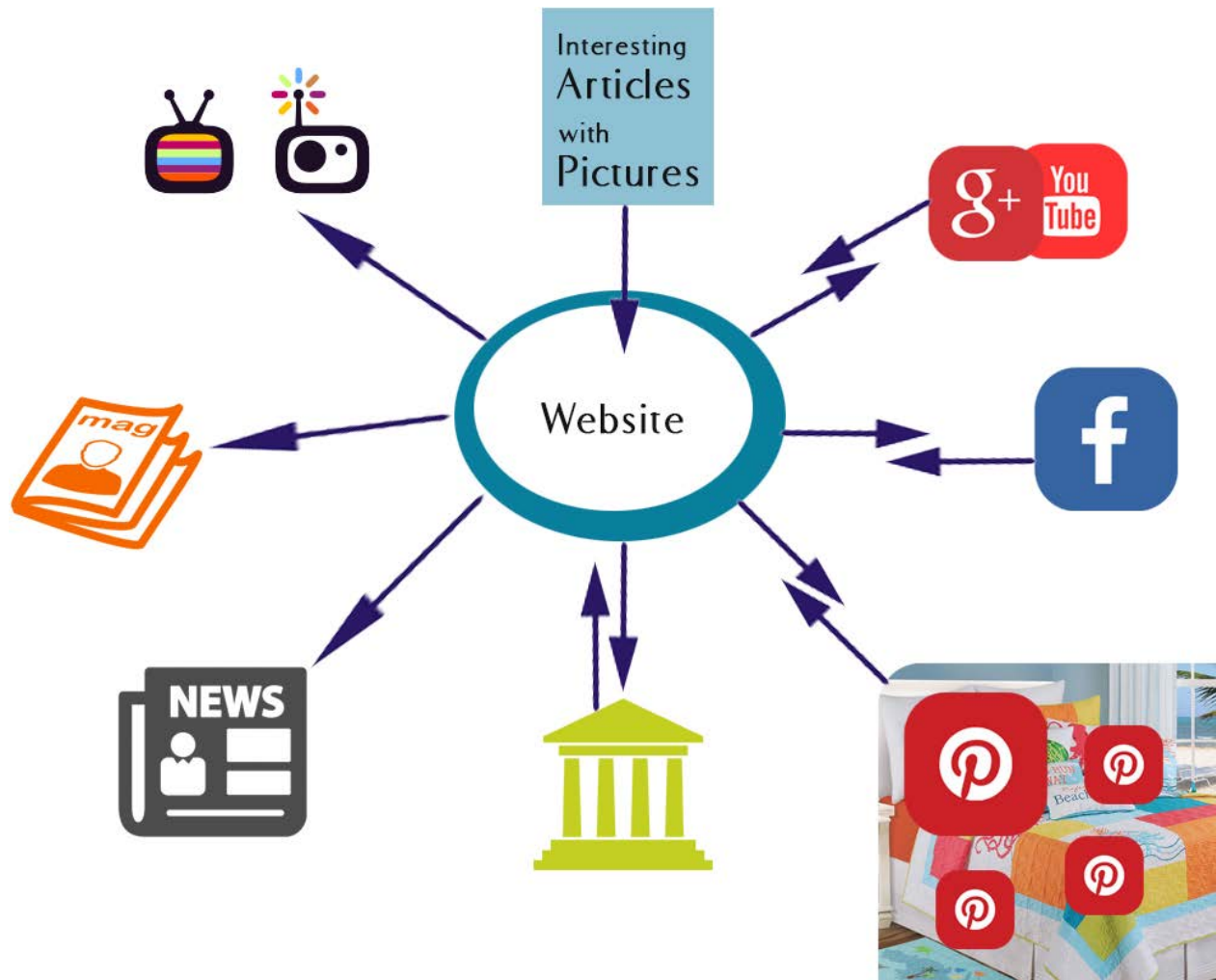
# Lisa

- ▶ Went to college for computer programming,
- ▶ 2<sup>nd</sup> year internship with Sony.
- ▶ Completed Bachelor's in computer animation & design.
- ▶ Passionate about using my skills in html, programming in PHP and MySQL,
- ▶ and working in WordPress which is built using these 2 languages.

What is an Internet Marketing Strategy?

# Critical Marketing Mix

is a combination of  
different  
marketing  
methods  
used to deliver your message  
to your **Target Market** in a  
cost-effective manner.



## 8 Top Social Media in Order of Use:



# What is in a Strategic Plan?

- ▶ Set Goals – how will you measure success from your Internet presence?
- ▶ Trust & Authority – how to establish yourself as a trusted authority in your industry
- ▶ Beautiful Branding – image is important
- ▶ Compelling Content – focus on customer
- ▶ Lead Capture – irresistible “magnet”
- ▶ Obvious Contact Methods
- ▶ Be Searchable (SEO, Mobile Friendly)

# What is a Business Website today?

- ▶ Central piece of advertising for your business
- ▶ You are constantly flexing how you do business. A website is as fluid and changeable as your business strategies.
- ▶ An economical marketing tool



# **How Should Your Website WORK for Your Business?**

- ▶ **Promote and assist your Marketing Strategy**
  - ▶ **Reach and service your target market**
    - ▶ **Generate Sales**
- ▶ **Convey your business image and voice**
  - **Be your 24/7 Salesperson**



# What does a website do well?

- ▶ Promote you as an expert in your industry
- ▶ Build trust, customers feel confident buying from you
- ▶ Educate your customers before they even contact you
- ▶ Establish the look and feel of your business

**WHY DOES  
IT MATTER?**

- ▶ **3.513+ Billion** people are on the Internet today, approx. 40% of the world. In 1995, it was less than 1%.
- ▶ **88.5%** of the U.S. uses the Internet
- ▶ Mobile represents **65%** of digital media time
- ▶ There are over **1.114 billion websites** on the Web today. 1-billion was first reached in September, 2014.
- ▶ **More than 300.1+ million websites are WordPress: 27% of all websites.**

