

10 Reasons Your Biz Web Site Just Might Totally Suck

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

Tom: Okay, Andy, well just for the people who may not have heard the first interview that we did together, can you start off and just give a little more background on yourself and how you got into Internet marketing?

Andy: Sure. Yeah, thanks Tom. I have doing this stuff since the early '90s and somehow I sort of stumbled into in a sales job that I take with a company and it got really bad sales territory so I was looking for other ways to sort of expand my lead generation abilities and I've been fooling around with this new thing, you know, called the Internet and ended up building a page myself and the next thing I knew, I was starting to get inquiries from all over the world at that point. So it was just amazing how fast it grew and I just was in the right place at the right time and I was hooked.

From there, from that one web page, that business grew into a direct sales company that sold about 12 million dollars worth of audio visual products a year so, you know, that's kind of how I got into it and I have been doing it ever since and started other online businesses here and there and so I love it. I mean nowadays, it's even easier than it ever was when I first starting to get going to get your business online. That's sort of my passion now is sort of evangelize and let other people know these opportunities and help them get their businesses growing with the Internet.

Tom: What I know at the end of this call, we have an opportunity for people to discover and see a video where you talked about some of the stuff and how they can get a web site online and do it very fast and do it and make the process very easy for people. So I guess that's a little something for people to listen for towards the end of this interview but the primary reason why we're doing this second interview is one, because the response from that first interview is positive and then people really seemed to enjoy it so I appreciate you agreeing to do another interview and so that we can cover some more stuff here about web site. But the second thing as I came across the article that you had written, and it was titled 10 reasons your bis web site might, let me say it again, "10 Reasons Your Biz Web Site Just Might Totally Suck."

Andy: I should have you write the headline. It's like it will end up better. It's a mouthful.

Tom: And there were some great points in here and I think it's something that, the ideas you bring up can apply to any business and basically what you go into are some of the things that you see over and over with different client web sites and the mistakes that they're making. So, I just want to use this call to go into these mistakes because I have a feeling a lot of people who are listening are probably making these mistakes and so you got some easy solutions on how they can fix these problems. So why don't we go into your first one and the first reason why your web site just might totally suck.

Andy: Well and this is probably the biggest one that I have seen just over the years is that there are no clear business goals. For your web site, in particular, you may have, you know, business plans for your company and all that stuff but you really have no goals for your web site. I think a lot of people just throw it up and it's brochure where it's something that, you know, when you hand somebody a business card, you can have their web site domain on it and not feel embarrassed if somebody goes to the site which is, I guess, is fine, you know, is a goal in itself but there is so much more you can do with and it's just like any other, you know, business planning.

You need to have some sort of quantifiable goals and there's such an opportunity to use it as a regeneration system and a profit generating system that, you know, you need to have some sort of quantifiable and measurable goals for your site because you really with the tools that are available now, you can really predict with pretty good accuracy how much traffic you can expect to your site based upon, you know, your business what, the key words people might search to find your web site. So I mean there's just no reason that you can't have pretty good predictable idea about what kind of numbers you can get from a web site and you know, it's just silly not to take advantage of it and that's one of the big things I see is just they throw it up there and just hopes something happens.

Tom: So basically they're just thinking that they need a web site. So as long as they just have something online that they're good to go and they really don't take steps to...

Andy: Yeah, and there's just a huge opportunity to use it to get more leads, to get more business and to make it a really viable marketing tool. I mean look at people who do direct mail which is a great way to market but man, you

don't have the level of measurability of results and, you know, conversion rates that you do with thing off a web site. I mean you can really measure things and know exactly what's happening throughout the direct mail campaign. I mean you, you know how many calls you get but you don't know how many people received it or how many people. So the Internet is just a great way to market and I think it needs to be a major piece of everybody's, you know, marketing plan.

Tom: Now think about you mentioned direct mail. With direct mail, you sent something out, you do get measurable results but those take time and they can be pricey.

Andy: Well and that's the other thing too. It's much more expensive and, you know, the cool thing is you can tie those two together, you know. You can tie direct mail by having if somebody does get it, you can put your, you know, special code on there to go to your web site and kind of measure it that way a little bit more precision but, you know, doing you know, with using things like Google Analytics which just measures the performance of your web site and you can see exactly where people are coming from, what key words are used to search to find your site.

