



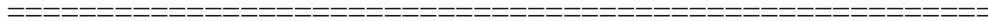
# ***How to Succeed Online: Create Your Confident Online Business Presence in 5-Easy Steps***

**A Training Project for the NACWIB Training Grounds**

**Consuelo Meux, Ph.D., Founder and President NACWIB**

*“The Lord says, ‘I will guide you along the best pathway for your life. I will advise you and watch over you’.”* Psalm 32:8

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## **SECTION 4: Take It To the Web!**

**It’s time to Boot up Your Computer and Get on the Web**

**Here’s what you’ll cover in Section 4:**

- **Write Keyword Rich Copy for the Web**
- **Establish an Online Location**
- **Start Your Website**
- **Build a Mailing List**
- **Design a Site for Your Business Model**
- **Accessorize Your Site**

**SECTION 4 ACTION PLAN: Website Building**



## SECTION 4 – Boot it UP! And Get Online

It's time to Boot up Your Computer and Get on the Web

*“Cast your burden on the LORD, and he will sustain you; he will never permit the righteous to be moved.” Psalm 55:22*

### **Resources to get online:**

Be sure to check the Resources Page on the NACWIB.com site to find several of the resources discussed in this section. You can also do your own web search to find resources that work for you.

## Write Keyword Rich Copy for the Web

*“I will instruct you and teach you in the way you should go; I will counsel you with my eye upon you.” Psalm 32:8*

You have four to seven seconds to catch the attention of a web visitor.

Keywords are the secret to make that happen. A visitor to your website expects to find immediate evidence that what she was looking for is on the site. Keywords that say “you found me” should be the first thing seen in the most obvious places on the site. Other written content on the page as well as the graphics, layout and other design elements should also make this obvious.

It's important to know the basics of using keywords for search engine optimization (SEO) writing to market your business on the Internet. Here's a brief explanation of how this works.

When you insert a word or phrase into the search bar on your browser you are using a keyword. A single word is a keyword; a phrase including that keyword is a keyword phrase. After you hit “enter” search engine spiders go on a hunt throughout the web to find a site that matches the inquiry. When keywords on the site match the keywords being searched for, the site can show up on the listing of results. That's how you do search engine optimized (SEO) writing.

Once you find keywords remember this important rule; use only one keyword and one topic focus per page. You want your web content so tightly focused that there's no mistaking what each page is about. Keywords give a focus to your written content (also called copy) so web visitors know they reached the correct site.

### **Basic Keyword Research**

Knowing what keywords to use to drive traffic to your site takes practice. Go to Google Keywords at this link <https://adwords.google.com> to do a basic keyword search. At the site, type a keyword or keyword phrase into the search bar. Insert the code to get into the site then click on “search.” A list will show the most popular words searched on the topic area. Write down at least the top 10 keywords to use in your Internet writing and websites.



Now, use these keywords in your domain name, sales letters, ezines, mini-courses, and other information products published directly to the Internet. They should show up in these strategic areas:

- All of the writing on your pages
- Headings and subheadings in your content
- Web page titles
- Web page headlines
- Product descriptions
- Sales copy
- HTML files
- Description tags of graphics
- Articles titles
- Article subheadings
- Article content

As stated, there's a lot more about keywords that you can learn but knowing this amount already puts you far ahead of the majority of Internet marketers.

## Establish an Online Location

*“And let the peace of Christ rule in your hearts, to which indeed you were called in one body. And be thankful.” Colossians 3:15*

Every business needs an address. A physical address for a business would contain a street, avenue, or P.O. Box number. On the Internet your address is your domain name. Your domain name is located in the address bar of a web browser. This becomes the address for your online business. It is how people discover your online business through advertising, word-of-mouth, or search engine results. The domain name is what comes between the www. and the .com (or other entity) in your web address. For example in www.nacwib.com the domain name is nacwib, and in www.consuelomeux.com the domain name is consuelomeux.

Select a domain name that is closely related to your business. Use your best keyword in your domain name. If possible, use .com as the domain “entity” as this is the most common form of domain on the web and it makes it easier to find your website. Other common domain entities are:

- \* .com - stands for commercial / community. It is the most common domain entity and the one recommended for your Internet Business.
- \* .net - stands for network.
- \* .org - stands for organization. Also used by online communities.
- \* .gov - stands for government. Used by all government web sites.
- \* .biz - stands for business; another option for your Internet Business.