# Marketing

**Do you have a Marketing Strategy?**

**What are Your Success Goals?**

**Who is Your Target Market?**

**What are Their Buying Habits?**

**Develop an  
Internet Marketing Strategy!**

# Setting Marketing Expectations

## A Website & Social Media Will Not...

- Create an instant influx of new customers
- Cause an immediate and dramatic increase in profit
- Substitute for 2<sup>nd</sup> rate quality or service

# Your Website & Social Media Efforts Will...

- **Over time, build sales and profits**
- **Over time, help you reach your goals**
- **Remind and inform customers what your business is all about**
- **Encourage customers to buy from you**



# Monitor Your Website Traffic Trends

## Google Analytics



- ▶ Google Analytics
- ▶ Bing Traffic Reporting
- ▶ Interaction from your site
- ▶ Email signups
- ▶ Unique Email

# “Southern Chic” a small biz store

- ▶ Sells home décor, antiques, items from high end estate sales in TN
- ▶ She is a decorator: homes, offices, staging
- ▶ Store is in a little town 30 miles from a larger city

Why do I need a website for my  
business?

What should we tell her?



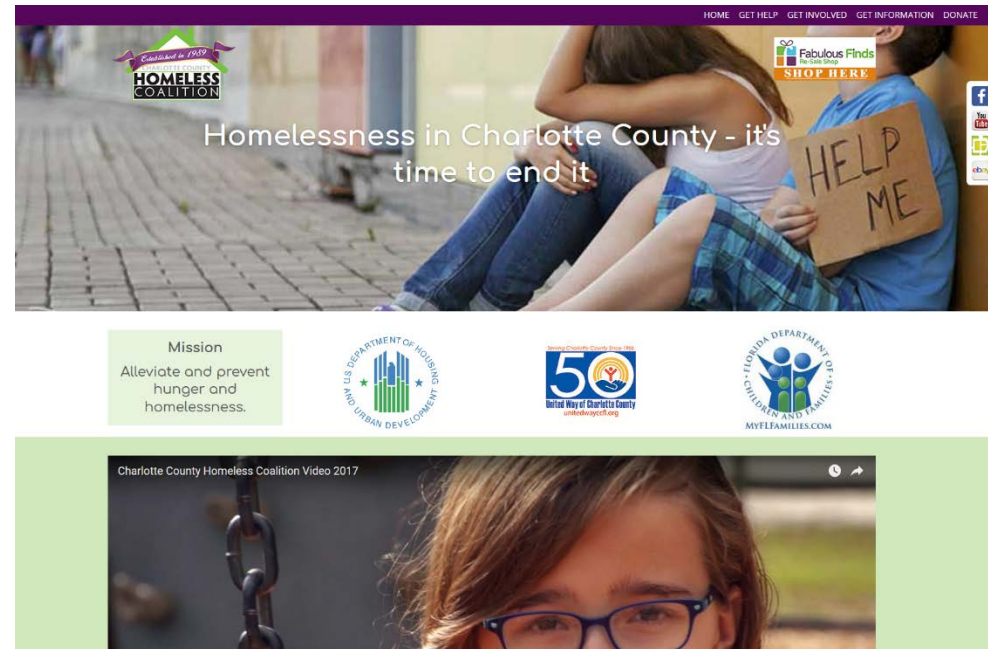
# Essential Elements of a Website

- Obvious Contact Info
- Content that provides value for the visitor
- Links, Social Media
- Call to Action
- Purchase Method
- Testimonials
- Informational Footer



# Additional Useful Elements

- ▶ Photo Gallery, Sliders, Videos
- ▶ Forms to request info
- ▶ Ability to purchase products, make donations
- ▶ Quality, meaningful images
- ▶ Some form of guarantee
- ▶ Coupons, Specials
- ▶ Event calendars
- ▶ Membership sign up capability
- ▶ Social media
- ▶ Others?



# Types of Sites

- ▶ Informational
- ▶ E-Commerce
- ▶ Catalog
- ▶ Entertainment
- ▶ Blog, Info Articles
- ▶ Directory
- ▶ Forum
- ▶ Crowd Funding, Donation Gathering

WHAT TYPE OF  
SITE FITS  
YOUR  
BUSINESS?





## Natural Goodness Fur Cats n Dogs

High quality, reasonably priced pet food, snacks and toys that are naturally healthy for your furry 4-legged friends:

### Cats n Dogs!

Cats n Dogs offers food, treats, herbal remedies, toys, unique gifts for cats, dogs and their people. We specialize in natural and holistic dry and canned foods, limited ingredient diets, raw and freeze dried foods for picky or finicky eaters. The largest independent pet supply store in Port Charlotte, we are able to offer the "stuff" you don't see everywhere.



Try Before You Buy with Samples of Cat and Dog Food and Treats

Cats n Dogs in Port Charlotte, FL sells many hard-to-find, brand name pet foods and snacks. Our store is located at 2826 Tamiami Trail, Port Charlotte, FL and is open 7 days a week!



Located in Port Charlotte on  
Tamiami Trail  
(click for map)



#### Hours

Mon - Sat 11 - 5  
Sun 12 - 4



#### We engrave ID tags

Many styles from which to choose.



#### Special Diets

For pets that have food sensitivities or are on specific diets



## Aldito Air – Parts Purchase

**All your A/C service needs for the right price. We sell heavy duty truck A/C parts for the best price around.**

We specialize in all trucks from Class 1-8 & A1. ( e.g. Kenworth, Mack, Peterbuilt, Sterling, Izuzu, Volvo, Honda, Chevy, Freightliner, GMC, Ford, International, Mitsubishi, Nissan etc.)  
Retail and vendor sales (inquire by phone)

### About Aldito Air

Established in 1981, Aldito Service has been serving the heavy duty truck community with the highest level of A/C expertise, customer service and satisfaction in the automotive industry.