So, they're just a higher degree of measurability and it is. Like you said, it's a lot less expensive. Once you understand the process and the tools and pieces you need to have in place to do all these things, and most of them are free or very inexpensive to do. It's just a matter of understanding what you need to do and then do it.

Tom: Yeah. At the top of your head, do you know the web site for Google Analytics? Just for people to know.

Andy: I think it's google.com/analytics but if you just go to Google and Google Analytics, it will come and you need to have a Google account which is free to set it up. Actually we should do another video on that to explain how that works and how to set it up but it's really simple to do and then what will happen is that it generates a little piece of codes that you need to stick into your web site and it just does it all automatically for you. Then you just go back to the Google Analytics web site periodically and it's even automated so that it will send your reports on your traffic daily, or weekly, or monthly, or however often you want to receive them. So, I mean it's pretty easy and in fact, we touched on that and you mentioned the free video that we have, the 59..."How to create a Kick Ass Business Website in 59 Minutes or Less." I touched on that a little bit and it's really and once

you see that, it makes it really clear about how easy it is to implement something.

Tom: I can recommend Google Analytics enough, to get that information and get it if you want. Like you said, you can get it weekly, monthly or whatever but you can go look and you can look daily and you can see what people are searching for in your site and how many people are getting into your site. You get that information every day. It's pretty valuable stuff.

Andy: Yeah, and it really is, and what I find is there's so much there that most people don't even get down and, you know, dig in to the real nitty gritty of it. But it's...it can track your conversions, if you have a goal in your site that you want people to, you know, subscribe to your newsletter for example. You can track and see how many people come in to your web site and how many of those actually subscribe to your newsletter and you can track any kind of goal like that if it's, you know, it's going to your shopping cart or whatever. You can track that stuff and you know exactly how many people are converting, you know, based on whatever reaction you want them to take. So it's an amazing tool and you got to have it. If you're going to do it and if you're serious about working online with the web site, you've got to use a Google Analytics or a tool like it and there's many of them but for the price free, you can beat what it gives you.

Tom: Yeah, and it only take you a couple of minutes to set it up.

Andy: Yes, exactly.

Tom: Or set up your account and then have your web person go into your account or send a code to your web person, or you can do it yourself.

Andy: Yes, exactly.

Tom: All right. Let's go on to number two. What's your number two reason?

Andy: Well the number two reason that your web site just might totally suck is the fact that you abdicate responsibility. Now, if you hired people in the past, it's easy just to, you know, you may hire a web developer and say that, "OK, I've hired this person. They're just going to do it all for me," and at the end, there's magically, this amazing web site is going to appear. But if

you do that, what happens, you know, nine times out of ten, you're not going to end up with what you expect. You really, as a business owner, you need to stay involved with that process every step of the way and really set the direction in the vision board because, you know, web developers are good at what they do but they don't know your business as well as you do.

In the article, I gave an example of a client that I worked with on a new web site that, man, a quarter million dollar budget for the whole site which included, you know, programming and design and writing a story for it and a lot of branding stuff so it wasn't an inexpensive web site but that's what happened, they just dumped it on this team, and you know, you guys do what you do and come up with a web site. Well we did and I mean it was an amazing web site or it is an amazing web site. They presented the first draft and she was like, well this isn't right. This isn't positioned right and so forth and so on but they just said they made the mistake of not being involved with the process throughout the design and the implementation part of it.

So anyway, so we're back to the drawing board and as a result, they're paying more money for it because, you know, they didn't get involved from the get go. So it's important that, you know, I don't care if it's \$2000 web site or a quarter of a million dollar web site. You've got to be involved to make sure that it's heading on the right direction and is positioned right, you know, the look and feel is right for your brand and forth.

Tom: It sounds like that goes back and touches on, number one, the number one reason--

Andy: Absolutely.

Tom: --with most of the business goals. You got to have an idea of what you want your web site to do.

Andy: Exactly. Exactly. Those two really, number one and number two, go hand in hand so, you know, as I said, you can throw it to those people but they don't know your business as well as you do and you certainly need to look to the people that are experts in their field for some advice.

