

Business Web Design Guide

Everything a Business Owner Must Know To Navigate the World of Web Design

This book will take you through the complete process of **modern marketing** - namely:

- How to **THINK** “Web” - as a business owner in the 21st century, few things are more important!
- **Building** Your Site - Whether you do it yourself, or hire an agency - the process will be easy after you understand the steps involved, and what will be required of you.
- Making **Money**, and Affecting **Change** - There are few tools like a great website and strategic Internet marketing that have the power to affect change in the world (and bring your business profits) I'll show you how...

For the first time I'm revealing EVERYTHING you can do to make your business work - online - WITHOUT the need for an “*expert, guru, or web development team*” or - if you decide to use one - you'll be prepared to work alongside them towards success!

|| INTRODUCTION

I'm always pretty nervous at networking events. Outwardly I probably look collected; inside I'm screaming. In a way it's like high school all over again, but with 2 differences - drinking in public is now legal (because we're "old") and of course - everyone's selling something.

Just the other day though, I was at a better than average event, listening to a renowned speaker and the former CEO of some of the world's largest companies when I realized something...

MY COMPANY BUILDS WEBSITES

As the co-founder and President, much of my daily routine doesn't involve websites at all. In fact, much of it doesn't involve any technology. Much of the skills I've built up revolve around sales, communication, body language, writing, and interactions.

I'm sure you too - *be you small business owner, large business owner, or director of marketing* - wear many hats and only a portion of your duties involve your job description. Instead your day-to-day is spent negotiating with employees, vendors, working with your team of professionals, and other things that ***don't directly*** involve providing what your business actually provides.

And this is how it should be.

However, I've relied on the advice of other professionals, and read books from experts on various subjects, to immerse myself in, and at the very least, learn enough to hire/navigate new territories. I'm sure you've done the same - read about business law or accounting, picked up a book, or read an online guide or two on how to use Quickbooks, and consulted with local professionals about how to structure and do your taxes.

You have to once again put your trust in those that have come before you - and rely on the experience of others when it comes to websites, development and Internet marketing. You will either work with a hired professional, or achieve success through your use of this book and my guidance.

All of these things (accounting, legalese, web design) are probably not things you ever expected to do - or consider that vital to producing the goods your company provides, or bettering the services offered by your company.

But I'm suggesting that a website is perhaps THE GREATEST tool to leverage your time - and marketing dollars and help your company excel at whatever it is that you need.

Why Must You Care (About the Internet)

Before we get to the technical details about growing your business online, I need you 100% invested in the principal of this book - that 21st Century Marketing starts and ends on the web.

Let me give you a couple of stories about why you must care about the Internet:

The Internet can save you tons of money on advertising - In a recent article in Bloomberg's [Businessweek magazine](#) they highlighted the Internet effects of Superbowl ads, showing how many tweets were reported for the ads/brands AFTER their advertising had shown. Many of the ads mentioned were for national brands and movies. Almost all of the ads were over 30 seconds, and were shown nationwide (\$MILLIONS\$). But, what was interesting was that the article suggested that a very simple 30 second Old Milwaukee ad was the overall winner.

The ad placement was only shown to a little more than 10,000 households, and reportedly cost only \$700 to place.

A \$700 Super Bowl Ad was more successful than national ads that spent millions of dollars.

How is this possible?

With the Internet. The ad featured comedian Will Ferrell and quickly went viral online, receiving more tweets, social media mentions, and eventual views on youtube - than many of the million dollar budgeted ad campaigns. But this is a national example, let's go smaller...

The Internet Can Help You Stay in Business - I recently wrote a post on our blog about a company that just opened a car dealership in our area. This company, a transplant from the North East, is no stranger to spending HUGE amounts on advertising. And rightly so - it's led to a great number of sales over the years and business success. However, all those good feelings and notoriety that is built up through advertising is quickly eliminated by doing a simple Google Search for the local business.

When you search for this company online it is **fraught with negative reviews** - *despite spending obscene amounts of money on buying notoriety and "good"will.*

In one way us business owners don't like this. Many times the customer is NOT right! I think everyone knows this (especially any of you that have worked in retail), but a story can easily be exaggerated or misinterpreted online. We businesses try to work to please these people, but sometimes, it's not in your best interest to work with those people.

