

# 10 Strategies to Online Success

*How to Use the Internet  
to Expand Your Business  
and Win New Customers*



***Darlene Goode***

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How to Use the Internet to Expand Your Business and Win New Customers

## *Professional Web Studio*

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### Introduction

The competition is fierce when it comes to the world of online marketing and web design, and I'm sure it is very easy for a consumer like yourself to feel confused and overwhelmed with all the information out there.

What's good? What's not so good? What's old school or what's going to work now and for the foreseeable future?

What's honest advice and what's misleading advice?

I wrote this short eBook with you, the recipient in mind. You might be an operations manager with a small telecommunications company, you might be a health & wellness practitioner, or you might be an entrepreneur building your new business.

Whatever your position, chances are good that you spend your days serving your customers (as you should be) and not online trying to figure out how you can leverage the power of the Internet to attract new clients and expand your business.

As a person who practically lives online I have often come across ideas and techniques that are great for setting up your online presence and promoting your business online, and ones that are not so great.

Have you heard the online terms "white hat" and "black hat" techniques?

If not, can you guess what they mean?

White hat can also be defined as "best practices". Black hat can also be defined as "manipulative practices".

People who know me, know I am a "white hat" kind of gal. While working in the corporate world for over 16 years (did I just say that out loud?), I often heard the term "best practices", and that worked well for me because it truly aligned with my way of doing business then, and now.

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Being online on a daily basis has taught me a lot about the best practices to use when you want to use the Internet to build a winning website for your business, as well as other popular online marketing ideas that you can and should be using.

The intention of this guide is to share with you, in a simplified, easy to read format, the best practices for you to follow, as well as what practices to avoid as you use the Internet to expand the online presence of your business and win new customers that are already online looking for your products or services.

**Before we move on let's start with a quick online test. You can consider this a bonus tip.**

### **Keyword Phrases That Apply to Your Business.**

What is your business area of expertise? Dentist? Naturopath? Optometrist, etc.?

What will other people type into Google when they search for your business?

For example, if you are a dentist let's say in Calgary, someone in Calgary looking for a new dentist may go to Google and type: Calgary dentist. This is known as a keyword phrase.

A keyword phrase, for those that are unfamiliar, are the words that a person may use to find your business online.

Okay... you give it a try.

Open your Internet Browser and go to Google.

Type in a phrase that applies to your business and see where your website shows up in the list of results.

If you do not currently have a website for your business, use a phrase that applies to a business that you know, and see if their site comes up.

Please note, if you use your company name as your search phrase your website will typically show up on the first page of results.

But if I am new to Calgary for example, and don't know your company name, I will be using a phrase such as "Calgary dentist" to find you.

Therefore, it is more important that your website is designed around the keyword search phrases that potential customers would use, and not simply around your business name.

Now, let's move on to your 10 Strategies to Online Success!

### 1. Frames from Yesteryear

If your current website is designed based on frames it is time to consider a redesign from the ground-up if you want to win new customers.

Why? Because sites utilizing frames typically separate the content of the page from the frameset, making it virtually impossible for search engines to find, let alone index and produce, the content of the framed pages in their results.

In the online test you did several minutes ago we briefly talked about how important it is for search engines to be able to find your website when someone is looking for your business online.