## Aldito Service

With a mastery in mechanics and electronics, we specialize in Auto / Truck air conditioning repair service at our location in Punta Gorda, FL. Give us a call & come see us!

### [MAP TO OUR SERVICE LOCATION](#)

29084 Poplar Drive, Punta Gorda, FL 33982

**We offer these parts for retail and vendor customers. Click on the category to see the catalog of parts.**



**Blower Motors**



**Clutches**



**Compressors**



**Condensers**

# How to pull together what you need for your website

- ▶ What type of site best fits your business
- ▶ What is your Image & how to portray it
- ▶ What copy (text) do you need
- ▶ What can be portrayed more quickly with an image
- ▶ Gather digital photos to use
- ▶ How does the website fit into your marketing budget?
- ▶ Can your website perform any of your business functions



## Reserve Here for Palm Villa & Sol Villa

### Availability for Palm Villa

■ available ■ unavailable

May ▼ 2017 ▼

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

June ▼ 2017 ▼

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

### Request a Reservation

Please fill out the form below to request the dates you wish to reserve. We will send you an email with acceptance and a link to pay your reservation down-payment that you may complete online. If you wish to send a check or money order, your reservation will be locked in [when we get your payment](#). Please respond to our payment email if you intend to send a check/money order.

#### Sunny Rates & Fees

Full Name \*

Email Address \*

Home Phone Number \*

Mobile Phone Number

Address 1: \*

Address 2

City \*

State \*

Zip/Postal Code \*

Choose a Home

☐ Palm Villa

### Available for Sol Villa

■ available ■ unavailable

May ▼ 2017 ▼

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

June ▼ 2017 ▼

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

# Our Job

- ▶ Organize your message
- ▶ Recommend type
- ▶ Choose the best platform and layout
- ▶ Create the level of site security needed
- ▶ Help focus your content on good keywords
- ▶ Make your site user friendly
- ▶ Make your site Search Engine friendly
- ▶ Create an “image” that mirrors your business







Your Image IS Important

iNest: New Home Builder - Internet Explorer provided by Dell

http://www.internest.com/marsellahomeswfl/index.asp

Google Marsella Homes

Search Find Check AutoFill Notebook Sign In

iNest: New Home Builder iGoogle

Questions? Call Us 24/7 800-984-6378

Home Page Search for a Home Detailed Search Distance Search Browse by Location Quick Move-in Featured Builders How it Works Resources My Account (Sign in)

1% Cash Back on the purchase of Your New Home! Get Your Coupon

Search for New Homes and New Home Builders Español Get a 1% Cash Back Coupon

## Featured Builder

Marsella Homes

Get Coupon Now!

Community Listings Printable page Email to a Friend

**Marsella Homes knows what you're looking for in a new Florida home!**

**MARSELLA HOMES** Inc.

At Marsella Homes, experience and hands-on work offered by their qualified staff will reassure you that all their construction is held to a standard of superior excellence. Attention to detail is a major ingredient in their formula.

Personal contact with each and every homeowner is an essential part of their building process. You are not known by your lot number or closing date. They want to be on a first-name basis! It is their goal to understand the wants and needs of their customers. Communication is fundamental and Marsella Homes vows to listen to you!

**Home prices shown below do not include cost of lot.**

*Amadore* by Marsella Homes, Inc.

*Amelia* by Marsella Homes, Inc.

Marsella Homes Communities Back to Top

iNest at a Glance

rebates:	\$38,525,285.80
Sales:	\$3,739,000,000
Home Buyers:	17,230
Communities:	13,395

Marsella Custom Homes  
Various Locations  
Charlotte County, FL  
[Click here](#) for more info.

**Price from:** From \$125,000 to \$234,500  
**iNest rebate:** From \$1,250  
**Home Type:** Single-Family Home  
**Sq. Ft.:** 1,346 to 3,000  
**Bedrooms:** 3  
**Bathrooms:** 2  
[Request Info](#) [Get Coupon](#)

# Website Image

Which version of this website attracts your attention better?

**CONTACT US**

**MARSELLA ENTERPRISES**  
dba Marsella Homes INC.

Home Building  
Remodeling  
Special Services  
Resources  
About Us  
Home

"Where Quality Doesn't Cost, It Pays!"

**Marsella Homes knows what you're looking for in a new Florida home!**

Energy efficiency, structural integrity and aesthetic appeal...at affordable prices.

Quality Custom Homes, within budget and on time!  
View [our floorplans](#) to choose your next home.

**Remodeling, Repairs, and Home Improvement** ([link](#))

We do that too! Kitchens, baths, windows, and additions, no job is too small or too large for our skilled craftsmen. See our [Peace of Mind Protection Plan](#) for preferred repair status.

**Builder of the Year**  
**Kristen Marsella**  
Marsella Homes

**BIA**  
BUILDING INDUSTRY ASSOCIATION  
2008

[Click here](#) to listen to Kristen Marsella talk about the Habitat for Humanity Builder Blitz. Marsella Enterprises completed their home in 4 days ~ 2 days AHEAD of schedule. Way to go Crew!!! ([location](#))

