

THE 7 ESSENTIAL REQUIREMENTS FOR A PROFITABLE WEBSITE AND ONLINE MARKETING SYSTEM

1 A DIRECT RESPONSE MARKETING WEBSITE

A DIRECT RESPONSE MARKETING WEBSITE

1) THE 80/20 HOMEPAGE RULE

- → 50% of people leave websites within 8 Seconds
- → 60% to 80% leave before scrolling down the page



Chris Cardell Entrepreneurial Success Marketing Internet Marketing Advanced Thinking Products Contact Us Terms & Privacy











The Business of Self Disclosure

What Business Owners Are

Robert De Niro - Lessons From

Sir Bob Geldof - Turning Vision





HOME ABOUTUS OUR BRANDS NEWS CONTACT VIDEOS



LATEST NEWS FROM ADDEX GROUP // DUSTBLOCKERS, WHY DO YOU NEED THEM? - READ MORE



0870 42 33 559 in y f G.



clean

about us v

our services v

our clients v

our standards v

where we work ~

our blogs ~

contact us





Reliable motivated cleaners



Supportive responsive managers



Efficient innovative technology



Нарру satisfied clients

A LOCAL SERVICE FROM LOCAL DEODLE



TESTIMONIALS

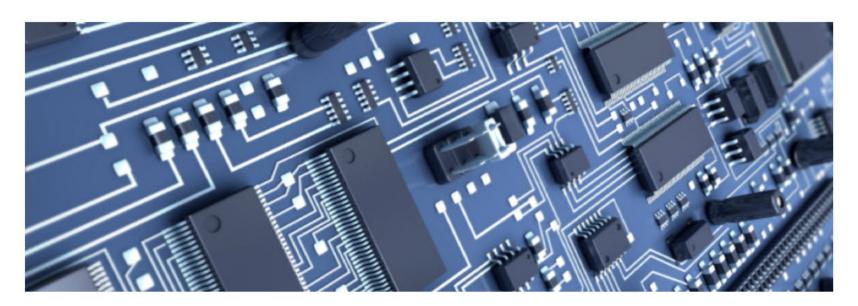
A DIRECT RESPONSE MARKETING WEBSITE

2) BENEFITS-FOCUSED COPY

- → Attention
- → Interest
- → Desire
- → Action



Professional Electronic Engineers



We repair Computers, Audio & Lighting Equipment, Disco Gear, CCTV, Alarms, Safety Items, PAT testing, Calibration, Virus Removal, all Industrial & Household Electrical Equipment – Just about anything Electronic – Established in 2006



A DIRECT RESPONSE MARKETING WEBSITE

3) OPTIMISED FOR RESPONSE

→ NOT just design focused

	ect which of the following you
	sted in receiving information on
	th your Marketing Strategy
	elect all that apply)
_	Strategy to get more Customers
 Marketing Marketing 	Strategy to improve my Website and Internet
Planning /	Starting a new business
 Google and 	d Facebook Marketing Strategy
 Email Mark 	keting
How to de	cide on a Marketing Budget
 Marketing 	Strategy Templates
interviews where the Strategies	l like to receive our monthly s with successful Entrepreneurs by discuss effective Marketing ??
O Yes	
O No	
Strategy t also receiv	I like to receive your Marketing ips and advice by email. You will ve a Free Subscription to our Strategy newsletter.
_	
O No	
Free Telep	ı like to receive invitations to ohone Seminars and Events on Strategies and Business success
O Yes	
O No	
First Name	e
Email	
	Get Started
	Privacy Policy

Please select which of the following you are interested in receiving information on to help with your Marketing Strategy (Please select all that apply) Marketing Strategy to get more Customers
 Marketing Strategy to improve my Website and Internet Marketing
Planning / Starting a new business
Google and Facebook Marketing Strategy
☐ Email Marketing
How to decide on a Marketing Budget
Would you like to receive our monthly interviews with successful Entrepreneurs where they discuss effective Marketing Strategies? Yes
○ No
Would you like to receive your Marketing Strategy tips and advice by email. You will also receive a Free Subscription to our Marketing Strategy newsletter. Yes
○ No
Would you like to receive invitations to Free Telephone Seminars and Events on Marketing Strategies and Business success O Yes
O No
First Name
rirst Name
Email
Marketing Strategy - Get Started
Privacy Policy

