

# Do-It-Yourself Secrets for Creating a Profitable Website or Blog

Interview with Andy Renk, co-founder of Click for Clients

**Tom:** Okay, Andy, to start off, could you give me a little background on yourself and tell me how you got into online marketing?

**Andy:** Sure, Tom. I've been doing this since about 1993, and I was working in the marketing communications department. I started following around with the Internet. It was just sort of becoming a new thing back in those days, and I always sort of like fiddling with technology, and I've a real creative side to me so that the whole design part of it appealed to me as well, and then I actually went to work for a company that sold audiovisual equipment, and they gave me a really – a really crappy territory to work, and I was having a hard time selling stuff. So I'm like, "Wow! I wonder if I could use this Internet, this new Internet to maybe boost my sales." So, I built a couple of web pages with products, and the next thing I knew I had people from Africa calling about being distributors and whatever and it was of course before all the Nigerian money scams came in to be, so actually it was a little legitimate thing and so I kind of fell in love with it and built a direct marketing company exclusively online around the audiovisual products, and I have been in it ever since.

**Tom:** Wow, that's quite a way to start. I imagine things have changed quite a bit.

**Andy:** Oh! Yeah. It seems like it changes everyday, which is exciting and it's a challenge in and of itself, but – so yeah I kind of stumbled in to the whole thing which was lucky for me because I really love it.

**Tom:** I think one of the things that people struggle with when just getting involved with the Internet is just going out there and trying things. Do you remember back in the early '90s when you got started, were you a little bit scared or ... so what's your mentality?

**Andy:** Oh, it was the whole new thing, and I could remember I would go to the bookstore and I would buy this Adobe Classroom in a Book books. They taught you the software lessons. I would go into my office about an hour earlier and I would go through it and I would take these lessons and I would learn this stuff, and I just did it. I made a lot of mistakes, and I've made

investments and some people may have heard of Dreamweaver, which is Adobe's web authoring software package and it evolved from, it was a completely different company called Drumbeat back in those days that – I mean it was just incredibly complex piece of software, but I just sat down and I learned it little by little and there were some days where I was like, “Am I ever going to be able to figure this out.” But eventually, it all clicked in and I think it's one of those things that — it's like anything you try, you just have to stick with it and figure it out, plus you don't have to come with my path, I just jumped in and just did it until I figured it out.

**Tom:** **Was there anybody that you could follow online that was doing something similar to what you wanted to do or was pretty much everything the information that you're getting with it coming from books?**

Andy: Well, in those days, there wasn't a whole lot going on online. It was a whole new thing if you want to talk about equivalent of what we call social media today, like Facebook, and it was really CompuServe back in those days and AOL was just coming out, so I can remember doing my first IM session with a co-worker and it was the most unbelievable thing. We thought it was just magic. Back in those days, the information was all out of books. It was all out of the manuals so to speak. So, there really wasn't a catalog and the information that's available online now. So it's a completely different thing. So it was kind up to me to dig again and find the resource to deliver it. And like when I was doing the software, it was all just going through the CDs that you had tutorial lessons on, so I just followed those. So, it's completely different. It's so much easier today to do all that stuff because, you know, most of it is on demand or you can just download it.

**Tom:** **What about some of the early sites that you created are any of them still around or are they...**

Andy: Oh they're, well they're long gone. They're still operating, but the sites that I did are long gone. Although, I will say that there is this site called Wayback Machine. I think its waybackmachine.org or something, but it archives everything online and you can go back to like 1997. If you type in like, well the site was projectorsuperstore.com, if you type that in, I mean you can go and see the early versions of the site, which I don't know I did that a few months ago and it was kind of funny to see them, you know, I just kind of see how actually, how bad they were. So...

**Tom:** **One of the things that we're going to talk about today is creating a professional-looking website, and I imagine things have changed a little bit since then and what makes a professional-looking website. But the first thing I want to cover is why would a business need a professional website? Why can't they just go and download a template, say at Yahoo or some place like that? What's the advantage of having a professional-looking website?**

