


10 Tips to Transform Your Web Presence in 2014

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1: Value Proposition

- What is it? 1-2 lines that communicate why a prospect should choose you over your competitors
 - It should be visible prominently on your home page
 - You have 7 seconds to engage your site visitors before they hit the 'back' button
- 

Before

The image shows a screenshot of the SURGE Energy Software Accelerator website. The header features the SURGE logo (a stylized blue wave) and the text "SURGE Energy Software Accelerator". Navigation links include "HOME", "ABOUT US", "BLOG", and "CONTACT". A secondary navigation bar contains "PROGRAM", "MENTORS", "PARTNERS", "PORTFOLIO", "ABOUT", and "CONTACT". The main content area has a dark background with the text "ACCOMPLISH MORE THAN YOU EVER THOUGHT POSSIBLE" and "JOIN THE SURGE". A white arrow points from the first text to "COULD YOU BE NEXT?". To the right, it says "Launching an Energy Software Company?" and "SURGE is looking for the best entrepreneurs in the world. We will give you cash, access to the experts, and connect you to the energy capital of the world". A prominent orange "APPLY NOW" button is present, along with a small rocket icon. Below this is a white box with the heading "SURGE Funding News" and three news items: "RunTitle (SURGE 2) Closes \$4M Series A", "drillMap (SURGE 1) Closes \$6.5M Series A", and "drillMap Closes \$6.5M Series A".

SURGE
Energy Software Accelerator

HOME | ABOUT US | BLOG | CONTACT

PROGRAM MENTORS PARTNERS PORTFOLIO ABOUT CONTACT

ACCOMPLISH MORE THAN YOU EVER THOUGHT POSSIBLE

JOIN THE SURGE

Launching an Energy Software Company?

SURGE is looking for the best entrepreneurs in the world. We will give you cash, access to the experts, and connect you to the energy capital of the world

↓

COULD YOU BE NEXT?

APPLY NOW

SURGE Funding News

RunTitle (SURGE 2) Closes \$4M Series A
drillMap (SURGE 1) Closes \$6.5M Series A
drillMap Closes \$6.5M Series A

After

SURGE ENTREPRENEURS INVESTORS COMMUNITY SURGE SHACK

WE ACCELERATE WATER COMPANIES

SURGE is looking for the world's best entrepreneurs. We provide access to capital, customers, & mentors.

Application deadline is Friday, December 13!

APPLY TODAY >

ENTREPRENEURS
Are you solving a BIG energy or water problem? SURGE will help take your

INVESTORS
Invest in a diverse portfolio of the most promising early-stage companies. We see

COMMUNITY
SURGE is at the center of Houston's booming tech scene. We offer co-working

2: A Redesign

- Is your site a little ‘daggy and dated’?
- Your site visitors will judge you on it

Before

The screenshot shows the homepage of International Specialty Supply. At the top is the 'iss' logo with the tagline 'International Specialty Supply - Supplying Sprout Companies Throughout the World'. Below this is a navigation bar with five categories: Sprout Equipment, Seed & Supplies, Sprouts, Sprouting World, and Consulting. A secondary navigation bar includes Home, Contents, Information, Search, and Contact ISS. The main heading is 'Commercial Sprout Equipment and Supplies for Growing Sprouts and Sprouting Seed'. The introductory text describes the company as a 'One Stop Shop' for commercial sprout growers, listing various products and services. A 'Contact Information' section is visible, including a table with staff names, languages, and phone numbers, and a 'General Email' section with contact details. A small image of a green sprout is on the right side of the page.

iss
International Specialty Supply
Supplying Sprout Companies Throughout the World

International Specialty Supply

Sprout Equipment Seed & Supplies Sprouts Sprouting World Consulting

Home Contents Information Search Contact ISS

Commercial Sprout Equipment and Supplies for Growing Sprouts and Sprouting Seed

International Specialty Supply is a "One Stop Shop" for commercial sprout growers of mung bean sprouts, soy bean sprouts, alfalfa sprouts, broccoli sprouts, wheatgrass and other seed sprouts. ISS is the only company in the sprouting industry that does it all. ISS grows bean sprouts and other sprouts, manufacture sprouting equipment, sell bean sprout supplies and alfalfa sprouting supplies, supply ISS Screened Sprouting Seed in which every bag has been sampled and tested for pathogens, set up HACCP plans, do third party food safety inspections, and are a used sprout equipment supplier. We do sprout research and have a sprout testing lab, do consulting for people and companies who do sprouting research and who develop pathogen test kits for sprouters. We also design sprout production facilities and publish [SproutNet](#) electronic newsletter regarding commercial sprouting.

