



MEG Fitness

Create a New Future, Create a New You!

Making Your Website Work for You - Market it!

Market Your Website 5 Facts to Set You Straight

A short article written by
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In business and in life we all need to learn how to market ourselves, our ideas, and our business. As a member of the Nutrition Entrepreneur Dietetic Practice Group or other professional groups, it is essential that you learn how to market because you will spend a great deal of time marketing both personally and professionally.

Let me tell you a little about myself. I am a born marketer and have spent the past twenty years marketing health programs, ideas, and strategies to my superiors, subordinates, colleagues and peers. Oh and another thing, I market to my family. I market education and lifestyle strategy to my son, and my husband gets whatever marketing I have on my mind for the day.

My true talent and niche is marketing through technology. I enjoy strategizing on how to promote ideas and develop that strategy using technology. I use technology to create a picture and execute it into a picture presentation. This presentation can be a media campaign, a flyer, a website, a newsletter or brochure, or a PowerPoint presentation. Using technology there are many ways to create a picture and I most enjoy using the computer to do this.

Recently a member of our group asked me a very simple question related to technology and marketing, "How do I drive people to my website?"

My response was: "What people do you want to drive there and what do you want them to do once they get there?"

Website Marketing Strategy

I recently presented a round table discussion on affiliate marketing and I must echo the words of a gentleman sitting at my table who said "Your website needs to be more than a pretty picture". He was so right! A successful website needs to have a marketing objective and strategy that is intuitively designed in to the pages of the site. Carefully consider this important issue when selecting someone to design your website. There are many designers that can come up with a pretty

picture – but your website needs to be more than that, it needs to have focus, branding and a strategic marketing theme that blends intuitively in to the design. (Remember the word intuitive. It is important for future reference.) You can purchase a website template that can be very attractive but you are still in need of a message, an objective, and a goal that is consistent with your plan. You can't buy this prepackaged.

Is your website a Pretty Picture?

Does your website look fabulous but leave nothing beyond the surface appeal? Having this type of site is like having a beautiful face and body, but no brains. Look beyond the outside appearance when considering your website design. Your website should make a statement beyond it's attractive appearance.

You don't want lots of people to visit your site and say "that's nice" and leave unless of course that is your goal. You want people to visit your site to meet your specific objective which will be one or more of the following (note the more specific and focused your objective the more magnetized your desired audience will be):

- To educate
- To sell
- To inform
- To promote

Here are some basic facts and myths about why people go to different websites:

Fact number one: People are driven to sites due to target marketing, not luck or chance. People are driven to websites by marketing through various emails and other website messages, news events, features and/or promotional materials.

Myth: Submitting your site to search engines paid or otherwise will ensure website traffic.

Fact: Search engines will pick up your site if you have activity and focus which are key for marketing and work hand in hand. Meta tags containing key words aren't that important - Google takes no notice and other search engines give them scant attention.

Fact number 2: Everybody likes free things and most people prefer to save money when possible. Distinguish between the casual and serious customer. Casual customers will visit your site and take advantage of freebies but serious customers will eventually buy. In your marketing strategy be sure to weed out the casual customers from serious ones.

Fact Number 3: The more sticky your site the more likely your chance to sell. Make your site sticky by attracting return visitors. Every time I visit the Crate and Barrel website the odds are increased that I am going to buy something. Why wouldn't I – I love their products and their pictures are fabulous, everything looks so good... This leads to;

Fact number 4: Invest in some high quality images to promote your website according to your marketing theme. Make your product look fabulous whatever it is including if it is you!!! Remember intuitive and the three S's of intuitive design - Simple, Subtle, and Suggestive. This leads to the final fact for today.

Fact number 5: The overly commercialized or busy website is a turn off. Don't try to jam everything you want to offer on the first (home, or index) page. Limit the amount of text, images, and content you have and keep your design simple.

Remember to have a successful website, no matter what the primary objective is, you need to have a marketing strategy. It takes more than a pretty picture, a successful business or personal website must have intuitive marketing strategy and design.

Tech Tip: Google's Golden Rule 'Make pages for users, not for search engines'.

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