

# 7 Secrets of a Successful Website



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## Introduction – What is 'Successful?'

You may have a favorite definition of success. It may include having sufficient money, having a great career, having a great home and a happy family life.

So what is a 'successful' website? I define it as '**a website that will help me get all the things listed above**'! This implies that a properly designed and executed website will help ME be successful.

The **7 Secrets** that follow are based on my 'journey' to create that magical beastie, the successful website. I am not going to tell you anything I don't know first-hand.

This report attempts to capture a couple years of my experience in building a website in a few pages. Hope it encourages you to take a few steps on your own journey.

Scott Kelland

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## Secret #1 – Its the content, silly

Guess what? NOBODY goes to a site because it looks cool! People surf the net for two reasons: **1 - they are looking for information;** and **2 – they are looking for something to buy.** So, if you want people to come to your site you have to give them one or preferably both of those things.

This is called having a 'content-rich' website. The right content is attractive to search engines and to human visitors. This translates into traffic and sales. So pick a topic you know something about (or are eager to learn more about) and generate some great content.

In short, you have to 'give before you receive'; that is, you have to create some good content before you receive visitors attracted by that content (see also **Secret #7**).

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## **Secret #2 – Passion is EVERYTHING**

There are about 5 bazillion topics I COULDN'T have a website about; not because I couldn't research a topic, or force my self to learn enough about it to put out some decent content. I couldn't (certainly wouldn't) because I just DON'T CARE about most topics! Yes, sad to say, my limited brain can only care about a limited number of things.

Fortunately, there are a few dozen things I DO care about e.g. organic farming, cooking, teaching, the power of the Internet to improve lives, home gardening, and a few more. So that gives me lots of room to exercise my creativity and write about topics I actually care about.

This PASSION is hard to fake; so when you are selecting topics for your website, pick ones that you care about. This will make the work of creating content a lot more enjoyable.

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## Secret #3 – Slow and steady wins the . . . you know.

Building a website is like building a house; it just don't all go up in one day. In fact, just like a house, you should start with a 'blueprint'; that is, a preliminary layout for your site. Then you will build the **foundation** – your Home Page. Then you will add 'rooms' i.e. pages to your website; each room will be a sub-topic of the main theme of your site.

Slowly, as you learn and progress, you can build a pretty impressive mansion. My website currently has around 140 pages, but I got there one page at a time over a couple of years. I work on my online business just about every day. Sometimes it's adding a page to my site, sometimes its commenting in someone else's blog to generate a backlink, or working on another book I plan to sell.

Whatever the task, bet on the tortoise over the hare.

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## Secret #4 – Read, read, read . . . then start!

I am a voracious reader. I occasionally have reading 'binges' where I might read 3 or 4 novels in a day, or surf through hundreds of website looking for ideas. I also buy and read LOTS of products about making money on the Internet. I have spent thousands of dollars reading and learning how to do a whole bunch of stuff.

BUT . . . I don't **achieve** anything until I actually put some of that learning into practice!

You can't **study your way to success**; at some point you have to 'pull the trigger'; So read enough to understand where and how to start, then START!

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## Secret #5 – Imitation is the sincerest form of making money

Every brilliant, original, world-shaking idea I have ever had **has already been thought of by 3 other people**. OK, maybe not exactly 3, but you get the point. Whatever you are trying to do, odds are good somebody has done it.

So, before you go out and try to invent your own miniature framitzz, or the electric veeblefester, or the TOTALLY UNIQUE AND ORIGINAL WAY to do something on your site, find the somebody who already did it. And have a peek at the OTHER things this person has done. She may have created things you haven't even thought of yet.

Lurk in forums, subscribe to newsletters, check out other sites with similar themes. If you find something that works, use it!

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## Secret #6 - Test it, change it, test some more

Successful websites are a journey (he said philosophically.) And successful journeys involve **1 – taking a step**, and **2 – checking your course**. In the case of creating a great site, this means TESTING every time you add something new.

For example, make sure your links work. Make sure contact forms on your site actually capture the desired information. Test any files you make available for download. You can also get a friend or two to surf your site and report back anything not working as it should.