[En español](#)

[中文版](#)

Contact Information (联系方式) (Para Información Contacte) (連絡先情報)

Salesperson 營業員 Vendedores 販売員	Languages 語言 Idiomas 言語	Telephone Extension 分机号 Extensión del teléfono 電話番号+内線	Email 電子郵件 Correo Electrónico 電子メール
Karen Wilson	English, Español	(1) 931 526 1106 +103	Karen@sproutnet.com
Michael Gilpatrick	English	(1) 931 526 1106 +120	Michael@sproutnet.com
Alain Edel	English, Español	(1) 931 526 1106 +110	Alain@sproutnet.net
Linhao Zhao 赵彦豪	English, Mandarin 普通话	(1) 931 526 1106 +102	Linh@sproutnet.com
Reyes Mata-Lopez	English, Español	(1) 931 526 1106 +106	Reyes@sproutnet.com

General Email
Bob@sproutnet.com
FAX (传真号) (ファックス)
(1) 931 526 8338
Postal & office address (邮件及总公司地址) (Dirección) (住所)
ISS, 820 East 20th Street, Cookeville, TN 38501, USA



After

ISS INTERNATIONAL SPECIALTY SUPPLY

Resource Center | Contact Us
(931) 400-2710

Equipment | Seeds | Consulting | Packaging

COMMERCIAL SPROUT EQUIPMENT AND SUPPLIES

WE ARE THE LEADER IN SPROUT EQUIPMENT, SPROUTING SEED, AND SPROUT INDUSTRY SUPPLIES

[Learn more about ISS >](#)

About ISS

International Specialty Supply is a "One Stop Shop" for commercial sprout growers of mung bean sprouts, soy bean sprouts, alfalfa sprouts, broccoli sprouts, wheatgrass and other seed sprouts. ISS is the only company that does it all: commercial sprout equipment, sprouting seeds, sprout packaging, and sprout industry consulting.

[LEARN MORE](#)

Featured Seeds and Sprouts

ALFALFA

[VIEW ALL](#)

Mailing List

Sign Up for Our Mailing List to receive the latest updates

Name

Email Address

[SIGN UP](#)

[Sprout Equipment](#) | [Seed Varieties](#) | [Sprout Packaging](#) | [Sprout Industry Consulting](#) | [Resource Center](#) | [Contact](#) | [Site Map](#)

ISPA ACCREDITED BUSINESS

Copyright 2013 International Specialty Supply
820 East 20th Street - Cookeville, TN 38501 USA - 931-400-2710

3: Get Mobile

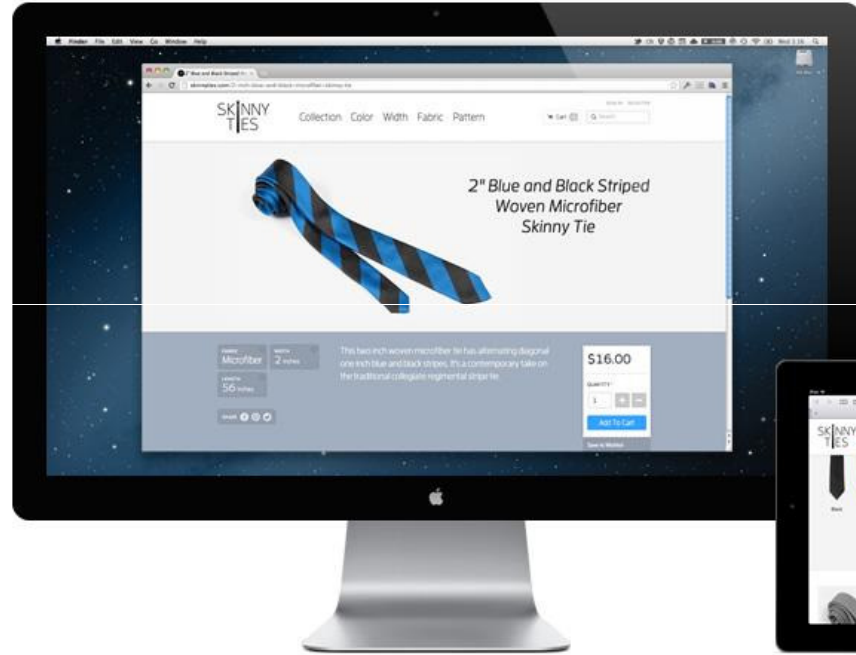
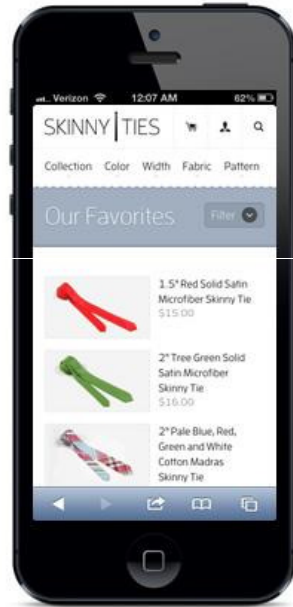
- In 2014, more people will access the internet via their phones vs their desktop computer
- Consumers now expect a seamless experience on mobile