\*.edu – stands for education. Most educational sites use this domain entity.

Give careful consideration to your domain name before you register it with a web host. Make it easy to remember, easy to spell and relevant to the product or service you are selling.

### **Get a Webhost for Your Website**

After you purchase a domain name you will find a website to put it on. But you also need a web host. Think of a web host in this manner. Now that you have an address you need to rent space in an office or shopping complex to set up your business. In an Internet Business, you set up virtual space by finding a host for your website. You want a web host company that makes your site available 24/7 (24 hours a day, 7 days a week) by maintaining it on a Web server.

The host is also called the server. Your website sits on the hard disk of a big computer called a server that is connected to the Internet 24 hours a day. The server can also host other websites simultaneously. Find a good web host at the Resource Pite with other suggestions on how to find a host.

### **Start Your Website**

*“For the Lord gives skillful and godly Wisdom; from His mouth come knowledge and understanding.” Proverbs 2:6*

Now it’s time to set up your focused web presence. This is the part where some beginners start to panic. The inability to build a simple website is what stops most potential online business owners in their tracks. I believe that if I can learn to do this, you can do it too. However, the good news is that setting up a basic website is so much easier today.

I’m going to make some suggestions on how to get your web presence started. More professionals are going online using easy to use web software that looks professional with good functions for online business. You’ll find plenty of links for the resources mentioned in this chapter at the NACWIB Resource Site. You can also hire a web designer or blog designer to set up your site.

### **WYSIWYG Web Builders**

Called whiz-e-wig, WYSIWYG web builders look similar to a word processor. You can create a full service website with this type of software and never learn a bit of HTML. Most website builders are easy to use, look good, and can get a website up fast. Many different templates allow for customization of the page’s colors, fonts, and other design aspects. Some come with extra features such as web hosting, password protected pages, a shopping cart, autoresponder, and web site submission software.

### **Web Software & HTML**



The basic language of web design is hyper text mark-up language or HTML. Even if you don't want to build your web sites, knowing HTML means you can make basic changes, "read" the code, and do some basic levels of upgrades or changes. Just like you wouldn't give away total management of your business at a physical location, you don't want to be totally dependent on someone else to manage your online business so know a bit of the code. Check out [www.Web3Schools.com](http://www.Web3Schools.com) for free tutorials.

### **Hire a Web Designer**

Web designers come in many different price ranges and experience levels. Keep looking for the one at Internet freelance sites, through referrals, in your local area, at a college or university, or hire a virtual assistant (VA) to help. A VA is a professional who works with Internet Business owners in the same manner as an administrative assistant in the physical business setting.

### **Social Networking Sites**

You could establish a web presence at business oriented social networking sites until you develop a more extensive web site. Put the link from this site in all of your marketing materials until you establish another more permanent site. These social networking sites can work well for business transactions.

Squidoo <http://www.squidoo.com>

Facebook <http://www.facebook.com>

Linked-In <http://www.linkedin.com>

Spoke <http://www.spoke.com/>

Ryze <http://www.ryze.com/>

Plenty of additional website design options exist besides the ones mentioned in this section. And remember to check the Resource Page online for more ideas.

### **Be a Blogger**

Blogging is not only easy but fun. A blog is a user-generated website where you post entries that are shown in reverse chronological order. Compared to setting up a website, a blog is one of the simplest things you can do to get online. A blog can be updated through any Internet connection and even by using a cell phone. You can set up your blog to allow readers to leave comments or opinions, add plug-ins or even serve as your primary website.

For a while I used a Blogger blog for the CWIBNews ezine (that stands for Christian Women in Business News). You can still see how versatile it was by going to the old site at [www.cwibnews.blogspot.com](http://www.cwibnews.blogspot.com). The NACWIB association is on a WordPress blog that I host at my own hosting site. <http://www.nacwib.com>.