**Andy:** Well, you know, I think it would – and I don't think templates are necessarily a bad thing. I think it depends on the template. And it's one of those things that some, and I can't remember who said it, but we were talking about porn and then they said that, it's one of those things you know it when you see it. And it's kind of the same thing with good design I think. It's one of those things that you know it when you see it and it's kind of like the fashion industry if you will. There are certain new trends that come along every couple of years. If you have a bad looking website, people can just click away and, you know, walk down the street so to speak and find something that's a little bit more appealing. I mean I know for myself that when I go to a site that looks like somebody's cousin did it in their basement, and the credibility aspect of it – it's huge. And I'm leery because people I think are conditioned, there are so many scams and things going on, but if it doesn't look professional, it doesn't look like somebody's invested some time and money and their brand, and I think it really hurts you. So, from that standpoint, I think it's critical to have a good-looking, professionally done website, and there's a lot of really affordable, easy ways for people to make that happen. And even if you don't want to necessarily do it yourself, as long as you know these tools are available and kind of know what the process is, you're a lot more informed when you go to outsource it, for example, because then you can speak the same language because if there are a lot of people that ends up being like — for me, for example, I know nothing about cars. I can change a tire and change oil, and real simple things, but you know I just can take my car into the mechanic, and they will tell me I need this, this and this, you are kind at their mercy and it's the same thing with web stuff. You go in and it's hard to kind of gauge what you really pay for something, but there are so many — actually free tools that you can use and the low-cost tools that you can get up and running very fast and having a website that goes head and shoulders above what most other people have and it really is a matter of using templates or some really well-designed templates that you can use that make it really easy and you can customize and you can tweak them to make them your own to you know, add your own colors and your own logo, and that kind of

thing.

There's a lot of free website building software out there and some of them are okay, and some of them are alright, but it's one of those things where you know a good design when you see it, and there's actually some really good websites that are for designers, for web designers that show them the trends and kind of more things that are going. So, if you really want to be on that cutting edge and have a great-looking website, these are some good places to start or to look at and just kind of get a sense of visually what people considered to be really well-designed sites.

**Tom:** **Are you able to give some of those websites?**

**Andy:** Oh yeah, sure! One of them, one thing and I just mentioned this in my introduction when I was talking about sort of learning the stuff. Every couple of months, there was some real magazine and it was called *Before & After*, and it's just about design. It came about to teach people that's when desktop publishing was coming about and people were using PageMaker, and they would make use of really awful-looking pages.

It was teaching people how some really basic design principles and I learn so much about design from that magazine, and now it's still around and it's — it's a digital format, they deliver in a PDF. And if you go to [bamagazine.com](http://bamagazine.com) — B as in boy A as in apple [magazine.com](http://magazine.com) — that's a great resource and it's pretty inexpensive. I think it's 20 or 30 bucks for a year's subscription and that's a great resource.

And there's another one that I go to a lot. It's called the [webdesignerwall.com](http://webdesignerwall.com) — [webdesignerwall.com](http://webdesignerwall.com) — they've got, for example, there's a 2008 design trends, and they've got all these different styles of websites and they're amazing websites. I mean they're amazing-looking websites. And not that you have to have something that looks like this, but if you sort of get to look and feel in the idea, it's one of those things that's hard to nail down, but like I said, it's one of those things you know it when you see it. Those are a couple of great resources, and there's also one that if I'm looking for some inspiration, I'd go to [coolhomepages.com](http://coolhomepages.com). There are thousands and thousands of websites that I guess people have voted on and considered to be cool, so that's kind of a good place to get inspiration if you're looking for ideas.

**Tom:** **I know those are some great resources because what I find in talking**

**with clients, there are a lot of people know that they want a website, or they know they want to update their website. When they come to them and ask them, well, what would you like that site to look like? A lot of times they'll look within their industry, and maybe they'll find somebody who has a site that looks pretty good.**

Andy: Right.

**Tom: But they're really narrowing down the possibilities, I mean why not broaden a little bit and look at all industries? It sounds like these are great resources for that.**

Andy: Yeah and you know in my clients do the same thing, they will see their major competitors, redesign their site and they want theirs just like it — I mean I guess that's okay, but yeah you don't want to limit yourself. You don't want just sort of copy what your competitors are doing. You wanted something that's unique and brands yourself that's going to stand out a little bit more. So yeah, I think you're absolutely right about that.

**Tom: Let's get into this a little bit and really talk about how these people can do it themselves? How people could build a professional-looking website, and you have mentioned it in a lot of times you can find tools that are free or low-cost tools and still get that professional look?**

Andy: Right. Well and really the process is pretty simple. There's a hosting component which is where the – it's the computer that your software or your website is going to live on and typically that's a monthly fee type of thing. There's a company that I use with a lot of success called [hostgater.com](http://hostgater.com), it's like 8 bucks a month for hosting. And the cool thing about it is — so anyway, so there's the hosting component, and then there's the actual, what they refer to as a CMS or content management system. It allows you to, well like it says, manage the content to add things easily without having to be a programmer, there's an administrative back and that you just log into and you can have blog post, add new content photos, video, whatever you need to add to your website.

