

XDC's "Unfair Website Advantage"

Six website strategies that any business can use to increase sales, boost profits and create a delightful competitive advantage.



With the Compliments of
XDC // XClint Design + Creative Ltd
www.xdc.nz

XDC'S UNFAIR WEBSITE ADVANTAGE

SIX WEBSITE STRATEGIES THAT ANY BUSINESS CAN USE TO INCREASE SALES, BOOST PROFITS & CREATE A DELIGHTFUL COMPETITIVE ADVANTAGE

Introduction



Hello!

Here at XDC we've spent many years showing our clients dozens of exciting ways that they can use their brand and website to quickly and easily to improve their business results.

A good website can be used by any business to increase sales, boost profits and create a surprisingly effective competitive advantage.

And that's the purpose of "XDC's Unfair Website Advantage" for *any* business!

In the next few pages you'll learn six proven strategies to make your website a highly profitable marketing tool for your service business.

I recommend you read through this guide and learn what these six strategies are.

Then contact us and I'll personally show you how to get better results from your website as well.

I look forward to talking with you soon.

Kind regards,
Clint Ward

XDC // XClint Design + Creative Ltd



From logo to website, stand out & get more business!

Unlike others, XDC is local, fast & friendly with extensive, helpful experience. Maximise your market reach & profit from smarter, higher quality branding on all your marketing material, that simply attracts more prospects. I know what it's like, that's why I am here to help you get more business.

Get the design & content right, get the results you deserve!
Contact me today for all your website, creative & marketing needs.



Clint 021 1144 014
 www.xdc.nz
 clint@xdc.nz

Unfair Website Advantage Strategy #1



Use Information Magnets on your website to attract new clients

One of the best ways to attract brand new clients for any business is to use what we call "Information Magnets".

When you use Info Magnets here is what you do:

- You provide valuable information to potential new clients for your services.
- And you do this in a way that positions you as being an expert in your field.

There are a number of ways to create and use Info Magnets and my two of the most effective are special reports and tip sheets.

What is a special report?

A special report is simply a fancy name for a short booklet of useful ideas around the services you sell. It's in effect a 'how to' guide that has some valuable information that a potential client would find useful. Special reports are a great way to market, especially if you sell a higher priced or expensive service.



I am writing in reference to the graphic work of Clint Ward – XDC. I have served with Clint on the committee of the Rolleston Rebels Golden Oldies Rugby Team for the last three years, during which time he has designed and provided the team with all its promotional graphics. Ranging from Posters to letterheads and tickets to our fundraising functions as well. During last summer we launched touch rugby in Rolleston to which Clint designed and provided graphics for the team "The love gods" these ended up as screen prints on the team T-shirts. Also (I'm a fellow of many hats) I am in the local Rock Band "ON YOUR SKIN" to which Clint has designed our poster.

So I feel that I am qualified to recommend the work of XDC whatever your application maybe.

The work is of the very highest quality and is generally done in a very inclusive manner.

Clint's ability to take your idea/vision/explanation and turn it into a stunning piece of graphic art is second to none. I have worked with several designers over the last 15 years in the music industry and within the rugby and fundraising community in general and have never worked with any one who possesses the same level of insight and artistic genius that Clint displays.

As well as his magic pen you will find his thoughtful encouraging nature will bring the best possible result from your original idea. He is a pleasure to work with and produces excellent results, you won't be disappointed. For any further reference please feel free in contacting me.

Duncan Sole

President of the Rolleston Rebels Rugby Team





Home relocation example:

A home relocation business wanted new clients.

Their service involved physically moving a home on a number of trucks to a new location.

So the home was taken to pieces, moved carefully and then put back together like a big jigsaw puzzle.

Their home relocation service costs a minimum of \$20,000 to use.

They decided to use a special report to attract new clients.

So the owner wrote a short booklet called "11 secrets to successfully relocating a home".

He took out very inexpensive ads in the local paper offering this special report to people wanting to relocate a home from one location to another.

He also offered it on his website.

Over an eight year period this one special report has produced over eight million dollars of new business.