Notices: We make every effort to ensure that we accurately represent these products and services and their potential for producing income for business owners who apply them properly.Examples of income earned and other results are not necessarily average or typical nor intended as representations of your potential earnings. As with any business or training, each individual's results may vary widely. Each individual's results depend on his or her background, dedication, desire, motivation and particular applications. Significant financial risk is possible with any hurinass vanture as annostrative from dan't do your own due diligence and get suitable professional advice. No guarantees of specific secults are expressly made or implied

cardellmedia		Home	Privacy Policy	Contact Us
cardellmedia	Please select which of the following you are interested in receiving information on to help with your Marketling Strategy (Please select all that apply) [Marketing Strategy on more Customers Marketing Strategy on more Customers Marketing Strategy to improve my Website and Interest Marketing Pleasing Strategy to improve my Website and Interest Marketing Pleasing Strategy to improve my Website and Interest Marketing Pleasing Strategy are business Google and Favoluse Marketing Strategy Cost Marketing Strategy Templates Would you like to receive our monthly interviews with successful Entrepreneurs where they discuss effective Marketing Strategies?	Home	Privacy Policy	Constact Us
	First Name Email Get Started			
Notices We make every effort to encure the	Privatory Policy The accurately represent these products and services and their potential the production	jincome flor bus	siness owners who ap	gily then properly.

VS.

WINNER

cardellmedia		Home	Privacy Policy	Contact Us
	Please select which of the following you are interested in receiving information on to help with your Marketing Strategy (Please select all that apply) Marketing Strategy to get more Customers Marketing Strategy to improve my Website and Internet Marketing Pleaning / Starting a new business Google and Facebook Marketing Strategy Email Marketing How to decide on a Marketing Budget Marketing Strategy Tempistes Would you like to receive our monthly interviews with successful Entrepreneurs where they discuss effective Marketing Strategies? Yes No Would you like to receive your Marketing Strategy tips and advice by email. You will also receive a Free Subscription to our Marketing Strategy newsletter. Yes No Would you like to receive invitations to Free Telephone Seminars and Events on Marketing Strategies and Business success Yes No			
	First Name			
	Email			
	Marketing Strategy - Get Started			
	Privacy Policy			
Examples of income earned and off	e that we accurately represent these products and services and their potential for producing er results are not necessarily average or typical nor intended an representations of your pole in individual": results depend on his or her background, dedication, design, motivation and g	ntial earnings.	As with any business	ortraining, each

Performed 48% better

cardellmedia

Your Business Plan Questions Answered

Please select which of the following interested in receiving informate help with your Business Plan (Passect all that apply).	ation on
 Business Plan to create long term strategy 	
Business Plan to get funding	
Planning / Starting a new business	
Creating a Marketing Strategy for my busine	ss
How to decide on Financials and Budgets	
Business Plan Templates	
Would you like to receive our mon interviews with successful Entrepo where they discuss effective Busio Planning?	reneurs
O No	
○ No Would you like to receive your Bu:	siness
Plan tips and advice by email. You receive a Free Subscription to our Plan newsletter.	
Yes	
○ No	
Would you like to receive invitatio Free Telephone Seminars and Eve Business Planning and Entreprene success. Yes	nts on
○ No	
First Name	
rii st Naille	
Email	
Business Plan - Get Start	ed
Privacy Policy	
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Your Business Plan Questions Answered, to help us provide you with the best Business Plan Information, please tell us about your business or start up



Please select which of the following you are interested in receiving information on to help with your Business Plan (Please select all that apply). Business Plan to create long term strategy Business Plan to get funding Planning / Starting a new business Creating a Marketing Strategy for my business How to decide on Financials and Budgets Business Plan Templates Would you like to receive our monthly interviews with

successful Entrepreneurs where they discuss effective **Business Planning?**

Would you like to receive your Business Plan tips and advice by email. You will also receive a Free Subscription to our Business Plan newsletter.

