

Aligning Your Website with Your Goals

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Michael Slater



- President and Cofounder of Webvanta
- Has been creating content-rich websites since the web's early days
- Previously director of technology strategy at Adobe Systems
- Ran Microprocessor Report & Forum

What is the primary purpose of your site?

- Sell products or services online
- Drive traffic into retail businesses
- Generate sales leads
- Build a brand
- Create a following
- Further a cause
- Sell advertising
- Serve employees and partners

Asking Questions

- Ask questions by entering the text in the GoToWebinar control panel
- Other team members are online to answer questions
- Follow up with us afterwards (justin@webvanta.com) if you have questions that didn't get addressed

Strategy

- **What is the foremost purpose of the website?**
- **What approach will best serve that purpose?**

Tactics

- **Putting the strategy into practice**
 - ▶ **Beautiful design**
 - ▶ **Integrated business systems**
 - ▶ **Search engine optimization**
 - ▶ **Content marketing**
 - ▶ **User-generated content**

What Are Your Website Goals?

Selling Online

- eCommerce is the most direct way of using a website to generate revenue
- Every imaginable product or service is a candidate
- Worldwide reach
- Beware of lurking complexity

Shop by Department

Search All

Go

Hello, Sign in Your Account

Join Prime

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Wish List

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> Full Store Directory

Instant Video MP3 Store Cloud Player **Kindle** Cloud Drive Appstore for Android Digital Games & Software Audible Audiobooks

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Save \$30 on the ultimate HD experience

From ~~\$199~~ **\$169** > Shop now

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What Other Customers Are Looking At Right Now



Samsung Galaxy Tab 2 (7-Inch, Wi-Fi)
★★★★★ (2,824)
~~\$199.99~~ **\$169.00**



PUMA Men's BioWeb Elite Running Shoe
★★★★★ (24)
~~\$54.40~~ - \$110.00



Xbox One Console - Day One Edition
Microsoft
Xbox One
\$499.96



Kindle, 6" E Ink Display, Wi-Fi...
★★★★★ (4,675)
\$69.00



PlayStation 4: Standard Edition
Sony
PlayStation 4
\$399.96

Digital Cameras Best Sellers



- home
- new work
- artists
- categories
- search
- shows
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- purchasing
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de novo represents the finest contemporary jewelry artists from around the world.

Each artist has a unique vision, a distinct style, and finely tuned skills.

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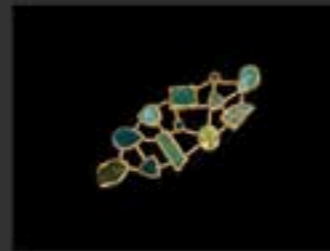
Upcoming Events

Barbara Heinrich Show: April 27 through May 22.

Todd Reed Trunk Show: Friday and Saturday, July 19 and 20.

Janis Kerman Commission Visit: September 20 and 21.

Atelier Zobel Trunk Show: October 26 through October 29.





Events & Tickets

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Education

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My Account

Summer 2013

2013-2014 Season

2013-2014 Subscription

Guest Services

Experience the **BEAUTY**
of *wine country*
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SUMMER 2013
TICKETS ON SALE NOW



Summer 2013 Tickets On Sale Now

[Get Tickets Now](#)

GMC Updates: Summer tickets now on-sale! [Read More](#)

Coming Soon to Weill Hall

Berkshire Choral Festival	Sat, Jun 15
4th of July Celebration with the Santa Rosa Symphony	Thu, Jul 4
Pink Martini	Sun, Jul 14
Sarah Chang and Jean-Yves Thibaudet with the Russian National Orchestra	Tue, Jul 16
Josh Groban with the Santa Rosa Symphony	Wed, Jul 24
San Francisco Symphony	Sun, Aug 4
pianoSonoma	Sat, Aug 10
El Gusto	Sun, Aug 11

[View All Events](#)

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GO

Dining this Summer

The Green Music Center has a number of wonderful dining options inspired by the bounty of Sonoma County. From an exquisite meal at Prelude to our boxed meals from Whole Foods Market, the culinary offerings are second only to the artistic ones.