Phone: (941) 441-1111 info@MarsellaHomes.com

# Essential Elements of Image

**Logo**

*Fonts*

**Colors**

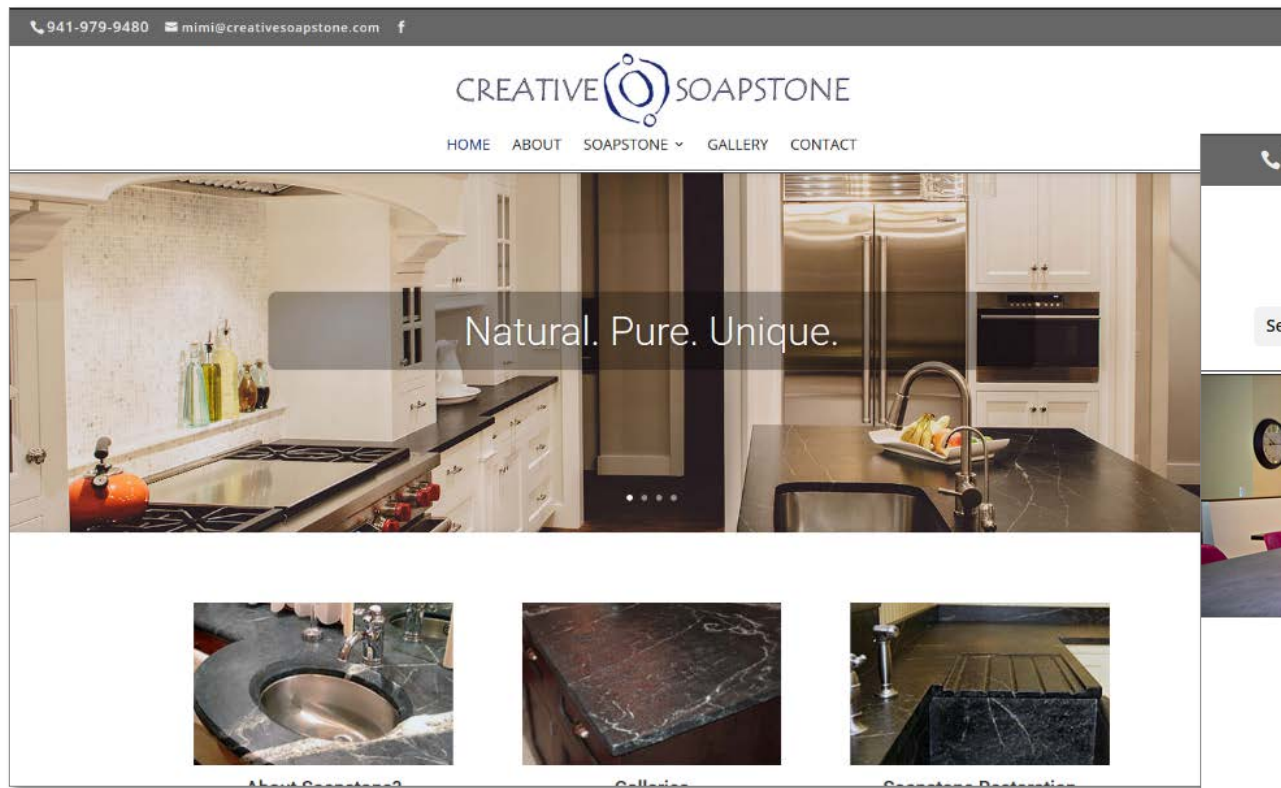
Lay**OUT**

**Voice**

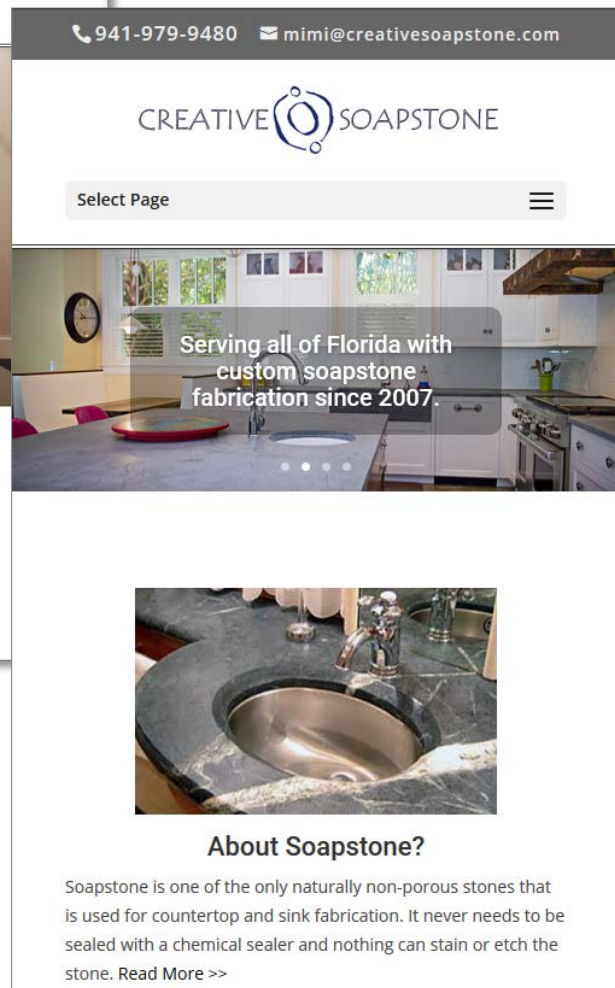
*What does your “packaging”  
say about you?*