But ultimately, you know, you need to make the call and just make sure that you're hands on with it and reviewing things as it goes and content is a huge

link too, because well as you know as a copywriter, you know, a lot of times the development will get done. The development will get done a lot faster so it's, you know, you should be thinking about content all the time and what you're going to put on the side and sort of staging that stuff and if you don't feel comfortable as a writer, I mean you can at least come up with a topic with the ideas and find somebody you know like yourself to write those for you and your blog post or whatever but you have to be involved in the major things or positions because if you don't, it can end up with something you don't want.

Tom: **And I think one of your reasons coming up when you do go into a little bit more into the writing, so I'll hold off on some comments on the writing.**

Andy: Yeah.

Tom: **But the next one, number three, you mentioned being overly optimistic about time and money.**

Andy: Yeah. You know, I think that's one of those things where it gets back to number one in a way and number two because you have to work with your development team and make sure that you have a realistic idea of what's going to get done when and a lot of that has to with, well, it's like the example that I gave with the client that didn't get involved that's why that project ended up taking more time and money because they weren't involved with the process to make sure that it was positioned right for their business.

So, if you do that, I think what happens is, without client involvement, that's when you get to trouble about going over schedule and over budget so again, one of those things that is related to number one and number two.

Again, I give an example here. I have a friend of mine who had some bright idea to do something for Christmas. I put up some site to sell something and this was, I don't know, a few weeks ago and he's like, "Well I just threw up a web site. I can sell some stuff for Christmas," and I just kind of laughed because there's so much to it than you think. It's not just throwing up a web site, how you're going to promote that web site and get it out there and just do in a couple of months, it's gonna hack it.

So it usually gets back to the planning process. You got to sit down and give

yourself at least three months to get, you know, the site up and running into the way you want it. So that's just it's getting just back to the planning process.

Tom: **Yeah and I think and I'm sure you there are a lot of things to do here with people. They're very anxious to get their side up, to get the concept all together. They're really concerned with the time frame and they want it up as fast as possible.**

Andy: Yeah, right.

Tom: **But when they get to that point then, you know, from their perspective, the thing about it, it's probably too late. I mean if they're thinking of it that way, and it sounds like they really need to take some time. Again, I mean we keep going to back to these other reasons but it all comes back to the planning process.**

Andy: Yeah.

Tom: **And really know what you want your site to do. If you think that you need to have a site up now immediately, well there's got to be a reason behind it and that reason probably didn't just come. You're probably been thinking about it for a little while and so you just get it at a proper time.**

Andy: Yeah because if you jump into it like that and expect overnight results so you're just going to be disappointed because it just doesn't work that way. You can do Paperclip marketing. I mean that's really an easy and fast way to get traffic. So you could throw up a site and get Paperclip but Paperclip, unless you understand that I mean you can really, really spend a lot of money and get raked over the coals without understanding it so yeah. You got to plan that out and have a good idea of what's going on there.

Tom: **So you're next reason number four, you mentioned about creating an unfriendly web site. So what makes an unfriendly web site?**

Andy: Well it's things that really relates a lot to and a lot of it has to do with search engine optimization. That's why in that free video and I don't mean to keep pushing it, but we talk about WordPress and WordPress, I like to refer to it as a web site in a box because it's all the programming and the back end stuff is done. You just need to get it on your server and dress it up a little bit and you're up and running and they build in a lot of things I talk about

So if you're going to build something from scratch using, I don't know, the number of inexpensive authoring private packages. Like for example, if I went and fired up Dreamweaver which is a html editing authoring package, it's not going to build in a lot of these things that I talked about here like search engines friendly URLs which URL is just an address bar that goes across the top of the page and search engines use that to identify what your page is about. So, you'll see some, what I refer to is as dynamic web site sand they'll have these really long cryptic looking, you know, with question marks and dot ASPXs and all these weird stuff that when a search engine crawls it, it goes well what was that all about? I don't know what that means.

So you can create search engine friendly URLs. So for example it's www.righwaysolutions.com, I would have, you know, for example forward slash copywriter in Phoenix should be the name of that page so that when a search engines crawls it it's going to go "Oh, this is about a copywriter in Phoenix so this is how I'm going to categorize this particular page."