Online Tie Shop


After mobile
redesign:

Total sales
↑ 42%

Mobile sales
↑ 378%



4: Call-To-Action

- A clear call-to-action gets results
 - Tell people what you want them to do next
 - Remove perceived risk
 - Emphasise the benefits
- 



The Smashing Newsletter

Subscribe to our email newsletter for useful tips and valuable resources, sent out every second Tuesday.

Subscribe

108,334

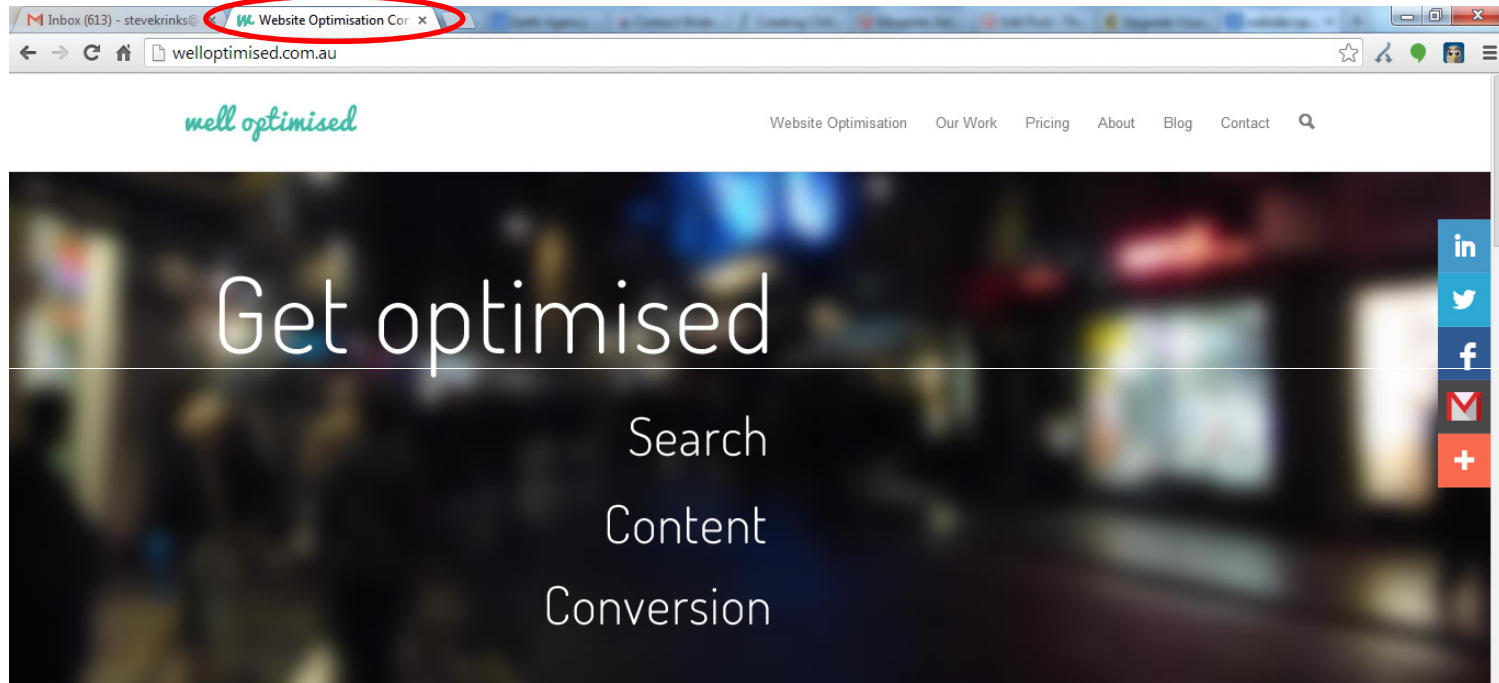
Subscribers

powered by *MailChimp*

5: Meta-what?

