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## Smart Web Marketing Ideas

October 2008

### Yes, You Have to Put Your Picture Up on Your Website. Here's Why.

Twice last week I heard from clients that they didn't want to post their own photo on their website. "I'm shy." "I want it to be about the business, not about me." "No one cares what I look like." WRONG!!

Your business is ALL ABOUT YOU. (this is particularly true if you sell a service!) On the Internet, where a prospective customer can choose from hundreds or thousands of people who do what you do or sell the same or similar products, one of the best ways to differentiate yourself is to have a web presence that is PERSONAL and reflects you, the owner.



Its like when you are one of the finalists up for a new job. Both of you have the same skills. The boss will always hire the person he likes better personally. Human nature. You just pick people to work with WHO YOU LIKE.

Since your website may be the first "touch" a prospect has with you, you need to make your website a reflection of you and your personality, attractive and magnetic. Your website still needs to be professional, but let it reflect your uniqueness. Be brave enough to reveal a little about yourself to get them interested. Make them want to know you better and do business with you. Get them to pick up the phone!

Go get a great headshot of yourself for your biography page. But you might also consider using additional photos, including you with your family, your pets, teaching a class, something that makes you more "real" to your web visitors. I've heard lots of stories from web marketers about

amazing response from their lists when they mention their pets, so give it a try!



## STILL HAVEN'T DECIDED WHETHER YOU SHOULD BUILD YOUR OWN WEBSITE??

Here are my (totally biased!) top ten business reasons you should build and maintain your own professional website:

**EASY TO CHANGE.** Your business will change. You'll add a service, you'll change your tag line. Something. If your web guy is the only one who can change your website-holding it hostage (for a fee), you won't keep it up to date. An out of date website can be worse than no website at all.

**CUT OUT THE MIDDLEMAN.** You are responsible for the content anyway. Why not just do it yourself?

**INVESTMENT.** It's a lot cheaper. Even if you get a freelance person to do it for the same price as a template, you'll have to pay again and again when you want to touch your site.

**THE RIGHT AMOUNT OF WEBSITE.** The reality of a business website is that it needs to be GOOD ENOUGH. Not over-the-top with music and animation. Your clients want the appropriate information presented clearly and you don't need a designer to do that.

**SPEED.** You can do it quickly. In just an hour or two. Start with just one or two pages and then as you develop more content, you can add it.

**GETTING FOUND.** Search engines like sites with changing content. If you have to pay your web guy every time you want to add a new event or change a link to an upcoming teleclass, you won't do it and then your search rankings will go down.

**TEST.** If you control your website, you can use it to test new ideas and offerings. A summer special, a discount offer. Just put it up and see what happens.

**COURSE-CORRECT AS NEEDED.** When you build your own website, you can easily track the traffic and statistics patterns, seeing where your visitors were referred from, what pages they visited, how long they stayed. This is meaty information you can really learn from.

**DON'T REINVENT THE WHEEL.** Working with a templated system gives you straightforward guidelines on best practices and what pages and content to develop so you don't have to reinvent the wheel.

**END PROCRASTINATION.** You can finally cross "build a website" off your list!



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