Yes

Would you like to receive invitations to Free Telephone Seminars and Events on Business Planning and Entrepreneur success.

Yes

First Name

Email

Business Plan - Get Started



You details are 100% secure. Cardell Media has a strict anti spam policy - we do not rent, sell or allow anyone to access the data we collect from our websites.



You details are 100% secure. Cardell Media has a strict anti spam policy - we do not rent, sell or allow anyone to access the data we collect from our websites.



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Performed 82% better

WINNER



Performed 103% better

Get £2500 of FREE Gifts From Chris Cardell To Skyrocket Your Business in 2014





Value £2500 - Yours FREE



Britain's leading authority on Marketing, Chris Cardell

About Chris Cardell...

Chris Cardell is widely regarded as
Britain's leading authority on
Marketing and Internet
Marketing. Over two decades, Chris
Cardell has shown thousands of
business owners how to grow their

Every week, 310,000 Entrepreneurs receive Chris Cardell's online support and advice. He has been featured extensively in national media including BBC, ITV, News at Ten and The Sunday Times

Please Listen To This Important Message...

Get £2500 of FREE Gifts From Chris Cardell To Skyrocket Your Business in 2014







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WINNER

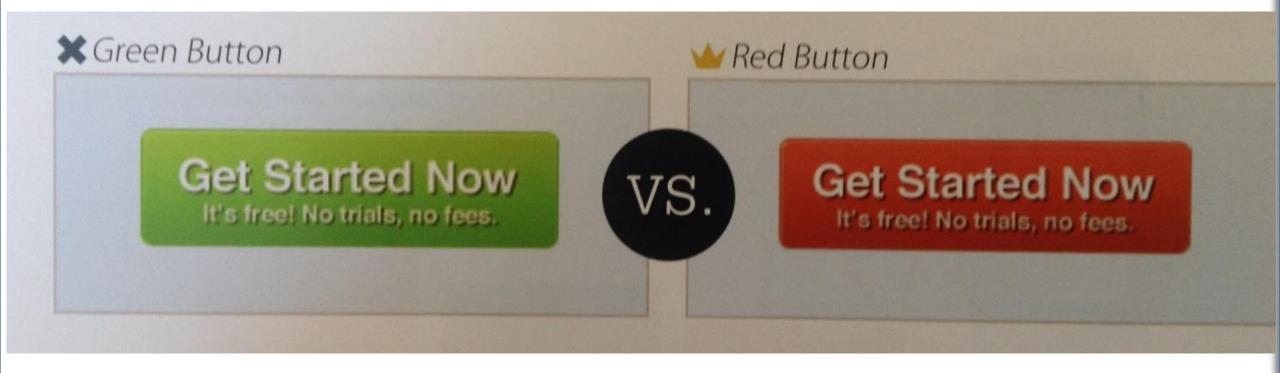


VS.