So, there's that component and one of the things that I like to use and it's called DMS, and there's another phenomenon online called Open Source Programming and what that means is that, the code of the software is actually open. They open it up to developers to have access. Third party people can go in and build new functionality for it, which is really cool

because let's say you want — you need some sort of specific functionality, you need a contact form, for example, on your site. So, rather than having to go out and pay a programmer to develop it for you, you can go and download what they call a plugin that just plugs right into the content management software and boom! You have a contact form on your site, just like that, it's very simple.

So, you've got the hosting the content management system part of it and then adding that extra functionality, adding the open source plugins that I have just mentioned to give your site more functionality. So, if you backup to the content management part of it, one of the platforms that I like to use is WordPress. If you haven't heard of WordPress, it has been around for a while and it's started as a blogging platform that's really what most people still use it for, but you can actually use it to build a complete website.

Now let's say, for example, if you've got a web store that you've got to have 100,000 products on that may not be the right solution, but if you're looking for lead generation, it's a great way to get up and you can put up static pages with, like I said before, video, photos, anything like that, plus you can use it as your blogging platform.

So, let me go back to the hosting part of it. The first step, so you sign up for hosting and HostGator for example, and there are a lot of other hosting companies that have what they call one-click installation. So, there's a button that you click that will install WordPress, boom, it will install it automatically for you, so you're up and running. And then from there, there's a great site that I've used called [woothemes.com](http://woothemes.com) that has that amazingly professionally designed templates. I mean it's a club type of thing where you — every month they come out with a new design and they kind of change their model. I don't know if you can buy the individual templates themselves or do you have to join the club. I think it's like 39 bucks to join it for a year something that you can download it as many as you want.

When you take one of those templates and then there's a way that you can install that through your hosting service, and then when installed it into WordPress and literally within, you know, I do this all the time it's easy, you can have that up and running in 30 minutes with a professionally designed template, and then you can go into that template and tweak something. You obviously want to change the header and the colors, but it's really pretty easy to do. Once you have that done, it's just a matter of adding your

content to it, and even if you've been using another blogging platform — I got a client from not so long ago that want to move from blogspot blog, which is Google's free blogging platform to WordPress, and you can just export those blog posts out of your old blog posting system and import them right into WordPress and boom you're up and running. It's very, very simple to do. So that's kind of a long explanation. So, I hope that made sense.

**Tom:** **Oh, yeah perfect — perfect. I wanted to go back a little bit. You had mentioned about the themes in some of the templates. I want to talk about going back to — you mentioned as HostGator, and you had mentioned that we do get a host at HostGator and then find the templates or the themes that you can put in there...**

Andy: Well...

**Tom:** **...is it as simple as you have doing it through the HostCater site, are there are certain buttons that will do it for you?**

Andy: Well, yeah I mean, and I don't want to get too technical here. I don't want to scare people off because it's not very hard at all. But basically what you do is, say you go to woocommerce, and one of the things that I forgot to mention too, if you don't want to pay for a template, if you go to WordPress.org, there's a “themes” button down on the left hand-side of the navigation. I mean they have thousands and thousands and thousands of themes that you can download for free. And you could sit there for hours and go look at themes and you find one that works for whatever it is that you're trying to do or something that you like and they're free, you download them. And then what you do from there is it's a matter of taking you to that theme as there'd be a series of files in a folder and basically you just upload that folder in your hosting account. Upload that to your WordPress folder on your server, and then you log back into your CMS system and the template is there, you just go need check it – I want to use this template. There are a couple of little steps from there that gets the files transferred that maybe I can do a little video that you could post it to kind of show how that works, but it is really easy. And once you kind of know that process, it's a no-brainer. But again, if you want to outsource it, it's something that you can do pretty easily then find somebody to do it inexpensively, but at least you know the steps involved. Because sometimes it's like anything you can get taken advantage of, and if you really don't know what the pricing needs to be because it's all over the place. And you can find really inexpensive

websites for next to nothing, and then people who want to charge thousands and thousands of dollars.

**Tom:** **Are you saying that some of these tips that you are giving and places to go and find these themes, find these templates using WordPress, you can get this website up for a Fairly reasonable price. And if people are still confuse after they go out and they check out this sites, they can easily find somebody just to outsource this step for a nominal fee.**

Andy: Oh, yeah absolutely. And so literally if you go to WordPress, and actually WordPress they have a hosted version, which you can go set up, so they actually host it. They do all the server stuff for you essentially. Or if you want to host it on your own server that's kind of where I was talking about the template part of it, but you know, there are two ways to do it. You can have WordPress host it for you so you bypass all that, but there's some limitations there as oppose to hosting it yourself, but yeah you can get it up and if you use one of their free templates, and some of them are really good and some of them aren't so good. That's one of those things you just can have to look through them and find something that you like and think will work, but you literally can do it for zero cost or, if you want to go to hosting route for about 8 bucks a month, that's all about what it will cost you.

