

Secrets of Web Site Development for Profit

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Sean Mize

[Secrets of Internet Success](#)

I have recently written an ebook that teaches you step by step how to create a large online income.

Check it out here:

[Cash Flow Business Model](#)

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How to Design a Website for Maximum Profit

Designing a website is a skill in itself, without the added requirement of search engine optimization that is not the subject here. There are many references to SEO on the internet, but not so many about what salient features should appear on a website. Beginners to internet marketing can find the features required in a website confusing and frequently require some help.

Your website will presumably be based on a theme that may or may not be intended to make you money. Not all internet sites are for making money, and in fact it is only recently that the information sites have been overtaken by the explosion of websites used by people hoping to make their fortune through internet marketing. Unfortunately, over 95% will fail and part of this is due to not being aware of the elements that make a good website.

You can have a graphic near the top of your site that can be either your logo, or some other graphic suggestive of the theme of your site. It can be obvious, such as a dog if your site is about dogs. Many people make the mistake of using altruistic graphics that seem to have no connection to the theme, and that only confuses and annoys visitors.

Try to keep clear of flash graphics: that is those that have a lot of movement and take an age to load. Many people will lose patience and leave. Flash graphics have their place, but it is on the corporate site of a well known company, not on the website of somebody trying to make a few bucks from the visitors that they get. Keep the graphics static, but relevant.

You must also have a heading, or title, for each page that gives the visitor some information about the topic of the page. Also useful to many is an indication of where on your site they are. This is as simple as providing the URL of the specific page. You don't often see that provided on web pages, but it can do no harm and can do you good.

Your home page should have navigation to the main sections of your website. If your website is large, then split it into sections and provide a link from the home page to the first page of each section. Do not link to every page on your site from the home page. The first page of each section can then provide links to the rest of that section, plus a link back to the home page.

Some standard pages are essential to any website intended to attract and retain visitors and customers. These are a 'Contact', 'About Us', 'Privacy' and perhaps a 'Disclaimer' page. The Contact page should, wherever possible, include an email address and a geographical address, and also a telephone number. Many people do not like supplying the last two, but it makes a big difference to the trust that your visitors will have in you if you do. The About Us page lets the visitor know who you are and what you do. This also builds trust and has been proven to increase the conversion rate of visitors to sales.

The Privacy statement is important since it provides a bit of security about the personal information with which buyers may have to provide you. The Disclaimer is essential if somebody could conceivably come to harm using the information you give them. If you think that this does not apply to you, provide it in any case. You never know!

A link to these pages should appear on every page in your website, along with a link to your home page. A good place to put them is in a separate one-column table at the bottom of each page. Placed there they will not be spidered until the main text has been crawled, and will therefore not lead the spiders away until it has checked out the main content of your page.

All websites that are designed to make money must contain a squeeze page. That is a page specifically intended to persuade visitors to provide you with their email addresses to add to your list. Without a list, you will struggle in internet marketing, and your squeeze page is essential. So is your sales page. You should have a sales page for every product you are selling on your site. If you are selling ten products, have ten sales pages, each designed to persuade the prospect to purchase the product.

These are the main elements of your site, and anybody that knows how to design a website will include all of them. There are many tips you could be given: an example is to make it easy for people to buy from you. Do not be restrictive in the payment methods you allow. Offer a conventional order form they can print out and post to you with a check. There are many people that will not trust the internet with their credit card details. Why prevent them from purchasing from you?

If you include all of the above essential features in your website, you will benefit and have a better chance of success in your internet business.

Why Websites Fail

There are many reasons why websites fail to provide the results for online businesses that they were designed to achieve, and not all of them have to do with the design of the website itself, but more with the way the business is run.

One of the major reasons is that there is no defined purpose for the existence of the website. The website was designed and constructed without any goal in mind. Websites that have no sense of purpose very frequently fail in their desired objective since there is no desired objective to achieve! Before work starts on website design, it must be very clear what the reason for the website's existence is, and how that objective should be met.

Without a clear route, it will not be possible to test the results against a target, so that failure will not be detectable in a quantitative way so that remedial action can be taken and its results measured. Even a simple thing like the maintenance and refreshing of a site cannot be carried out effectively without a defined goal.

Maintenance brings us on to the second reason for the failure of websites. Stagnation. A site that is not frequently refreshed will steadily drop in the search engine listings. It is essential for new content to be introduced on a regular basis,

and in some cases with highly competitive keywords even weekly is too long between content changes. Many webmasters are unaware of how search engines operate, and do not understand the importance of providing new content and to regularly maintain their websites.

Not only that, but if they are unaware that true search engines such as Google list individual web pages and not complete sites, then they will likely fail to maintain every individual page on their website. That is what is necessary to maximize the chances of each page being listed high in the search engine listings for individual keywords.

Many people do not put enough effort into marketing their website. They regard a site as a means of marketing a product, and ignore the fact that the website itself has to be marketed. Sell the website and you sell the product! Fail to sell the website, and you will sell nothing! This is a major reason for the failure of many internet businesses. Don't let it happen to you.