The Internet is placing unprecedented control over your businesses brand - in your hands. It

allows you to quickly gauge public opinion, address issues, and through addressing those issues show past, present, and potential clients the kind of company and people you are. With a few quick PR moves, and borrowing just a fraction of that gargantuan ad budget - this company could address these negative reviews and turn a negative into a positive - online.

Not JUST a Marketing Tool - As the above illustrates the Internet is no longer just a conventional marketing/advertising tool. Heck, we really haven't even touched on the meat and potatoes of Internet marketing (search engines), but it does illustrate the CORE reason you MUST CARE about the Internet - it's a part of all of our lives. Sure, there are some areas of the world where this isn't the case, but as Internet penetration continues to spread throughout the United States, and more and more people are whipping out their iPads at inappropriate places, Internet use will continue to go up. It's how people find news, communicate, select (and buy products), and learn new things.

In addition to wearing all of your existing hats, you must be thinking about how each of your actions, your employees' actions can be reflected online - either in a PR, marketing, or support capacity.

As a business owner this book is all that you NEED to know about marketing in the 21st Century and how the changing landscape of communication needs to guide your business and marketing moving forward.

The principles you'll learn will apply - no matter the technology.

Having both a technical background, as well as **running** a company involved in web design - I'm uniquely qualified to both explain this and, hopefully, get you to *understand* the **importance of a website, and Internet marketing**.

I'm all three:

1. someone that uses this stuff for my own firm's growth
2. someone that consults/sells this stuff...
3. and a business owner that gets frustrated with the bullshit, minutiae and "tech speak"

Forget everything you *think* you know about Web Development & Internet marketing for the duration of this guide - and read it with an open mind.

Let's start by addressing what I hear from new businesses like you..

Top 5 Bullshit Excuses on Why The Web Won't Work for You

1) "It's Too Hard (or Technical or Difficult)"

Let's get this straight, anything worth doing takes time, effort... WORK. I wholeheartedly do NOT believe that anything can be accomplished, that money can be made, without hard work.

Maybe that's why I hate Multi-Level Marketing organizations, "work from home," & Network Marketing companies so much. You can make money, but they always sell a lifestyle that doesn't exist - money for nothing (and chicks for free!).

The web is no different - and even when you "strike it rich" often times it's only because a good amount of planning & execution (work) - over time - went into making it a success. I currently have one business model that's worked very well. And each week a few hours of work brings in 5 figures of income each month.

Awesome!

But it took 2.5 years to get there... 2.5 years of planning, refinement and hard work.

With this said, the actual work involved in properly marketing a website are things we learned back when we first developed language - most of it is simply communication. Writing, networking, asking, being inquisitive, etc. nothing complicated... but it will take actually DOING these things to make your site and online business a success.

2) "I Already Tried, it Didn't Work Out"

If your website and Internet marketing failed you before, it was 1 of 3 things (or all 3)..

- 1) The company you hired sucked (if you hired someone)...
- 2) You did things wrong...
- 3) You didn't stick to it

That's all.

The web works, and I've never seen a situation where a business couldn't be improved through a clearer website or better Internet marketing. There has never been an easier tool to make money, and market your business. Now you can compete with the "big guys" - the fortune 500's - and in some cases even destroy them - if you stick to it and practice what you'll be learning in this guide.

3) The Web is Too Expensive

Certain things on the web can be expensive. I feel one of the most valuable, but bottom-line expensive things in this industry is expertise. That's why a great web development company will

charge \$100 - \$350/hour for work or charge tens of thousands for a simple website.

But, relatively speaking - and we'll come back to this kind of thinking in just a minute - it's typically WAY less expensive than alternative mediums. To give you an example a local business we just started working with (that has a national product) went from roughly 0 traffic on their site to over 10,000/month in a matter of months. That means nearly a quarter of a million people will see them by end of year. Imagine what you would have to do to gain that kind of exposure. One way would be to setup an office in a fancy/busy part of town - that might cost \$20,000+ in additional rent over the year. Then they could purchase a billboard, as well as advertising in a national magazine (\$50,000+/year). Let's not even get to television and radio.

And, even with all of that - do you think 250,000 people would **visit** their office? That many people **are** visiting **their digital office**... their website.

4) I Don't Have the Time

As a rule, our web development firm doesn't work with clients that are unwilling to commit to additional marketing of their website after launch. Why? Because it's the only thing that really *matters*.