**Tom:** **You mentioned some limitations if people are going to use the WordPress hosting. What are some of those limitations?**

Andy: You have some things that in terms of the server setup and when you're hosting yourself you have a little bit more control over how some of the plugins will work. It's kind of subtle things like that. I mean I personally like to host all those sites because I have more control over them. And not only that, but if you want to have your own domain name for your site, it makes it easier to do it if you're hosting yourself. With a WordPress hosted, I don't think that you can map your own URL to it, so I think that's one of big limitations at least in my mind is probably the biggest one.

**Tom:** **Yeah, I think you definitely right with that. It's definitely to the advantage to have your own URL because it's easier for people to remember and for just branding purposes.**

Andy: Exactly.

**Tom:** **I want to touch on some stuff about search engines. Once you get your**

**website up, what are some of the ways that you can start using the search engines to bring some traffic to your website and are there also ways that WordPress can help you do that?**

Andy: Oh, absolutely! As you know, you're a copywriter, so you know how important it is to write for the web and write for search engines. One of the things that WordPress is great about it is it has what is called search engine-friendly URLs. Now, I mention the plugins that you can add to WordPress to extend the functionality of your website, and they have some amazing SEO plugins that you can add to your WordPress blog, and there's one that is called "All in One SEO" that you can plug in and what it does is when you put in the address of the website at the top on the address bar, now if you go to a particular story on a blog, for example, sometimes you'll see it has sort of have the URL and have the domain name and after dealing those slash and some really cryptic numbers and letters and stuff. That's not good because the search engines look at that and they go, "What does that mean?" And with this All in One SEO plugin, what it does is it will convert that ugly URL into something that the search engines can see and use and then kind of help to identify what that particular blog post is about or what the page is about. So, for example, if we have a blog that is about dog training, and we write a blog post about, you know how to make dog biscuits at home or something. So, you type in that, that's the title, "How to Make Dog Biscuits at Home." What it will do is it will automatically take the title of your blog post, How to Make Dog Biscuits at Home, and add that to the URL, so it would be: [www.dogtrainingtips.com/howtomakedogbiscuitsathome](http://www.dogtrainingtips.com/howtomakedogbiscuitsathome), so that when the search engines use that as one of the factors that they look at in identifying what that's about. So, it is a real advantage to use one of these open source platforms like WordPress because it's easy. That functionality is already built in for you. It's a matter of turning it on so it's going to help you with the search engines, then obviously how you write the copy within each post or each page makes a difference and you know that's a whole another conversation, but there are some strategies and methodologies to use when you're writing the actual content on the page that makes a difference. But WordPress just makes some really easy to do some of those back end things like, what are the other things and people may have heard this term before called "meta-tagging." Where its putting the description and then the title of the blog post and part of this All in One SEO for any particular page or blog post you can actually go in and customize and really tailor that meta-tag description and title so that it's targeting one of the keyword phrases that your site is targeting from the search engines to find and ultimately for your

prospects to find. And one of the other cool things you can do and I've talked about this in one of my small business SEO series is that when you're designing the tabs for your navigation across, and you would do this in the WordPress back and create your pages and then the navigation links is to use keyword phrases that you're targeting for those particular navigation links. So you're using words that are relevant rather than just having a "home" link. You might want to have it is say, I don't know, "dog training home" or "dog training center." So you want to try to include those keywords in your navigation. I'll mention it, WordPress really makes it really easy to do that. So, really, from an SEO standpoint even if you do have rather a website that you're using that's successful for you, and you don't really want to go into a major redesign, setting up a WordPress blog is a great idea just to write and to create SEO-rich content or get around those keywords that you're targeting to drive traffic to your site because you can create, one of the SEO strategies that's really important is this great backlinks, what are called backlinks that are essentially links from other sites to your main website or to your main web pages. So, it's a great strategy even if you don't need to create a whole new website for yourself. It's a great nice-looking site that if somebody found there'd be good content there that would link them back to your main website to do the sales process or the lead generation process or whatever it is that you're doing. So, you know, and then it gets into the whole social media part of it too, and in fact, ranking it's like you setup a WordPress blog to drag traffic to your main site just as you would go to say, Facebook and set up a Facebook page or a Facebook group or people who are familiar with Squidoo, what they call Squidoo Lens which is basically just a webpage that you can write descriptions on and you can, again, you use that with your keywords that you're targeting to drive traffic back to your main site. So, one of the key things for search engine optimization is to build as many backlinks or links coming from other sites into your main site as possible because Google and Yahoo and MSN look at those as votes. So, the more backlinks you have for your site the more relevant, the more popular your site is being and you're going to go up in the organic search engine rankings that way.

