



spinning planet

Internet Technology & Design

Website Success Guide Manual

This document is probably the most important document you will read regarding your website and future website and business development. If you read it all the way through and think about the questions it will literally save you thousands of dollars, increase sales and reduce your workload.

We've completed this guide with many companies ranging from Corporates in New York to Bed and Breakfasts in Palmerston North and every single business has said it was a valuable exercise that clearly profiled their business and customers in plain language but also showed them what is needed to have a successful website. In this guide you'll cover three main topics that will become the basis of your website success and the groundwork for your future digital strategies:

1. Clearly and strategically describes your business to staff, suppliers, web designers, website visitors and even Google.
2. Creates a profile of your business that clearly states what makes you better than your competitors
3. Creates a profile of your customers and identifies what is important to them and who your business should be targeting to create more wealth

Use this manual in conjunction with the free Website Success Guide form which can be found at www.spinningplanet.co.nz/wsgform

After you've completed reading this document you can request a free Website Success Guide meeting by clicking here: www.spinningplanet.co.nz/book-a-meeting

Table of Contents

WEBSITE SUCCESS GUIDE MANUAL.....	1
Who are my Internet customers and what is my digital strategy?.....	3
Describe your business in less than 22 words.....	4
What is your unique selling proposition?	5
Define your perfect prospects	6
Perfect Prospect 1: The 20% of clients that bring in 80% of income.....	8
Testimonials.....	8
Features, advantages, benefits.....	9
Perfect Prospect 2: Regular easy work that keeps your cash-flow stable.....	10
Keywords/phrases.....	11
Site Map: Your website framework.....	12
Home Page.....	12
Perfect Prospect Landing Pages.....	13
Services.....	14
About Us.....	14
Contact Us.....	15
Additional Pages.....	15
Next Steps.....	16

Who are my Internet customers and what is my digital strategy?

Your digital strategy might be as simple as a mobile phone that allows your customers to call you for products or services. However your digital strategy can be so much more such as e-commerce, online video, online staff training, Internet banking, databases, e-newsletters, SMS campaigns, etc. Our role is to help you identify the best tools for your digital strategy and provide support and technology to help grow your business.

The following questions will build the foundations for your digital strategy that will allow your business to succeed on the Internet. This is the first of three steps that we use to ensure our clients succeed on the Internet:

1. **Website Success Guide Meeting:** Profiles your business and customers for better web success.
2. **Persuasive Content Guide Meeting:** Structures your website to be its most persuasive and effective. Then we measure its success and can tell you each month how many customers your website has referred to you. [Click here](#) to see an example of our Persuasive Content Module and how it tells you how many new customers you are getting each month from your website.
3. **Internet Marketing Guide Meeting:** Once you're getting new customers we liaise with you again to show you how to get even more customers.

All of the above meetings are free to Spinning Planet clients on an annual basis to ensure your website success.

"Spinning Planet is a crucial element in our operational efficiency. But don't tell anyone. It's our secret."

Patrick Caragata www.rapidratings.com

"Everyone I have had anything to do with at Spinning Planet has been the nicest, most patient, most helpful, most easily understood (not a quality to be overlooked believe me!) help desk staff I have ever dealt with."

Harriet Sandstad, www.apartmento.co.nz

Describe your business in less than 22 words

Question: Why 22 words or less?

Answer:

1. It allows your customers and suppliers to easily describe your business
2. It will be the description that shows in search engines
3. It focuses your attention on your core business which will clarify the purpose of your website.

You can write two or three examples and discuss them in the Website Success Guide follow-up meeting.

- ie; Spinning Planet New Zealand (Manawatu) design business websites that are modular and can be updated by you. Find out why we're better.

Now it's your turn

Complete the corresponding fields on the Website Success Guide form located at www.spinningplanet.co.nz/wsgform

What is your unique selling proposition?

As businesses we tend to take for granted what we do. When people ask us what makes us unique we might quickly say “customer service” or “quality” but if you start thinking about it there’s actually a lot more reasons why people may want your product or service.

Question: Why do I need a unique selling proposition?

Answer:

- Helps identify what you are good at
- Helps Spinning Planet understand what sets you apart
- Let’s your customers know why you are better than your competitors

Example: Below is an example of some of Spinning Planet’s unique selling propositions?

1. What do you do?
 - Create professional and effective websites
 - Host websites and email on our own servers
 - Help business succeed on the Internet.
2. Who for?
 - Small to medium sized businesses
 - Partners that resell our services
 - Corporate clients
3. What is your "Big Promise"?
 - Website that clients update themselves.
 - Modular websites expand to meet client needs.
 - Open Source technology which provides longevity and security.
 - Measurable results that tell clients how many referrals they've had
4. What is your key differentiator?
 - Our prices and processes are transparent and listed on our website ensuring honesty with our clients.
 - Our clients can update their website using our content management system (CMS)
 - Our CMS is Open Source so if a client needs to leave our service they can take their website with them
 - We’ve been in business for over 10 years
 - We do business Internationally
 - Our technology is leading-edge

Now it’s your turn

Complete the corresponding fields on the Website Success Guide form located at www.spinningplanet.co.nz/wsgform

Define your perfect prospects

In this section you're trying to identify/create someone specific who, if they knew you had the solution to their problem, would love to do business with you. You may have more than one perfect prospect; we have three.

