

# How to Create a Website that is a Lead-Generating Power Tool!

***A Presentation for Women's Venture Fund.***

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# Your Session Leader



*Valerie L. Williams-Sanchez, Ph.D. & P.M.P.*

- ▶ **Strategic Marketing Communications & Engagement Leader**
- ▶ A strategic consultant and marketing communications leader with more than 20 years of experience in healthcare and medical communications and marketing.
- ▶ I am highly analytical with experience managing budgets of \$72 million and a portfolio that includes entrepreneurship, programs, and project management including city, county, and state-regulated clinical services as well as extensive work with ad agencies and communications oversight of cross-functional communications solutions and teams.
- ▶ Journalist turned Blogger turned Consultant.
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# Framing Our Discussion

**Raise your hand if...**

1. You have a commercial or business website.
2. You find business development the most challenging part of your business or practice.
3. You have spent countless hours developing presentations for prospects, unpaid time that cuts into valuable billing hours.
4. You have thought, “I could really distinguish myself from my competition if I had a chance to show prospects who I am, what I do, and the product(s) or service(s) I provide.”

**If you've raised your hand for any of these examples,**

**YOU ARE IN THE RIGHT PLACE!**

# A Website Can Help You:

- ▶ **Educate** prospects about your company, your products and/or services
- ▶ **Convince** prospects that you and your products or services are desirable
- ▶ **Improve** prospects' perception of you, your brand, and your value(s)
- ▶ **Motivate** prospects' to feel a need or want for you, your products and/or services
- ▶ **Publicize** your new activities, achievements, products and/or services
- ▶ **Attract** new prospects to your products and/or services offer
- ▶ **Exhibit** successful past and new applications of your skills, talents, products or services
- ▶ **Retain** and inform your existing customer base

# Today's Agenda

## We will...

- A. Define what is a business/commercial website
  - Owned media that serves as advertising AND marketing
- B. Review the Features and Benefits of a good website
  - Practical
  - Design
- C. Consider whether to hire out or DIY website development
- D. Explore Website Basics - Build your site in 14 steps
- E. Conclude Discussion / Q & A

# A. What is a Business/Commercial Website?

A **Business/commercial** website is a form of **Online Advertising** - think of ads with placement on the internet in media and other websites.

*Examples: contextual ads in search engines, banners on websites, promotional videos and sponsored content.*

For our discussion, it offers business owners an owned media online platform to market themselves, their brands, and to advertise their services.

**Owned media** refers to digital marketing channels over which a company exercises complete control.

**Marketing** is the process of identifying customer needs and determining how best to meet those needs.

**Advertising** is the exercise of promoting a company, its products and services through an array of channels. **Advertising** is a component of **Marketing**.

## B. Practical Features & Benefits of a Great Site

- A website gives you control over your image.
- A website gives you control over your how you bring your products and service to market.
- A website allows you to stand out from the competition.
- A website enables you to build your reach now, and can help you build business (now and) later.

## B. Design Features & Benefits of a Great Site

- **Usability** - Make the site usable for the average user.
- **Speed** - If the page doesn't load within three to five seconds, users will go mad or they will simply go, never to return.
- **Aesthetics** - You only have 10 seconds to make an impression on a visitor!
- **Content** - Have compelling and engaging content on your site. People much prefer video content over written.
- **Contact** - Make sure users can find contact information from every page on your site.
- **Maintenance** - Every page on your site should work 100% of the time. And, *you should have 24-hour support to ensure any issues can immediately be addressed.*
- **Mobile-Friendly** - Make sure your webpage functions on mobile devices.



# C. Considerations for Hired or DIY Site Buildout

*Tennyson remix: “Ours is not to question why; ours is but to DIY”*

## Questions to ask yourself:

1. What’s my budget?
2. What are my financial and time resources?
3. What’s my skill level?
4. What’s my ramp-up and learning curve to DIY?
5. Who is my audience and what are their expectations?



**PRO-TIP:** *Understanding the process will make you a better consumer and enable you to get the most from working your webmaster.*

## D. Website Basics - Your DIY Site in 14 Steps:

1. Set a goal
2. Choose a website builder
3. Define your layout
4. Purchase a domain
5. Select your content
6. Organize your info into pages
7. Determine create your website elements
8. Select your widgets and pro tools
9. Optimize for mobile
10. Review your SEO terms
11. Engage with visitors(email)
12. Ask for feedback
13. Publish
14. Update regularly!

## E. Conclusion / Q&A

Whether you decide to DIY or \*hire someone,  
**Make your mark with a Business/Commercial Website.**

**Thank You!**

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*\*Contact me for a copy of the presentation or webmaster referrals.*

# Resources:

- ▶ <https://www.mrnwebdesigns.com/designing-a-website-here-are-7-important-factors-to-consider/>
- ▶ <https://www.themuse.com/advice/the-35-best-personal-websites-weve-ever-seen>
- ▶ <https://www.wix.com/blog/2020/05/how-to-design-a-website/>
- ▶ <https://websitesetup.org/choose-domain-name/>
- ▶ <https://www.forbes.com/sites/laurencebradford/2016/09/27/3-reasons-why-you-need-a-website/?sh=423f6cea2460>
- ▶ <https://www.quicksprout.com/top-10-widgets-to-improve-your-website/>
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