- » [Prelude at the Green Music Center](#)
- » [Dining Terrace on Weill Lawn](#)
- » [Picnic Meals by Whole Foods Market](#)
- » [Concessions](#)

[View All Options](#)

Driving Traffic Into Retail

- For many businesses, the most important goal is to drive people into retail locations
- Mobile sites play a critical role in this process
- People expect to find detailed product info on the web, even if they only buy through retail

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[Get It Installed](#)

[For the Pros](#)

[Gift Cards](#)

[Help](#)



[Your Store: Santa rosa #1379 \(Change\)](#)

[Store Finder](#)

[Local Ad](#)

[Credit Center](#)

[Savings Center](#)

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Department ▾

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Search All ▾

What can we help you find?



Project: How-To ▾

Hello Michael,
Your Account ▾

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Locate an MIWD Dealer



Product Search

Looking for energy efficient windows and doors? Search our product database for the windows and doors available in your state from MI Windows and Doors.



MIWD Supports Veterans

MI Windows and Doors donates a complete MI EnergyCore window package to Homes for Our Troops for a Army Corporal Nick Orchowski in Parker, CO



See Our Video Library

Watch our videos to see how our windows and doors are made, what components go into them, and how to maintain and adjust them.



\$200 Tax Credit Available

Good news for homeowners who want to replace their windows. The American Taxpayer Relief Act of 2012 is restoring energy efficient tax credits for windows.



Latest MIWD News

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MI Windows and Doors Supplies Windows for Marine Corps Vietnam War Veteran [More >](#)

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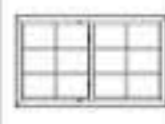
MI Windows and Doors Window Styles

MIWD windows are available in a variety of styles to meet the needs of discerning homeowners.

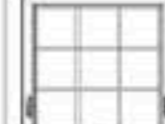
Window Styles




- Slider




Slider
- Awning




Awning
- Double Hung




Double Hung
- Single Hung



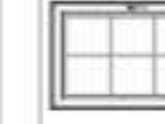
Single Hung
- Picture Window



Picture Window
- Casement



Casement
- Basement



Basement



Locate an MIWD Dealer



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Generating Sales Leads

- Big-ticket items are typically sold only after a long interaction
 - ▶ Homes, cars, boats, enterprise software
- Website can't generate commerce, but can be a powerful marketing tool that delivers sales leads

You Can't Take Your Rankings to the Bank, but Give Me Three Months and I'll Open the Floodgates to Consistently Profitable Traffic for Your Website

TechCrunch's growth in traffic and revenue within 6-months of working with Neil



Using Neil Patel to increase the traffic and revenue to your website is a guaranteed investment.

- Michael Arrington
Founder of TechCrunch

TechCrunch

Most SEO agencies have it wrong! They focus on rankings, not revenue.

Rankings and traffic are great, but if those visitors don't convert into actual dollars, *it doesn't matter*. All I care about is how much *revenue and profit* I can drive to your business.

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— Darlene U.



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Email

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City

State/Zip Zip

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Building a Brand

- Website may be the most frequent experience customers have with a company
- Compared with consumer advertising campaigns, the biggest website project is a small expense

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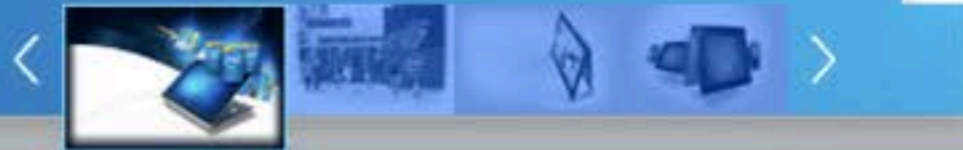
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Dan Kosta, Michael Browne (*Executive Winemaker*), Chris Costello, *Founders Kosta Browne Winery*

Starting up?



Advice, networking and banking that gets entrepreneurs.

Managing growth?



Banking for pioneering companies taking it to the next level.

Global complexity?



