

# 10 Mistakes Business Owners Make Online

Hi, this is Andrew from [www.australianonlinemarketing.com](http://www.australianonlinemarketing.com). Thanks for reading this report.

Listed below, I have 10 mistakes that business owners make when they go online as the primary source of this information.

Just to give you a bit of background about myself, I've traveled around the world to as far as Costa Rica, Switzerland and Miami, USA to learn some really unique Internet marketing strategies. And what I've seen in my travels is that traditional brick and mortar businesses, when they build a website, they make a lot of mistakes and, consequently, they're not making as much money online as they should be.

One thing I've seen since I've been selling business solutions for businesses online is the fact that a lot of businesses do not take action, and they concentrate too much on the prettiness of the website, and I'll go into a bit of detail on that in a moment.

Along my way, I've also worked with some of the biggest names in Internet marketing who are internationally known. In fact, I've also shared the stage with some of the big names in Internet marketing as well. And I've spoken around Australia and New Zealand about Internet marketing in front of thousands of people, and I've also put on seminars myself.

## Mistake 1 – Graphic Designers

The first mistake I'd like to start off with is a big mistake and, obviously, that's why it's number one. The biggest mistake I see business owners making on the Internet is the fact that they employ a graphic designer to build their website.

Now, I'm not saying graphic designers do not have a place. They do a great job, but it's only one function of a website. In fact, if you've got a pretty looking website but no one's coming there because the search engines can't find you, or there's no marketing structures or methods built into the website - so, in other words, it's not selling, it's just a glossy brochure.

Some companies do just need a website that is a particular site that is informative, but most websites owned by business owners really should have marketing built into their websites.

If you've got a great business but it's in the middle of the desert and no one's going past, what's the point? It's just like having a website that the search engines can't see, because a lot of graphic artists put flash onto a website. Flash is one of those big animation type of websites and the search

engines can't see them. There's nothing for them to read, so it throws them away.

Secondly, human visitors also click off the website too, because they don't like to see that sort of stuff loading.

So, mistake number one is graphic designers who don't understand marketing and they don't understand search engines, so be careful, because what normally happens is the business owner will say to the secretary, "*Can you look up a couple of places in the yellow pages or on the Internet?*" And the secretary will go find a website that looks pretty.

This happens a lot. This is a very common mistake and it ends up costing the business owner a lot of money, because they keep going to different graphic artists and keep spending, when really the answer is never in the graphic artist. It's in the marketing and the search engines. So, a graphic designer is the first mistake.

## Mistake 2 – Static Content

The second mistake is static content on a website. What I mean by static content is by words on the website that do not update. There's no connection between the business and the customers, or the clients. You've really got to have a website these days that can connect out, and there are many ways of doing that.

You can actually have a website that isn't really a website, it's actually a blog. What a blog can do is really get out further into the search engines, connect further out with your customers, and you can speak more directly on a regular basis because it's very easy to update your blog. And your blogs can also automatically tell the search engines that you've updated the site.

Hence, blogs that actually look like a website can actually get higher up in the search engines. So, I believe the future of static HTML websites are on the way down, and updating content blogs that look like a website and function like a website are the way of the future.

The businesses that are embracing this idea are in the forefront of the people who leave this behind, because this is the way that businesses will be run. And it's really good timely advice to go and get a website with all the correct functions. That's really a blog.

## Mistake 3 – No Marketing Structure

Another mistake, number three, and I've already touched on this, but no marketing structure in a website.

When, for example, you might go to a graphic artist to get a website made, the first question they generally ask is, "How many pages? What colors do you like? Do you want an 'about us' page? Do you want a home page? Do you want the 'contact us' page?" all that sort of stuff, which, yeah, that's got its place, but really, what is your marketing structure?

How are you going to get the leads? How are you going to convert the leads from a lead to a sale? What structure's in place in your office to handle the leads? What is your offline capacity to convert the leads? What's your follow-up system? What have you got going?