It also positions his business as being experts in this field because in his special report he puts down all the things you need to do to successfully relocate a home.

How to get permits, common mistakes to avoid, handy tricks of the trade and so on.

In most cases the information in a special report is the sort of information you normally tell every new potential client who is interested in what you sell.

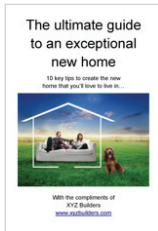
With a special report you just put this information into a handy easy to read written format and offer it to potential customers.



Clint has been a key part to instinctively assemble a perfect representation for our client's profiles. MEGA Services refers our franchise clients to Clint for rebranding, new designs, websites, logos and all their marketing requirements, as we know they will be treated with the highest level of customer service. Clint provides honest and sound marketing advice, and has a remarkable ability to turn concepts into product. Clint helps our clients move forward in the right direction, by creating a modern and creative presentation of their business. We feel at ease sending our clients to Clint as we know they will be well looked after. Thanks for your great work!

*Ray Lindstrom
Managing Director
MEGA Services NZ Limited*





Your website is a great place to offer your special report.

You can provide a special report in both hard copy (printed) and soft copy (digital) format and give it to potential clients in exchange for their name and contact details.

When you offer your special report talk about all the helpful ideas someone will learn by reading it.

Let's say the service you offer is building new homes.

On your website you offer a special report called "The ultimate guide to an exceptional new home".

You have an image of the front cover of your special report, and then some information about what is in the report. You might say something like this...

Get your free copy of our special report "The ultimate guide to an exceptional new home".

Here are just a few of the valuable tips we cover in this guide.

- Why knowing your IER is so helpful when building your new home (page 4)
- Some important advice about budgeting for your new home (page 5)
- What to look for when choosing the ideal section to build on (page 6)
- The keys to designing a home that you'll love to live in (pages 7-90)
- The 8 critical questions you should always ask your new home builder (pages 11-17)
- Why understanding your building contract is vital (page 18)
- How your new home is actually built and the critical keys you need to know about each stage of the construction process (pages 19-21)
- Alternative options for building a new home worth considering (page 23)
- And much more!

"The ultimate guide to an exceptional new home" is written in plain English and is very easy to understand. Contact us today to get your free copy mailed out to you.

Phone us on 1234-5678 or email us on info@xyzbuilders.com

So even though your special report is free you still need to sell people on the benefits of ordering it from you.

Key Point:

Potential buyers for your service often have different time frames.

Some are keen to buy your type of service now, others are thinking of buying in the future.

A good special report can get all these people to take action now and order the special report because it is of value.

So you get a great opportunity to build an audience of interested, qualified prospects to communicate with.

Frequently Asked Questions

What is a Tip Sheet?

A tip sheet is simply a short two page article that has useful 'tips' for someone who is thinking of buying your type of service.

A good way to start is with something as simple as FAQ or Frequently asked questions...

Whatever product or service you sell, there are usually some commonly asked questions that a potential customer will ask you.

You could do something as simple as write up a short 1-2 page tip sheet called something like this:

- The seven most important questions you should ask when choosing a painter to paint your home.
- The four most important questions you should ask when choosing a good dentist.

You then explain why each question is important to ask and how asking them will help a person make a good choice around buying that type of service.

A simple way to write a tip sheet is to use numbers in a catchy headline.

Here's an example of a tip sheet for a personal trainer.

The tip sheet he wrote was called "Seven Secrets to a Great Looking Body".

In this tip sheet the personal trainer covered seven simple tips like these...

Tip One: Exercise your body properly

Tip Two: Use the right supplements

Tip Three: Train regularly but not too long

Tip Seven: Use a Personal trainer to keep motivated and on track.



What an amazing process it was working with Clint. He took the time to really understand who I was and what my business was all about before he began the process of creating my much desired logo. I'd like to say I was an easy client but I can't. What was fabulous was that Clint never gave up on the challenge and finally we had a logo that both were really proud of. The logo that spoke for my business when I couldn't. A logo that didn't require words. Thanks Clint for creating magic and becoming a dear and trusted business associate that I gladly call friend.