Corporate finance for the companies changing the world.

Investing in innovation?



Banking, analytics and connections for VC, PE and Angels investing in tomorrow.

Research & Insights

Featured Reports

Recent Reports



Startup Outlook Report 2013

In our series of reports based on the Startup Outlook survey, we've identified areas of opportunity and concern for startups in the year ahead, including hiring skilled talent, immigration reform and the impact of the Medical Device Tax.

Events

Upcoming

Webinar Replays

Past Events



Webinar: Turning Accounts Payables into a Revenue Generator
June 20, 2013



Silicon Valley Bank's Leadership Summit for PE & VC Finance Executives
July 10, 2013 - July 12, 2013

Example site from the audience

Creating a Following

- If you are passionate about something and able to write compellingly, you can build a following
- Once you have a following, it's much easier to promote products, services, and causes



Two i's



Jason Fried wrote this on Jun 11 / [13 comments](#)

For a long time I've felt like the only thing worth working on is the next most important thing. Why spend time working on something that's less important if there's something more important that needs work?

I've changed my mind on this. I think it's always good to be working on two things: The next most important thing, and the next most *interesting* thing.

It's hard for an interesting thing to compete for your attention if your only criteria for attention is criticality. Interesting things are rarely critical. They're exploratory. And if you only think in terms of what absolutely needs your attention right now, you'll never leave room for things that might *satisfy your curiosity*. That's important too, just on a different level.

It's in this spirit that I hope we have the courage to be more

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by GREGORY CIOTTI 20 COMMENTS

What a Notorious 16th-Century Philosopher Can Teach You About Content Marketing Today

What does it take to get people to pay attention to your content?

I think we've all read a great piece of writing and thought to ourselves, "Why isn't this more popular?"

(And hey, maybe you even feel that way about your own work!)

I obviously can't answer the *entirety* of that question in a single blog post, but I will tell you that there is a trait that many popular works of writing seem to share: they are *controversial*.

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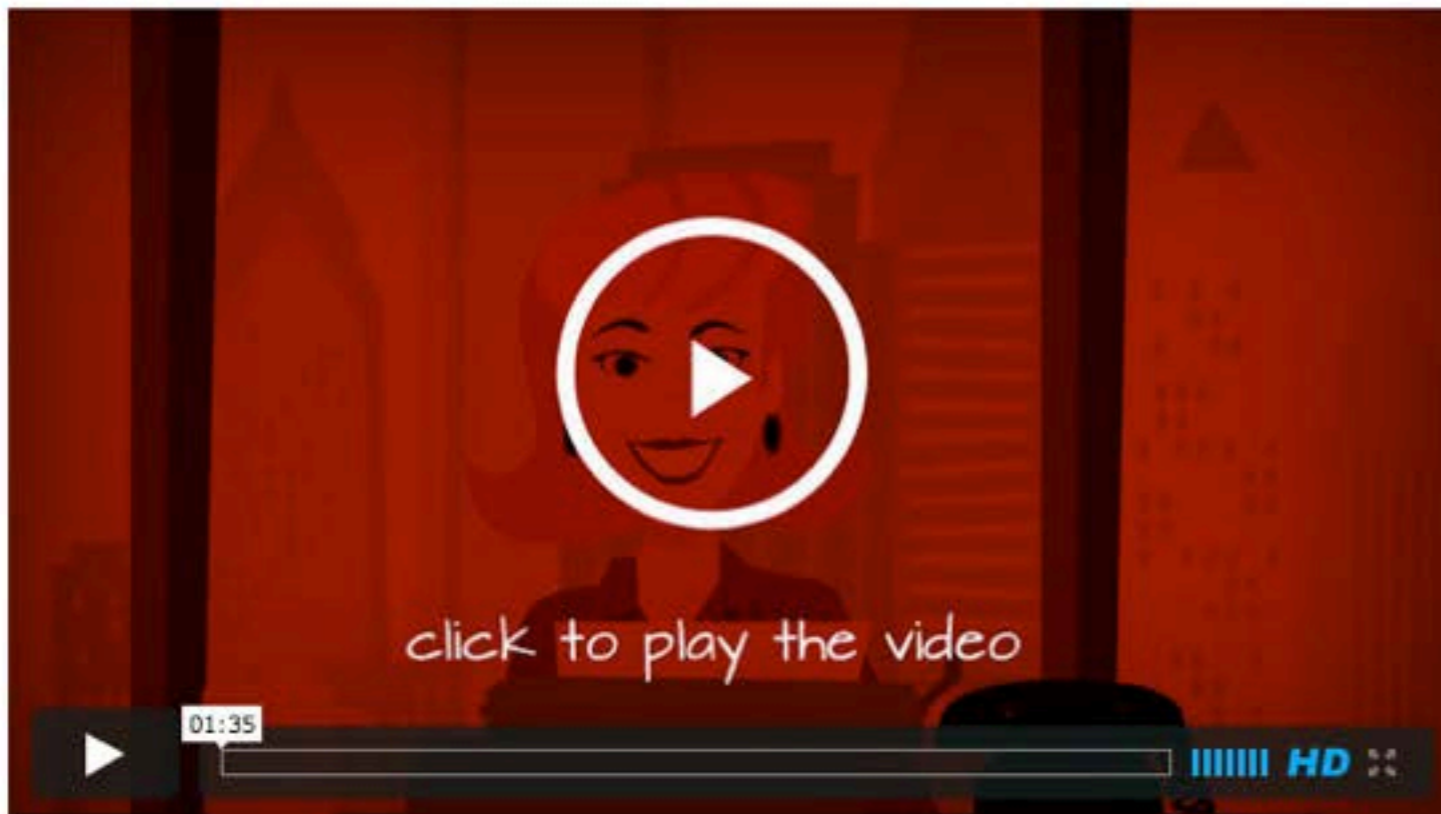
See each resource below:

Content Marketing

Copywriting

Leave Lame Behind

Tools and Training *for* Smarter Content Marketing



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Furthering a Cause

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- Publish articles, aggregate content, promote events, organize groups

OUR WORK: NEWS & UPDATES

2 of 5



Celebrating Equal Pay (And Bacon!) at the White House

06/12/2013 – Fifty years ago this week, President Kennedy signed the Equal Pay Act in the East Room while surrounded by leaders of the women's rights movement. And on Monday, President Obama ...

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VIDEO

PODCASTS



What's NSA Surveillance Got To Do With Me?

Metadata is back in the news, following The Guardian's extraordinary revelation revealing that the National Security Agency has been secretly scooping up the phone records of millions of Americans.

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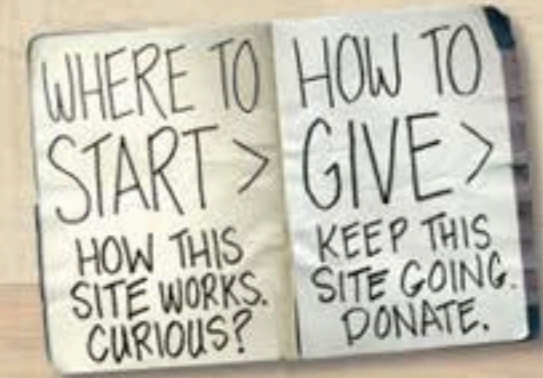
Stop The Massive Government Spying Program

GROUPS

RESOURCES

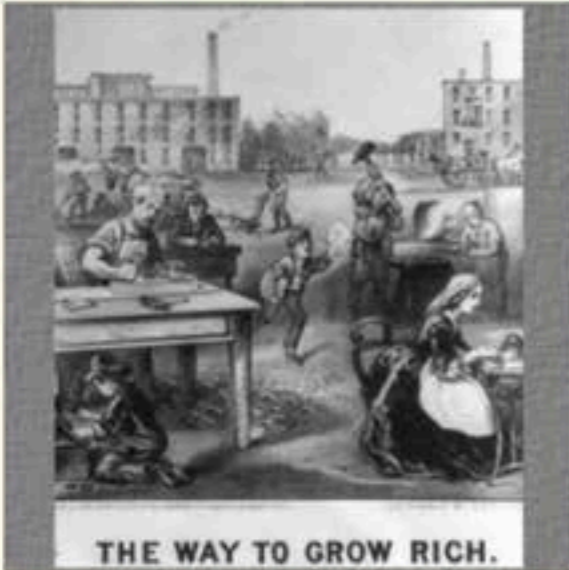
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Resilience