Marketing structure, to me, is one of the most important elements of a website because, in the marketing itself, you can really make a big difference. In fact, one of the other mistakes I see with the marketing, while we're on the subject, is the fact that it's a lack of headline, a lack of 'what's in it for me' when I see a website.

When I go to a lot of traditional business websites I see the same message; "Welcome to our website, this is us," I like to see marketing. What's in it for the end user? Why should they stop? What is going to grab their attention? Why should they take action now?

So, I want to see a headline there and I want to see it grab the attention of your customers. So, always think, "What's in it for your customer?"

In fact, it's the same with your yellow pages. In the yellow pages if you've got 'Bobs Building' next to 'Free report: How to Avoid Building Mistakes' as a headline, what's going to grab your attention?

So, it's a headline. Headlines are proven and have been around for years. I wonder why so many businesses don't use them properly.

So really think about your marketing structure and message you are portraying.

## Mistake 4 – No Follow Through System

The fourth mistake I see online, and this is a real big mistake, is the fact there's a lack of follow-through systems on the Internet. There's a lack of follow-up with email, follow-up offline through phone calls. This fits in with the marketing structure, but in itself it's very powerful. Or when you haven't got this going in your website, lack of follow-through, you can really lose out.

So, we want to see follow-through systems, and we'll talk more about it later on. But when there is a lack of follow-through, again, there is no connectivity with the end customers. You can make a lot more money from your business by simply talking to them on a personal level.

In fact, a famous marketer, Jay Abraham, says one of the big things is to talk to your current customers often, because most businesses only concentrate on getting fresh leads, when that's a big mistake.

You should actually be really out there looking as well for fresh leads, but at the same time talking to your current clients, making sure they're okay. Because with some of your current clients, you'll find the second sale to them is a lot easier than the first sale. So, you'll make a lot more money by concentrating as part of your marketing system into follow-through systems.

You can also generate referrals from your customers when you connect with your clients more often.

## Mistake 5 – No SEO

The fifth mistake I see online, and hardly any businesses do this, is have SEO in the budget. And what's SEO? Search Engine Optimization. What are your search engine strategies built into your website or blog? What can you do to be found higher up in the search engines?

There are so many things that can be done, and, really, not budgeting for SEO is a huge mistake. You must allow some money to get higher up in the search engines under the correct key terms whether you're a national, international, or local business. It doesn't matter which way, you can get higher up in the search engines and a lot more traffic by having a budget for search engine optimization.

You need to found under relevant key terms, for example, Brunswick Hair Dresser if you own a Hair dressing Salon in Brunswick.

## Mistake 6 – No Pay Per Click Advertising

The sixth mistake ties in with the fifth mistake, and that's a lack of pay-per-click advertising. And what's pay-per-click advertising? Well, if you go to Google and you do a search on anything, you'll see on the right-hand side there are ads. They look like little boxes. You actually pay for when anybody clicks on your ads.

Now, if you're a local advertiser, you can get very cheap ads by just advertising locally in Google, and it's very easy to set up. So, you should really concentrate on whether you're in Toorak in Melbourne or you're on the Gold Coast or in a country town such as Coffs Harbour, Albury - Wodonga Pakenham, anywhere like that.

You could actually do local search engine, pay-per-click search engine advertising very cheap, and you can also pick up national and international

traffic as well. So, pay attention to having a pay-per-click advertising either through Yahoo or Google. They're the two main ones and they reach about 90% of the search engine traffic.

## Mistake 7 – No Merging Online with Offline

The seventh mistake is a lack of merging online with the offline. And what I mean by that is there's very little thought about advertising your website offline, in terms of classified ads, because if you're running Google ads like the previous strategy, you can do split testing quite easy and you'll find out which ad works best.

Now, if that ad works the best online, the wording's also going to work offline. So, simply get that ad that works the best on the Internet and use it in classified ads. The other thing I would add in there is a phone number when advertising offline.