**Tom:** So you're saying that somebody – and this kind of goes back on something you talked about a little earlier – if they got a website and they're pretty satisfied of what they have at their website, but are looking for some ways to boost that site and the search engine will one way as a simple as just setting up one these WordPress sites or a blog.

Andy: Yeah, yeah.

**Tom:** **And every time that you put a posting on that blog, you're building one more link back to your website?**

Andy: Yeah and you know it's funny because before we started this call, you were telling me all of a sudden I had all these Twitter feeds coming out, and I don't forgot nothing to esoteric stuff here, but you know Twitter, people are familiar with Twitter, which is microblogging platform which is becoming very, very popular. And we use WordPress for our Click for Clients blog. I installed a thing called WP-o-Matic, which automates the blog writing process. What it does is you can go out and you can find, again I'm hoping that I'm not getting too far off, but RSS feeds, you could go out and find another blog that's related to your industry or the keyword that you're targeting and take that RSS feed and then add it to your WordPress-o-Matic and it will actually create blog post from there. So, you're actually creating content that's around your targeted keyword phrase. So that's an easy way to sort of automate that process. You have to be a little bit careful because you get penalized for duplicate content. So anytime you write something on your blog, you need to run your website, you need to be unique. You know, you can't just cut and paste stuff from other places because the search engines look at that and they say, "Wow, you know, I see this article in three different places and so I'm not gonna count this one because I already see that it comes from three other sources." So you have to be careful about that.

And actually the WordPress-o-Matic has a thing that suddenly rewrites it a little bit. And I have something I just installed so it's something I'm playing with, so I don't necessarily recommending it as a good thing, but I can certainly give you an update, well you know what my experience has been with it. So it definitely works because all this time I have 15 new blog posts that once they are before, which just kind of go, but we need to see how it works with our rankings first.

**Tom:** **I'd like to build on this theme a little bit with building links. It's one thing that I talk to my list about because a great way to help increase your search engine ranking and drive traffic to your site is to build some of those incoming links.**

Andy: Yeah.

**Tom:** **Do you have any other recommendations on how people can build**

## **incoming links into your site?**

Andy: Well, you certainly have to backup a little bit and it really all starts with doing keyword research and really identifying the right keywords to target because if you're going after keywords that are really well entrenched by other companies or really broad or have a lot of competition you're going to have a hard time making any inroads with organic search engine rankings. So what you need to do is do that keyword research upfront, and I'm going to recommend a tool that is absolutely amazing because Google has opened up some of their statistics and some of database stuff that they weren't. They made it sort of cloudy and nebulous before so they are actually giving you the actual, real number of daily searches for a particular keyword, and there is a company called Noble Samurai. They're out at Australia and they traded a program that mashes up a bunch of different data sources and creates an amazing tool to do keyword research with and it's called Market Samurai. So if you get to [marketsamurai.com](http://marketsamurai.com), I think it's like, I think it's 70 or 150 bucks I think, but it's a little bit pricey, but it's well worth it if you need to find the right key words and what you want to do is you look at how many searches for a given term happen everyday. It will tell you that. It will also tell you how much competition a given keyword has, so you would have find those keywords that have low competition, but have enough traffic to make it worthwhile to build contents around to drive traffic as it's getting searched on one time a day. It's not going to be worth your time to build, but if there's 100 or 200 searches a day for that keyword, and say there's only 30,000 or 40,000 or 50,000 competing pages, which may sound like a lot but you could go to Google and type in, I don't know, "cars" for example, and the search will also tell you how many competing pages are and there will be millions and millions of them. So, 30,000 is pretty low competition. So you want to pick out keyword phrases that are going to give you enough traffic and then it makes it easier for you to rise up in the search engines that way. So you start there find a group of four or five good keyword phrases with good daily search traffic and low competition. And then, you want to start building those backlinks around each one of those phrases so you start with the first one and go out and there's HubPages, there's EasyArticles.com, there's Squidoo, another good one to use is called Tumblr. The Tumblr is T-U-M-B-L-R, its one of that strange web 2.0 spelling. But Tumblr is another free blogging platform. It's a place to go and build content and then create backlinks. So there's hundreds and hundreds of these sites that you can build backlinks from. But you know, I think that it's best to pick four or five to start with because otherwise the process becomes overwhelming. You have to, really have system and just

everyday it systematically go and sprinkle little bits of content with the keyword phrase or targeting in each one of those websites and overtime, you will build backlinks and you will build more popularity for your site.