MAIN

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ECONOMY

The Coming Financial Enclosure of the Commons

by Antonio Tricarico, Shareable

Financial speculation in food commodities has become one of the main drivers of food price volatility...the disruptive influence of financial speculation on food markets is only a preview of future

ENERGY | TODAY

Australia's oil vulnerability

by Antony Funnell, RN Big Ideas

While some predict peak oil will soon be the end of industrial society, ...

ENERGY | TODAY

China's New Arctic Presence Signals Future Development

by Ed Struzik, Yale Environment 360

When China — along with Japan, South Korea, Singapore, India, and

POPULAR

Commentary: Is it only a question of when the US once again becomes a net oil exporter?

by Jeffrey J. Brown, ASPO-USA

At a 10 percent / year decline

SOCIETY | TODAY

Exploring the role of elders in Transition

by Sara Ayeche, Transition Network

'Honoring the elders' is one of the key original ingredients of creating a

EDITOR'S PICK

Empire of the Ape

by Paul Kingsnorth, Dark Mountain Project

This morning, I turned on the radio to be greeted with the

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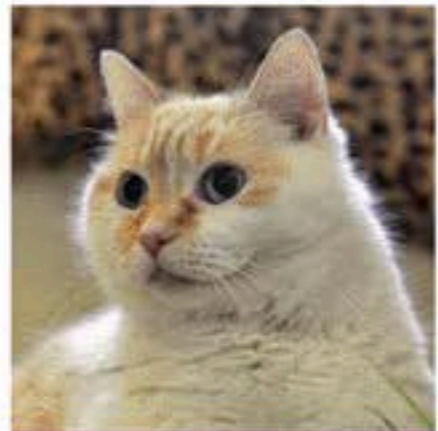
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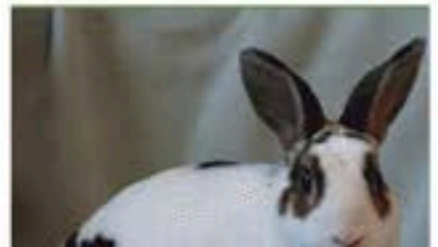
adoption center open daily 12-6pm










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see all cats



latest news

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-  [IT'S HOT! FIND OUT HOW HOT IT IS IN YOUR CAR](#)

upcoming events

-  Tail Waggin' Mobile Adoptions at the World's Ugliest Dog Contest
[Friday, June 21, 6:00PM,](#)
-  Tail Waggin' Mobile Adoptions at Unleashed (by Petco) *Dogs & Cats



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Historical Timeline



"Give a little" Video

Selling Advertising

- The classic newspaper and magazine model, translated to the web
- Ad space is easily sold on nearly any site, through AdSense and other aggregators
- High traffic necessary to earn significant revenue
 - ▶ Typically quite dependent on Google rankings, and therefore vulnerable



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Snowden Seeks Asylum in Russia, Putting Kremlin on the Spot

By ANDREW ROTH and ELLEN BARRY
Published: July 1, 2013

MOSCOW — The Kremlin on Monday found itself confronted with a dilemma it had hoped to avoid, after an official revealed that Edward J. Snowden, the former National Security Agency contractor wanted by the United States, had submitted a request to Russia for political asylum.

Enlarge This Image



Kim N. Shevchenko, the consul at Sheremetyevo airport, said that Mr. Snowden's traveling companion hand-delivered Mr. Snowden's request late Sunday evening to a Russian consulate in Terminal F of the airport, and that it had been passed to the country's Foreign Ministry.