Performed 45.5% better

WINNER



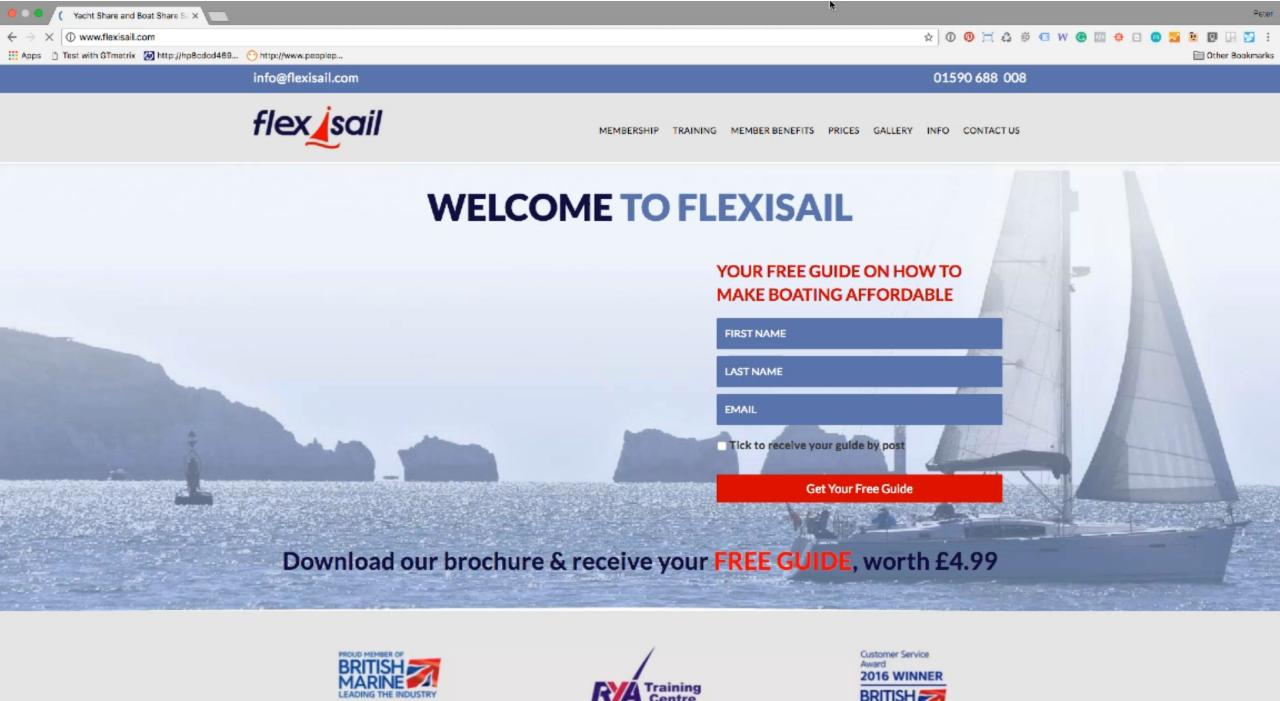
Performed 34% better

800 Landing Pages



2 VIDEO

- 1. Attention
- 2. Credibility, Status and Authority
- 3. Information
- 4. Call to Action
- 5. All video should have a Professional Voiceover (The power of third party)





— Express Architectural Visualization Services ——



- Architecturally qualified project managers who understand your vision
- Smooth project collaboration, saving you time and cost
- Professional artists experienced in working to tight deadlines
- Creating competition-winning renderings and animations that sell off-plan

"Lifang's CGI are our number one visualization provider and have always delivered superior quality final visuals to our very tight deadlines.

All this combined with a level of professionalism and flexibility I have seldom seen."

Rose Wallace (Head of Visualization at DMU, USA)