Again, it gets back into your page titles and the same kind of thing. You need to have to be able to edit your page titles really easily and, again, page titles, it's all for search engine optimization. Site index which is just sort of think of it as a table of contents for your web site and there's a really easy way to generate within WordPress, so you can just create a site index and boom, it's done.

With the other things, you know, making page links between your pages because that helps your search engine. Your footer, your little footer page that you see at the bottom, you would be able to make those link up really easily and a way to collect email address, you know, the way to offer some sort of a freeway for people to get information about your product or service or valuable information in exchange for their email address. Just making them friendly for the search engines and friendly for the people that are using them.

The content management systems like WordPress has made it so easy to do that stuff and if you're, you know, if you're trying to do it yourself from scratch using something like Dreamweaver. A lot of those functionalities aren't built in so you got to do those by hand and that just makes things so much easier and you know, with the advent with things like WordPress and Drupal, which is another content management system and Joomla, I mean I personally won't build a custom web site unless I need to for some specific

functionality. I won't do that from scratch ever again because it's too easy to take those things and plug them in but then from a look and feel and branding standpoint, I could make them look anyway I want and make them look really cool but then the functionality is built in.

So when I say unfriendly web site, I just mean that, you know, you don't have the stuff to make it search engine friendly and make it easy for your users to find you.

Tom: **I think the beauty of this video that we have touched on a couple of times, you're showing people how they can make their web site friendly with very little effort that's all built in. They don't really have to worry about it too much and there are a couple of things, that I guess, are just something for all those people that are on my list that I mentioned over and over and over. Again, you got to be doing that on your web site. We guarantee that always have profit and you can market to at any time and lots of services out there to help you do that like AWeber.**

Andy: Yeah.

Tom: **But...**

Andy: Well the power is on that list, you know. Once you have that email address, and you got their permission, you can provide them with all kinds of valuable information and stay in front of them. I mean it's really is easy, and pretty easy to implement.

Tom: **All right. We're on number five here and I think it goes into a little bit. I have mentioned some of the writing earlier goes into a little bit of the writing. We are the greatest company ever to exist online or off. Behold the greatness. How true is this? I see this all the time.**

Andy: Yeah, well it kind of gets back to that brochure where, you know, and I hate these sites and maybe because I'm a, you know, Internet stub, I don't know. You'll have like this splash page with the logo and the music because somebody is really proud of their logo and they, you know, the guy knows how to do the three-D animation so they throw that up there, but I don't know. Most people just hit the skip the introduction thing because nobody wants to see your logo spin.

So anyway, the web site is all about you. It's all about your company where, and even if this is just a fundamental business principle, you need to

focus on what your customers want, what your market wants. So your web site is no different. I mean rather than just, there's a lot of ego driven stuff. I mean you see the CEO who wants to have his picture in all his quotes and whatever. That's all fine and good and there's probably a place for that because that builds, you know, credibility or whatever but it needs to be about the customer. You need to, you know, make sure that your web site address is what they want and need. It's pretty simple, pretty basic stuff.

Tom: **Right. Yeah. I see this all the time with copy.**

Andy: I love that.

Tom: **As mentioned in the copy-writing world, people “we-we” all over their copy. It's all we-we-we. We do this we do that and then the company name who do this and that. Like I said, it's all about your customer and the name escaped me right but there was a copywriter that is famous for saying, “You need to enter the conversation. It's already going on and you process that.” I mean the real easy way to put it where, you just think about what your customers are thinking about when they come to your site and answer those questions that they're having. I guess instead of focusing on the “we”, and like you say here, “What's in it for me?” I mean you can use that. I mean you've got to tell what's in it for them to do business with you. A great point, great point.**

Andy: Absolutely.

Tom: **Number six, I could say, I have to admit, I am guilty of this one.**

Andy: We all are.

Tom: **Not updating your site. I think it's one of those things where you get comfortable with what's up there and it maybe working for you and might notice that lagging off but that takes a little effort to keep the site updated. So going to a little more explanation on why you need to update your site?**

Andy: Well sure and it's, you know, it gets back to sort of if you're used to doing web sites that were, I don't know, 1996, it's a lot harder to do updates and so people tend to do not to them in the way the Internet worked then. Things didn't communicate as well but the things that really change and if

you're familiar with the term, web 2.0, which is just sort of a philosophy and a way of things interconnecting and conversation and it gets back to the search engine stuff.