One of the other things too that's really important when you're building backlinks, you need to take that keyword phrase you're targeting and you will need to make that part of the link. When you create the link to your site, you don't want to just type something like, click here. You want to use the keyword phrase so you could write a sentence, for example, to learn more about and then use this as the linking phrase. To learn more about how to bake your own dog biscuits and we're assuming that that's got good search traffic and all of that stuff. Use that as what it's called anchor text for your link so that would be the text sits on top of the actual link that directs them back to your main website. So, I hope that doesn't get, you know, the phone it's kind of a little bit hard to explain but...

**Tom:** **Yeah, the big mistake people make is they'll do that sentence and they'll just do like "click here" to learn how to bake your own dog biscuits. Click here, and they'll do "click here" as the highlighted text when it should be the "bake your own dog biscuit."**

**Andy:** Yeah, right. And always go back to, how the search engines, whenever you're doing this stuff, you know, sort of keep in the back of your mind, how the search engine is looking at what you're doing. And the way that the algorithms work, like Google for example, is looking at a link with the keyword text it's giving that weight, it's giving it more value so when it sees "how to bake your own dog biscuit." And it goes, "Oh, okay, this is what this link is about. This is what this page is about, so I'm going to index that. I'm going to stick that away so that when people search for it this is a good place for them to go to learn how to do that. So that's kind of the reason for doing. That's kind of the methodology of the "why" behind why you do it.

**Tom:** **Going back to determining what keywords you want to target, do you find that a lot of people are just too general in their keywords? You know, like just searching "car. " Do you find if they're maybe an accountant or something are they getting frustrated because they put it in "accountant," and they're wondering why they're not showing up in the search engines?**

**Andy:** Well, sure, and you know it's really, the Internet really has gotten to be all

about niches. So you're an accountant, for example, you need to find what are called "long tail keyword phrases," and there's a whole book, it's a whole sort of economic philosophy, Chris Anderson and he works for Wired Magazine, wrote this book called The Long Tail. It's an interesting book if you want to read it. If you want to kind of learn the theory behind all this stuff, but basically it says as, I'm trying to think of a way to describe this curve, but this curve starts out really high and with lots of searches, but as you go to the long end of the tail, its not going to have as many daily searches but you're going to have a lot more chances of getting ranked. But, again, because it has lower competition out there on the end of the long tail and it works the same way with keyword phrases. So, if you use that tool like Market Samurai or another good one is Wordtracker. Wordtracker has a freekeywords.wordtracker.com or free.wordtracker.com, but you can do some free searches there. But you want to find those long tail keyword phrases that might be ... if we use the accounting examples, for instance, it might be something like tax or "accounting specialist in Phoenix," for example. So it's really narrowing down, you're limiting the competition as oppose to just doing accountants while there's going to be millions and millions of accountants competing for that same word. But if you optimize your site around tax specialist accountant in Phoenix, you can have a lot less competitions. It's going to be a lot easier for you to get top ranking for that keyword assuming that there are enough people searching for that everyday to make it worth your while. And you know, depending on what you're doing if what you're selling, if it's a service like that and there are five or six people a day, and that could be pretty significant if five or six people are calling you a day for accounting services. So that's the way you have to approach it is finding the long tail keyword phrases. Again, with enough daily traffic and low competition that's why you'd go out to the right side of that curve called the long tail, and if you do it that way, you can be successful with organic search.

**Tom:** **Well, I think just a simple thought that people can have is if they were searching in Google for, just an example, an accountant, how would they search? They wouldn't necessary just put in the word "accountant." They would want someone that is meeting their specific need in their area ...**

**Andy:** Yeah. Well that's a great point actually because you need to get inside your prospect's head and that's the other thing besides doing the research brainstorm some idea. What do you think clients what would they search for? If you have doubts about it, but for most things it's pretty obvious and

use that as a starting point in what these stools will do like Market Samurai and Wordtracker is, they'll come up with other ideas that you may not have thought off that are getting traffic, that maybe different combination of those words or whatever but, yeah, that's a great place to start it. It's just to think about how your customers would search.

**Tom: I think you gave some great tips there just with those keywords. We're running close on time here and I want to just switch thoughts for a minute and go on something that you've touched down a little bit and that is social media.**

Andy: Yeah.