And, as you become more knowledgeable, you will want to test things like the headlines and content of your sales pages (I have tested and completely re-written the sales page for my Bootstrap Book at least 5 times). There are tools out there to help you test most aspects of your site. Learn them, use them, become successful (then send me money!)

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## Secret #7 – Learn the marketing 'funnel'

You know those guys on late-night TV, that pitch things like 'no-money-down' real estate? Did you ever notice that they offer a '**free report**', or a 'free information seminar', or other enticement to get your attention (and contact information)?

If you have ever attended any of the free events, you will get a LITTLE BIT of information about the topic, and a GREAT BIG sales pitch about the NEXT seminar, where the REAL GOOD STUFF is.

If you go to that (paid) seminar, you will get some more good information, and also a pitch to come to the '2-day intensive weekend retreat', where only the **best of the best** (obviously including you) will get AMAZING knowledge guaranteed to change your life, make you rich, cure your bad breath, make your hair grow back, and knock 4 inches off your waist, too!

So, why have the late-night guys been doing this for the last 4 decades or so? Because IT WORKS! You are brought along the 'marketing funnel', from a free product just to get you in the door, to a relatively inexpensive product to whet your appetite for more, to the GRANDDADDY back-end product where

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the late-night pitchman makes the real money.

Not everybody makes the whole journey; in fact most don't. But if you get enough people IN the funnel, a few will trickle out the other end.

How does that apply to you and your website? Well, you are reading my FREE REPORT, right? **Welcome to my funnel!** So, you can be sure I have a plan to monetize this in some way. By the way, it's not an 'ulterior motive' if I tell you about it straight up!

So, harking back to **Secret #1** - i.e. 'you have to give before you receive' - I am hoping that **some** of the people I give this report to will see some value in it and want to follow on and buy a product. Why should they (or you)?

Well, the other purpose of the Free Report (besides luring you into the funnel, BWAH-HAH-HAH-HAH!) is to demonstrate that I **have a clue** about the topic. I'm hoping that you will see I have 'been there, done that', and that if I subsequently make a recommendation to you, it will have some **credibility**.

Because you don't actually know me, and what a wonderful, sterling character I am (only kidding a bit), I have to rely on this report and the rest

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of my website to persuade you I am an **OK guy**, and you can have some faith in what I tell you. And perhaps spend some of your hard-earned cash on a product I recommend.

By the way, its a LOT easier to sincerely recommend a product if you actually **own it and use it and believe in it**; this is the path I strongly recommend you follow in building your own 'marketing funnel'.

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## Conclusion

So, full circle. You build a site with some good content, based on your genuine passion and interest and enthusiasm. You improve that site by learning from others and testing and changing it to be better. You keep reading and learning and applying what you learn, and you get some visitors. Those visitors are persuaded by your genuine knowledge and passion about your topic, and some of them willingly enter your 'funnel'. You get rewarded financially, and also psychically, because you have delivered something of actual value.

This is the opposite of 'get rich quick' by the way. It is steadily increasing your knowledge and therefore your results, until you achieve something pretty special – a website that 'works' and is uniquely yours.

***p.s. keep going to see my special bonus section . . .***

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## - BONUS SECTION -

### 7 reasons that WON'T STOP YOU from building your site

You downloaded this free report because you were interested in having a successful website of your own. You may be attracted by the idea of working for yourself, from home, of setting your own agenda, or other reasons.

So to wrap things up, I'm including this bonus section, all about the most common reason why people **don't build** their own website (and why those reasons WON'T STOP YOU.)

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## Reason #1 – I don't know programming or even how to spell 'html'!

Rest assured, this is a common concern for just about everybody thinking about having their own website. Let me tell you a secret: despite the fact that I was trained as a computer programmer (way back in the 'dark ages' of tape drives and paper punch-decks), **I knew just about nothing about how the Internet worked**, before I built New-Terra-Natural-Food.com. I didn't know html, and to me **Java** was something that came hot in a cup!

So I went through the same learning curve every 'newbie' does; i.e. start slow, with simple concepts and tools, then add to that knowledge over time. In fact it took me weeks to get my act together and get my first pages built. But that's OK, because this really is a '**tortoise vs. hare**' kind of enterprise. Slow and steady WILL win the website race.