Again where the search engines look for a site that's alive that's being updated, that's being, you know, there's something happening there. So that's one. I mean that's one critical reason that you need to update your site and, you know, a blog is a great way to do that, and again, I'm getting back to this WordPress stuff but if you're using WordPress as the platform for your site, you build your blog right into that. So it's seamless. You're using the same content management administrative back end to administer to your product pages for example and then your blog posts, it's all coming from the same place and not only that, but you want, from a, you know, a web 2.0 philosophical standpoint, you're trying to cultivate an audience that's interested in what you're doing. So you're providing them with information on what's going on with your market, what's going on with the industry, with new products, whatever it is, and I know that you're a big advocate of Twitter and you know, this is another way that you can communicate more effectively with your tribe, so to speak.

It's also interrelated. I mean it gets back to that we talked about list building. Once you have that list build, you can get people to join you and follow you on Twitter and it makes it so easy to update I mean. By doing Twitter, you're updating. You're updating your customers or prospects or whatever it about what's going on and, you know, there's ways to integrate that Twitter. For example I mean, again it's WordPress. There's little things called plug ins that extend the functionality of the web site and one of them is called Twit Press and you put that into WordPress so that every time you make a blog post, it will automatically sent it to your blog post to Twitter so you don't have to go to three different web sites to make that happen. It just happens from one place.

So it's so easy to make updates happen that you got to do it for one, if you're serious about search engine stuff but if you're serious about you know, serving your customers, you've got to do it for that reason as well. So, you got to update your site.

Tom: Tell me, I see that this is a tactic that I see quite a few people do and I see it more and more and it kind of drives me a little crazy. I'm curious to get your input on how well this works. Well a few people though put up a site and I don't know if it's trying to trick Google or the search engines but they then get a feed in and it's just a constant stream of

articles. They are updated, say some articles or, running the article sites or even getting a new speed and they view that as their site getting continuous update. Does that work? Is that a good idea to do that?

Andy: Well I guess you can do that for just, you know, on your site or you can deal with blog posts as well. I think it depends. If it's doing it as excerpts, you can get into some trouble with what is called duplicate content. So if it's seeing the same article or same copy in two different places, you know, part of what search engines or Google in particular does is it looks and trying to determine the relevancy. So if it sees two articles that are exactly the same and it gets confused and it will, you know, if you got a lot of duplicate content, it can hurt your search engine ranking. So you have to be a little bit careful of that because a lot of times, you can just do a little excerpt blurbs that will then link out to that original article or whatever. So yeah, the duplicate content thing is sort of a tricky issue.

Tom: Yeah. I think for me it's one of those things where it's not necessarily and I'm all right with using other people's content every once in a while maybe in a blog post if it's an interesting article but when you're constantly getting this feed and you don't even know what's coming in on that feed but it just constantly updating on your web site, you kind of lose control of your web site.

Andy: Yeah. I think you have to be careful. I think you're right. So you have to be careful about what's going on there. I know it's easy to do that because if you can automate things, that's great but at some point, it gets back to advocating responsibility thing, you know. You sort of have to keep your fingers on what's on the site and make sure that's the right thing to do.

Tom: How about number seven and I think we've touched on this a little bit.

Andy: Yeah.

Tom: But assuming that if you build it, they will come.

Andy: Yeah. Well and they just did. Again I had another client that wanted a site redesigned and, you know, a new strategy, a new online strategy, so yeah, built some really nice web site, you know, had video and some really cool stuff but then so that sort of phase one with this stuff.

The next phase is well, how do you get traffic to it? Well, he wasn't so

much interested in coming up with any sort of a traffic building plan but he just like, “Well, if I just send it to my clients, that’s all the traffic that I’ll need, which is really and that might be fine. I mean it depends on what your goals are but you’re just losing a whole huge opportunity.