GIVE US A CALL TODAY! +44 203 440 5937



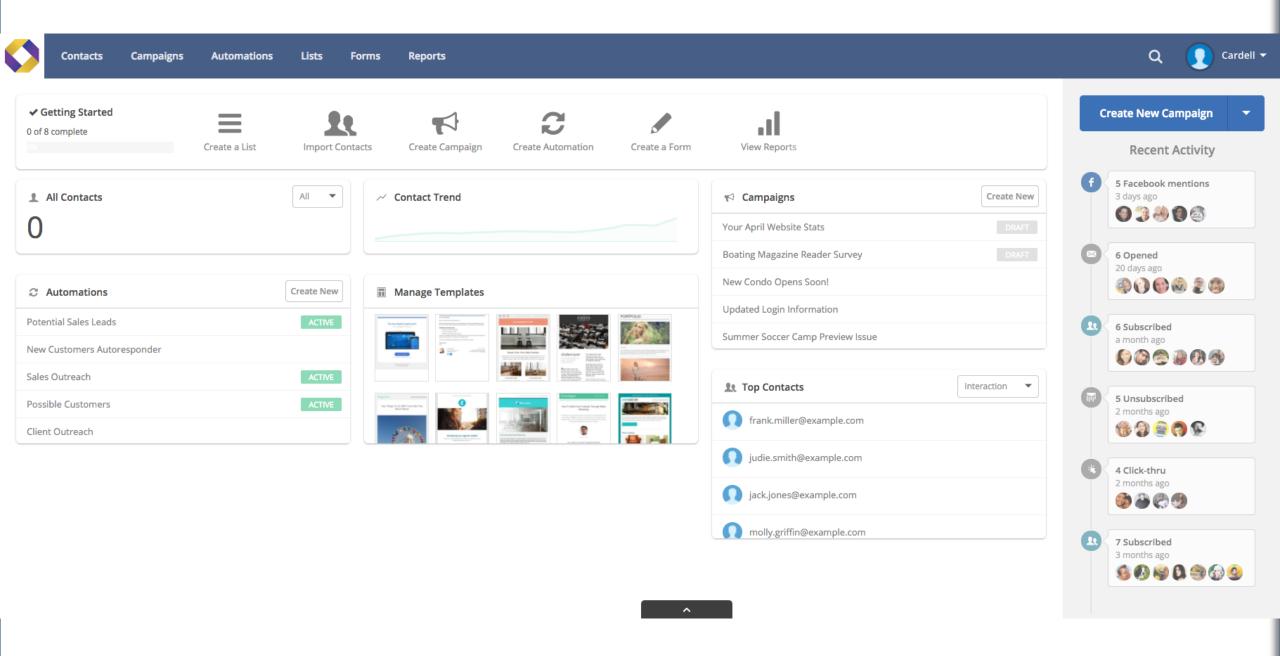
OMNIPRESENT VIDEO

- → Website
- → Facebook
- → YouTube
- → Email

3 AN EMAIL MARKETING SYSTEM

AN EMAIL MARKETING SYSTEM

- → Capture visitors' Email addresses
- → Lead Generation, Opt In and Enquiry Forms
- → Automatic, Email Sequences
- → Personalised Emails
- → Easy unsubscribe and compliance
- → Optimised for Delivery

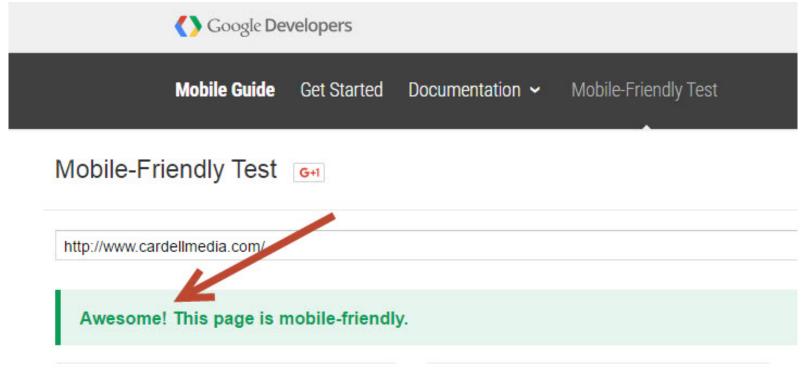


4 A MOBILE OPTIMISED WEBSITE

4 MOBILE

1. Mobile Friendly

CARDELL MEDIA



How Googlebot sees this page

This page uses 2 resources which are blocked by robots.txt.

Does this screenshot look incorrect? Learn how to let Googlebot view the page correctly.