- Metadata includes page Titles and Description
- Vital for SEO and to encourage clicks
- Use Google Keyword Planner to learn what terms your customers are searching

Title



Inbox (613) - stevekrinks@ x Website Optimisation Cor x website optimisation - Go x

← → ↻ 🏠 <https://www.google.com.au/search?q=website+optimisation&oq=website+optimisation&aqs=chrome..69i57j>

Google website optimisation 🔍

Web Images Maps News Videos More Search tools

About 14,400,000 results (0.47 seconds)

Search engine optimization - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Search_engine_optimization
Optimizing a **website** may involve editing its content, HTML and associated coding ... researchers concerned with search engine **optimisation** and related topics.

Well Optimised: Website Optimisation Consultants
[welloptimised.com.au/](https://www.welloptimised.com.au/)
by Steve Krinks
Well Optimised is an Australian **website optimisation** consultancy – an experienced team with real-world business experience and a long list of happy clients.
You've visited this page many times. Last visit: 17/02/14

How to Optimize Your Website: 11 Steps - wikiHow
www.wikihow.com/.../Website-Traffic-and-Advertising
How to Optimize Your **Website**. Creating a **website** that appeals to search engines can be challenging, but it's critical if you want your **Website** to generate a ...

SEO Search Engine Optimisation & Search Engine Marketing
www.ewebmarketing.com.au/
E-Web's search engine **optimisation** (SEO) & search engine marketing strategies increase **web** traffic and market reach. Call 1300 785 122!

[PDF] Search Engine Optimization Starter Guide - Google
www.google.com/webmasters/.../search-engine-optimization-starter-guide...
guide won't tell you any secrets that'll automatically rank your **site** first for queries ... you some fresh ideas on how to improve your **website**, and we'd love to hear ...

Ads

Pay For Performance SEO
www.marketingaroundyou.com.au/
(02) 8017 8950
A Custom SEO Strategy Where You Pay For Performance. No Nonsense SEO!

Guaranteed SEO Services
www.seoquote.com.au/SEO
(03) 8613 8400
Page 1 in 90 Days or pay nothing.
Australia's Most Trusted SEO Firm!
📍 100 Clarence St, Sydney NSW

Website Optimisation
www.sigmainfotech.com.au/
Can Your Customers Fine You Online?
Call us Today & Increase Your Sales

SEO Experts from \$10/hr.
www.odesk.com/
Browse 1,000's of SEO Experts.
Find the Best Global Talent Today.

FirstClick Consulting
www.firstclickconsulting.com.au/

Title
Description

Title
Description





Status Photo Place Life Event

Check out this site...

Website Optimisation Consultants | Well Optimised ✕
welloptimised.com.au

Well Optimised is an Australian website optimisation consultancy – an experienced team with real-world business experience and a long list of happy clients.

No Thumbnail

    Friends ▼ **Post**

6: Local Search

- Google shows different results for searches it thinks have a local intent
- Your website should be optimised with this in mind
- Links from important local sites are helpful

Web Images Maps Shopping More Search tools

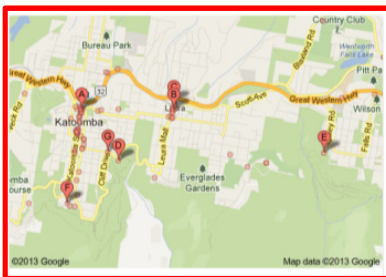
About 660,000 results (0.29 seconds)

Katoomba, Blue Mountains Restaurants. See 51 restaurants with...
www.tripadvisor.com.au > ... > Blue Mountains > Katoomba
 Dining in Katoomba, Blue Mountains: See 1362 TripAdvisor traveller reviews of 51 Katoomba restaurants and search by cuisine, price, location, and more.

