

Four Fatal Flaws of Website Marketing

Hi, thanks for downloading this very special report. You might be committing all four of these mistakes, or maybe just a few. In any case, avoiding these mistakes can make you a lot more money from your website than you might be making now. Let's get started!

"We told Rob he was **the best investment we ever made in the last 20 years** here at BusinessCoach.com and this is no exaggeration! Rob is a delightful person and has an extremely high level of integrity and this is very important to us. We truly feel indebted to Rob as he has become a crucial part of our team. He has gone above and beyond and proven himself to be an **extraordinary expert in his field of SEO, Adwords, Marketing Automation** and anything having to do with internet marketing."

Jenene Stafford
Vice president
BusinessCoach.com

Mistake #1: Failure to Design a Marketing Funnel

The Marketing Funnel is your one-page business plan. It defines the ideal path that a visitor takes from first coming to your website to becoming your very best customer. At the top of your funnel is a visit to your website, then as you move down the funnel, list each step in the process such as a free report, ebook, physical course, membership, live event, etc.

Each step in your funnel needs four components:

- 1) A sales page to present the offer
- 2) A processing page to collect information
- 3) Content to give the person for taking the action
- 4) A thank you page to confirm the action and send them to the next step

If you define your funnel and have your website provide the four components above, you'll be well on your way to an automated system of making website sales.

How to set up a complete funnel is covered in my How To Market Better workbook:

www.HowToMarketBetter.com/workbook/discount

"Rob Goyette is a marketing whiz who does well in both PPC and SEO. I trust him completely, both ethically and in terms of capabilities. **He's my 'secret weapon'** when my best clients need effective search engine marketing strategies. If you have the opportunity to work with him, you'll probably see your name on this very page."

Howie Jacobson

Author

Google Adwords for Dummies

Mistake #2: Failure To Teach Consumption

Consumption is how you help people move from one step in the funnel to the next. Once someone responds to your offer, you need to start doing three things:

- 1) Make them very glad they took action
- 2) Teach them to use (consume) the product they just bought
- 3) Tell them what to buy next

When done right, consumption will effortlessly and automatically move people through your funnel so that they buy more and love the process.

How to implement consumption through email autoresponders is explained in my How To Market Better workbook:

www.HowToMarketBetter.com/workbook/discount

"Rob's not your typical internet guru. I've known him for years and he silently keeps making passive revenue online while everyone else is out raving about stuff and promoting stuff, he just quietly does the stuff. I've seen his own businesses start out tiny and grow to large income streams. **Rob truly has a gift for marketing online.** He knows how to get sites to the top of the search engines.

I've seen him take many sites to the top including projects we've worked on together. If you are a small business owner and ready to start making money online, you should contact Rob. He knows all the ins and outs and he's a truly caring man with high integrity. **There's no one on Earth I would trust more than Rob.** He's top notch and I always consult with Rob when making web related decisions."

Christian Mickelsen

CEO

CoachesWithClients.Com

Mistake #3: Failure To Test, Track and Improve

By putting special code on your sales and thank you pages, you can measure the percentage of people who see your offer and take the action you want. Not only can you measure these percentages, but you can test new ideas effortlessly and constantly improve your marketing over time.

Here are the steps to take:

- 1) Install special tracking code on your sales and thank you pages
- 2) Plug in variations of your offer (price, guarantee, description, etc.)
- 3) Let a free tool from Google do all the work
- 4) Review the reports over time and consistently try new ideas

If you set this up correctly, all you need to do is keep an eye on the reports, and when you have a winning offer, throw out all the losing offers and try to beat the winner. You can repeat this over and over to consistently get more value per visitor on your pages.

How to set up testing and tracking is covered in my How To Market Better workbook:

www.HowToMarketBetter.com/workbook/discount

"The teleclass I took with Rob Goyette was amazing. He is so knowledgeable on the subjects of Internet marketing and search engine optimization. **He shared more information [in one hour] than I will be able to absorb and use for months.** He is an outstanding teacher and great example."

Andrea Glass
Professional Writer
WritersWay.com

Mistake #4: Failure To Drive Massive Traffic

Getting traffic to your site is simple. Not necessarily easy, but it is simple. It's a matter of putting the right offer in front of the right people at the right time. All three parts of this formula are necessary or you just won't get many qualified visitors. You can address the right time part by collecting names and email addresses to drip on and stay in front of your prospects.

Here is one way to drive massive traffic to your site:

- 1) Start with Google Adwords to get fast, cheap traffic as well as insight about what keywords your prospects and customers are using on the search engines.
- 2) Use internal and external SEO (and SEM) to get a lot of “free” traffic from the search engines.
- 3) Identify at least three other traffic sources and get busy driving traffic. Possible sources include: joint ventures, advertising, article marketing, viral content, press releases, and social media sites.

How to drive massive traffic is covered in my How To Market Better workbook:

www.HowToMarketBetter.com/workbook/discount

Thanks for taking time to read this report. You have the “WHAT”, and you next need the “HOW”. You can go learn on your own, or just download my How To Market Better workbook.

Rob Goyette

www.HowToMarketBetter.com/workbook/discount

Bonus: Resources To Help You (more listed in the workbook)

Best Autoresponder

<http://www.howtomarketbetter.com/autoresponder>

Best Shopping Cart

<http://www.howtomarketbetter.com/shoppingcart>

Best Internet Marketing Seminar

<http://www.howtomarketbetter.com/seminar>