The good news is, the tools and templates available these days are SO GOOD, you don't need to know a single thing about coding or programming. If you know how to use Word, or can point-and-click at things on a menu, you can build a website that works. Trust me, that's how I got here (and how you are reading this.)

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Despite not knowing anything about how to BUILD a site, I was clued-in enough to know I should research a company that could help. I found a (**Canadian**, if you can believe it) company that actually delivered on their promises. They took this newbie by the hand and showed me step by step how to build a website that 'gets the clicks' and (happy bonus) MAKES ME MONEY!

The training and tools that SBI! provides are absolutely incredible, and unmatched by any company I have found. They are so good they grow strictly by word of mouth from satisfied customer. And they have many thousands of those.

Here's a sneak peek at the tools you can get:

<http://tools.sitesell.com/Scott1.html35.html>

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## Reason #2 – I don't even know what to write about on my site

This is the second reason many people don't start a website of their own. I can sympathize with this, and it is certainly a challenge for every author (on or off-web). What in the world can I write about that other people would want to read? The answer is, YOUR LIFE! Or to be more specific, **your passions, your experiences, your knowledge and your expertise** (yes, you have 'expertise', even if you haven't recognized it yet.)

You may have hated writing in school. You want to know why? Because the topics they gave you to write about were (usually) BORING! But, for website purposes, we are talking about writing about the fascinating topic of YOU! I could write about ME all day!

If you are walking around above ground, you have acquired understanding and experiences that are unique to you! Nobody else has quite the same grasp as you do on some topic (for example, I happen to make the world's best potato salad; haven't put up a site about that yet, but someday . . .)

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I am serious when I say that just about any passion or interest you may have has the potential to provide content for a great website.

Check out some examples:

[How to turn your PASSION and knowledge into income.](#)

By the way, a sub-set of 'I don't know what to write about' is, 'I don't know how to write'. You may think you don't have the skills to put your knowledge down on paper. Here's the truth; if you can READ, you can WRITE. And the more you write, the better you will get at it.

You can also download a FREE BOOK from SBI! the [Netwriting Masters Course](#) and begin learning **how to write for the 'Net** right away.

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## Reason #3 – I don't understand how websites make money

OK, so you have put your passion and your experience in writing on your website; now what? Well, in the immortal words of **Cuba Gooding, Jr . . .** SHOW ME THE MONEY! How do you make money from a website?

The simple answer is, LOTS of ways. There are at least a dozen monetization models that will let you generate revenue from your website. One or more of these will be right for you. For example, you could:

1. earn money from Google with Adsense
2. earn referral fees from businesses and professionals
3. earn affiliate income by promoting and selling other people's products
4. sell your own products, whether hard goods or information products
5. sell services e.g. consulting
6. sell network marketing products
7. sell products through an on-line auction

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I use several of those monetization methods on my own site.

Check out these [Case Studies](#) for more ideas.

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## Reason #4 – I don't know anything about Google, or Yahoo, or getting 'traffic'

If you don't know what all the hubbub is about with Google, or Yahoo or Bing or any of those 'search engines', I can sympathize. Before I built New-Terra-Natural-Food.com I used Google, but I had no idea how one got listed on Google.

Apparently there is this whole industry about 'Search Engine Optimization' (SEO) which is all about the challenge of getting 'ranked' on Google (or one of the others) so people find your site and buy your stuff. A good 'ranking' means showing up on the first page of Google when somebody searches for a topic; a GREAT ranking is to be in the top three search results (or even #1)

This was a complete unknown to me, and I had no more idea how to 'optimize' a web page than how to **remove an appendix!** Fortunately, the 'secret' of SEO turns out to not be a secret at all.

Here's the deal: you write some good, interesting content, based on your knowledge, your interests or your passion, put it on your site, and the web will find you! The same 'search terms' that search engines use are the terms

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that people search for when looking for information on the 'Net!

Now, slight caveat: the information you put on your web pages should be **structured** to make it easy for Google and people to find it. Here's the good news; this 'structuring' process is easy to learn and in fact is **built in to SiteBuildIt!**.

You can ask SBI! to analyse each and every page as you build it. SBI will tell you exactly what you have to do to make your page 'Google-ready'. Wow, completely painless and automatic Search Engine Optimization.