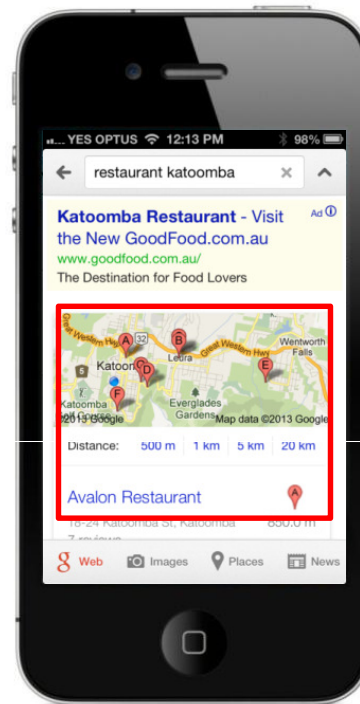
Katoomba Restaurants | Urbanspoon
www.urbanspoon.com > Sydney > Blue Mountains
 Katoomba Restaurants. Reviews from critics, food blogs and fellow diners.

Restaurants, Cafes and Nightlife in Katoomba
www.eatability.com.au/au/blue_mts/katoomba_restaurants-cafes/
 Lillanfels Blue Mountains Resort & Spa, Lillanfels Ave, Katoomba, Blue Mountains, Darleys > Katoomba & Carrington Grand Dining Room, The 25 Restaurants ...
 Restaurants, Cafes, Cakes, Shops and Businesses in Blue...

- | | |
|---|---|
| Avalon
www.avalonkatoomba.com/
7 Google reviews | A 18-24 Katoomba St
Katoomba
(02) 4782 5532 |
| Silk's Brasserie
www.silksleura.com/
Score: 24 / 30 · 15 Google reviews | B 128 Leura Mall
Leura
(02) 4784 2534 |
| The Hillcrest Coachman
www.bluemts.com.au/coachman/
Google+ page | C 117 Leura Mall
Leura
(02) 4784 3265 |
| Solitary Restaurant & Kiosk
solitary.com.au/
Score: 17 / 30 · 19 Google reviews | D 90 Cliff Dr
Katoomba
(02) 4782 1164 |
| The Conservation Hut
www.conservationhut.com.au/
7 Google reviews | E Fletcher St
NSW
(02) 4757 3827 |
| Echoes Boutique Hotel and Restaurant
www.echoeshotel.com.au/
Score: 21 / 30 · 18 Google reviews | F 3 Lillanfels Ave
Katoomba
(02) 4782 1966 |
| Jamison Guesthouse and Rooster Restaur...
www.jamisonhouse.com/
3 Google reviews | G 48 Merriwa St
Katoomba
(02) 4782 1206 |



map for restaurant katoomba



7: Online Advertising

- AdWords can be a short-cut to the top...at a price
- Done right, it can deliver a steady stream of profitable customers
- Track results using Analytics to ensure ROI



blue mountains builder



Web Maps Images News Videos More Search tools

About 1,690,000 results (0.58 seconds)

Builder Blue Mountains

Ad masonconstructionandmaintenance.com.au (02) 4704 8331
Building and Construction Penrith. Approved & Registered Builders.

Michael Edwards Lifestyle Homes: Builder Blue Mountains

michealedwards.com.au

NEW HOMES. We have been designing and building new homes in the Blue Mountains for over 25 years... >> Read More. ADDITIONS. Home additions can ...
[Contact](#) - [New Homes](#) - [Media](#) - [Ridgemoor Range](#)

Michael Edwards

michealedwards.com.au
[Google+ page](#)

Woodford Homes

www.woodfordhomes.com.au
[Google+ page](#)

Craig Gilchrist

www.craiggilchrist.com.au
1 [Google review](#)

Addington Constructions Pty Ltd

www.addingtonconstructions.com.au
1 [Google review](#)

Paal Kit Homes

www.paalkithomes.com.au
1 [Google review](#) - [Google+ page](#)

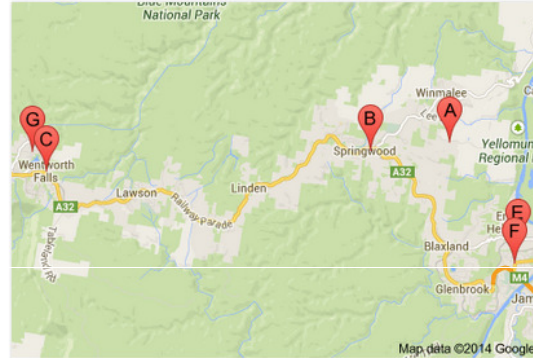
A 193 Singles Ridge Rd
Yellow Rock NSW
(02) 4754 4692