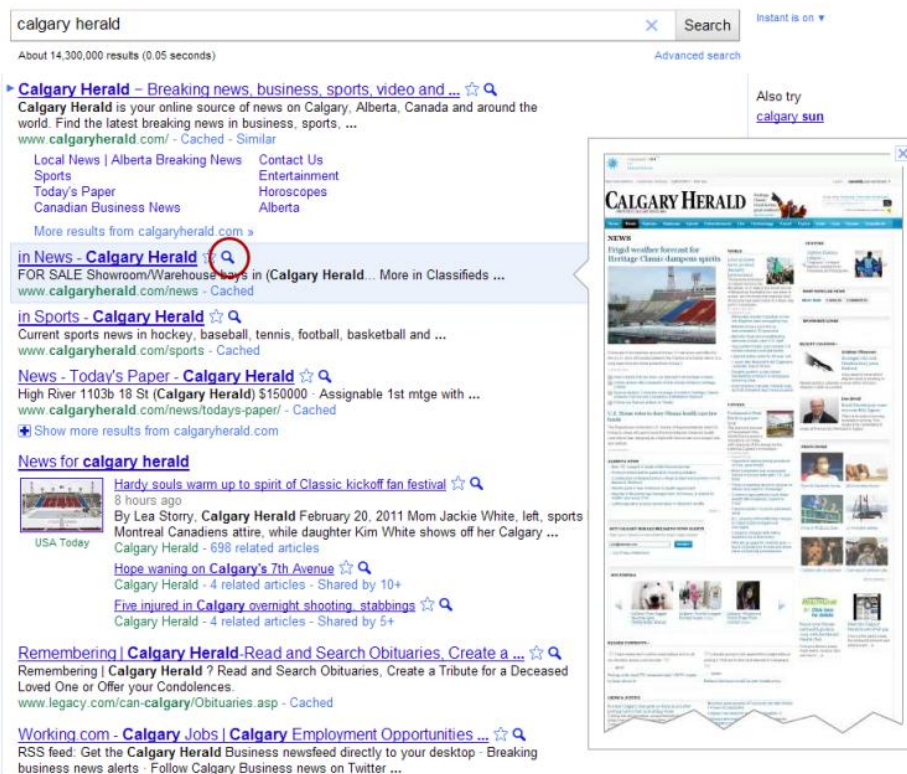
If you have framed pages that search engines can't see then they will simply skip over your website and read and list your competitor's site instead.

## 2. The "Enter Now" or "Loading, please wait" Page.

Even if you only spend a small amount of time online you have probably come across websites that open with "Click Here to Enter" or "Loading, please wait". While it may have some visual appeal to some people, using this technique actually slows down access to the website when the site is designed with an "Enter Now" page.

Visitors have to wait for the Enter page to load and then click again to access the site. Consider this -- the average person spends approximately 30 - 60 seconds per website unless they find something they really like. Why waste that 30 - 60 seconds of their time with an Enter page?

Also, in 2010 Google added a new feature to their list of indexed websites. It is known as Google's Instant Preview. When someone does a search for something in Google, the results will appear and they will see a very small magnifying glass icon (as shown in the red circle below) beside the title of the website. Clicking on the icon allows people to quickly take a peek at a website before they decide if they want to actually visit that site or not.



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Okay, so why is that important?

Because a site with an Enter Now page loses the advantage of the Instant Preview because Google can't pick up their page. Their instant display ends up looking like a big grey square.

Which preview do you think will encourage more people to click on and visit your website?

After spending time and resources to have a great website built you want to use every available opportunity online to encourage people to visit your site.

Unless you are an extremely large business, the grey icon probably isn't going to win you too many visitors, which simply defeats the point of having an online presence in the first place.

The screenshot shows a Google search for "jean paul gaultier". The search bar contains the text "jean paul gaultier" and a "Search" button. Below the search bar, it indicates "About 13,500,000 results (0.12 seconds)". The search results include:

- Jean Paul Gaultier : Mode, Parfum et Beauté** - [ Translate this page ]  
Découvrez la mode (Haute Couture, Prêt à porter) et les parfums **Jean Paul Gaultier**.  
[www.jeanpaulgaultier.com/](http://www.jeanpaulgaultier.com/) - Cached
- Jean Paul Gaultier – The Online Boutique – Perfume, Cosmetics and ...**  
Discover the **Jean Paul Gaultier** products for men and women: fragrances, eau ...  
[www.jeanpaulgaultier.com/ww/en/home.html](http://www.jeanpaulgaultier.com/ww/en/home.html) - Cached
- Jean-Paul Gaultier - Wikipedia, the free encyclopedia**  
Jean Paul Gaultier (born 24 April 1952 in Arcueil, Val-de-Marne, France) is a French fashion designer and grand couturier. In the past, Gaultier has hosted ...  
Life and career - Collections and labels - Perfumes - References  
[en.wikipedia.org/wiki/Jean-Paul\\_Gaultier](http://en.wikipedia.org/wiki/Jean-Paul_Gaultier) - Cached - Similar
- Images for jean paul gaultier** - Report images  
A row of six small images: a portrait of Jean Paul Gaultier, a perfume bottle, a woman in a white dress, a woman in a red dress, a perfume bottle, and a woman in a black dress.
- Galerie Gaultier**  
ENTER. Serveur Presse. ENTER. Serveur Presse. Merci de votre visite.  
[www.galeriegaultier.com/](http://www.galeriegaultier.com/) - Cached - Similar