So, really advertise your website offline. Work out systems to collect an email offline to bring online, and bring your online offline as well. And there are many ways of doing that, but you really must put these systems into place to really get a lot more success on the Internet.

Work out systems that your sales people can use to follow up leads from your website. Does each sales person have their own unique page? Do they have their photo and welcome audio? These things really help to connect with your clients or customers.

## Mistake 8 – Tactics Vs Strategy

Another mistake is really big as well. It's tactical versus strategical. Most businesses are very tactical. They'll go out and they'll do one tactic at a time. A tactic might be submitting articles or getting links so you can get more traffic, but what's your strategy?

The strategy of the entire site and how that fits into the strategic business is much more important. We must think about how your business is set up; what sort of staff can handle the orders' what can they do; what's your strategy for merging your whole business into the website?

Because the business is the big part, the website is only one marketing tool and one aspect of your business, but it's a very powerful aspect because you don't need as big ads to sell. You just need your offline ads to go back to your website and let the website do the selling.

But what's your strategy for doing that? And if you're concentrating on tactics, you may be too haphazard. You need actual strategy and structure and systems that fit into building website success. Find out what fits into

your business strategy, and work your website backwards from there. Do you have procedure manuals/ documents in place that tie in with your website?

## Mistake 9 – No Immediate Action

The ninth mistake I see that business owners make is a lack of incentive to take immediate action by the end user. And there's very little on the Internet, very little reason to call now or to ring you now or to email now. So, you must think of incentives.

Now, an incentive could be a free report (like this one), a free DVD, a free quote, a free audio. So, all these things can be available on the Internet.

Now, for example, if you're a hairdresser you could put, "Hairdressing tips to sign up for a new sletter." Simply these days "Sign up for our free new sletter" is not enough. You must give incentive for people to leave their name and email. You almost have to sell the fact of people submitting their name and email to you, so really think of the incentives, what's the bonus.

I like to see a starburst on the website saying, "Free audio valued at \$250 shows you the 7 mistakes of termite pest control people," whatever your business is, "the 7 real estate mistake," or "How to increase your turnover using accounting, tax reduction," anything. Whatever your business is, there's always something you can educate your end users and clients with, because people like to be educated; they don't like to be sold, because when you educate, it actually sells itself naturally, which creates excellent systems.

So, think of ways to get people taking action. It might be in your voice on the website asking them to pick up the phone and call you now, or directing people to leave email, leave their name and you'll get back to them within 24 hours. Or it could be a video of yourself talking on the Internet as well.

## Mistake 10 – No Modern Technology

Which leads us to the tenth mistake, and it's a lack of use of modern technology such as video and audio on the Internet.

Ten years ago, product demonstration videos for business were very, very popular. And they still are popular, but to use them on the website to show you your best use of products is very powerful. So, if you've got a product that can be demonstrated, put it on the Internet as a video.

If you've got a service that can be sold by showing, using pictures and words, put that on the website as well. You can use video to connect with your end clients and you can also get traffic.

If you can educate people, for example, you can actually go to UTube.com or Google video and put your videos up. That will also get you search engine traffic. Put an audio on your website, educate people about the uses of your business, or you can use it for the marketing, like I said earlier.

So, think of modems uses, because if you incorporate audio, for example, there's a term called podcasting. Podcasting is you can go and talk about anything that you like and anything that ties with your business. You do that once or twice a week, you'll get a lot of followers, a lot of listeners coming to your website. And you can suck in a lot of traffic using podcasting and video, when done correctly. So, use modem technology and don't be scared of it.

Now, if you've got a TV commercial, put it on your website. Don't be afraid to put it on your website, because if it's sitting there, what's the point? If you have to pay for it every time it gets aired at a television station; and I used to work in television, I know about this; it's dead time.