So I guess my point is and you do this as part of the planning process is what’s that site going to look like? What’s the structure going to be? What’s the process of what do I want people to do when they come to my site? What’s the process? I want them to take a certain action but beyond that, you got to figure out well, I have this web site. How am I going to get people to it?” and that’s a huge, huge issue. I mean it’s a huge, huge topic and it’s something you have to think about.

Before the call, we’re talking about how you go and do comments on blog post to get back went to your site. That kind of stuff, those are all strategies that you have to figure out, you know, how are you going to implement those because it can be a time consuming thing and it’s almost one of the things you need to consider outsourcing once you understand the process and how it works because there is, a lot of work.

Tom: **That’s for sure but it’s well worth it.**

Andy: Well, sure absolutely is. It works but you have to get out there and, you got to get out there and do it.

Tom: **This brings up a tool that I learned from you. You have mentioned--I think it was in a video that I watched of your--a tool for finding blogs to comment on.**

Andy: Yeah.

Tom: **Does that ring a bell with you?**

Andy: I think it was Fast Blog Finder.

Tom: **Yeah, that is it.**

Andy: Yeah, you can type in a search term and it will go out and it will find blogs that have that particular event and reference that particular word. So say for example, I don’t know if you sell for Fly Vision. You can go and search on and everybody is talking about that stuff and then you can go and do a comment on that blog post and then in most cases, you’re allowed to put

your name, your email address in your web site domain the comment area. So then that creates a back link to your web site and if you're not familiar with back links, think of it as the currency of the Internet. It's what Google and search engines, one of the things they use to determine, you know, the value of the site so it serves like a popularity contest. The more back links you have, the more valuable your site could be seen, because more people are going to it and linking to it and it's more important so that's just one little thing that you can do right there.

Tom: **That Fast Blog Finder, boy I appreciate you mentioning that tool because I have used it now quite a bit and I know there's a free version and there's a paid version and I just use the free version and it only, I think it looks 50 blogs.**

Andy: Yeah, exactly.

Tom: **But what I have found and this maybe, I don't want too _____ people but they had to do follow and then no follow blogs.**

Andy: Yeah right.

Tom: **You can't comment on the no follow but you're not going to get the back link but you still make get some traffic when people see your comments.**

Andy: Right.

Tom: **One of the huge things that I discovered in using that tool is that when you go to a blog and you make a comment, well quite often blogs, people on their blogs will list other links that they follow. Often those are other web sites or blogs. So if you just look around on those blogs in addition to making your comment, you'll see other links that you can go to that are going to be related that are similar to that topic and it's almost endless with the number of blogs that you can find. They're just so many blogs out there.**

Andy: Oh yeah. Really quickly, one of the other things that I do too, is I use Google alerts. So, and if you're not familiar with Google alerts, all it this it's another Google web site product service thing that you can, you can just put in a search term that you're interested in following. It could be a person, it could be a product, it can be an industry or whatever, and then you put in your email address so then every day or once a week or how

rough you want to get this, it will send you a summary.

Every time something hits the Internet that's got those keywords in it so I'll use those and so I'll get a summary at the end of the day that says here are all the postings or articles or blog post or whatever about this particular topic and then I'll look it. I'll go into the same process. I'll see, if you hear something that's written a blog post about X, Y, and Z, I'll click on it. I'll put my comment there. So that's another great way to do it as well and that's totally free. You're getting real fresh blog post basically as it happens.

Tom: **Sounds like that's a great tool that people could use as well just to find out if people are talking about their company.**

Andy: Yeah.

Tom: **Or put an alert on your name and then you see, hey people mentioning me somewhere.**

Andy: Absolutely and you can do it and you can have as many as you want. You can have as many different Google alerts that you want.

Tom: **So people can find it, just Google Google alerts.**

Andy: Yeah. If you sign for a Google account, all that stuff that they offer will be available to you after you log in. With Google, there's so much stuff there that is cool stuff that you can use.

Tom: **Pretty valuable stuff and it's all free. That's the bonus.**

Andy: Yeah.

Tom: **Number eight. Not using the number and we touched them a little bit but...**

Andy: Yeah. Well and I just did. I think, you know, a lot of people don't even and a lot of business owners don't even know that their site, yeah, they may know that there's some traffic numbers but as I mentioned before there's so much more that you can glean from those reports rather than just how many visitors you get which is an important number there is so much more.