## Using Free Sites

So much free and open source software exists online to help you run your business that it's wise to consider using at least some of the resources. But like anything free, be careful in your selections of what you use to represent your business. You must maintain as professional a presence as possible plus some free sites have no support areas so if something goes wrong you're on your own.

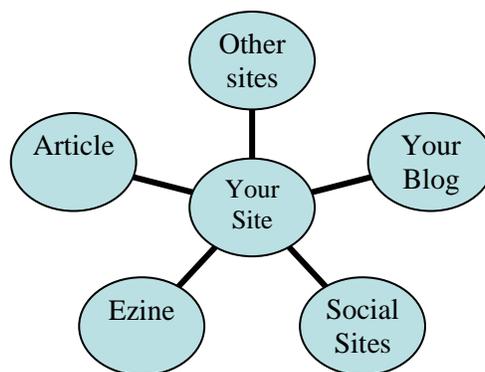
## Building Your Mailing List

*“And this is the confidence that we have toward him, that if we ask anything according to his will he hears us”. 1 John 5:14*

Your business transactions determine how big your site will need to be. It also determines the layout and other important web design factors. Begin designing a website on paper with a model of what you need and want. Your site needs to do three important and immediate things:

1. Respond to the needs of your target market
2. Highlight your offerings
3. Let you conduct the appropriate transactions for your business model

The World Wide Web is similar to a web that links different sites together. Here's a visual idea to help you think about how this works. Your site is in the middle of the diagram.



From you, there will be links both to your site from other sites on the web and from your sites to others sites. Links to other sites are called outgoing links; links from outside to you are incoming links. You'll learn more about linking as you continue working on the Internet.

Some sites will be only one page and some will be thousands of pages. Your business model determines the size of your site. Here's a way to determine the type of site you want.

1. Think about your ideal client



## 2. Consider what you have to offer.

You can always start with a one-page site that provides a free offer that gives a “taste” of what you have to offer before buying is a good idea. This sets your site up to build a mailing list of people who are interested in what you have to offer. Then you can communicate with the people on your list, letting them get to know you and what you have to offer. This build trust and knowledge about you and your business. Usually, Internet customers want more information before making an online purchase. You can offer a free product, usually in the form of report and send articles and information to this mailing list on a regular basis.

Some sites are built for e-commerce in general and have loads of information in the form of articles, links to other pages and downloads. This site serves as an information hub with the goal of bringing web visitors back on a repeated basis.

### **Develop a Site Using Your Business Model**

Use your business model to design your focused website. Go back to the section on business models to see how you could design a one-page website or one with multiple pages using the business model. From the example in the prior chapter you could easily have an 8 page focused web site. Here are the sections for the site of the client in the illustration:

- Home page that introduces her business
- About - information on her background
- Contact page.
- Five pages that highlight each aspect of her business.

That’s a professional eight page website with exclusive information on each page. You can use a regular website or even a blog to set up this type of web presence. As you use the business model to plan your site, research keywords to highlight each product, service or program you offer. Then be sure to use those keywords on your web sites and in your ezines. Find keywords that support each project in your business model and keep the list in a file on your computer to use when you are ready to market that particular program.

### **The List Building Site**

If nothing else, start with a one page site that offers something of interest for web visitors to download. This type of page is called a squeeze page or opt-in page. These pages have only one purpose; to get the name and email of the site visitor by offering some type of incentive usually in the form of a free report or audio program. It is the most commonly used format for building the important online mailing list.

The primary feature of that site is a strong, attention getting headline and the opt-in box to capture the name and email of the visitor. The opt-in box is an HTML code that you get from your autoresponder service. We discuss autoresponders in the next chapter.



Even with a one page site, draw it out to determine where the writing goes and how many elements to have on the page. Find an opt-in page that you like and model your web site to it.

Look at examples of different types of opt-in sites at my web pages.

Information based opt-in site:

<http://www.leaderslifestyle.com>

Information hub page site:

<http://www.consuelomeux.com>

A screenshot of a web form. It contains three input fields: 'First Name:', 'Last Name:', and 'Email:'. Below the 'Email:' field are two buttons: 'Subscribe' with a dropdown arrow and 'Go!'.