No high-level officials confirmed the report on Monday. President Vladimir V. Putin's press secretary, Dmitri S. Peskov, said he did not know whether

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July 2, 2013

HUFF POST POLITICS

Edition: U.S. ▼

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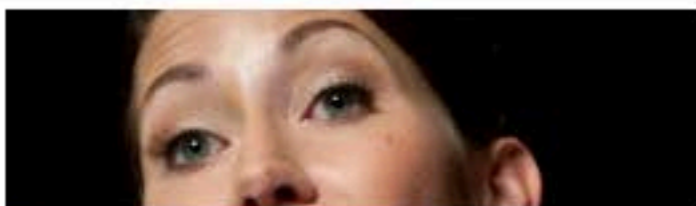
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McConnell Gets First Challenger



How Food Stamp Resentment Feeds Crabby Conservatism



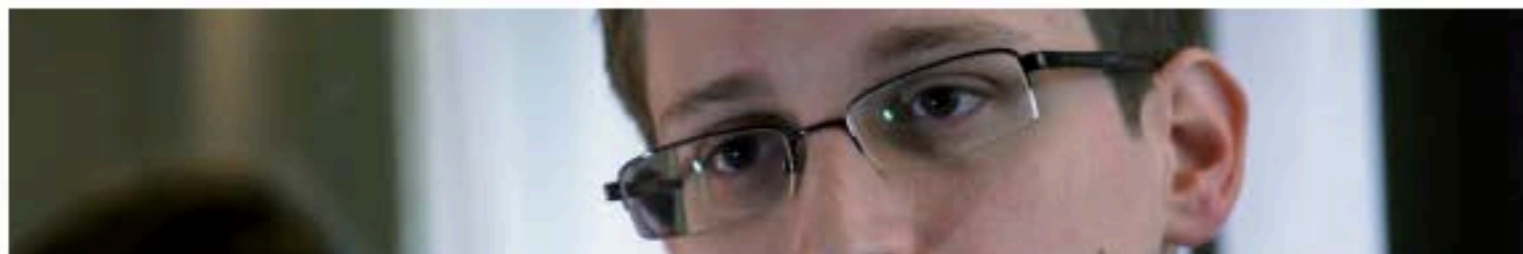
IRS Investigated Tea Party Group Subsection, Not Tea Party Groups Themselves