So I just encourage people that if you don't have Google Analytics set up or

if it is set up and you never look at it, take some time, once a week or twice a month or whatever makes sense. Just kind of dig in there and look around and it's amazing what kind of trends you can see. So there's a lot of valuable information. You just get in there and kind of look at stuff. You may find opportunities for new products, new services just based on what people are finding or, you know, searching for and finding your site with.

Tom: Go get that Google Analytics set up.

Andy: Absolutely.

Tom: Okay number nine. As we are talking about before the call, you have a tool that you mentioned in number nine that's user testing your site. You have a tool that you can use for doing this which--

Andy: Well, and this is amazing thing because we discovered this I don't know about a year or so ago. I've been using it for all of my sites. Once they're done, so you take you take your best shot planning it and laying it out and making sure that it's right for your market and your customers but the last step before you launch or even after you launch, one of the first things you want to do is do some user testing and there is a web site called User testing.com that will actually do video and audio reviews of your site.

So the person that's reviewing your site will be reporting it so you can see what they're doing what kind of comments they have as they go. If they're confused about something if something doesn't make sense, you can set it up ahead of time so you can say, "Well, I need you to go through and go to these particulars areas and site or answer these questions," or give your impressions so you can sort of dictate what you want people to do and then reviewing it. When you're setting up the test, you can say, I want it to be a certain age range. I want it to be a certain gender. I want it to be a certain income range and then you can specify other things as well if you have special needs like you're just targeting, I don't know, small business owners so you could kind of have them tailor the people because they have a pool of people that obviously get paid to do these but they'll pool them people based on that demographic information.

So you get relevant reviewers for your site and it's amazing I mean the stuff that you'll get. I even used a handful it's \$19 per review which is pretty inexpensive when you consider what it takes to do a real focus group that, you can spend, you know, thousands and thousands of dollars getting that kind of thing done. But even if you spend a hundred bucks to get 5 reviews

done, you can really get some amazing information what real viewers, real browsers are seeing when they go to your site and make adjustments based on it and I think it's one of those things and one of the things with the Internet is it's a constant testing game.

I mean you really need to be, if you really get into it, you need to constantly be testing different elements, different headlines, different offers, and that gets into a real level a different level of complexity but at the very minimum, you should, I don't know, and if you truly are updating your site as you should be, you should once every quarter, once every six months. You sometimes use your testing to see if things have changed, if people are happy with what's going on there. So it's just a really inexpensive way to do user testing. I mean you really as I put here in the article, it's one of those things that I see that's a nonnegotiable element of getting your web site up and running.

Tom: Like I mentioned, I'm extremely excited to try this one out. I just think for \$19 review or as you mentioned, 100 hundred bucks for 5 reviews, the investment there is where the money you can get in return just to find out what people are thinking when they look at your site. I mean that's so invaluable and I think quite often, like if I write something or even recently on the site that we are talking about before the call, how people look at it, well, these are people that you know and oftentimes, their feedback can be biased and that's only natural but this is totally unbiased information that you're getting from a group of people who you can match to your target audience. That just gets me so excited because that information you can get can be extremely valuable.

Andy: Well, and you touched on a good point there too just about it. I mean we all do and you'll have friends and family look at it and get their opinion but, you know, most of the time, people are a little bit, they're not going to give you the unvarnished truth but if you do something like the UserTesting.com, boy they'll tell you.

Tom: Yeah they will.

Andy: They'll tell you if it sucks.

Tom: Yeah. They don't know you so.

Andy: Right. Exactly.

Tom: **And the best feedback is always a criticism. If these are truly people out of your target audience, hey, you've got to take that criticism and I think that goes into your number 10 the reason that your web site might totally suck is that you're unwilling to change. Number 10, you got to willing to change.**

Andy: Yeah, exactly. It sounds a little bit cliché but yeah, you have to step back and look at what you're doing now and just make sure that it's working and, you know. If it's not working, if you really don't have a plan, if you don't have a web site that's friendly for the search engines and on and on, if you're just missing a huge opportunity to grow and expand your business.

Tom: **These 10 reasons here, they are extremely valuable and you touched that one and the big point that I get is that oh, these are pretty easy to change to make these adjustment and they are not expensive.**

Andy: Right.

