



IFA's 45th Annual International Franchise Convention
March 6-9, 2005 ▪ WESTIN DIPLOMAT RESORT & SPA ▪ HOLLYWOOD, FL

Marketing Your Website

Tricks that may get 'em to stick

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Coverall Cleaning Concepts



First, start with a good website

- How do you know if it is good?
 - 📁 Content
 - 📁 Visual Appeal
 - 📁 Technology
 - 📁 The right balance of all three



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Content

- Update constantly
- Keep it rich
- If not sure, ask

Visual Appeal

- Your main page should start with “WOW”
- Convey the site’s purpose
- Help users navigate easily and quickly
- Maintain design consistency
- Show users what’s new
- Provide contact information



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Technology

- Keep your audience in mind
- Most still dial up via modem
- Don't over do it

Other factors to consider

- Include a feedback mechanism
- Test your site with inexperienced web users
- Navigation system should make it easy for users to find what they are looking for
- Maintain design consistency
- Study your competition

Top 10 Mistakes in Web Design

according to Jakob Nielsen

- Bad search
- PDF files for online reading
- Not changing the color of visited links
- Non-scan able text
- Fixed font size
- Page titles with low search engine visibility
- Anything that looks like an advertisement
- Violating design conventions
- Opening new browser windows
- Not answering users' questions



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Next, market your Website

- Search Engine Marketing
- Paid Advertising – Franchise Portals
- Email Marketing
- Print and Collateral
- Word of Mouth

Franchise Portals

- Which ones to choose?
 - 📁 Do your homework
 - 📁 Know exactly what you get
 - 📁 Monitor your results
 - 📁 Make changes as necessary

Then, Track Your Results

- Determine how you are going to measure results
- Set benchmarks
- Continually evaluate areas for improvement



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Ensure Rapid Response


- Auto Responder tools
- Don't replace human interaction
- Get 'em while they're hot!

Finally, start all over again

- No website is ever 100% complete
 - 📁 Keep it fresh
 - 📁 Make changes
 - 📁 Remove the old
- There are always marketing tools to be tried, changed or eliminated
- Analysis is ongoing

Interesting Stats

- America Online remains the largest ISP with 22.8mm subscribers. The next largest is United Online with 6.6mm subscribers
- As of December, 2004, there were 139mm active home internet users in the U.S., with Germany coming in second with 29.5mm.
- The number of U.S. at-home broadband users increased 36% in 2004, accounting for 55% of the total U.S. at-home users by the end of December.
- A survey done by the American Advertising Federation reports that industry leaders expect online advertising to double by 2007 – from 8.35% of media budgets to 17%.

 ***"First get your facts; then you can distort them at your leisure."***

Mark Twain

 ***"There are three kinds of lies: lies, damn lies, and statistics."***

Benjamin Disraeli