Going back to the business model idea, you can function with a one page website even with five different focus areas in your business. Do this by using your newsletter (ezine) as the focal point for your whole business. With this model, you primarily interact with your clients through email. You can set up teleseminars, coaching, and sell programs solely through your ezine.

Don't get stuck starting your business. Get help to set an SEO-rich landing page to build your mailing list. Look at the offers available on the Resources page.

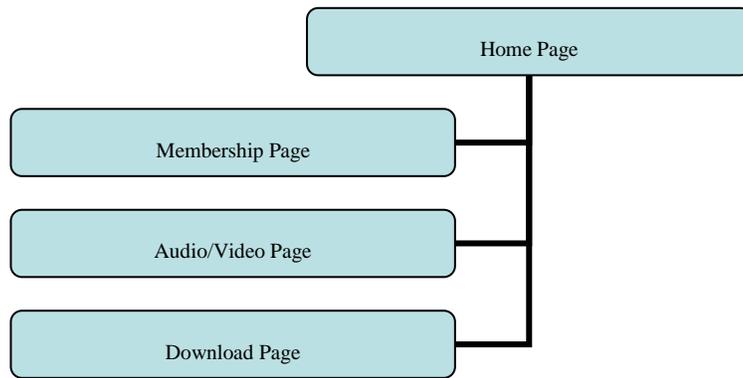
## Design a Site for Your Business Model

*“For the LORD gives wisdom: out of his mouth comes knowledge and understanding.” (Proverbs 2:6).*

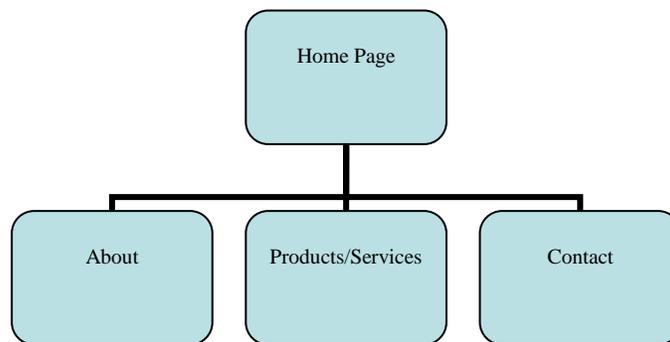
Once you set up one webpage you're on your way to building a business on the web. From your one page you can build as many sub-pages as you want to design your business model. Draw an outline of your website. List the name of each page and show how the pages will fit together. If you are doing your own website or hiring a web designer, use the drawing to put your site together. Here is information on the more common type of websites to consider.

### Common Types of Sites

**Hidden Sub-Pages:** This site starts with your list building page. It only lets site visitors reach your other pages after they sign up for your mailing list. Behind that first page you can add as many pages as you want. This model can be used with a membership site too. It would look something like this design:



**Content Site:** These sites can have hundreds of pages with articles, offers, products, and other content. It is another way to set up a membership site or other association or organization. You have a landing page (home page) that provides a navigation menu to let visitors reach other pages in the site. It could look like this design.



An example of this type of site is found at the National Association of Christian Women in Business: <http://www.nacwib.com>

**Service Business Site:** This site promotes a service business and would be at least five pages including the home page, about, services/products, contact, and sign-up information. Some of these sites start with an opt-in page.

**Transaction-oriented site:** These sites are designed for financial transactions to sell products and services to consumers and businesses. Any online business can use this model.

**Relationship-building site:** This type of site shares information to build relationships with web visitors. You can sell from this type of site if you want. A blog is good for relationship building as it lets you insert an option to get comments from site visitors.

No matter the type of site you select, always give visitors a way to give you their name and email. Remember, with online business the money is in the list!



## Start Simply

Start your business very simply. It's like opening a small boutique. You start with a specific amount of tightly focused items in order to attract the attention of your target market. As you see what works you strategically expand to bring in more product lines. Use the same model with your business. Just remember to offer the opportunity to give a name and email on every page of your website. When you have a significant number of subscribers, start additional pages and introduce new programs, set up a blog to post information and strengthen your relationship with your subscribers.