But if you'll put it on your website, you can make full use of your commercial and it doesn't cost you any extra money when they play your commercial on your website. Same for your radio ad, put it online too.

### 3 Ways to Improve your Web Sales

Now, I'd like to move our attention just quickly to the three ways that you should really concentrate, if it's a website or a weblog. If you concentrate on these three ways, and I'll give you some strategies on how to do it, you'll make a lot more money on the website.

#### 1) Increase Web Traffic

The first strategy, of course, is to increase your traffic. Now, what ways can you increase traffic-wise on the Internet? First of all, it could be by podcasting. Second of all, it could be a video connected to YouTube. It could be article submissions. It could be pay-per-click advertising from Google or Yahoo. It could be press releases. It's very important to do press releases. You could find a local tie-in for a press release and submit it to press release places and get a lot more web traffic that way.

You could set up an affiliate program or referral program so other people start recommending you. You could put in tell-a-friend scripts so people can tell their friends about you. You could give away free screen savers with quotations that fit into your industry that your clients might like, and then return them by sending away for tell-a-friend script so they can tell their friends and let the end users send traffic to you. So, there's another way, is creating a buzz around your website.

So, there are lots of ways of getting website traffic; blogs as I suggested before, getting links, links is so important. How do you get links? You can do reciprocal linking, you can exchange links, you can purchase links. You can go get one-way links from directories. All these things are possible and you should be doing these things. Tag and ping, way too technical to mention what tag and ping is, but it's a great way of getting more web traffic to your website.

## 2) Convert Traffic Into a Lead or Sale

The second strategy there is after you've got the traffic, what can you do to convert the traffic? Well, for example, you can convert the traffic into a sale or a lead. That's two things the conversion should concentrate on, a direct sale, if you've got a store selling jewelry, what strategies have you got? What headlines or calls to action? How easy is it for people to buy and how many clicks until they add to the cart?

Some people have their order links buried so far, by the time they go to buy the product, it's too far away and people have clicked off. Make it easy for people to buy on your website.

What other strategies, as well, incorporate video and audio in your website and that can really help convert. Have strong sales copy, educate your clients, all that sort of thing really helps convert.

So, once you've got the traffic, you then concentrate on converting the traffic to a lead or a sale. Get them to call your office, your practice, whatever you've got. Get them to take an action and convert it into a lead or a sale.

## 3) Increase Your Follow Up

The third thing, and I've already touched on this as well, is follow-through. But how do you incorporate that? Have you got someone in the field, if they're working for you, capturing in email, asking people to join up to your newsletter? If it's an educational newsletter and you've got a handyman coming around to someone's house, ask them if they want to join the newsletter and you'll have free tips.

So, you can get them to fill out a form and make them can fill out the form and sign their name and they can fill out tips. And then you can incorporate into your newsletter, which would go out automatically. And that's a great strategy of following through, is using email, and I'll go through that in more detail in a moment, about how to actually do this.

Also, if you have a hairdressing salon and, for example, you had a quiet day, if you had been collecting emails for a while, you could do a sudden broadcast out saying, "The next 10 people in the salon will get 50% off, a

free color, free tint," etc., etc. It's a very good way of communicating more to your end clients by having a follow-through system. And we've got a solution for that.

## How Australian Online Marketing Can Help Your Business

So, how can [www.australianonlinemarketing.com](http://www.australianonlinemarketing.com) help you? We can help you in quite a number of ways. We can build your website with marketing structure. So, if you need a website built, if your website's sitting there and it's not really doing anything, it's not selling, it's probably got a lack of marketing structure.

So, that's the first thing we can do is look at the marketing structure, look at copywriting, and we can find out what is missing on your website. What is your backend profit from your website? Are you missing out on a lot of money because there are no backend profits? Are you selling little things? What can you do to get bigger margins on your website?