Tom: **I think that's the perfect lead in into the free video and we've touched a couple of times and could you just mention with some of the things that you cover in the video and tell people a little bit more about it.**

Andy: Yeah, in the video, again it's, "How to build a kick ass business web site in 59 minutes", I step you to the process of setting up a hosting account, just the server, where your web site is going to live, and then from there, how to install these WordPress system that we have talked about here in the call today, how to set that up, how to install it.

It's literally it's one click. It's a one click installation and then I show you how to make your web site look kick ass. I mean I show you how to install what are called themes which is basically look and feel of your site and how you can install some things that are designed by professionals. In a lot of cases, they're free and in a lot of cases, you can spend a little bit of money like some would need 99 bucks if you want something that's really professionally designed. But literally, you can have a web site that looks like a whole professional team of people did it and you spent thousands and thousands of dollars on it, and you can literally do it when you got a little bit of money with the hosting for a month about 7 or nine bucks a month and then if you buy professional template at 100 bucks I mean you can be up and running for about \$100 and have an amazing web site. So that's basically what we cover. It's about an hour long and it just steps you through that whole process.

Tom: **And I want to stress after this video that this is something that absolutely anybody can do. The way that you explain it, it's pretty much like you are sitting there with the viewer and walking them step by step through this so very straightforward. It's easy to do and it takes some of the intimidation factor out of creating your own web site and putting something online and getting something online in less than an hour.**

Andy: Yeah. People I think get intimidated with some of the terminology and because it's FTP and servers and that stuff can get ugly if you're setting all that stuff up and the way the things are set up nowadays is just easy that you can go in there and click some buttons and as long as you just know where to know the process and know where to put everything, like you said, anybody can do it and the video, the way it works, is it's you're just basically watching me. You're watching me on my computer screen. You're watching me just go through the whole process. So it's not like a power point where it's just static images. I mean, you literally watching me build it.

Tom: **Yeah. I think the great thing too is not like sitting through a seminar or presentation where, you know, you're going to be there for a couple hours and some of the information. You get bits and pieces of good information with your video.**

Andy: Right.

Tom: **It's about an hour and by the time you're done watching, you've got a web site. It's up.**

Andy: Yeah. Well it's one of those things too where, I think part of it is just learning what you don't know and what possible. But I have some people when they see this and they're like, "Wow, I mean I can do this," and you may not want to do it yourself and you can have somebody else do it but at least at that point, you can say, "You know what? This is what I need to have done. This is what I need to do," and boom. So you have a little bit more knowledge going in because a lot of this stuff with the Internet, it's amazing. It's kind of like, I don't want to bag on some auto repair people but I don't know anything about cars. You can take your car in, and they can say, you need to have your transmission replaced and I'm like "OK, whatever," and that's what needs to be done.

So it's kind of like with web sites, if you don't really kind of know the process, it's hard to get the wool pulled over your eyes I guess a little bit in some cases. So it's kind of good to understand the process and what it's all about. If you want somebody else to do it, you can make a better-informed decision.

Tom: **We'll put a link to the video in the email and wherever but just for people who may just be listening to this and not see an email or a blog post.**

Andy: Right.

Tom: **How can view the video?**

Andy: Well, if you just go to clickforclients.com, and it's click F-O-R clients dot com, just go to the home page and there's a little box on the side that says "get your free lesson" because the actual link is a cryptic link and I don't remember, but if they fill that box out and then you'll get access right to it.

Tom: **OK. Well that's easy enough and so just right up the home base.**

Andy: Yeah. So just get your free lessons and claim your free sample course.

Tom: **OK. Perfect. Easy enough.**

Andy: Yeah, and also, I'll give you the link that you can use directly on your post. It will make it easier.

Tom: **Well Andy I appreciate all the information. Again, this has been a great interview just like the first one. I think it's an extremely valuable information that people can use. I look forward to having and hearing people's results.**

Andy: Yeah I am too.

Tom: **Using 10 of these steps.**

Andy: Well I really appreciate the time today Tom and we'll have to do it again.

Tom: **Hey, sounds good to me.**

Andy: OK!

Tom: Thank you Andy.