

Advanced Website Techniques That Give You A Competitive Edge Workbook



The E-Learning Marketing System™

Advanced Website Techniques

- In every area of business, the pros have figured out certain advanced techniques that no one else is even aware of
- One of the key components for any website is the ability of any prospect to be able to quickly and easily navigate your site
- To do this, they add an assortment of “buttons” typically labeled “products,” “services,” “about us,” “contact us” and so on



Advanced Website Techniques

- Your prospects buy based on emotion
- They respond to hot buttons and they’re looking for solutions
- How does information “about us” solve their hot button issues
- Do they really belong in the prime real estate at the top or the sidebar of your site



Advanced Website Techniques

- Are there other labels we could attach to the more prominently displayed navigation buttons that would serve our objectives of capturing leads and closing more sales much better
- The typical navigation buttons on websites are all about the business... NOT the prospect
- We want to uncover several advanced techniques that will make your navigation buttons all about your prospects... NOT you
- This will make you more revenue and profit in the end



Advanced Website Techniques

Previously, we looked at the differences between a website and a landing page... and defined the appropriate times and situations to use each one

Now let's explore several advanced techniques that will completely separate your website from your competition

We'll help you create a competition-demolishing website that actually gets results



Let's Get Started

- Your website will ONLY appeal to your target customer
- It should attract them AND pre-qualify them at the same time
- Here is an exercise that will...
 - align you with your target customer
 - help you to create a website navigation bar that helps facilitate your prospects decision making process



Try This Exercise

This requires you to step OUT of your business owner mindset and INTO the mindset of your target customer

You want to physically feel what they feel... and experience their exact same emotions

Do this... and you will create a market-dominating website



Try This Exercise

Close your eyes and imagine your target customer

WHY do they want or need what you sell?

What is the biggest problem, fear, frustration or concern they're experiencing in their lives RIGHT NOW that has them so emotionally motivated that they are physically searching online for a solution to their pain?



Daycare Example

You own a daycare facility

Young mothers drop off their kids and the child begins to cry

So put yourself in “moms” shoes... what’s she feeling RIGHT NOW

She feels like the worst mom on the planet

This negative thinking doesn’t stop once mom gets to work



Typical Daycare Website



Locate Child Care

- Child Day Care Search
- Child Day Care Services by State
- Child Day Care Services by ZipCode
- Child Day Care Services by Area Code

For Parents

- Child Care Articles
- F.A.Q.'s
- Child Care Books
- Child Care Links
- Family Videos
- What to Look For In A Child Day Care Provider
- YouTube Videos
- Parent Chat Room
- Child Care Games
- Child Care Blog **NEW!**

For Providers

- Member Login
- Join Today
- Member Benefits
- Member Pages
- Licensing Information
- Daycare Articles

BOOKMARK

Bookmark & Share

Email	Favorites
Print	Delicious
Digg	Google
MySpace	Live
Facebook	StumbleUpon
Twitter	More... (263)

City & State Search for Daycare
Please Child Day Care in

City: State/Province:

Children's Corner New Rochelle, NY

Ads by Google

In Home Child Care
Flexible in home child care. Less than \$8/hr. Start saving today
www.goAUPAIR.com

La Petite Infant Care
Child Learning & Development Center
Kids Ages 6 wks - 12 yrs. Tour Now!
LaPetite.com

Child Day Care
Learn at home how you can start and operate your own child day care
www.PennFoster.edu

KidZone Learning Center
Licensed Daycare Center & Preschool
Now Enrolling
www.OlatheWesleyan.org