Edward Snowden WikiLeaks Statement Sparks Doubts Of Authenticity On Twitter

Posted: 07/01/2013 7:03 pm EDT | Updated: 07/01/2013 10:36 pm EDT



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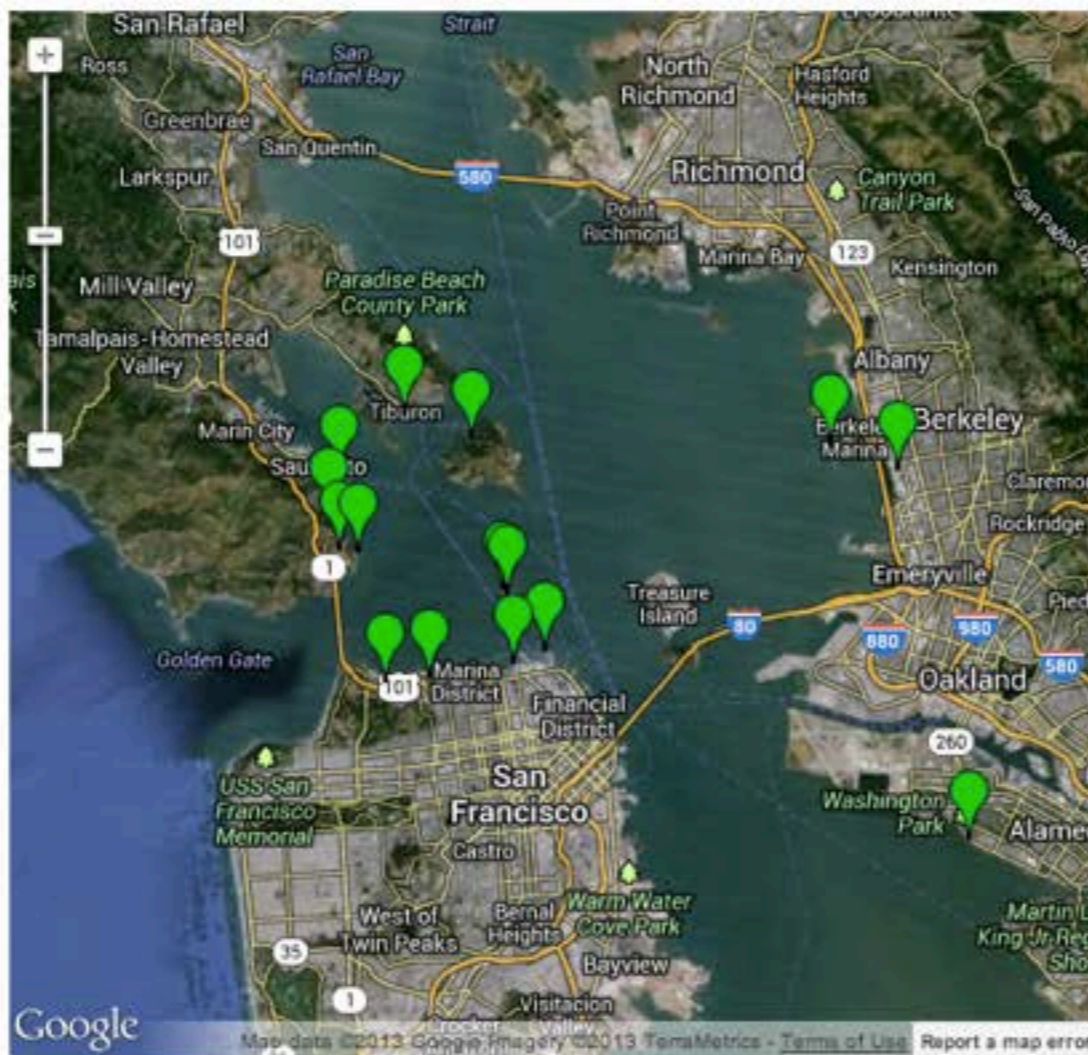
AdChoices

THAT'S WHEN WE GOT IT."



Webcams on San Francisco Bay

There are many great webcams with views of San Francisco Bay. Click one of the green webcam markers on the map below, or scroll down to see the complete list of San Francisco Bay webcams.



Alcatraz Birdcam

www.alcatrazcruises.com/website/live-webcam.aspx

See the birds nesting on Alcatraz; camera is low-quality but updates frequently.



Ayala Cove Webcam

angelisland.org/angelcamnew/

See how crowded the docks and picnic area are before you head over to a guest slip or mooring at Angel Island's Ayala

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- [Dashwood](#)
- [Discoveries](#)
- [Eos](#)
- [Firestone Vineyard](#)
- [Foley Estates](#)
- [Foley Family Wines](#)
- [Foley Johnson](#)
- [Goldwater](#)
- [Grove Mill](#)
- [Guenoc](#)
- [Kuleto Estate](#)
- [Lancaster Estate](#)
- [Langtry Estate](#)
- [Lincourt Vineyards](#)
- [Merus](#)
- [Roth](#)
- [Sanctuary](#)
- [Sebastiani](#)
- [Te Kairanga](#)
- [Three Rivers Winery](#)
- [Vavasour](#)
- [Wayne Gretzky Estate](#)



NEW ITEMS

Guenoc & Langtry Materials

All of the basics - fact sheets, bottle shots, labels - are now available for downloading!

The New Eos!

The new package collateral materials - fact sheets, shelftalkers, and waitstaff/wine cards are now available for downloading.

Grove Mill Coming Soon

Information for Grove Mill, Frog Haven, Black Birch Mountain and Sanctuary is coming soon!