# A Good Mobile Device Experience



Maintain your Image



**65% of Internet users are  
using a mobile device!**

*Content  
Accuracy,  
Spelling,  
Grammar,  
Important  
to your Image!*

**LET'S EAT BOYS!**



**I think you meant,**

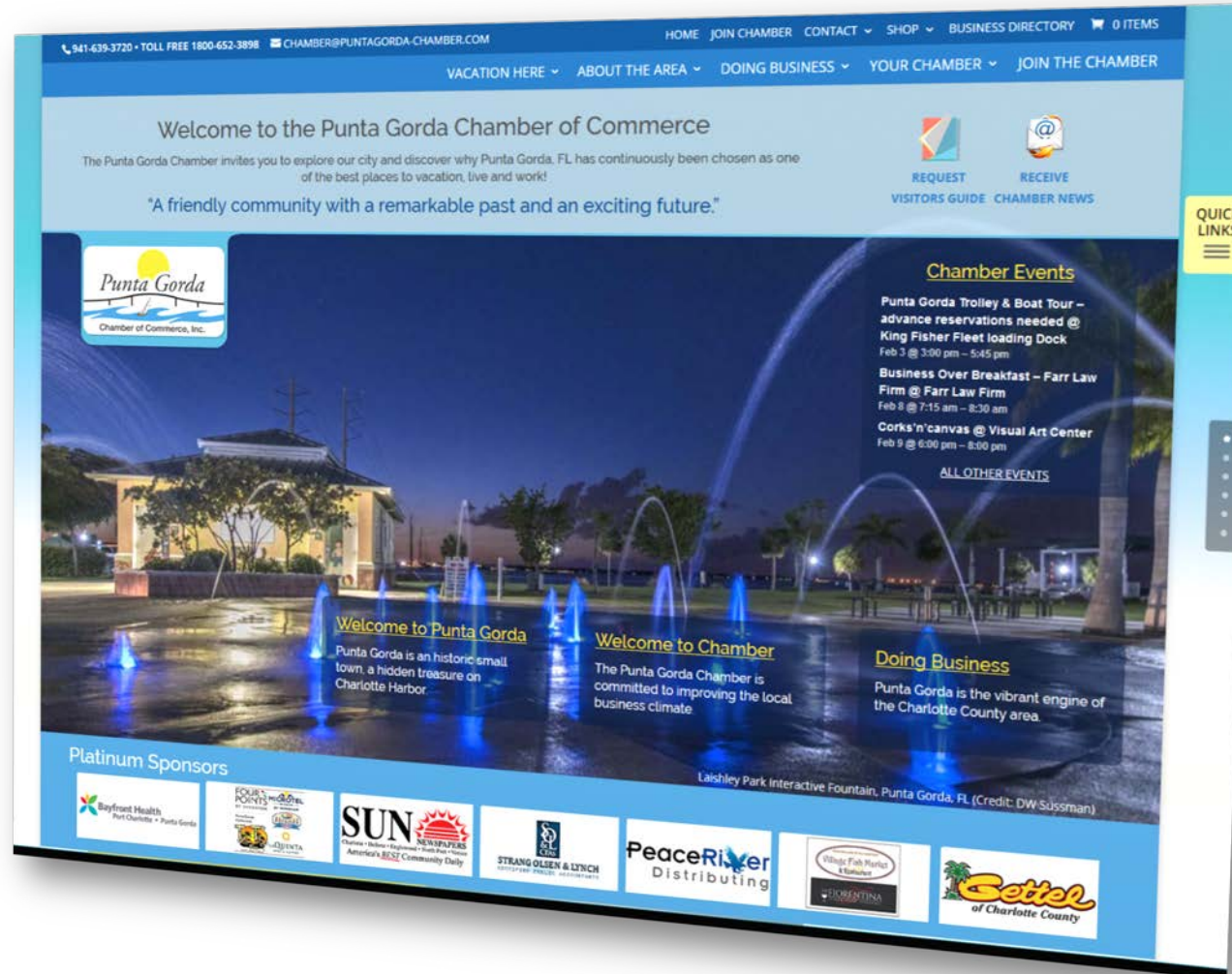


**Let's eat, boys!**



# Give your customer a reason to go to your site and spend time there

- Attractive
- Loads fast
- Easy to navigate
- Articles
- Resources
- Interactive
- Links
- Smart Phone Compatible



# But Build it and they MAY NOT COME

You must **consistently** and **constantly** drive people to your website and social media

- Web address on everything
- Provide something of value
- Links to anyone who is of value to your business
- Links TO/FROM directories: phone, industry, portals
  - YellowOnline, Bing Places, Manta, DexKnows, Local.com
- Links to your Social Media sites



# Search Engine Optimization

**SEO** is the process of improving the volume and quality of traffic to your website from **search engines** (Google, Bing). A continuous and consistent process.



# Create everything in your site around keywords and key phrases

- **Page titles** describe content
- Content is clear and concise
- Images and media are **titled** and have **Alt descriptions**
- Navigation is clear and descriptive



Your website is the world's  
access to your business.

**PROJECT** your image

Be consistent with all your  
marketing materials

Present your content clearly & logically



# What is the Goal?

More Site Visits =>

Increased Awareness =>

Increase in Your Business

Question Time



# NETWORKING: Are you prepared?

- ▶ A great attitude
- ▶ Elevator speech
- ▶ Business cards
- ▶ Name tag
- ▶ Plan of attack
- ▶ Follow up





# Focus on Others

# 3 Marketing Truisms for Small Business Owners

- ❖ Everyone knows 250 people
- ❖ People do business with people they know, like and trust.
- ❖ Every encounter you make is a “Marketing Moment,” be ready!

# Elevator Speech

An elevator speech is a short (15–30 second 150 words) sound byte that:

- Succinctly and memorably introduces you, your business and who you service
- It focuses on the benefits you provide (Unique Selling Position)
- What's in it for them?
- It is delivered confidently & effortlessly



# The Five W's of Networking

- **Who** do you need to know?
- **What** stories and examples can you give people that illustrate your character and competence, so they will want to build a relationship with you?
- **When** will you network? Set a schedule. Get it on your calendar now. Stick to your schedule.
- **Where** are your best networking venues? (Make/get the best impact for your time)
- **Why** do you want to strengthen your network? Goals?

# Follow Up

Follow up

Follow up

- ▶ Follow up right away with those to whom you said you would
- ▶ Have a system for keeping track of contacts
- ▶ Stay in touch!



