

## A 3 Second Test

Life moves fast, but the life on the internet moves faster. Your web site has just 3 seconds to make a positive impression on a new viewer. 3 seconds is about how long a viewer will take to decide whether to stay on your web site or move on to another. In 3 seconds your web site must accomplish three tasks.

1. The site must reassure the visitor that he/she is in the right place. Most viewers go to a web site with the intention of finding something in particular, be it a toy or financial services. If the viewer is looking for financial services your site should plainly show, within the first 3 seconds, that you provide financial services.

**Hint:** Don't obscure your home page with excess verbiage. Reading paragraphs takes time and the clock is ticking.

2. The site must convince the viewer that you are credible.

**Hint:** Credibility is often based on "gut feel". The look and feel of the site must be appropriate to your customers. Skip the motorcycle and chrome motif for child care sites.

3. The site must provide a convincing value proposition on why the viewer should stay on the web site.

What happens if you "survive" the first 3 seconds?

Start the clock again. You now have 5 seconds to "sell" the viewer on your product or service.

If you already have a web site you can verify its effectiveness by a simple test. Try this test on someone who has never seen your web site and does not know your business. Show them your web site for 3 seconds then ask them:

welcome

Welcome to the second issue of the tenby technologies internet business news. Our first issue was really well received. Thanks for the positive feedback. We hope you will find the second issue as helpful as the first.



Lynn & Dick Slackman  
Owners of tenby technologies

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1. What product or service is being offered?
2. Is this vendor credible?
3. How does this vendor provide significant value?

Now ask them to find a particular product, service or piece of information on your site in 5 seconds.

**Hint:** If you sell more than one product or service it's usually better to have one web page, called a landing page, for each product. Send your customers directly to the product they want rather than sending everyone to your home page.

**If your web site passes these test, then congratulations. If not, it may be time to rethink your web site strategy.**

## news

### Money4Stl = Rich Uncle?

How do you change the name of your web site when existing customers still want to use the old name? This was the problem facing [Money4Stl.com](http://Money4Stl.com) when they wanted to expand beyond the St. Louis area. We solved the problem by adding an additional URL address to the existing site. Now St. Louis customers can access the web site as [Money4Stl.com](http://Money4Stl.com) and customers in other locations can use [RichUncle.us](http://RichUncle.us)

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## YOUR WEB ADDRESS: HOW TO EFFECTIVELY PROMOTE YOUR BUSINESS

by Mark VanZeyl, MAS  
Bullseye Promotions

Having been in the logo promotions industry for over 15 years, I can say I've witnessed the transition from "old advertising" to a new promotional marketing mix. Although still used to a smaller degree of effectiveness- television, radio, newspaper & phone advertising no longer grab an audience in producing desired results. The current and future medium is the internet and your website. When your business creates a high impact, polished website the results can be extraordinary. The mistake businesses make is to go low-budget on the design and never promote its existence. I recommend doing on-line advertising in conjunction with logo promotional products to drive traffic and create long-lasting retention and influence. If you have mailing addresses, use them to remind clients and prospects of your website. Stick in the envelope magnets, keyboard calendar

## recommended reading

Have you ever considered acquiring an inexpensive assistant based in India to help you? Tim Feriss has one and the assistant takes care of many personal and business tasks.

The title **The 4-Hour Workweek** sounds like a work of fiction or at least a wishful fantasy. Tim Feriss has created a thought provoking look at how to take ownership of your work life and cost-effectively leverage your work capacity.

## Questions and Answers

**Q: What is SEO?**

**A:** SEO (pronounced S. E. O.), short for Search Engine Optimization, is the art of making it easier for people to find your web site when they use a search engine like Google. Search

or coaster with the logo, web address and verbiage regarding your business.

On numerous occasions, I've asked marketing representatives: "Do you have a website?" More often than not I get a myriad of answers:

Yes, but it's down right now.

Yes, but nobody views it.

Yes, but it's ugly.

Well, my boss' friend has been working on it for about 9 months...

HUH??? Get your company website finished by a competent web-designer who really knows how to design for search engines, and then promote the heck out of it.

There are times and products I personally work with where putting the website on a product makes sense and then other times where you should leave it off. If you are giving your clients a \$30 leather folder with a nice embossed logo on the front, you may want to leave off the whole "address, phone number, website copy." I mean we're talking leather here! Some examples of where and what works:

- Put web address, logo and verbiage on things like a business card magnet, and stick those in all the mailings, invoices, etc. you send out.
- Put the above info on car magnet signs or window decals.
- Hand out flash drives with your logo on the product, then on the pre-programmed info have a blurb about your business and website.
- Wall calendar advertising is extremely effective in giving your website "year-round" promotional value... especially when they are distributed in October and

engines evaluate web sites, trying to determine the importance of each site and who would want to view the site. SEO tries to make sure that your site is evaluated correctly.

**Q: What is Page Rank?**

A: Page rank is a measure, used by Google, to rank the importance of web pages. Ranking values range from 0 to 10, with 10 being the most important. For example, cnn.com is ranked a 9, IRS.gov is an 8, and Bed Bath and Beyond is a 6.

Page rank has been used by Google to determine how prominently to list a web page when displaying a search results list. You can check the page rank of your web site: <http://seopen.com/seopen-tools/pagerank.php>

Send us your questions, and if we use one, we will send you a small prize. Email your questions, with your name and address, to [QUESTIONS](#) . Thanks.



early November.

- Computer products and area placement products like mouse pads, keyboard or monitor calendars, sticky notes, coffee mugs and screen sweepers all are excellent logo promotional products to remind of your website.
- Have a knowledgeable promotional products specialist assist in what makes sense marketing your business.

In conclusion, don't shy away from your website delivering new business and profits to your company. Get "wired" up about your business potential and push your marketing efforts to the limit! After all, a website can give you immediate, concrete numbers on who is visiting your site. You can no longer use the excuse, "I'm not sure marketing really works." You'll know for sure when you have the right players on your team!

**Mark VanZeyl** is the owner of Bullseye Promotions in Collinsville, IL. His company will begin its 10th year in September. He specializes in promotion and marketing of business' using logo promotional products. He believes there is a product(s) for every company and every budget to impact clients and prospects in a positive and profitable way. For more information on his company check out [www.bullseyepromotionsgroup.com](http://www.bullseyepromotionsgroup.com)

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### recommended web sites

Founded by Jeff and Rich Sloan, [StartUpNation.com](http://StartUpNation.com) has grown from a small narrowly focused web site about starting a new business into a mini-media empire. The Sloan brothers now host a radio program, seminars, email newsletters, and, oh yeah, a robust web site with tons of information for entrepreneurs and entrepreneurs waiting to begin.

### testimonials

Oh, My Gosh!!! You guys are amazing!! I wasn't expecting anything this good. WOW!!

- Diann from Collinsville, Illinois

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