So, that's the first thing we can do, is build a website for you with marketing structure. You can get a quote from :

<http://www.australianonlinemarketing.com/web-design-form.html>

The second alternative is to build a blog with modern technology. Now, the blog is something you can update. You can still sell from your blog, and we'll set that up. We'll also set it up so it automatically goes out to the search engines every time you update it so it sucks in the traffic. We can build it so that it's building video structure and audio so, again, you can get a lot more traffic by having the video and audio going out from your blog. And the blogs look pretty too, so they're not just an ugly looking blog, which they were a couple years ago. Blogs can actually look like websites.

In fact, a lot of people don't know that blogs these days are websites. Well, the ones that are done properly, that is. In fact, they also load faster into the pages, so it's another advantage. They're faster loading than the websites are generally. So, we can help you build a blog with modern technology built in.

Thirdly, we can help with new software, which is a follow-through system. Now, a follow-through system is very unique. In fact, my business partner and I invented this system. And the system basically is built for a business who wants to talk to the customers more often, whether you're a restaurant, anything at all, retail, service. I believe just that every business needs this system, because what the first part of the system is, we provide you with a script for your gatekeeper or your person in the field to capture an email.

For example, if you're a car yard, you might be able to capture an email and the car. Find out their name, email and already type it into the system so when they get home there's an email saying something like, "Hi, Bill. Thanks for shopping around. Did you find the 2003 Toyota?" And now it's automatically merged, the message is already there. You've just put a few key fields in and they're really impressed, because are the other car yards doing this? No. They're more likely to come back to you. So, you start talking to them.

In fact, by following through there's a lot more advantages. Number one, it saves you money in advertising costs because you're talking to your customers more often. Number two, it makes you more money because you're talking to them. And number three, when you go to sell the business, your business is worth more because you've got an active list, very important.

Now, if you've got a retail store, you can have a form sitting on your counter that customers can fill out and then you can simply data entry the data. And you don't have to be on the Internet to use this system. You can data entry the data and you don't even have an Internet connection up in the store. You can take it home and upload it automatically.

Now, it uploads at the end of the day with all the customers' names and details and it goes straight away. Out goes the first email and you can set the dates. So, you might have one email the first week, second email the second week. And we write exact messages for you.

For example, if you're a garden shop, we'll have 7 garden tips or something like that. Or if you're a Mexican restaurant, we'll have Mexican recipes, Mexican fun, something with a Mexican feel.

So, you'll have exact messages that educate your customers, so that they can feel educated and they'll come back to you.

Another powerful feature of this unique software is the fact that you can actually capture people's emails, but you can capture the birthday details. For example, they'll get a birthday message and you can attach a gift certificate or a '2 for the price of 1,' or something like that. Or if you're a restaurant, you can have a gift certificate made up that says "free meal for you, birthday boy, at our restaurant

Of course, they're getting the free meal, but they're never going to eat alone, so they'll bring their friends in as well. So, that's another good marketing strategy.

So, automatically they'll get an email on their birthday with a preloaded gift certificate that goes out to all your customers' details. It's a great way of building rapport.

Also, at any time that you feel the need for a special promotion, we've got a very unique system built into this system. In fact, it's very powerful. We have 30 pre-written, professionally written marketing messages.

They might be Christmas hours. You might just do a broadcast to your list and say, "Merry Christmas. Thanks for your patronage. Here are our Christmas hours," and out goes the email personalised to each customer. That's really good communication.

We have VIP nights, '2 for the price of 1.' We have all sorts of marketing messages that really hit home. In fact, you're going to save thousands and thousands of dollars worth of copywriting by having access to these.