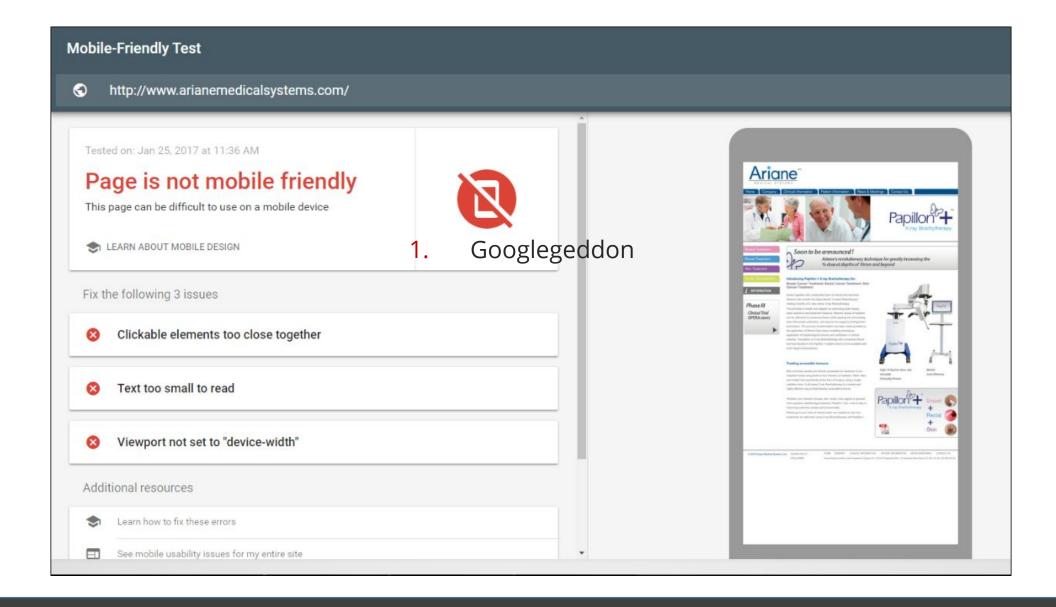
Learn more about mobile-friendly pages

If you're interested in learning more about mobile sites, check out our Webmaster's Mobile Guide or the Principles of Site Design on Web Fundamentals.



Show resources

ARIANNE MEDICAL SYSTEMS



4 MOBILE

2. Googlegeddon

WHAT YOU NEED

- 1) A Mobile Friendly Website
- 2) Mobile Contextual Content
- 3) Mobile Friendly Video

WHAT YOU NEED

- 4) A system that updates everything automatically
- 5) A Mobile Partner
- 6) Mobile Optimisation

iPhone 6 Plus



iPhone 5



iPhone 5C



iPhone 5S



iPhone 6







49% one handed



36% cradled



15% two handed

ANNOUNCING:

The Cardell Media X2 Mobile Platform

A 50-Point System for Ultra-Profitable Mobile Websites for the exclusive use of Britain's most successful businesses

- → Optimised Call to Action positioning
- → Standards compliant navigation using the "Burger" symbol
- → Ecommerce Mobile Search Optimisation
- → Form Optimisation (to make easier to type on phone)
- → ***Tap to Call***
- → Optimised for one-hand operation

- → Rapid Content Appearance
- → Multiple Device Browser Tests
- → Mobile specific minimised navigation
- → Set View Port Width
- → https:// Output
- → Render Reduced sized images to minimise download time
- → Scroll Optimisation

- → Font size
- → Ensure buttons are large enough to click with finger minimum 28x28px space around
- → Signal to Google when a page is formatted for mobile
- → Keep resources crawlable

- → Mobile Compatible video
- → Ensure mobile redirects are consistent, and don't take users to irrelevant content
- → Ensure cross links point to relevant alternative version
- → SPEED -> Under 4s (on load) is best practice Focusing on the above the fold loading within this

- → Touch elements spacing, make sure buttons are not too close to click with a finger
- → Give users touch feedback, so when they do an action signal with a change in colour, users with intermittent signal need to know
- → Contact Process Optimisation
- → Link addresses directly to maps directions

- → Distraction processes easy to pick up and continue
- → Ensure Carts stay for long periods of time, so users can come back to site a few days later and continue
- → Remarketing codes for across platform Remarketing -> users get distracted so bring them back
- → Order confirmations via SMS

