

How to Make Your Website Prospect Friendly

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- Retired from the USAF in 1995. 23 years as a linguist, navigator (C-130), and program manager.
- 20 + years as a CEO, Senior VP, Regional VP, VP of Business Development, Program Manager for 8a, VO, SDVO and small businesses
- CEO/Marketing Strategist
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Research by Forrester

85% of global senior executives, including Government employees, prefer to find out about new companies, new products and services and gather information to make a buying decision via the Internet.



CEOs and Government employees look at your website

- First or second place they look
 - Professional look and feel
 - Capabilities and differentiators
 - Capability Statement / Line Card for products
 - Past Performance / Client List
 - Contact information



- Visitors decide within 3.4 seconds whether to stay and look around or leave.
- Most stay on one page about 7 seconds.
- A video is a key tool to employ
 - 80% website interaction can be attributed to video



Key Elements of a Good Design

- Good Site Navigation
 - Menu along the top or one side
 - No more than 7 tabs
- Uncluttered – include only the minimum information
 - Blank space is good
 - Readable fonts / Pleasing colors
 - The brain and eye process data in “chuncks” so no more than 4 “chuncks” should be there.



Key Elements of a Good Design

- Call to Action

- Get visitors to take an action that you want them to take

- Newsletter / Report / Download / Etc.
- Get name and email address

- About Me Page

- Basic company info
- Show who customers will interact with
 - Key Executives
 - Business Development for Government contacts

- Mobile friendly

- Aids in Google ranking



Key Elements of a Good Design

- Visible Contact Information
 - Prospects have to be able to find you
 - Phone number, upper right of EVERY page
 - Contact Page
 - Physical location
 - Phone Number
 - Email address



Key Elements of a Good Design

- Content
 - Relevant graphics
 - No flash
 - No video opening
 - No audio on opening
- Use business terms, not techie talk
- No acronym soup that only you understand
- Realistic language makes you stand apart from your competitors
- Mission statement for non-profits



Key Elements of a Good Design

- No more than seven (7) tabs
 - Home
 - About
 - Capabilities / Line Card
 - Contracts (GSA, MOBIS, etc.)
 - Services
 - News or Past Performance
 - Contact



Key Elements of a Good Design

- WII FM
 - What's In It For Me
 - Your Value Proposition
 - Most important 5 letters of this presentation
 - Tell your prospect what you will do for them, **NOT** what you do
 - Don't make the prospect have to figure it out
 - The Problem you solve
 - Why and how your solution solves it
 - The results the prospect will get



WII-FM Example

- Sell cars
 - 0 to 60 in 7.4 seconds – that is a feature
 - Quick acceleration allowing your to merge easily – that is WII-FM
- Carpenter
 - What does that mean to you?
 - If they said we build decks or we remodel kitchens – that tells you what you need to know
- Exclude people you cannot serve
 - Town of Coventry - CT or UK?



Home Page

- Phone number, upper right corner
- Core Capabilities – WIIFM
- Key Differentiators
- Buyer words, not vendor words
 - Keep all technical talk and acronym soup off main page
- Call to Action
 - Sign up for newsletter, report, consultation
- Testimonials
 - Confirms for the prospect that you can deliver what you say you can do
 - Others have made the decision to hire you.



About Page

- Basic company information
- Phone number, upper right corner
- Key differentiators
- Laymen's terms, non-techie, no acronyms
- Management Team
- Don't need a vision statement or mission statement (unless you are a non-profit)



Capabilities

- Phone number, upper right corner
- Generic One Page Capability Statement
 - www.targetgov.com has the best format
 - PDF for download
- Line Card if a product company
 - PDF for download
- Clients
- Other qualifications
 - DUNS, NAICS, SDVOB, etc.



Contracts / Clients

- Phone number, upper right corner
- Any contract vehicles you wish to highlight
 - GSA Contract Details and Number
 - Order Information
 - Contact information
- Links to contract websites
- Contract brochure download
- Sample completed projects



Services

- Phone number, upper right corner
- Core capabilities
- Key differentiators
- Laymen' s terms, non-techie, no acronyms



News / Blog /Etc.

- Phone number, upper right corner
- Keep it current or not at all
- Keep it relevant
- Show thought leadership
- Don't post generic industry news



Contact Information

- Make sure your contact info isn't buried
- Make it easy to find
- “Real” address and phone number
 - Home address is easy to find as is a cell number – Court, Place Circle, etc.
 - No Post Office Box
 - No cell number as your business number
 - No “fill in the box” to contact you



Web Site Success

- Engagement Tools
 - Downloads
 - Newsletters
 - White Papers
 - Reports
 - Checklist
 - Blog
- “Squeeze Pages”
 - Landing page created to solicit opt-in email addresses from visitors
- Be a “Thought Leader”



Web Site Success

- Tools to Use for Lead Generation Capture
 - Newsletter sign-up / brochure download / Report / Checklist / etc.
 - A signup for a newsletter or brochure is the #1 way to create inbound qualified leads
 - Data to gather
 - Name
 - Business email address
- Analytics and metrics



Recap

- Government employees look at your website
- Typically 3.4 seconds to decide to stay and look
- What they want to see
 - Professional look and feel
 - Capability statement
 - Past Performance / Client List / Contact information
- No flash and no video opening
- Use business terms, not techie talk
- Realistic language that makes you stand apart from your competitors



- Every firm says:
 - Greater commitment to client success
 - More results oriented
 - Believe in partnering with their clients
 - Superior listening skills and understand client needs
- Be different, unique
- Focus on the problem you solve and the results you provide



- Make sure your contact info isn't buried
- Use website metrics
 - How many “hits” per week? Leads per week?



Overused Words and Phrases

- “Professional” or “Trained Professional”
- Seasoned Management Team
- XX years of combined experience
- Extensive experience
- “Best”
- Results Oriented
- Proven track record
- Solutions Provider or Systems Integrator



Overused Words and Phrases

- Industry/Global leader
- Exceptional
- Market leader (particularly if less than \$5 M in revenue)
- Greater commitment to client success
- We understand the needs of our clients
- Results oriented
- Partner with clients



Overused Words and Phrases

- We are devoted to
- We desire your business
- We are committed
- Our mission is to
- Uniquely qualified ...
- We Strive ... (Don' t try, do it)
- A leading provider (\$ 2 M in annual revenue?)
- Best of breed ... (Prove it)



It's a Wrap

- Prospects look at your website!
- You have 3.4 seconds to capture the visitor
- WII-FM
- Must be professional
- Easy to navigate
- Information easy to find using buyer or laymen's terms
- Contact information easy to find
- Avoid overused word and phrases and saying what every other website says



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