Question: Why do I need a perfect prospect?

Answer:

- Helps you identify your customer and their needs
- Helps Spinning Planet understand your customers
- Helps you prepare appropriate content for the website and offline advertising such as newspapers and radio

Example: Below is an example of one of Spinning Planet's Perfect Prospects

1. Who would love to do business with you?
 - Marketing Company
2. How old are they, what sex, and where do they live?
 - 45, Male, Auckland
3. What is their job?
 - Sales and Marketing
4. Where do they work?
 - Brandit NZ
5. How much would they spend with you in 12 months?
 - \$20K
6. What values are important to them?
 - Quality assurance,
 - Professional processes and service
 - Industry expertise
 - Statuary obligations
 - Friendly and prompt service
 - Security
9. What short "Call to action" or phrase would encourage this person to click a link on your website?
 - "Marketing Partners Wanted"
7. What is their name?
 - David

The above example is not a real person but the exercise helps you identify your customers. In marketing this process is called a Psychographic Profile. When you start thinking about content for your website or even your off-line advertising such as newspapers and radio you will start thinking "Will this ad appeal to David?"

Now it's your turn. We've provided enough room for three perfect prospects but if you only identify one then that's all you need. If you need more space just insert more pages. Remember, if you have trouble with this we will help you in our Website Success Guide follow-up meeting.

Perfect Prospect 1: The 20% of clients that bring in 80% of income

We find that businesses frequently concentrate on the majority of clients they deal with instead of the most rewarding clients they deal with. If you were to look at your financials and separate your clients into two categories. Who would be the 20% of clients that gave you 80% of your income. You may be surprised because this group may not be people that you think are your main clients. They might be businesses that refer business to you or they could be just a few of your very large clients.

Here's an example:

Who would love to do business with you?

- Realtors

Gender, average age, and where do they live?

- Female, 40, Palmerston North

What is their job?

- Realtor

How much would they spend with or through you in a year?

- \$10k

What values are important to them?

- Promptness, value, location, expertise

What short "Call to action" would they click?

- [View our Realtor website package!](#)

What is their name?

- Julie [Just make up a name for this fictitious person]

Identify at least 5 questions that they might ask:

- Question 1: [How much?](#)
- Answer 1: [We provide a full list of prices on our services page: click here?](#)

Testimonials

Get at least 2 testimonials of no more than 1 – 2 sentences from your clients that fit the profile of this perfect prospect:

- Who will provide testimonial one? [Barry Crump, NZBlokes.com](#)
- Who will provide testimonial two? [Jenny Crump, NZWomen.com](#)

Features, advantages, benefits

Identify features of your service that are attractive to your clients such as product quality, customer service, price, etc. Try and identify features that differentiate you from your competitors. For example, one of our unique features or differentiators is that our websites are “modular” and can grow as our clients businesses grow.

- Feature 1: ie; Our website can tell you how many customers were referred to you
- Feature 2: ie; We can send you a monthly report that outlines the value of the referrals
- Feature 3: ie; Our websites are modular
- Feature 4: ie; We've been in business for more than 10 years
- Feature 5: ie; We have clients all over NZ and the World

What additional website features could benefit this customer or help streamline your business. For example, many cafes get calls asking what is on their menu. By putting a menu on the website they can reduce the amount of calls they have to take. One of our clients used to manually process subscriptions to his courses and bank cheaques. We literally saves him thousands of dollars and time by creating an automated online registration system that simply plugged in as a module on his website.

- Feature 1: ie; Credit card payment to reduce invoices and cheaques
- Feature 2: ie; Staff contact details (emails and phone) to reduce secretary phone time
- Feature 3: ie; Downloadable house buying manual to reduce phone support
- Feature 4: ie; Searchable property listings
- Feature 5: ie; Links to other reputable businesses that are important to client

Now it's your turn

Complete the corresponding fields on the Website Success Guide form located at www.spinningplanet.co.nz/wsgform

Perfect Prospect 2: Regular easy work that keeps your cash-flow stable

This Perfect Prospect is normally the majority of clients you deal with. They are smaller but easier contracts to turn-around and are more like a “bread and butter” client that keeps cashflow nice and even.

Now it's your turn

Complete the corresponding fields on the Website Success Guide form located at www.spinningplanet.co.nz/wsgform

Keywords/phrases

Now that you've identified your perfect prospects we want you to brainstorm the words that they might type into a search engine to find your type of business.

Question: Why do I need keyword/phrases?

Answer:

- Helps search engines classify your website
- Helps new and present customers find your website
- Allows our staff to add the keywords to your website

Example: For example, if I owned "SP Lawyers" my perfect prospect might use these keywords/phrases:

- Manawatu, Palmerston North, SP Lawyers, legal, law firm, contracts, solicitors

Tip: To see other businesses keywords, right-click on their web page and click "View Source". Look for the section that says "<meta name='keywords'". Also, using your keywords in your Description of 25 words or less helps with search engines.

