

Building Your Business Blog or Website: Getting it Right the First Time

Bottom line? Building a successful business blog or website is all about visibility and traffic.

Your site can have a catchy tagline, an informative, intelligent sales pitch, and a cutting edge media presentation, but without a core that is built to attract, capture and track potential customers, your site will be a very attractive but lonely place--lost in the online abyss.

Getting your site right the first time will prevent all of the frustration that many individuals have simply come to expect with website traffic.

By following the **attract, capture, and track formula**, you will have your foundation in place for the most favorable online results. It's easy to get off track with other elements of a website, such as design, tools, and plug-ins, but without the proper base, none of these will matter.

Attract

Give your visitors what they're looking for. Your homepage should have a simple and compelling message that clearly highlights your services and immediately validates your business as an industry leader. If your home page contains useless information or is cluttered with nonessentials, your visitors will not move deeper into your site.

A valuable, information-rich site will draw potential customers in and keep them there. No one wants to bounce from site to site. Take the time to provide your clients with an easy to navigate



site that contains current interest rates, changing laws, a full explanation of the different mortgage options, a glossary of terms--basically anything that will make YOUR website the 'go to site' that answers mortgage questions more thoroughly than your competitors.

When creating content, try to think like the person who is querying the search engines. They are typing in a

combination of keywords to look up specific mortgage information. Use popularly searched

keyword phrases in the body of your articles. By doing so, you will greatly increase the probability of being indexed for those phrases by the search engines.

Creating search engine friendly content can be accomplished by taking the time to update the site yourself, or more realistically, by hiring a qualified web content writer who is committed to keeping up with changes and hot topics that affect the industry.

Capture

Engage, educate, and provoke a reaction. For whatever reason, some visitors won't stay on your site long enough to make a lasting connection. The site visitor may be in the middle of something else and may bounce off of your site without bookmarking, writing down a phone number, or even remembering the name of your company. Realistically, you've got 30 seconds or less to engage your visitor and convince them that you can provide exactly what they are looking for.

The best remedy for the easily distracted web bouncer is to provide a contact form that is clearly positioned on your home page. Once a visitor has found your website via search engine results, it is vital to make sure your conversion tools are in place. By offering valuable information in exchange for contact information you will be able to easily connect with prospects who are ready to be converted into solid clients. For example, take a look a client that uses our [Site-in-a-Box](#) solution and how prominent the lead generation form is on the homepage of the website, not to mention every page of the site:

Dedicated Mortgage Associates

The screenshot shows the homepage of Dedicated Mortgage Associates. At the top is a red navigation bar with white text for: HOME, MORTGAGES, REFINANCING, MORTGAGE BROKERS, HOME LOAN, ABOUT, BLOG, CONTACT. Below the navigation is a dark green header with the Orlando Mortgage Rates logo and address: 1800 Pembroke Drive, Suite 300, Orlando, FL 32810, (407) 901-4947. To the right of the header is a large banner for 'MORTGAGE' with a 'Schedule an Appointment' section containing a red 'Click Here' button and a 'Let Us Call You Now to Discuss' section with a yellow phone number field and a 'Call Me' button. The background of the banner features a blurred image of a document with the word 'MORTGAGE' and some text.

Your Home Mortgage Specialist in Orlando

Affordable Home Loans: Finding a Loan with Great Rates

When you buy a home, you enter into one of the most important financial agreements of your life: your mortgage. Finding the best Orlando mortgage rates on your mortgage translates to savings of thousands of dollars over its lifetime. Finding the best mortgage for your needs requires understanding the various factors that affect mortgage rates in Orlando. The team at Dedicated Mortgage Associates offers affordable loans to individuals in a variety of situations throughout the Orlando area. To better understand how they can help you find an affordable

TESTIMONIALS

I had many lenders knocking at my door when I applied online. I chose Dedicated because they called me back on a Sunday, which impressed me. They also gave me the lowest pricing of everyone and were very good at keeping me in the loop during the process. We did the final signing of the loan in my own home. Great service all the way around.

Dave D. (Lakeland, FL)

[View All Testimonials](#)

Track

With the right tracking tools in place, you can receive rich insights into your web traffic and marketing effectiveness.

Website traffic: [Google Analytics](#) is a powerful, easy-to-use tool that allows you to analyze your traffic data in a way that will help you identify what is important to your readers. You can use the information obtained from Google Analytics to strengthen your marketing initiatives, write stronger web copy and increase your conversion rates.

Forward-thinking companies are making use of tracking services in a variety of areas.

Call tracking: Marchex call tracking provides unique phone numbers that can be assigned to different ad campaigns to measure the response rate to a particular offer. This will help you immediately streamline your advertising efforts by weeding out the nonproductive campaigns.

Email tracking: Teaming up with email delivery services such as Constant Contact may seem like an unnecessary expense at first glance until you discover the analytical benefits. Constant Contact provides an impressive variety of reports that definitely give you the inside scoop when testing email campaigns and the effectiveness of your newsletters. You'll find out who actually opened your emails, which links were the most popular, and who opted out or unsubscribed.

Putting it All Together

Once you've laid the foundation and have your **attract, capture, track formula** in place, all you need is the diligence and determination to continue with your online efforts. Remember, eighty percent of success is just showing up.

Continue to add fresh, keyword-rich content, attract and engage new visitors, and keep tracking your results.