Clare Best
Branching Out NZ Ltd





The Trick

All he did was write a paragraph or two on each tip.

When writing his tips he also gave one or two specific suggestions, along with reasons and the occasional example.

Under Tip Three he wrote down something like this...

Tip 3: Train regularly but not too long.

When you train your body you can get great results by working out for about 20 minutes three times a week. This is done by using the right weight training routine.

This should be tailored to suit your own body type and your own goals.

Weight training has been shown in numerous medical studies to be very effective to help you create the body you want in a remarkably short time.

When your workout at the gym only takes 20 minutes to do, it motivates you to train regularly.

It also gives you a lot of free time to do other things.

One client told me that because his workouts were short (yet still produced great results) he was happy to come in and workout at least three times a week.

He told me that his previous gym had suggested he work out for at least an hour and a half at a time and he found that too hard to fit into his schedule. So he stopped going.

He also included in the tip sheet some great testimonials from some of his existing clients.

At the end of tip sheet, he made an offer of a free personal consultation for people who were interested in using his services.

"For a free personal consultation at no obligation phone 123-4567"

When you provide helpful information like this you position your business as being an expert in your field. It also makes it very easy for someone else to recommend your business to someone they know.

On your website offer special reports and tips sheets that provide helpful information and ideas to potential clients.

By doing this you make your website a useful resource for potential clients and this gives them a good reason to contact you.

“

A bad website is like a grumpy salesperson.

Jacob Neilson

”

Unfair Website Advantage Strategy #2



Use positive testimonials on your website as this is one of the most effective things you can do to increase sales quickly.

One of the best ways to quickly increase your sales and profits is to get your best customers and clients to do your selling for you.

It's ten times more effective to have your best customers and clients saying positive things about your products and services compared to anything you can say yourself.

Here's the simple rule to remember:

If you say something positive about your business people will tend to doubt you because you are trying to get them to spend money with you.

If a delighted customer says something positive about your business this is 10 times more persuasive because the customer is not trying to sell you anything.

(They are just sharing their positive experiences using your business.)

So take a look at all your marketing messages...

On your website, in your proposals, in your brochures and so on.

Ask yourself a simple question:

Who is saying positive things in these marketing messages?

Is it 'your business' saying positive things about what you sell?

Or is it 'happy customers' saying positive things about what you sell?

In most cases you will see that it is 'your business' doing most of the selling.

My recommendation is that you collect and use some positive testimonials from your delighted clients and then use these in a lot of your marketing messages.

This is instantly more persuasive and can work incredibly well.



Clint is a true professional with attention to detail.

My husband John and I have been blown away with his credibility, loyalty and dedication to us - (he gives the impression we are the only one he is working with!). He responds to our needs promptly and works very hard until he reaches perfection. (his high standard)

I am a personal stylist and my husband is a builder, we have very high expectations that Clint has gone beyond. We thank you very much for all your genuine hard work Clint, we would recommend you to anyone that would benefit from your services!

Thank you to Clint's wife Alison who allows him to be this dedicated!

We haven't finished yet.... we will be return customers without a doubt!

Becks and John Mason

Style4u & John Mason Builders.





Here's a good example of a positive client testimonial...

I recommend you collect amazing testimonials from your best customers and use these positive testimonials on both your website and in all your other marketing.

If you would like a simple marketing system to collect dozens of amazing testimonials then check out the short ten minute video by marketing advisor Graham McGregor at this link. <http://www.screencast.com/t/mGWQeGD6D>

This video covers a great system to collect dozens of great testimonials very quickly.

Testimonials on your website should cover specific benefits your clients have gained by using your products or services.

Testimonials can also answer common objections that your customers may bring up.

Just have a section on your website headed up with the word "Testimonials" or perhaps a heading like this Why our customers love to use XYZ Business...

Testimonials should also be included in any special report or tip sheet you offer.