What are your keywords/phrases?

- ie; Spinning Planet New Zealand, Manawatu, Palmerston North, Wellington, Napier, Christchurch, Auckland, Brisbane, New York, London, website design, web design, e-commerce, newsletter, landing pages, seo, persuasive content, internet marketing

Now it's your turn

Complete the corresponding fields on the Website Success Guide form located at www.spinningplanet.co.nz/wsgform

Site Map: Your website framework

We're now at the last section of this document and if you've made it this far then you're serious about having an effective website. All we need to do now is identify what needs to be on your website. To speed up this process we've already added some categories that most websites need. Below is an example of how to fill out the form on our website:

Home Page

There should be three [Calls to Action](#) that target your Perfect Prospects - see an example of the Perfect Prospect [landing pages](#) below. Copy the Calls to Action you wrote for each Perfect Prospect below:

- [ie; View our Realtor website package!](#)
- [ie; Website Packages](#)

Directly below the Calls to Action we'll put the description outlined in your WSG. This will help Google clearly describe your website:

- [ie; Spinning Planet New Zealand \(Manawatu\) design business websites that are modular and can be updated by you. Find out why we're better.](#)

What other items might improve the Home page for your visitors:


- [ie; Website packages](#)
- [ie; First class support](#)
- [ie; Keep in touch](#)

Perfect Prospect Landing Pages

The Perfect Prospect Landing Pages are normally added by Spinning Planet based on your answers in the Website Success Guide form. Below is some information that explains them in more detail.

Perfect Prospect Landing Pages are probably the most important pages on your website because they have all the information that your Perfect Prospect needs to be convinced to become your customer. We've researched numerous scientific studies that identify how people use websites and what is most effective. In conjunction with our own experience and studies we've created a system that is designed to get you more clients and tell you each month how many new referrals you had and estimate how much those referrals were worth to you. Other web companies will tell you that you need more visitors. We'll show you that you need better content to convert those visitors first.

Below is an example of a Perfect Prospect Landing Page. Though they may not necessarily be the same for all clients be customers are different. Spinning Planet write the content for these pages based on our clients' answers in the WSG.

<p>LANDING PAGE TITLE</p> <p>Short pre-sales persuasive content quickly building trust and credibility - Brief paragraph with 5 bullet points identify 5 Features, advantages and benefits to the customer.</p> <ul style="list-style-type: none">• General FAB 1• General FAB 2• General FAB 3• General FAB 4• General FAB 5 <p>CALL TO ACTION</p> <p>Add Call to Action such as a link that says "click here to contact us". This link would be measured as a "warm contact"</p>	<p>Inspirational Image</p> 
--	--

<p>SUB-HEADING 1</p> <p>Longer sales persuasive content still using FAB to describe each service you offer</p>	<p>Testimonial One</p>
<p>SUB-HEADING 2</p> <p>Add as many services or supporting material as needed</p>	<p>Testimonial Two</p>
<p>FAQ</p> <p>Add FAQs</p>	
<p style="text-align: right;">CALL TO ACTION</p> <p>Add Call to Action such as a link that says "click here for a free quote". This link would be measured as a "cold contact" because the visitor needed more proof before they decided to contact you.</p> <p>To find out more about how we measure the success of landing pages visit our Persuasive Content Guide page here.</p>	

Services

Most business websites have a Services page that outlines what they offer. What services do you offer?

- [ie; Portfolio](#)
- [ie; Testimonials](#)

About Us

One of the most visited pages on a website is the About Us page. The reason for this is because your customers want to know if you are real, your experience, etc to see whether they can trust you. Spinning Planet recommend the following sub-pages:

- [ie; Our History](#)
- [ie; The Team \(including photographs\)](#)
- [ie; Work with us \(page outlining any jobs that are available or possible business networking opportunities\)](#)

Contact Us

Perhaps the most important page on a website is the Contact Us because visitors instinctively use it to contact you. Though we also place your contact details at the bottom of every page because research shows that you will have 20% more chance of being contacted; visitors also want to access your contact page for other features such as a contact form or Google Map.

- ie; Address
- ie; Phone
- ie; Email
- ie; Contact Form
- ie; Google Map

Additional Pages

In this section of the form outline any additional pages you might need such as:

- ie; Testimonials
- ie; Downloads
- ie; Gallery
- ie; Shopping Cart
- ie; Job Vacancies, etc.

Now it's your turn

Complete the corresponding fields on the Website Success Guide form located at www.spinningplanet.co.nz/wsgform

Next Steps

Congratulations! You are now on the road to having a successful website that will really compliment your business and become a valuable sales channel. If you'd like us to help you further you can request a free meeting or teleconference by [clicking here](#).

If you have any questions please feel free to contact us:

Email: info@spinningplanet.co.nz

Address: Level 55, 89 – 93 Rangitikei Street. Palmerston North.

Telephone: 06 825 6515