NAVIGATION

- [Brands](#)
- [Documents](#)
- [Images](#)
- [Press](#)
- [Education](#)

GENERAL INFO

- [Customer Service Contacts](#)
- [Sales Contacts](#)

Reports

- [Remittance](#)

- [Balances & Delinquency](#)

- [Adjustments & Transactions](#)

- [Customer Usage](#)

- [Customer Billing](#)

- [Printing & Customizing](#)

- [FACTS Fees](#)

- [Paper Agreement Processing](#)

- [Deposit Account](#)

Customer Billing

Articles

[Billing Report: Billing Charge](#)

The Billing Charge report displays transactions on initial and incidental invoices. This report allows you to sort transactions by account as well as view by the adjustment reason or description field.

[Billing Report: Credit Invoices](#)

Credit invoices can occur if more credits than charges are imported for an initial or incidental invoice, or if a family mails in a payment for more than the invoice amount and there are no other invoices to apply it to. The Credit Invoices report lists information for customers with invoices that have credit balances.

[Billing Report: Incidental Auto Pay Status](#)

Auto Pay allows customers to have incidental invoice amounts automatically debited from a financial account on the due date of the invoice. The Incidental Auto Pay Status report provides a list of customers and indicates whether they are enrolled in Auto Pay or not.

[Billing Report: Invoice Aging](#)

The Invoice Aging report provides a list of open invoices by type and displays the original amount, current amount and days past due.

[Billing Report: Invoice Response](#)

The Invoice Response report displays the action the customer has taken on either an initial or incidental invoice.

Videos

Videos for this topic are currently under development.



Companies

[Eezi-Awn](#)

[National Luna](#)

Eezi-Awn Dealer Information Base

PRICING AND INVENTORY

Here is where you will find the new product pricing information. If you have any questions or concerns regarding this information, please contact us directly.

[Eezi-Awn Tents and Awnings Pricing Matrix for June 2012](#)

[Eezi-Awn K9 Roof Rack Pricing Matrix for September 2012](#)

PRODUCT SPECIFICATIONS

We strive to offer you the most comprehensive knowledge base possible to allow you to better understand our brands. The attachment available is our most current product copy and specifications for the entire brand of Eezi-Awn. It includes all the information you will need to implement the brand line on your site. Please let us know if you don't find the answers you are looking for, and we will get the answers for you.

[Eezi-Awn Product Copy and Specifications](#)

[Eezi-Awn K9 Roof Rack Copy and Specifications](#)

PRODUCT DOWNLOADS

Product Brochures and Installation Instructions This library of downloadable documents will help you and your customers with better understanding the products we offer. Please let us know if you don't find the information you are looking for. 4 |

How Many Top-Priority Goals Does Your Site Have?

Stay Focused on Goals

- The web is such an infinite canvas, there's always a million things you *could* do
- Everything that doesn't serve your primary goal takes away from it

We're Here to Help

- Webvanta specializes in creating content-rich sites that deliver on business goals
- Take a deeper dive on your site's goals
 - ▶ Free 30-minute consultation
 - ▶ email justin@webvanta.com
 - ▶ or call 888.670.6793 option 2
- Learn more online
 - ▶ www.webvanta.com/blog
 - ▶ www.facebook.com/webvanta

Links to Examples

- **Sell Online**
 - ▶ www.amazon.com
 - ▶ www.denovo.com
 - ▶ gmc.sonoma.edu
- **Drive Traffic to Retail**
 - ▶ www.homedepot.com
 - ▶ www.miwd.com
- **Generate Sales Leads**
 - ▶ www.neilpatel.com
 - ▶ www.neptunesociety.com
- **Build a Brand**
 - ▶ www.skittles.com
 - ▶ www.nike.com
 - ▶ www.svb.com

Links to Examples

- **Create a Following**
 - ▶ 37signals.com/svn
 - ▶ www.copyblogger.com
- **Further a Cause**
 - ▶ www.aclu.org
 - ▶ www.resilience.org
 - ▶ www.sonomahumane.org
- **Sell Advertising**
 - ▶ www.nytimes.com
 - ▶ www.huffingtonpost.com
 - ▶ www.boatingsf.com
- **Serve Employees and Partners**
 - ▶ www.ffwsales.com
 - ▶ resources.factsmgt.com
 - ▶ www.equipt1.com



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