**Tom: And it's becoming a hot topic, and I think a lot of people still are hesitant to begin using it. I was wondering if you have any tips for people, maybe some sites that they might want to check out – some social media sites – and how they might get involved and why is it advantageous to use social media?**

Andy: Well, really it is. And again, I can do one of those things that can seem a little bit overwhelming so what I try to do is. I try to use tools that will centralize the distribution of my updates for example. So let's look at it. Now, for example, I'm on LinkedIn which is more of a sort of professional network and if you're not on LinkedIn you need to be because it's an amazing resource and I can talk more about that. And there's also Facebook, which I'm on and we have MySpace, but I don't really do much with that because the demographics doesn't really work for what we're trying to do. You know, those are the three major one's and obviously Twitter, I guess that's considered social media. But I what I will do is, for example on our blog, when we get back to the functionality with WordPress. There's a little plugin that you can put in there, I don't recall what the name of it. But it will automatically, every time you do a blog post they will automatically send it to Twitter. So I don't have to physically go into Twitter and say, "Oh, hey! I did a new blog post." They will automatically do that for me and will actually send that. Besides Twitter, it will send it to Facebook and there's no interface for that at LinkedIn. And I believe the rest of it would be really cool, so I'm taking that piece of content, and I'm distributing it to all the social media outlets at one time. And that's kind of a cool thing about FriendFinder. FriendFinder is a way to aggregate all of this different social media feeds. So, you could go to all these different friends in different places and its like, "Oh, my God, how do I manage all this." FriendFinder

is a place where you can merge all this data together and it does one, as it says a feed on your friends, so you can kind of look at everyday, and I use it not to find out what my friends are eating for a lunch, I use it and I follow people, industry leaders. Various people they're doing cool things that I want to keep in touch with what they're doing, and FriendFeed is a great way because I can just scan that and then go, "Oh, wow here's a cool article that Leo Laporte wrote about whatever, and I can go check it out." You have to kind of set it up that way because if you try to go and manage each one of those sites individually, you'll drive yourself nuts. So you kind of have to use the technology and use the tools to not only distribute your own content, but then to digest the content that's coming in that's bombarding you because I don't go to those sites everyday to keep track of my stuff. I look at FriendFeed and kind of just scan and see what's going on and if it's something that I want to deal with to read then I'll do that. But that's kind of a good way to start and LinkedIn is just an amazing thing because I've made a lot of contacts with people and it's a great thing to do. And again, how to set that up on the right way could be a whole another conversation.

**Tom: Are you saying just, if you haven't already, just go check it out and investigate it.**

Andy: Yeah. Go sign up for an account they're all free.

**Tom: Right.**

Andy: You know? It's really simple and it can be an amazing networking tool it really can. I've built relationships with people that I've never would have met and they're in all places all over the world.

**Tom: I agree. I've done the same thing. It's amazing how fast that works too.**

Andy: Oh, it is. It is actually amazing. Well, just really quickly. LinkedIn they kind of make it so if you setup almost like a resume online, but you really need to write your description about yourself with those keywords because it becomes search engine bait. So you need to write your profile as almost like a sales letter in a way, and you have to be careful because they don't want it to become really salesy and spammy. But if you write it the right way, and it can be, and people are searching inside and it's an amazing tool.

**Tom: So if you were to recommend three or four social media sites if people have gotten involved, would you say, LinkedIn, Facebook, Twitter, and**

## **then also check out FriendFinder?**

**Andy:** Yeah! I mean that's a great place to start. I mean there's, you know, Google got their own thing, and you know I don't how popular the thing is working. I haven't really messed with that too much, but those are heavy headers. Those are the ones that everybody turn about, and you know, those are great places to kind of, if you haven't dip your toe in and check it out. And the cool thing about Twitter is its an amazing thing if you want to kind of, you know, you can find people in your industry or people that are doing things that you think are really cool. You can follow them and sort of get cutting-edge information before anybody else does. It's an interesting tool. And it's one of those things that took me awhile to give my head around, why am I using this, and especially if you got a list of customers or client base that you need to communicate with. I know some municipalities like here in Arizona, the city of Scottsdale is starting to use it to send out updates to people that want to know about, I don't know, traffic closures or whatever is going in the city. So, it's a great communication tool if you use it the right way.

**Tom:** **I've come across some examples where I've seen stuff on Twitter before it's even made the news.**

**Andy:** Oh, absolutely.

**Tom:** **Great example, yeah.**

**Andy:** Yeah and there's a thing called Twitscope. That is amazing thing. If you go there, it will show you like the keywords, the most popular words on Twitter is newsbreak. I mean, they literally suspend before your eyes like its living, breathing keyword glob. I mean, it's amazing. So I mean, you can literally like, for example, the hurricanes in Houston. If you went back, you could find people that were probably twittering about what was happening at that very moment.

**Tom:** **Yeah, I saw a couple, before the hurricane, it had to be a few weeks ago there was an earthquake in the Bay Area and...**

**Andy:** Yeah.

**Tom:** **And I just happened to be on Twitter at that time, and all of the sudden saw a bunch of posts about this earthquake and it's like, "Wow,**

**earthquake! I'm going to check out CNN." It's not even out on CNN yet.**

Andy: Oh, yeah.