You can see the success of websites using SBI!'s tools here:

[Traffic and search engine success results.](#)

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## Reason #5 – I don't know what 'keywords' means or how to use them

Put simply, keywords are the 'tags' that help the search engines find your site. Think of them like a filing system for the Internet, or like those **overhead signs** in the supermarket; e.g. this aisle, canned vegetables, fish and sauces; next aisle, flour and baking supplies.

In other words they help you navigate your way around the 'Net, and give you a way to identify YOUR site as being of interest to certain groups.

For example, some of the keywords on my site are 'market gardening', 'home food delivery', and 'home gardening'. These tags let the search engines know what my site is about, and help people searching for information find my site if that match their interests.

Building a successful website requires finding the right keywords that characterize your site. There are a number of keyword search tools out there, some free and some that you must pay for. The best of the bunch is **included for free** when you use SiteBuildIt! to build your site.

Their **Brainstormer** tool is totally unique in the industry, and has too many

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feature and benefits for me to list here.

Let me just tell you that this is the tool that helped to put me on the first page of Google. **Try this:** type '**free market gardening guide**' in the Google search bar and you will find me.

[Check out Brainstormer and the other tools here.](#)

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## Reason #6 – I'm already broke, I don't think I can afford a website

Boy, do I understand that one! It can be a tough decision to spend the money on a website, when lots of other things are competing for your dollars.

Let me tell you how I made the decision. After procrastinating for a while, and regularly returning to the SBI! Site but never actually committing, I finally came to the realization that what I was buying was **not a product but a business!** A business that I could launch for **\$300**, and apply my own brains and motivation to make a success.

This realization changed my attitude, so I decided to commit. I didn't have \$300 available on my credit card, so I had to send SBI! a cheque. But I got started. And quickly found that SBI! delivered **a lot more than \$300 worth of value!**

Has it been worth it? Absolutely! I now make more money monthly from my site than SBI! costs yearly, and that is increasing every month. Lots of folks using SBI! have reached higher income levels quicker, even into 5-figures a month. But besides that, I have the satisfaction of creating something

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unique, and occasionally helping other people to do the same (and I plan to get to that 5-figure level eventually.)

And SBI! delivers incredible value for that 300 bucks. Check it out:

[Compare SBI! to ANY OTHER service.](#)

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## Reason #7 (a BIGGIE) – I just don't have TIME to build a website

OK, I understand, and SBI! does have a solution for the seriously time-challenged (check out the link a couple paragraphs down)

But, read this first: it's a **secret of the universe**, right from Guru Scott to you/. We are all **traveling through time** at the same speed, i.e. 24 hours per day. You can't find time, but you can make time for what is important.

When I decided to start New-Terra-Natural-Food.com, I was already running an organic farm. I was working as a management consultant in a city about an hour away from where I lived. I had a wife and 2 kids who completely unreasonably expected my attention on a regular basis. And I occasionally liked to have some FUN.

So, how did I 'find time'? I didn't; I **made time** by starting my day at 5 a.m. I could write and work on my website for an hour every day before anybody else in the house was stirring. **Bonus**, hardly any of my consulting clients call me at 5 a.m.! I could decide what to do with that 'free hour'; I chose to use it to build a business. You can too.

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BUT . . . if you are pretty sure you can't do it yourself, SBI has a solution. Get your website built for you by the experts at SiteSell Services. This is a viable option for the REALLY BUSY PERSON.

[The experts at SiteSell Services can help](#)

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## That's a wrap

That's all I got, gentle reader. I hope I have given you some food for thought, and persuaded you to consider the **possibilities** in a website of your own.

Final thought, I hope you realize I am NOT SPECIAL in being able to start up a website, have an e-newsletter automatically delivered to my 'list', sell books over the Internet, or deliver a course by 'auto-responder'.

ANYBODY, regardless of background or technical knowledge, can do the same thing. As I say, I know of several that have, with far greater results than I have achieved so far.

The technology is now so good, the tools so helpful, that literally anyone can create a site and use that site to support their existing business, or to create multiple streams of income all on its own. Check it out, I promise it is possible.

[Start something MAGICAL with SBI!](#)

Cheers,

Scott Kelland