You have probably heard the old saying, "a failure to plan is a plan to fail". You must plan to succeed, and if you don't plan then you are likely to fail. You have to plan your business, and build your website around your business, not the other way round. You have to know where your customers are coming from, how to seduce them to make a purchase, and how to use your website to achieve that. Unless you plan your website and its strategy to that end, then you will fail. A lack of planning is a common reason for the failure of many websites.

Another common reason for the failure of many websites is that they were designed and built by people who have no practical knowledge of what is required of a business website. Many newbies to internet marketing pay university students to design their website since they think they get a professional job done cheaply. In fact, the only professionals are internet marketers, and students will tend to let their egos and artistic flair override the commercial necessities. The website looks brilliant, but couldn't sell a snowball to an Arab.

In order to succeed, a website must be promoted, and must have traffic. A major reason for failure is a lack of ability or knowledge of the methods used to get that traffic. If you want your website to be successful, you have to be acquainted with advertising techniques such as article marketing, ezine advertising, pay per click advertising and the use of blogs and forums to promote your site. There are also several effective offline methods that you can use to promote and advertise your website.

If you do not advertise or take steps to promote your website whenever you can, then it will fail. There are many reasons why websites fail, and most failures are through laziness or ignorance.

Heat Maps and How to Use Them

You may have heard of the term 'heat maps' and wondered what it meant. Or you might already know what it means but wonder how to use them. and how they were generated. The usefulness of heat maps is very much dependent on how they are generated, and there is more than one way to do this.

Basically, a heat map is a graphical representation of a web page, indicating by the use of color the areas of the page that people most look at. This is normally done by showing the most popular parts of a web page in red and the least popular in blue. Red is associated with heat, and blue with cold; hence the name 'heat map'.

A heat map can be very useful to you in designing your website, and in how to arrange the contents of each individual web page. It can provide you with an understanding of how people travel through web pages, and what parts of each page they tend to look at first. If you know the areas of your web page that visitors tend to focus on when they first arrive, you can design that page to suit. It is also useful to understand the areas that they tend not to look at.

Heat maps demonstrate that the majority of people look at the title or headline of your personal web page first. They also tend to spend more of their time there, which could indicate to you that they might read the title of the page and then leave. It doesn't matter what the reason is: if your title is in deep fire red it should indicate that it is the most important part of your web page, and that you should spend most of your time and effort in maximizing the impact of your page heading. The wording should compel visitors to stay and learn more.

It has also been demonstrated that websites of companies such as Amazon and Dixon's have a different heat maps than private sites. In the former, most attention is paid to the navigation: in fact, more to the navigation than to individual products advertised on each page. It makes no difference if the site has both top and side navigation: both are the most popular parts of each page, although the left side navigation seems to be preferred to top. Right hand navigation is practically ignored.

What these heat maps tell you, then, is that you should put your important navigation links to the left of your page. Not only that though, but since that part of your page is viewed by more visitors than any other part, any opt-in forms you have on the page should also be to the left, and not at the bottom or right hand side of your page.

It is well known that people tend to look upon the right hand side of a web page as associated with adverts. Google has a lot to do with this, since that is where their Google Adwords adverts are placed. If you put your navigation links on the right, visitors are liable to miss them, since they automatically regard right hand links as being adverts, so frequently do not even look at that side of your page. It sounds hard to believe, but it has been proved by the use of heat maps.

How are these heat maps generated, and how do they know what parts of your page are most interesting to visitors. There are two ways: eye tracking and click tracking. Google and a few private companies offer eye tracking services, where the pupils of the eyes of subjects are analyzed as they track a web page. It can be established for this type of analysis where the subject spends most of their time on your web page. This determines what they look at most, and for the longest time.

It is little wonder that for a private website, they check out the title or heading first, but that for a corporate website, such as Amazon, they are looking immediately for the navigation because they already know what the site is about. The first place visitors look for navigation is the left then the top. It is also unexpected that specific

products displayed on the first page are given little viewing time. Perhaps companies like Dixon's and Amazon could put the centre of their home page to better use.

The other and cheaper way is to track clicks. Most clicks are again made on the navigation links rather than advertising links. Some heat mapping software can track where the cursor goes and hovers. Many people follow text and areas of a web page with their cursor, as they do with their finger when reading. This can also provide useful information. If you use AdSense, then you can do something similar yourself through the intelligent use of AdSense channels. Use a different channel for each block on your page and you will find which areas of your page people look at most.

Heat maps are useful in informing you what parts of your web pages are most looked at by visitors. If you cannot work out why that is important for you then perhaps internet marketing is not for you.

Some notes from Sean Mize

After having read this, you might be thinking...all of that sounds so simple...why aren't more people doing it?

Actually, they are: significant incomes are regularly made with website development.

Of course, in order to adequately monetize your online business, regardless of where it originates, you have to have a game plan, something that will get you from the very beginning to the point where you are consistently making money.

One of my most popular learning tools is my monthly newsletter, delivered to your doorstep by the postal service:

[Monetizing Online Businesses](#)

I trust that you will use these materials to grow your own internet business, and achieve your online and financial goals,

Sean Mize