**Tom: They hadn't even made an announcement ... and it was only out on Twitter.**

Andy: Well, and that's the thing. Well and the other thing you could do, is you can post pictures through it. It's an amazing thing.

**Tom: You had mentioned following people within your industry. Do you recommend also for a tool for people who maybe following your own company if you're a larger company? Can you find out what people are saying about you?**

Andy: Oh, yeah, absolutely! Well, you know, you can use I think it's called Summize.

**Tom: Weren't the purchased by Twitter? So now now it's search.twitter.com.**

Andy: Yeah, yeah, you're right. In fact, what you can do is, you can setup searches to keep track of what people are saying about your company, so it can be a great customer service tool too or feedback tool as people are complaining about something your company is doing or not doing then it's a great way to kind of respond to it too. It's amazing tool if you have a large group, and even if you're just starting out, if you start to attract an audience that are interested in what you have to say then Twitter can be a great way to communicate with them.

**Tom: All right so it's definitely a tool and people should check out for sure.**

Andy: Yeah.

**Tom: One last thing before we end. I would like to give you an opportunity to just talk about your Click for Clients business and what that is all about.**

Andy: Sure.

**Tom: You can tell us and how that might benefit them?**

Andy: Thanks, Tom. Yeah, Click for Clients is an e-learning company. So we're doing is on-demand training for small business owners and entrepreneurs to teach them, I mean a lot of the things that we talked about today they actually teach you how to use these various tools online to grow your own business and how to do it affordably and so you sort of stay on top of the latest trends in technology and how you can incorporate them into your business. So we cover everything from how to build a website and some other things that we've talked about here today. How to use social media, traffic mastery, online intelligence, those are kind of the core elements to it and we add content in every month and that's really affordable way to kind of stay on top of things. You know the lessons are video-based, and there's downloadable PDFs so you can, those actionable steps that you can follow along and then implement into your business pretty fast. So, that's it in a nutshell.

**Tom: So that would be a good tool for people to use if they are concerned about not quite having a good online presence and how they can make sure that they're constantly focusing on their online presence ...**

Andy: Yeah, exactly. For example with what we've talked today about WordPress and the hosting. And we literally take you through that on a video that shows you, "Okay, here's how you're going to set up your hosting account." Then you literally ... it's step-by-step how to build it from beginning to end, and then the tools that you would use along the way like, for example, if you need to do a logo. If you want to change the banner that's part of the template that you've chosen, and we'll show you how to do those kinds of things, and how you install some of the key plugins that you want to use. So, it's really, it's sort of taking by the hand and showing the step-by-step and it's a lot more effective if you can watch and then, like I said, there are a downloadable workbook so you can follow along beside the video as well. So yeah, it's kind to hard to explain a lot of this stuff just through audio, so that's why we use a lot of the video tools.

**Tom: Is the service still something that if somebody has and an existing thing website and is just looking to increase traffic, get more attention to that website ...**

Andy: Oh absolutely! Oh, sure. If you could jump into some of the traffic mastery and learn, again some of the things that we talked about in this call today how to optimize your sites the right the way to make sure the search engines

are finding it and that you have a better chance to get ranked. From my dealings with customers everyday, it's the thing that a lot of people just overlook. They slap a website up there used to have one so that when somebody gets your business card and they can go look at the website. Well, that's great, but more and more people using the Internet. I mean is becoming such a crucial part that you really need to make it a really generating tool for your business and you really have to do it, and if you don't you're missing out on a huge opportunity.

**Tom:** **Well, I think the next question people will have is about the cost. What's the investment?**

Andy: Well, we've tried to make it really, really affordable. The price point is \$29.97 a month. There's no long-term contract. It's really easy to get in and get out, and we just want to make it a great resource for people to learn and grow their businesses online and that's why we made it so affordable.

**Tom:** **And for people who want more information, can you give out the website address?**

Andy: Yeah, sure it is clickforclients, so it's clickforclients.com.

**Tom:** **And what about for people who would like to contact you. Can they get you through the website or can they call?**

Andy: Sure. Well, they can – if there's anybody who wants to call me they can certainly call, my email address is ... I'll give that out. It's [andy@clickforclients.com](mailto:andy@clickforclients.com) or if you want to call me directly my number is 602-903-3545.

**Tom:** **Well, thanks a lot. Andy. I appreciate all the information. I know that the listeners will find some great value in here. Especially, just all that free tips that they can take and they could start using immediately. You gave a lot of those, so I really appreciate all the information.**

Andy: Yeah, and that's just, you know, the tip of the iceberg. There are all kinds of great, cool stuff. So, I really appreciate the opportunity, Tom, and thanks again.

**Tom:** **Alright, thank you.**