On the right side of the search results, there is an advertisement for "Jean Paul Gaultier" which is a large grey square with a puzzle piece icon in the center, indicating a broken image.



### 3. Did You Mean to Flash Me?

We've all seen them. You launch a website and images start dancing all over the screen. As one guy recently said online "do you start to dance when I walk into your office?". "So why are you dancing on your website?"

There are several ways that designers use flash when developing a website. One is to develop the entire site in flash. The second is to incorporate elements of flash design within a website.

While flash may be good for some creative type websites, like entertainment sites, fashion design sites, etc., it isn't appropriate for most business websites.

Business websites appeal to a broader audience when they have a modern, clean and easy to view design.

**Also, in recent months Flash has quickly begun to lose its appeal due to the fact that:**

- It won't be mobile friendly.
- It isn't search engine friendly.
- And it doesn't look good in Google Instant Preview. Remember the grey icon?

I do agree that some animation or sliding images look great on a web design.

If you want to have images moving on your site consider replacing flash with an excellent alternative such as [jQuery](http://www.jquery.com) (www.jquery.com).

## 4. Places People, Places.

If you operate a local business, especially a brick and mortar business with a physical address, then you need to list it with Google Places.

Why?

Because chances are good that your competition has not yet done that, and even if they have, you can compete with them for that top listing on Google.

**Listing your business website on Google Places is:**

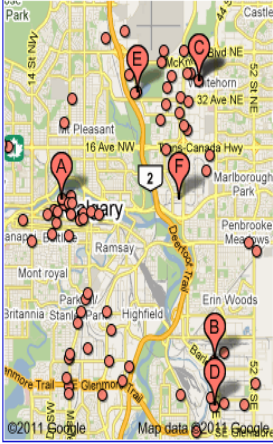
- Free, unlike PPC ads.
- One of the quickest and easiest ways to show up on the first page of Google.
- Offers your customers quick access to your business location, hours of operation and phone number. This eliminates them having to spend time looking for you in a big old clunky phone book.
- Also extremely handy when someone is new in town and uses their cell phone to locate you.

About 276,000 results (0.16 seconds) [Advanced search](#)

**Optik TV & PVR Anywhere** Ad  
Sign up for TELUS Optik TV & get a free HD PVR with PVR Anywhere  
[telus.com/tv](http://telus.com/tv)

**Places for cable company near Calgary, AB**

- A** [Shaw Communications Inc](#) ☆ [Q](#) - 4 reviews - [Place page](#)  
[www.shaw.ca](http://www.shaw.ca) - 900-630 3 Avenue Sw, Calgary - (403) 750-4500
- B** [Core Telecom & Wiring](#) ☆ [Q](#) - [Place page](#)  
[www.coretelecom.ca](http://www.coretelecom.ca) - Bay B - 5815 36 Street SE, Calgary - (403) 921-9889
- C** [Canadian Custom Cable Inc](#) ☆ [Q](#) - [Place page](#)  
[www.3-ci.com](http://www.3-ci.com) - 3823 29 Street Ne, Calgary - (403) 250-2271
- D** [Quality Wireline & Cable Inc](#) ☆ [Q](#) - [Place page](#)  
[qualitywireline.com](http://qualitywireline.com) - 23-7503 35 Street Se, Calgary - (403) 723-9473
- E** [Noramco Wire & Cable](#) ☆ [Q](#) - [Place page](#)  
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- F** [Trispec Communications Inc](#) ☆ [Q](#) - [Place page](#)  
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