So, number one, you can have use of the email system by capturing the names. They get an email for their birthday. You can upload a gift certificate, gift voucher so they can bring it into your business. They also get their emails sent to them with an education base, and then you get to choose when you want to send broadcasts out

Imagine if you own a restaurant, you send out an email (happens automatically to the Birthday Girl or Boy. You offer them a Free Dinner for their birthday. Are they going to come alone? Or will they bring friends? Friends who may have never had the opportunity to eat in your restaurant

Now, if you owned a fish and chip shop, for example, you could do a broadcast out every Friday night "Here are tonight's specials"; very beneficial. That sort of thing most people aren't using. In fact, you can use images to get their mouths watering so they can see the special of the night

Also the fish and chip shop could broadcast people before (Easter and say, "Easter's coming up, send us in your orders now because we're going to be sold out for Good Friday."

So, there are so many applications for this to make more money for your business that it is very, very powerful. And ecologically, it will also cut down the use of paper because you'll be using electronic communication so brochures and things like that won't be needed as much.

So, we can help you out with this follow-through system. If you've got a website, you can use it as well, and it's fully compliant by Australian Spam standards. So, we've done all the research. It's one of the most unique pieces of software out there at the moment; very powerful. And we'll tell you how you can get a hold of what we sell.

So contact me directly about how we can boost your business using this unique system. By the way it does so much more too, like customer surveys, tell a friend scripts.

The fourth thing we can do is we can get search engine optimization and get you high up in the natural searches. We can put your website out throughout all the major search engines and smaller ones, which will increase your exposure with many different sorts of packages.

And the fifth way is we can do a pay-per-click campaign for you. We can set up Google AdWords. In fact, we also have a maintenance program so we can look after your pay-per-click on a weekly, monthly basis. So, you've got someone that's looking after it, because pay-per-click needs constant communication and constant tweaking for absolute success.

In fact, one of the ads I've made for one of my clients makes him about \$60,000 a week. I'm not going to guarantee that's going to happen to you, but that's just one ad of many going into my clients' pay-per-click advertising.

So, if you log onto [www.australianonlinemarketing.com](http://www.australianonlinemarketing.com) you'll see at the top there's a row of buttons. If you click the survey button, fill the form out and we have a required field. So, in the required field is the referral code, "Who referred you?" <http://www.australianonlinemarketing.com/surveyform.html>

Now, if you see the welcome letter that comes with this report, at the top of the letter you'll see a unique code. Please enter that code and fill out the questions. Or alternatively, you can call me directly and quote the code as well so we know where it came from, because tracking and testing and measuring is very important business.

So, we like to track and test everything so we know what's working and what's not working.

So, go to <http://www.australianonlinemarketing.com/surveyform.html> Fill out the survey on the survey button at the top and tell us which one of the five, or if you want us to create a whole package for all five of those strategies: build a website with marketing structure, a blog with modern technology, a follow-through system, SEO, or pay-per-click. We can help you in those ways. We can help you really enhance your business results and increase the value of business by enhancing your business results on the Internet.

Hopefully, this has been of some value to you. And feel free to go on. It doesn't cost you anything to at least get a quote on how we can help you.

My name is Andrew Clacy and it's been my pleasure to present this report to you. I know it's not the most poised presentation ever, but I know that the content is fantastic. And I'm really excited because we're on the cutting edge of doing some really unique things here in Australia.

In fact, the follow-through system will be launched in America very soon. It's going to take off like wildfire because it is so powerful for business.

So, give me a call. My direct number at the moment, my direct mobile number is 0400607207.

And the number one thing I'd like to leave you with is treat your website like a business itself. If you just put a website up and you don't do anything to promote it, you won't get success. If you put some managing into your website, you will get success. And that's another reason why you should treat your business seriously. Treat online business just as seriously, because it can really add absolute dimensions.

In fact, you could start recommending affiliate programs to your clients and pick up extra money off the backend of some of the other people's products and services. There are many, many ways. So, give me a call or go on [www.australianonlinemarketing.com](http://www.australianonlinemarketing.com) and fill out the form, and I hope to see you in cyberspace and welcome you aboard. While there, you can also subscribe to my Marketing Newsletter.

Congratulations!

PS you are welcome to pass this report on to other business owners who may get benefits from the information presented.