# Face-to-Face Networking WILL build your business!



# Social Media Marketing

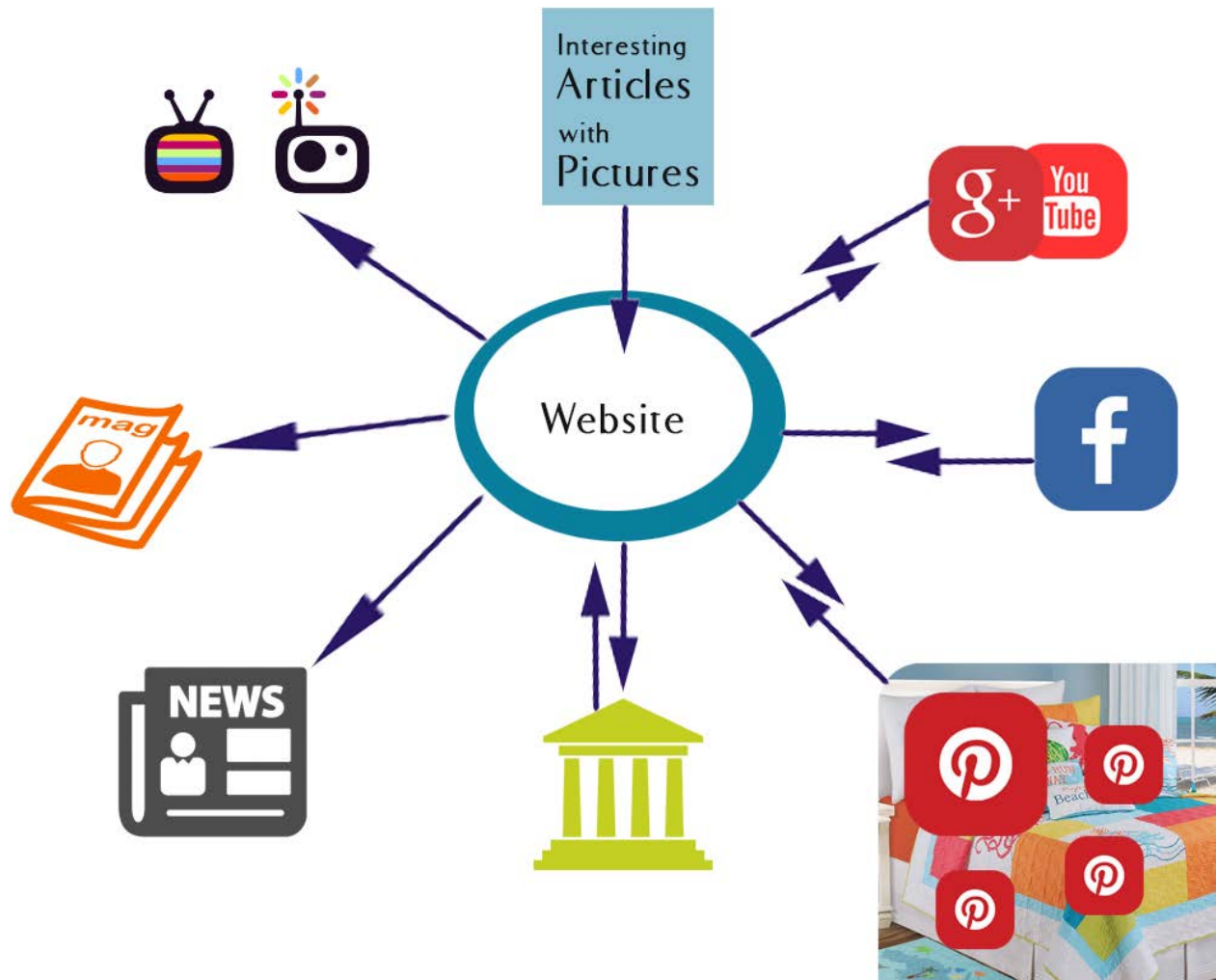
- ▶ Virtual networking: SAME RULES APPLY
  - Have a plan
  - Set goals
  - Avatar / Name tag
  - Meet & greet your followers, others' media
  - Use your Marketing Voice
  - Follow up, Stay connected
  - Measure success

# Why Spend So Much Effort...

## Social Media IS Networking – Online

Your exceptional networking skills pertain to both face-to-face venues and in the Social Media channels you choose to develop.





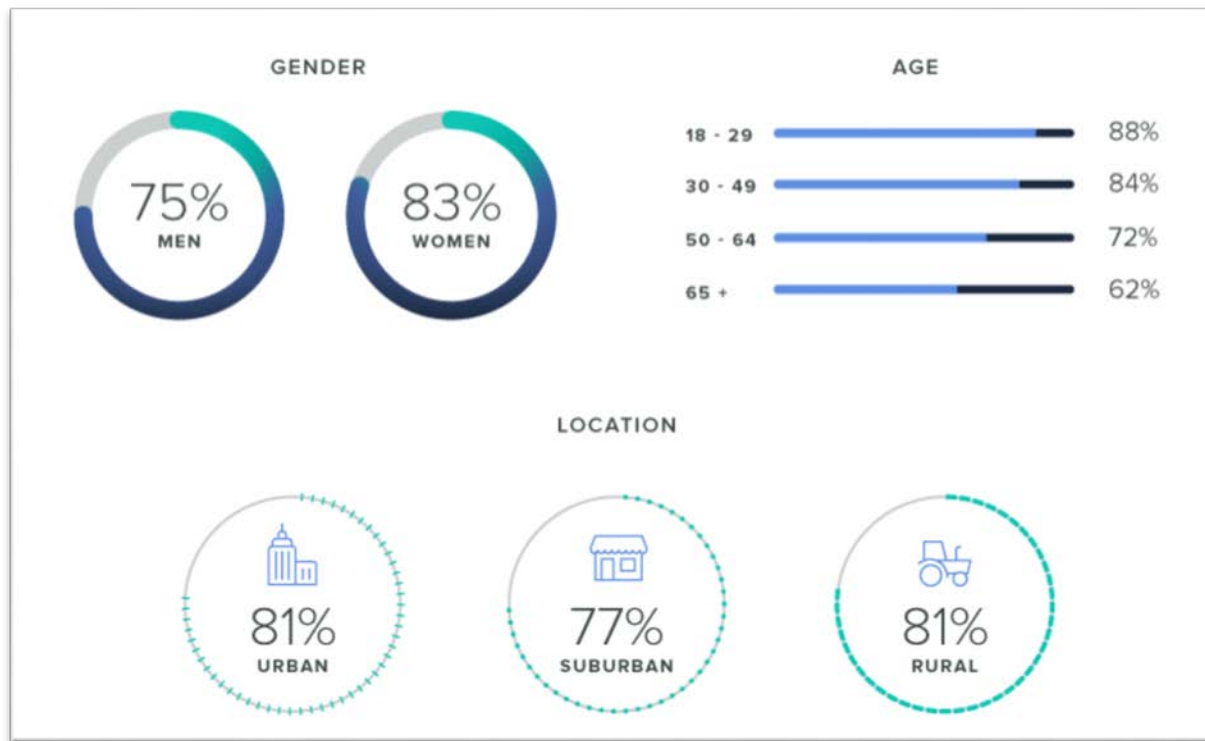
## 8 Top Social Media in Order of Use:





# Facebook

- ▶ Leader in daily active users, 1.15 Billion!
- ▶ 79% of Internet users log into Facebook



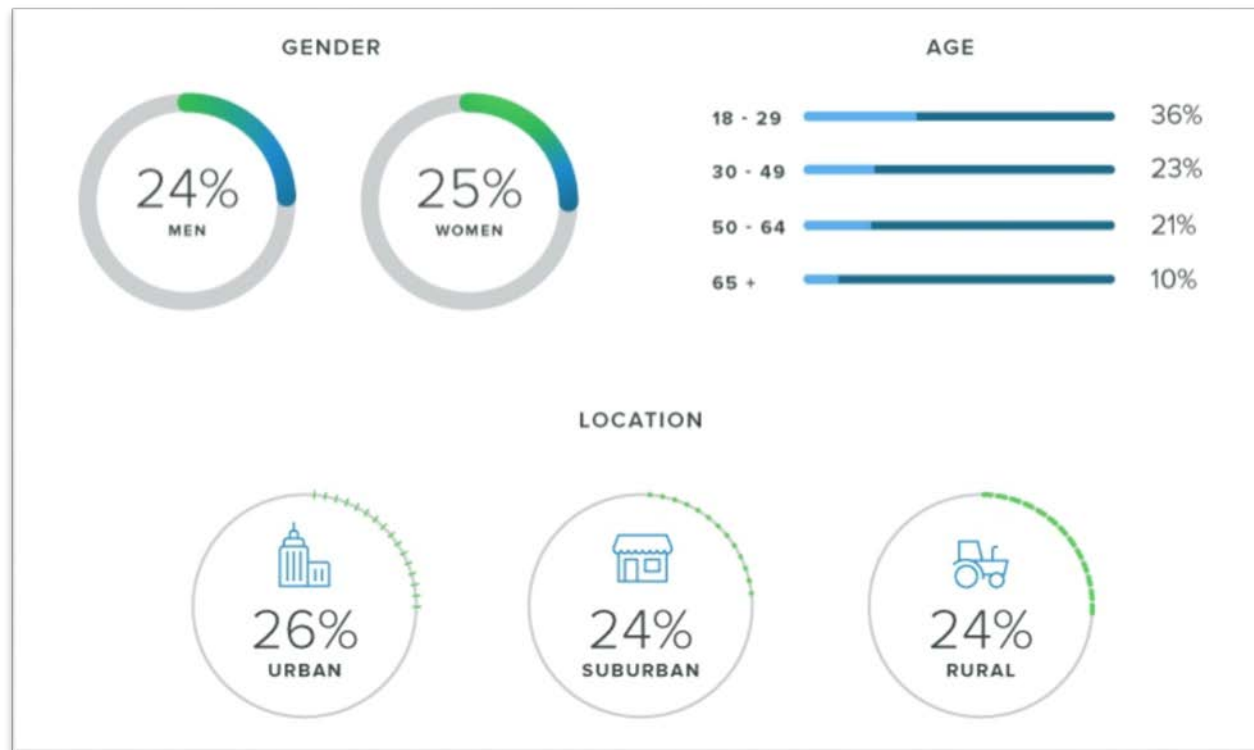
Source: [www.SproutSocial.com](http://www.SproutSocial.com)





# Twitter

- ▶ Excellent for Business and Organization branding
- ▶ Growing more popular for social customer service care