You don't have the time? **What?** You don't have the time to grow your business? When you work on your website and Internet marketing you leverage your time on one of the greatest wealth generation (and communication tools) in all of history. If you can spend, a few hundred hours creating a great website, content, or digital book (as I've done here) you have the opportunity to reach thousands, or possibly millions **for years to come**. If you don't have the time for the above, you should get out of business.

But, if you do dedicate the time I can promise that - if you abide by the principals in this book - that nothing will be a greater return for your business.

5) My Audience Isn't Online

I've saved the best for last. I hate this one (probably because I hear it more often than any other excuse). It's an excuse because - **how the hell do you know?** Understand immediately the difference between an assumption and a fact - you know your customers, but do you really **know** their Internet behavior? Actually do some research before you bark that statement. One of our first clients was reluctant to do marketing, saying "my audience isn't online" - he hugged me after receiving a \$20 million dollar deal that came through their website... **we got lucky** - *up until that point I had not been able to convince him that marketing online was worthwhile.*

Let's take a minute to reaffirm:

1. Developing your business online IS easy (if you understand the basics provided in this book).
2. You will be successful if you stick to what you know (your business, and your audience), and apply that knowledge to your website, and Internet marketing.
3. The web is but a fraction of the expense of similar marketing tools (an office, print advertising, etc.).
4. You DO have the time to do this, as you can leverage the power of exponential returns on your time and realize that an hour invested in something related to bettering your business online today can equal tens of thousands of dollars of return over the coming years.
5. Finally, your audience **IS** online!

Now that we've addressed what I feel are the biggest concerns and possible roadblocks to success I hear from business owners like you, let me quickly address who I am.

Who Is Zach Katkin?

My name is Zach Katkin, I've owned and operated Atilus, a web development and Internet marketing firm alongside my business partner (Harry Casimir) and team since 2005 and have been a web marketer professionally for 15 years - it has been my ONLY career.

I love the Internet, the power it has to leverage one's time, to make money, and to reach (and change) the world.

Over the years my companies have brought in millions of dollars in revenue, but most importantly tens of millions for our clients. In our first year, we were able to bring our single largest client nearly \$10,000,000 worth of leads. In subsequent years we're proud to have helped turn around WHOLE companies by adjusting their business plan to a more Internet-centric plan (much like you'll find in the rest of this book).

Overall we've planned, and built over 1,000 websites alongside small and medium business owners like you. We've built websites for local restaurants, individual real estate agents, flower shops, or brand new start-ups with little or no money to invest in ANY conventional advertising.

We've also worked with some of the largest organizations in our area (Southwest Florida) as well as multinational corporations looking to expand their sales and reach in the United States.

We've seen and done a lot on the Internet.

In subsequent years we've grown and bought Internet properties, building them up, selling them, or in some cases buying them, and continuing to consult, and execute the very processes you'll

find here - for our clients, and ourselves.

I am very appreciative that you've decided to download (or purchase) this book, as it was written as a labor of love for the fellow business owners I see that struggle day-to-day with what to do to help their businesses grow.

This book has been a combination of a number of problems I saw with my own way of doing business:

1. **Too many businesses need to “be convinced” about the web.** - this guide is equal parts “get off your ass and listen” as it is a true guide to what you need to know about the web as a business owner. After working with over 1,000 businesses I'm proud to say that everyone that executed the plans put forth in this document and actively marketed themselves online - saw a return on their investment.
2. **Many businesses simply can't afford our services.** - Generally speaking my development company charges \$150/hour. We're worth EVERY PENNY - we pay our people right, and provide a friendly atmosphere and a culture that keeps our clients coming back. But, many start up businesses can't afford this - I need to leverage my time - and your money better. I'll write this book once and hopefully reach millions of small businesses.
3. **Business in this country needs to change.** - I see too many people that are either afraid to start a business out of fear of change, complexity, or cost. I see too many businesses spending money on expensive tech tools and “fluff.” These uncomfortable facts coupled with free trade and inexpensive and simple exportation of labor means we have no choice but to become as efficient as possible. The Internet can be a huge catalyst of change both culturally and socially, but also economically, and I believe that if more people embrace it and understand how it works it will be one of the biggest components that brings us out of the recession.
4. **The future is the Web.** - There are some things that won't ever be replaced by the online space, but the Internet is fast becoming how to find, and judge, everything. So even if you have a blossoming local spot - odds are your community is talking about you online. It's important you understand this process, and how to get out in front of the conversation.