B 127 Macquarie Rd
Springwood NSW
(02) 4751 9577

C Wentworth Falls NSW
(02) 4757 1731


D Wentworth Falls NSW
0423 868 793

E 113/115 Russell St
Emu Plains NSW
1800 024 912



Map for blue mountains builder



8: Get Linked

- Links from relevant, quality sites to your site are important for traffic and rankings
 - E.g. industry directories, professional organisations, your partners & suppliers
 - Create quality content worth sharing
- 

9: Blogging & Email

- A blog is a great platform for publishing regular content
- News, top tips, answer common questions
- Put together a summary each month/quarter and send via email with links back to your site

Spotted for streaming music choices, a retro hi-fi classic, the new Rega RP10 turntable & more... [View the email in your browser](#)





iTunes Radio Hits Australia

Just a couple of years ago us Aussies were left in the dark when it came to streaming music. Now we have at least 17 different services to choose from, including Spotify, Pandora and now iTunes Radio.

We take a look at the new Apple offering, how it compares with some of its competitors, and how you can jump in and listen for yourself.


READ THE BLOG



Rega's new flagship RP10


Analogue audiophiles the world over have been waiting for the arrival of Rega's new flagship turntable, the RP10.

A mere five units are making their way to our shores at first, and we have one coming to our store.



The radiogram is back

Rusik Audio, the British hi-fi makers, have a thing for retro. Their new R7 'High Fidelity Radiogram' harks back to the days of crackly vinyl and crowding round the wireless for the Sunday Night Special, but that's where the similarity ends. This baby rocks!



Limited edition special

Rega's RP8 is our top selling turntable, and the British brand has recently taken this superlative spinner and splashed a Union Jack across the base to leave no doubt as to its origins. The limited edition also comes fitted with Rega's Exact cartridge.



living sound+vision


Home What we do Our brands Specials News Visit our store

For expert advice call 07 3552 7000


iTunes Radio Hits Australia

PUBLISHED: FEBRUARY 27, 2014

Apple launched iTunes Radio in Australia this month, making us the second country to get the service behind the US – a nice change seeing as we've previously been last cab off the rank for streaming music services.



Visit our store or call us for one-on-one expert advice. [Details »](#)



Get exclusive specials, latest news, tips & tricks – join our monthly newsletter [Sign up](#)

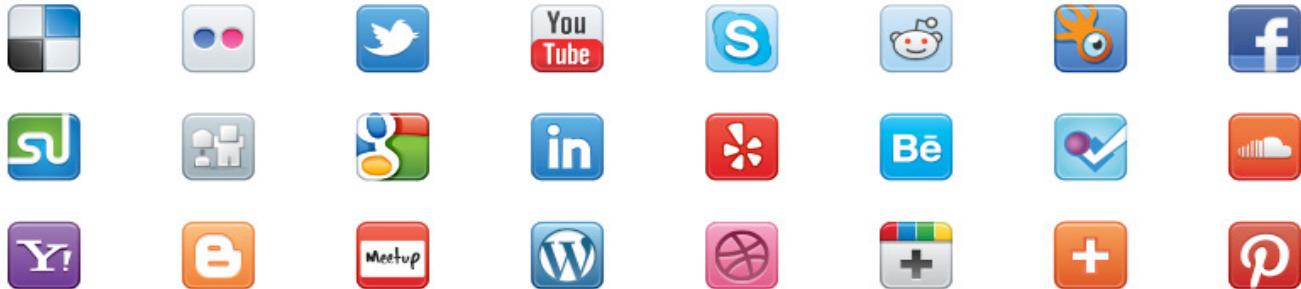
It's Apple's answer to the other streaming services like Pandora, Spotify, Rdio and the rest. It lets you stream free across all your iDevices (with the occasional short ad); with an iTunes Match account you get it ad-free for \$35 a year and the system will personalise your music further based on the songs you upload to iCloud.

There are 27 million tracks available (vs around 1 million on Pandora), and over 100 curated stations to listen to. Like Pandora, it learns what you like as you listen, by remembering what songs you want to hear more of or never want to hear again.

Also like Pandora, you can't just choose any track or album and listen to it. You

10: Get Social

- Social media is not mandatory!
- If your customers are there, go there too
- Choose 1 or 2 platforms and do it well



Thank You

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