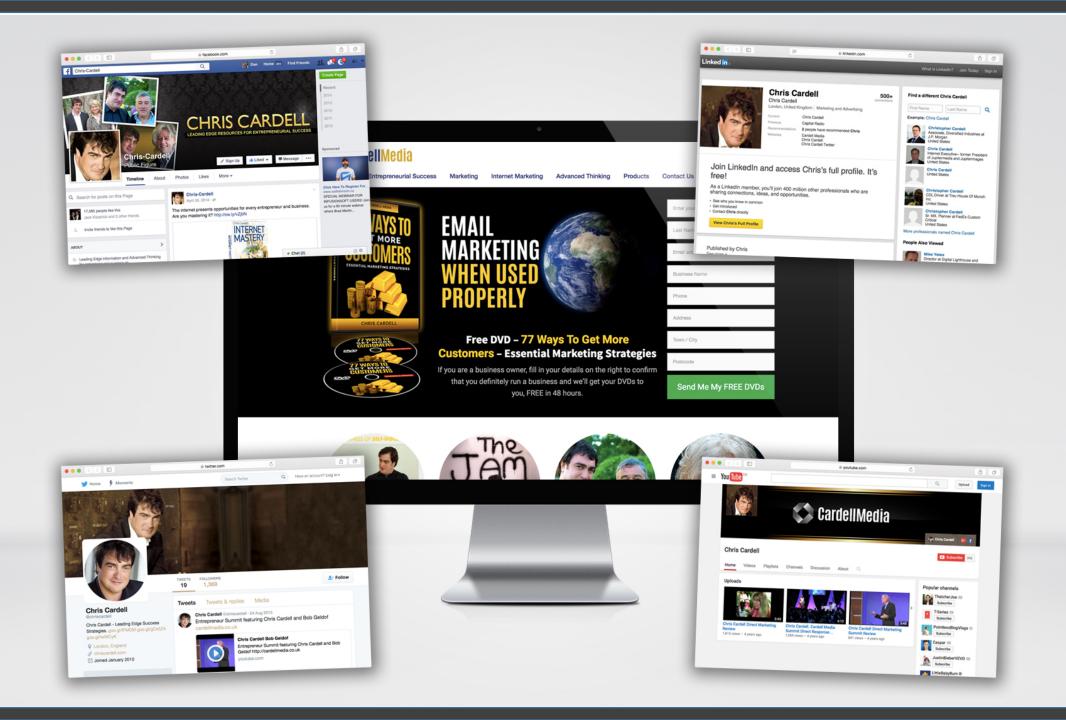
5 NATURAL SEO

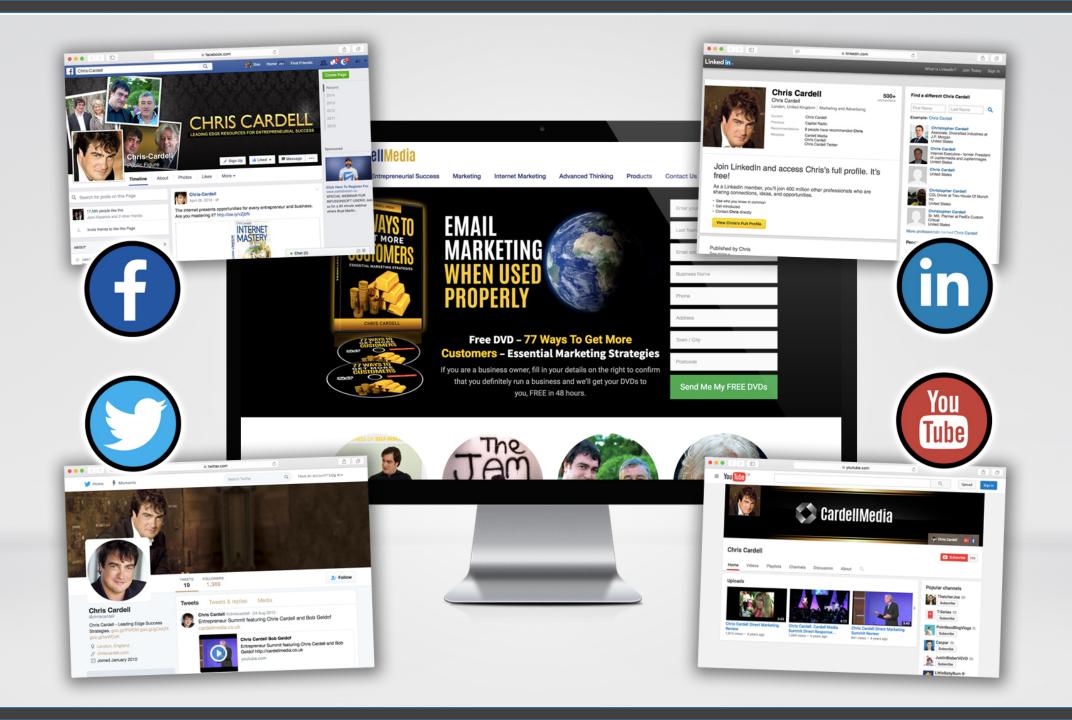
NATURAL SEO

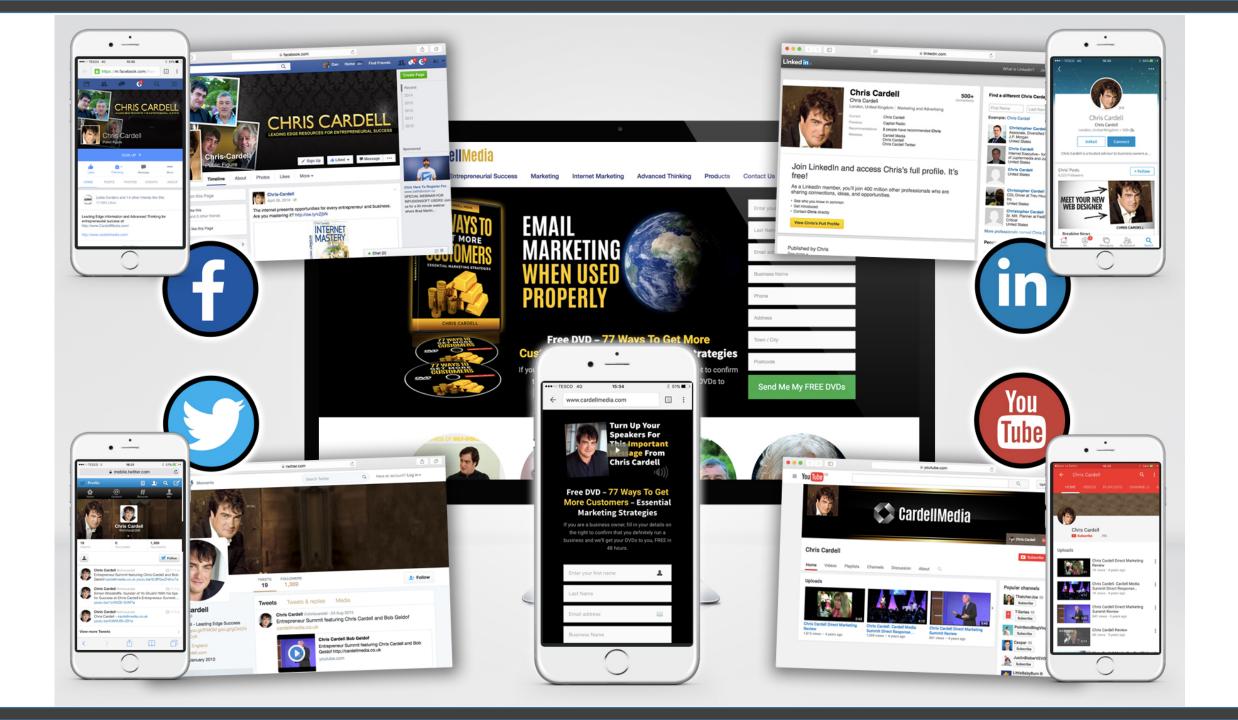
- → Google Friendly
- → NOT Link Building
- → Two Stages:
 - Site Building
 - Ongoing

A SOCIAL MEDIA STRATEGY









A SOCIAL MEDIA STRATEGY

WHAT YOU NEED

- 1) Facebook, Linkedin and Twitter pages integrated with Website
- 2) Regular posts for customer relationship building
- 3) Regular posts for Natural SEO benefits

7 A TEAM