Christian Daycare
Serving the Northland

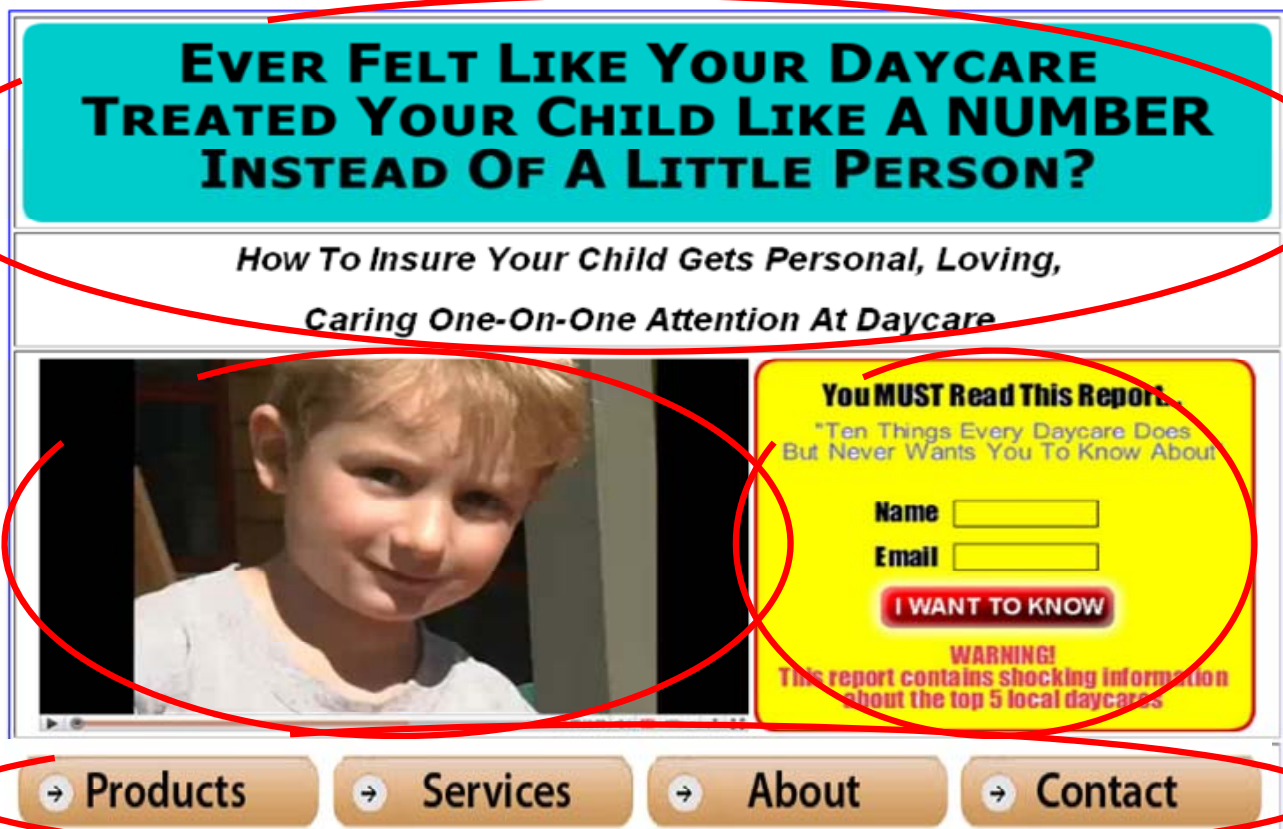
Family Day Care Marketing
Simple, Low-Cost Marketing Resources for Your Family Day Care

For Providers... TO LIST YOUR CHILD DAY CARE **How to promote your child day care center!** **Read some testimonials!**

Berry Best Preschool Program
1(800)396-3840
www.preschoolprogram.com

Featured Diamond & Gold Daycare Members

Improved Daycare Website



Navigation Button Exercise

- The key is to forget about the features of your product / service
- Instead, get emotional!
- Close your eyes: reflect on how you help your target customer to:
 - first, solve their biggest problem, fear, frustration or concern
 - second, get exactly what they want
 - and third, improve their life and / or results



Navigation Button Exercise

I solve my target customer's biggest problem, fear, frustration or concern by...

I make sure my target customer gets everything they want by...

I help my target customer improve their life and / or results by...

Navigation Button Exercise

I solve my target customer's biggest problem, fear, frustration or concern by...

providing a solution to the negative emotional feelings all daycare parents experience

This is a solution that provides them with tremendous peace of mind; it relieves all stress, guilt and frustration and allows them to hold the daycare and the staff accountable for the experience and treatment their child receives during daycare hours

Navigation Button Exercise

I make sure my target customer gets everything they want by...

innovating my daycare and giving my parents the ability to physically see their child whenever they want... from work or home

Parents experience negative emotions because they never know what is really happening to their child at daycare

They want to know that everything is great... that their child is happy; enjoying themselves and being well cared for by the staff

Navigation Button Exercise

I help my target customer improve their life and / or results by...

creating a daycare environment where parents know for sure that their child is being treated as if their child were our own child

They know we understand their fears and concerns, and have gone the extra mile to make sure they never have to worry about their child again

With this peace of mind firmly established, the parents can devote their full attention to their job performance, and receive as much satisfaction and joy from their career as they do with their kids

Navigation Button Exercise

- Now take the paragraphs you have just completed
- Highlight all the emotional wording throughout
- Rewrite your answers into groups of one to three words, but never more than three
- Identify only the 1-3 words that are most important
- Those become the keywords and phrases that form the building blocks for your navigation buttons, your navigation bars and even your headlines



Navigation Button Exercise

I solve my target customer's biggest problem, fear, frustration or concern by...

providing a solution to the negative emotional feelings all daycare parents experience

This is a solution that provides them with tremendous peace of mind; it relieves all stress, guilt and frustration and allows them to hold the daycare and the staff accountable for the experience and treatment their child receives during daycare hours.

Group 1... Peace of mind

Group 2... Guilt free experience

Group 3... Staff accountability

Navigation Button Exercise

I make sure my target customer gets everything they want by...

innovating my daycare and giving my parents the ability to physically see their child whenever they want... from work or home

Parents experience negative emotions because they never know what is really happening to their child at daycare.

They want to know that everything is great... that their child is happy; enjoying themselves & being well cared for by the staff.