“

I can honestly say that you exceeded my expectations from day one, and I personally feel that what you have created for me, fits in with what I want and the values of Proxemics. Regardless of whether I get a testimonial or not, I will be referring you onto others if I am ever asked about websites, logo design, graphic design, corporate image etc, and I can honestly tell you that on the strength of what you have presented, and the fact that I am not even in the market as yet, that I am in the process of finalising a joint venture with Alcatel, and might have two clients before the end of Feb next year, mostly because of the product, its positioning and the distinctiveness of Proxemics, which you helped to create. Throughout the creative process I feel that you took pride in what you were doing, and made it as personal to you as it is to me... I know that I will be more than happy to work with you again, and rest assured you will have something from me in the next 4 – 8 weeks about doing the site for me. And on a side note, if I end up being your way for a client or another reason, I would have great pleasure in being able to shake your hand and express my gratitude in person with a beer or two.

Thank you for everything, I loved the creative journey that you took me on, and I look forward to the next one with the site :)

Tristan

Proxemics, Australia.

”

Unfair Website Advantage Strategy #3



Use your website to stay in touch with your clients and contacts

One of the most useful ways to market for any business is to use an email newsletter or what we call an 'e-zine'.

The most effective email newsletters come out on a regular basis and have lots of useful and practical ideas that your customers will find valuable to read.

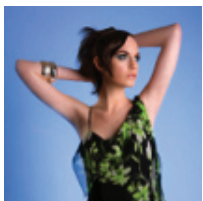
Having a helpful email newsletter gives you a perfect excuse to collect the email addresses of both clients and potential clients.

And it gives you a simple way to stay in touch with them on a regular basis.

Remember this key point:

If you provide helpful information in your email newsletter that 'adds value' to your customers and clients they will enjoy and look forward to hearing from you.

The simplest way to do this is to give them useful tips that are ideally related in some way to the products or services you sell.



So if you sell ladies clothing you might want to send out some useful tips on how create a 'movie star wardrobe' without having to spend a fortune.

If you sell legal services, provide a legal tip of the month.

If you are an electrician give a useful tip each month related to things like choosing the right lighting for different rooms, how to save on power, popular new electrical fittings and why people are choosing them.

Then send this short email newsletter out at least once a month to the people who have given you permission to send them information by email.

(Make sure you always have a simple way for any person that doesn't want to receive your email newsletter to unsubscribe at any time.)

One of the smartest things to have on your website is a space for potential clients to sign up for a free e-zine that has lots of useful information and tips that they will find helpful to read.

By doing this you quickly identify potential clients that you can now start a positive relationship with.

One of the best reasons for doing this is that it makes it then very easy to give your e-zine readers opportunities to spend money with you on a regular basis.

And that's what we are going to cover now...

Unfair Website Advantage Strategy #4



Use your website to give your clients opportunities to spend money with you

First of all you obviously need to collect the names and email addresses from all your clients.

This is easy to do if you give clients a small incentive to give you this information.

You might offer them to put all clients on your email list into a free monthly or weekly draw for a nice prize. Perhaps a \$50 gift certificate or some other attractive prize.

Or you might offer them an interesting and helpful added value email newsletter that you could send to them once a month.

Now email attractive offers to your existing clients on a regular basis:

1: Create an attractive offer for your existing clients and offer it to them in an interesting email.

An attractive offer that works far better than a discount is an offer where someone buys something for the normal price of \$X and gets other things worth \$Y completely free.)



Here's an example for a pet shop

Subject Line: Thank You

John I've been thinking for a few days how I can say thank you to our many loyal clients like you so here's what I've done. I'd like to give you a free dog grooming session worth \$45.

Just spend \$100 on XYZ dog food in the next 5 days and I will give you completely free a dog grooming session worth \$45 to ABC dog groomers.

I only have 25 of these dog grooming sessions to give away so it is a case of first in first served. Thanks again for being a client."

And here you give very clear directions on how they can take advantage of this special offer.

2: Make sure your special offer is limited in some way.

In this example there are only 25 free dog grooming sessions available and they only apply to sales made in the next five days of XYZ dog food worth \$100.