## Accessorize Your Site

*“But the wisdom that is from above is first pure, then peaceable, gentle, willing to yield, full of mercy and good fruits, without partiality and without hypocrisy.” James 3:17*

Don't you love the power of a few right accessories to offset an outfit? Some accessories are such classics they can go with everything and help you to create your signature style. Selecting the additional software needed to do an Internet business is like selecting the perfect accessories that go with every outfit. The right accessories will be the thing that lets you function with class and conduct a competitive business online. Here are a few of the basic additional software that accessorize your web presence and turn it into a beautiful business.

## Autoresponders

The importance of an autoresponder program cannot be underestimated. An autoresponder is a software that enables you to send emails to people automatically. You can write and insert a sequence of prewritten emails into the autoresponder to send out to people on your mailing list. You can do this at regular intervals or on a particular date.

The more people on your mailing list who are interested in your products or services, the more sales you will likely make. You don't have to be at your computer to send the emails with an autoresponder which means you can be running your business even when you're away. Use the autoresponder software to create automated mailing lists at certain intervals or designated times.

An example of an opt-in form for an autoresponder. It consists of three input fields: 'First Name:', 'Last Name:', and 'Email:'. Below the 'Email:' field are two buttons: 'Subscribe' with a dropdown arrow and 'Go!'.

The software provides the HTML code you need to insert on your website that forms the opt-in box. This is what you see when you're asked to give your name and email on a site. See the example again right here..

People can add themselves to your mailing list by inserting their email and name into the box. If a person decides to unsubscribe, all they have to do is click a link that comes in each of the email messages that says “Unsubscribe” and it's done.

I love my autoresponder. It is your best tool for conducting an Internet business and here's why:



Marketing studies show that most consumers buy only after repeated exposure to a product. An approximate breakdown of the percentage of people who buy according to product exposure is:

- 16% after one or two messages
- 34% after three or four messages
- 34% after five or six messages
- 16% after seven or more messages (and the passage of a considerable amount of time for deliberation)

This means the largest percent of consumers buy after receiving three to six exposures to a product or service. An autoresponder system gives you an automated way to put your name, services or products in front of potentially interested buyers enough times to move a percentage of them to a buying decision. It won't cost extra for you to keep a person on your mailing or to send out a mailing.

You can put a link in the message you send out to anywhere you want your web visitor to go. Usually you send them to your homepage or squeeze page so you get them interested in your business offers. This is simply a form of permission marketing as people give you their permission to receive emails when they put their name and email in the opt-in box on your page. People will get to know and trust you over time as you send them more and more information. The longer you can maintain this relationship with them, the more likely they are to actually buy from you.

I have to say, learning to use an autoresponder is like playing in a toy store—you'll be able to create multiple mailing lists and watch your business grow. Few things are more thrilling than logging into the autoresponder and seeing how many new subscribers have signed up; and the more subscribers the better your business possibilities (as long as these are targeted subscribers of course).

## **Shopping Cart**

Shopping cart software is how you take secured payments online through check or credit cards. You can find a shopping cart that is dedicated solely to doing online financial transactions or one with other functions such as affiliate management or autoresponder services.

## **Paypal**

Probably the most popular secured payment system online is Paypal. You can conduct financial transactions without having a shopping cart by signing up for a free PayPal merchant account. The nice thing is people can make payments through PayPal if they have an account or not. You can also send an invoice for services or set up a shopping cart for individual products. The service is well established with a good reputation for being secure against identify theft. Find it at <http://www.paypal.com>



## Affiliate Manager

Affiliate manager software lets you create your own sales force to sell your products and services by a pre-set fee structure. When a person decides to be your affiliate, you set up links and promotional materials through the software to use to move your products and services. If a sale comes in through their affiliate link, they get paid. Most shopping cart software programs include an affiliate management program.

These additional software programs are necessary to operate a successful online Internet business. Even with these purchases your online business will be far less expensive to operate than one with a physical presence. By the way, I use an autoresponder system that is also a shopping cart and affiliate manager all in one which makes management of my online businesses much easier to control. Find out about it at the resource site.

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**The ACTION PLAN – Be sure to do the exercises in the ACTION PLAN for Section 4.**

*“The Lord says, ‘I will guide you along the best pathway for your life. I will advise you and watch over you’.” Psalm 32:8*