

“What should I put on my website?”

The **Vision**: Get your website up, running and optimized to:

- Engage your prospect in the first five seconds they see your site
- Give your viewers the info they need easily and immediately
- Motivate your prospects to take the next step

The **Problem**: You are a busy and distracted entrepreneur wrapped up in daily challenges. Yet, a professional looking website should be the linchpin of your Internet strategy. Sure, you may be doing SEO, Social, etc. but all roads lead back to your website.

The **Solution**: Focus on what you do best and hire out expert advice and help. That’s right-tap into the experience of a professional web designer who can do what they do best and will do it in far less time than you can.

Now does this mean you don’t have to focus on Internet marketing and your company’s website? Far from it! No one will obsess over your business like you will. So you and your web designer should form a synergistic team where each of you contributes input and insight to come up with a great final product!

The quick**FIX**: This check list will help both you and your web developer with “web essentials” that surprisingly are often absent on even websites that are put up by professionals.

Let me know [how this checklist works for you!](#)

Steve Toburen

If you like this Orientation you’ll LOVE *Strategies for Success-*

Invest 5 days with *Strategies for Success* (SFS) and you’ll gain **years** of experience in measuring your financials, creating a marketing plan and building a truly lucrative, “real” business.

Do you struggle with any of the challenges below? Then just click for the solutions!

Remember, this is just a taste of the proven “Success Resources” SFS will give you:

- [What is a true “Landing Page”? \(And why should I care?\)](#)
- [This economy is killing me. How can I survive?](#)
- [Bill Yeadon's Cleaning and Restoration marketing checklist](#)
- [Tweak your price quote by phone script for more sales.](#)
- [It is possible to build personal wealth in the cleaning industry.](#)

There is no other program like SFS. Interested? Call your Jon-Don rep or follow these links:

- [Frequently Asked Questions about SFS](#)
- [Why should I invest five days of my life to attend SFS?](#)
- [Here is what you will learn at SFS- day by day.](#)
- [Skeptical with all the "snake oil" out there? Read what our members say...](#)
- [Read these SFS Member "bios" of what happened after SFS!](#)

Remember, SFS has transformed the lives of almost 3,000 people in the cleaning and restoration industry. **Why not you?** I urge you to investigate SFS.

Steve Toburen

Your SFS Website Checklist

1. How to contact you!

- A. Make it easy to find your **phone number**. Display it on your header in a big easy to read font AND put it on every page.
- B. Don't use an 800 number. A local phone number (multiple ones if you serve different area codes) reassures web prospects that you are a local company.

2. An online contact form!

- A. Always give your client the option to request how to contact them- by phone or by e-mail. This gives your prospect the "Illusion of Control".
- B. Add a simple "Estimate Request" form to each page. Test results show that your submissions will literally triple overnight when you put the contact form on each page. (Remember- keep everything on your website easy and simple!)
- C. [Respond QUICKLY to these requests](#). It is amazing how many "requests for information" are submitted on the web and are NEVER answered.

HINT: Make sure you receive a text alert every time a "Contact Me" form is submitted.

3. Video demonstrations and customer "reviews".

- A. Insert videos. SHOW people why you are different and the results they can expect when they hire you.
- B. [Feature video reviews](#). Video is so much more believable than a written testimonial.
NOTE: The more realistic your videos look the bigger the impact they will have. So it's ok if your customer pauses or trips up a little. It adds to the reality of the review.

4. Make your site easy to navigate.

- A. Make sure your website is "easy and simple". Internet users are impatient. If they can't find what they need quickly they'll just hit the back button and move on... to your competition!

5. Tell your "Personal Story".

- A. Use your "About Us" section to really "tell your story". Studies show that most people prefer interacting with small, local service businesses IF they feel they can trust them.
- B. Let your prospects know who they will be doing business with. Your website gives you the power to "tell all" and at no extra expense. For example...
 1. If you are an owner-operator: Talk about why you love doing what you do. (A good video of you sincerely explaining why you LOVE cleaning carpets/ serving customers can be very effective. Be sure to use a clip-on microphone that plugs into your camera, have decent lighting with no clutter in the background and keep retaking the video till you can speak smoothly while looking into the camera.) Include photos and a brief bio on your family and yes- your "pet's profile" can be very effective!
 2. If you have employees: Let every staff member have his or her [very own "Employee Profile" section](#) on the company website to fill out with personal information/photos and

industry accreditations . (You of course retain editing rights!) Your potential customers want to do business with real people- not some faceless corporation.

HINT: After booking the job explain you will e-mail the home owner [a link to the technician's photo and bio](#) so they will know who will be working in their home.

NOTE: In this same email you should have a [“menu” of the different services](#) you offer so your customer can peruse them and click on the links to the different landings pages on your web site which leads to...

6. **A “landing page” for each service you offer.**

- A. You likely have focused mostly on your “home page”. But especially if you are doing SEO and/or “pay-per-click” advertising then you absolutely should have a separate landing page for each service. If a customer interested in tile and grout cleaning clicks on your Google listing and then has to search through your home page looking for your info on T & G cleaning... it just ain't going to happen!
- B. If you offer emergency water damage mitigation it is especially important to have a [separate water damage landing page](#). In the old days customers in a flooded home would feverishly search through their water logged Yellow Pages looking for help. Now? They'll be searching on their smartphones which means your site should include...

7. **“Mobile responsive design”.**

- A. [“Mobile responsive”](#) just means that your website automatically “responds” or adapts to the size of the screen. More and more customers are using their smart phones to search for service providers. Yet the typical “non-responsive” site is at best a frustrating experience to use on a small screen. And what have we learned a frustrated web surfer will do? They will click away to your competitor's web site that was built with “mobile responsive design”!

8. **A strong “Call to Action”.**

- A. Simply put- what do you want re: the “next step” from your customers? Are you offering a free quote? Do you want them to schedule a consultation? Decide what the “next step” is for your customer and gently but firmly guide them to it on your site.
- B. Highlight your “Call to Action” by putting it at the top of the page. Make it stand out with a unique design element, a bright color, or an attention-grabbing font so that it looks different from the content on the rest of the page.

9. **Scream it from the rooftops!**

- A. In today's world [promoting your website address](#) is more important than your phone number. Why? Because today's careful shopper (and especially women inviting someone in to clean their home) want to “check you out” before even calling you!
- B. Prominently feature your website address on your vehicle signage, in your newspaper advertising, your business cards, your flyers, etc.
- C. Don't forget my personal favorite- your [Free Lifetime Spotter bottles](#).

So there you have it- our SFS website “checklist”. How did your website match up? But no worries if you filed away a few points to work on- just keep checking in here on your [very own SFS web resource](#). Or even better attend [Strategies for Success](#) and benefit from our [ongoing support program](#)!