Group 1... Your child's security

Group 2... See for yourself

Group 3... Hold us accountable

Navigation Button Exercise

I help my target customer improve their life and / or results by...

creating a daycare environment where parents know for sure that their child is being treated as if their child were our own child.

They know we understand their fears and concerns, and have gone the extra mile to make sure they never have to worry about their child again

With this peace of mind firmly established, the parents can devote their full attention to their job performance, and receive as much satisfaction and joy from their career as they do with their kids.

Group 1... Unmatched childcare

Group 2... Extra mile promise

Group 3... Stress-free parents

Navigation Button Exercise

Now look them over and select the three, four or five you feel will help you build a compelling case

- Group 1... Peace of mind
- Group 1... Unmatched childcare
- Group 2... **Guilt free experience**
- Group 2... **Extra mile promise**
- Group 3... Staff accountability
- Group 3... Stress-free parents
- Group 1... **Your child's security**
- Group 2... **See for yourself**
- Group 3... Hold us accountable

Navigation Button Exercise

These words are now the building blocks for your navigation buttons and headlines

Stop using the typical “all about me” navigation buttons typically labeled:



and focus those buttons on the wants and needs of your target customer

Navigation Button Exercise

Our daycare owner's new navigation buttons might say something like this:



Now a prospect is ENGAGED

If they click on "Your child's security," you will know about their psychology and motivation, and you can very carefully track this in your analytics

This is almost like having your own private, cost-free Google Adwords campaign

What's The Advantage To This?

If they click on "Guilt free experience:



you know they're experiencing negative emotions about leaving their child in a daycare

That button can link them to a specific landing page designed to address that one major hot button issue with them... and allow you to educate them by explaining your solution to this major problem

Create a separate video for each of these landing pages, along with a free report that highlights the solutions to this problem

But Why Stop There?

What if you design a series of “drip campaigns” that focus specifically on each individual hot button issue?

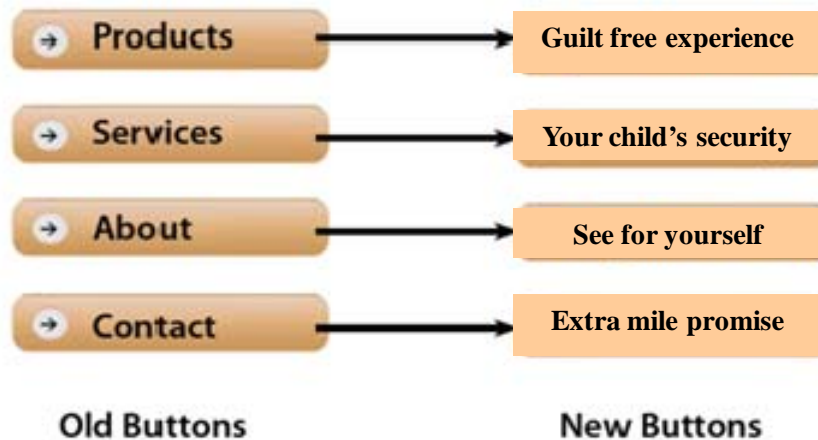


You would have a drip campaign for the “guilt free experience” selection

A different drip campaign for the “your child’s security” selection... and so forth

Navigation Button Exercise


As you can see, your newly created navigation buttons have helped you design and create a competition-crushing website that should leave your competition in the dust



Improved Daycare Website

EVER FELT LIKE YOUR DAYCARE TREATED YOUR CHILD LIKE A NUMBER INSTEAD OF A LITTLE PERSON?

How To Insure Your Child Gets Personal, Loving, Caring One-On-One Attention At Daycare



You MUST Read This Report...
"Ten Things Every Daycare Does But Never Wants You To Know About"

Name
Email

I WANT TO KNOW

WARNING!
This report contains shocking information about the top 5 local daycares

→ Products → Services → About → Contact

Website Format Review



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QUEST FREE EXPERIENCE YOUR CHILD'S SECURITY SEE FOR YOURSELF EXTRA MILE PROMISE

Take a video tour of our facility
Click here

Meet the staff that will treat your child as their own
Click here

This week's curriculum
We educate kids... NOT "babysit" them
Click here

PRODUCTS SERVICE ABOUT CONTACT

Never Forget This!

- A website is nothing more than a tactic
- A website is a terrific tactic for some businesses... and for others it may be a complete waste of time, effort and money
- For some businesses, prospects will actively search out their website... while the vast majority of businesses need a strategic action plan that drives prospects to their site



Always Think “Strategy”

- Always be thinking in terms of strategy... NOT tactics
- This all goes back to your sales process
- Your sales process is your strategic plan of action
- Your website should never be an afterthought
- It either plays a vital role in executing your sales process or it doesn't
- If it doesn't, stop wasting your time, effort and money... stay focused on the plan that will produce real results



Your Sales Process

- Every business needs a website today... if for no other reason than credibility
- Map out your sales process and follow that roadmap
- There's a reason we refer to your sales process as your "roadmap to market domination"
- If your website plays a key functional role in your lead generation and lead qualification stages... then use the techniques we have provided to greatly increase your results