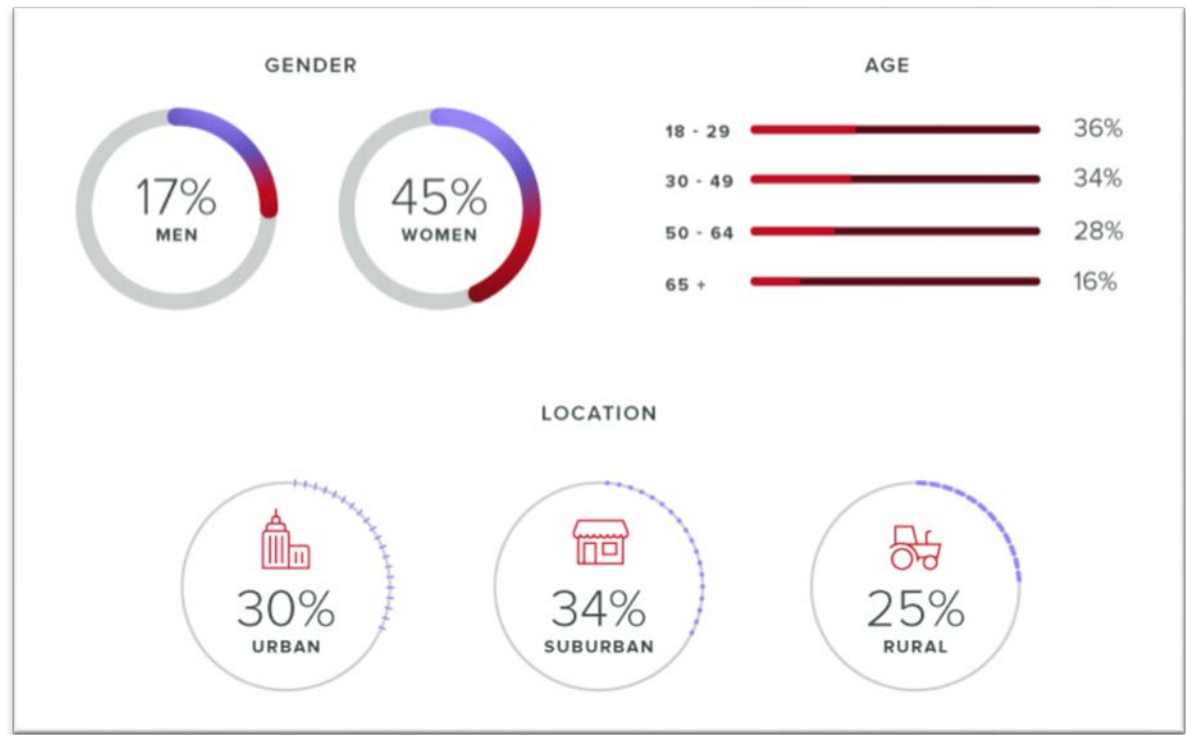


Source: [www.SproutSocial.com](http://www.SproutSocial.com)



# Pinterest

- ▶ Fast growing source for Business branding
- ▶ Not just for recipes and home projects anymore



Source: [www.SproutSocial.com](http://www.SproutSocial.com)



Google My  
Business



YouTube



Hangouts  
On Air



Google+

## Google social media tools have added benefits

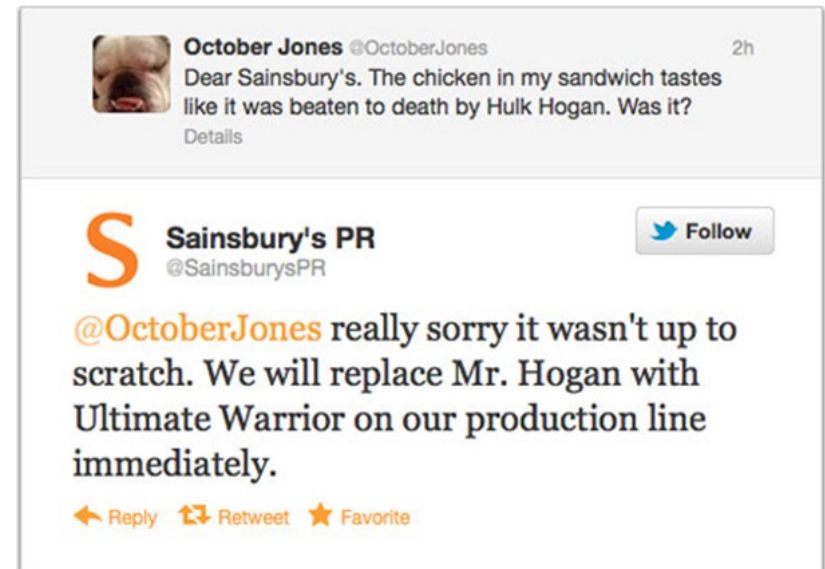
- ❑ More Google tools that you use = better search ranking
- ❑ Create your business profile, it comes up on Searches
- ❑ Spiders search your website when you post to Google+
- ❑ Video has become a hot marketing tool. Use YouTube to put videos on the Internet & then on your website
- ❑ Use Analytics to analyze traffic to your site & social media

**85.8% people use Google to search**

# Keep an Eye on Your Media

Consumers are 92% more likely to trust their peers over a brand when considering a new purchase.

- ❖ Search yourself, assess your “Online Reputation”
- ❖ Watch your social media for brand mentions
- ❖ Build content on your Website and in your Social Media
- ❖ Address any negative sentiment
  - with a positive attitude



# Measure Your Marketing Success



- Google Analytics
- Bing Traffic Reporting
- Interaction from your site
- Email signups
- Unique Phone Number, Email Address

**More Inquiries + Increased Awareness  
= Increase in Your Business.**



# How Your Website & Social Media Should WORK for Your Business

- ▶ Central, fluid advertising tool for your business
- ▶ The image that you project is highly important in capturing people's attention
- ▶ Give visitors information that has value
- ▶ Develop an Internet Marketing Strategy
- ▶ Use a mix of social media that you can manage
- ▶ Set realistic goals, the Internet is not magic
- ▶ Measure your success, continuously fine tune it

# What We Do...

## Web Design

- ▶ WordPress Development
- ▶ Domains, Hosting, Email
- ▶ Custom Coding

## We provide Website Design, Business Graphics and Internet Marketing Solutions

With over 20 years marketing and Internet experience, we have the knowledge and expertise to help you create a successful marketing strategy that promotes your business.

## Marketing

- ▶ Strategy Development
- ▶ Implementation

We blend Graphics, Internet and Media Advertising for your business success.

## Business Graphics

- ▶ Logo Design
- ▶ Business cards
- ▶ Signage, Display ads

**Set Your Sails for Success**

CeJay  
Associates<sup>CF</sup>

[www.CeJayAssoc.com](http://www.CeJayAssoc.com)

941-204-0007

To Send Us an Email

[Design@CeJay.com](mailto:Design@CeJay.com)

OR CALL

**941-204-0007**

Offer: 1 free hour consultation to discuss your Website/Social Media strategy.

Be sure to pick up our Tips Cards on the table – as well as a business card. We would love to hear from you!



## Why Your Business Should Have a Website

1. To Establish a Presence More than 3 Billion people worldwide have access to the World Wide Web, the Internet. Additionally, more than half of all internet traffic originated from a mobile device (such as cell phone or tablet.) No matter what your business is, you...

[Read More](#)

Your business website is a 24 / 7 salesperson for prospective clients, current sales & future employees.

We develop websites & business graphics for maximum marketing impact!

Sharp-looking graphics, on-target advertising text & print graphics that co-ordinate with your web site...

We design and develop creative custom websites, brochures, letterhead and logos for small- and medium-size businesses. If your business needs a new website or your present website

### Contact us

If you attended the recent seminar and would like a copy of the presentation, let us know here.

Full Name \*

Email Address \*

Checkboxes