This is an attractive offer to your clients because they are going to be spending \$100 or more on XYZ dog food over the next few months or so anyway.

So why not spend this money right now and get a free dog grooming session worth \$45?

It's attractive to the dog groomer because the pet store owner has probably said to them something like this...

"Give me 25 dog grooming certificates worth \$45 and I will give you \$10 for each one with full payment right now. You will then have \$250 cash and the opportunity to get 25 new people trying out your dog grooming services. If you can convert say 5 into regular clients that could be several thousand dollars of new profits every year."

The pet shop has sold \$2,500 of dog food at the normal price and has probably made a net profit around \$500 to \$750. Just from emailing an attractive offer to their existing clients.

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Create an attractive offer for your clients and then email this offer to them.

Put a short time frame on this offer. And repeat on a regular basis with a new offer.

A certain number of these people will take advantage of attractive offers like this and they will give you some of their money.



Some good news:

One of the exciting things about websites today is that it's very easy to set up simple and affordable software programmes that will allow you to automate a lot of the work involved in collecting email addresses and then sending regular emails to all your clients with attractive offers to spend more money with your business. This can free up a lot of your time and is well worthwhile doing.

So email your clients and customers attractive offers to spend more money with your business.

You'll be amazed at how well this works to increase your profits with surprisingly little effort.

At XDC we can help you set up eNewsletters and databases.

If you want to maintain this activity I can show you how to do this for yourself for free.

**"Email marketing isn't dead. It isn't even sick.
It's still the best marketing channel in the universe."**

– Speaker (2013) Chris Marriott

**"Relevance got me a 76% open rate on 1.2
million emails, THREE TIMES PER DAY."**

– Speaker (2013) Peter Shankman

**"No resources for segmenting?
Send triggered emails!"**

– Speaker (2013) Ken Magill

Unfair Website Advantage Strategy #5



Use your website to reduce risk

Every single customer had had a bad experience at some point in their life with spending money on a product or service.

They might have bought something and it didn't work as well as they expected.

Or perhaps they bought something and found they could have got something just as good a lot cheaper from someone else.

Or maybe they bought something and were then criticised by someone for their purchase.

They might have been told they'd made a stupid or dumb mistake.

So this means that we are all a little bit cautious about spending money on products and services because we might make a mistake and then feel bad.

In other words there is a certain amount of risk involved in buying any product or service.

One of our responsibilities in all selling is to reduce the risk (in our customer's minds) of buying our products or services.

Because the lower the risk (in the mind of your customer) the greater the chances that they will buy what you have.

The number one rule with risk is this:



Everything Counts

In other words, everything you do or say when interacting with a customer has an impact on how risky they think it is to buy your service and do business with you.

And the impact is either positive or negative in the mind of your customer.

So everything you say or do is causing your customer to think it's either more risky or less risky to do business with you.

Example:

Imagine you contact two businesses from their websites and email them asking each one to contact you about their services.

One business contacts you back within one hour and the other business contacts you three days later.

The business that contacts you in three days could a lot better as the one who contacted you in one hour. But because they took three days to make contact you assume they are slow, sloppy and not that good at what they do.

In other words you think it is more risky to do business with them, simply because they didn't return your enquiry promptly.

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One of the smartest things you can set up on your website is set up the ability to respond quickly to any person who has a question or wants further information on what you do.

You could give them the ability to download your special report in a few seconds once they've given you some contact details.

If they email you, set up a system so that this email is answered or responded to within a few minutes.

Even if all you do is say 'thank you for your email.

We will personally read and reply to this on the next business day.

In the meantime you might want to read our free booklet on how to choose the perfect XYZ service. Just click here."

In today's business world a customer that gets a quick response is far more likely to do business with you compared to a customer who doesn't.

Another great way to reduce risk (that we talked about earlier) is to have positive testimonials from many of your clients on your website.

Finally make sure your website works well. If something on your website doesn't work then potential clients think you are sloppy at what you do.

Everything you can do to reduce risk increases the opportunity for a person to use your services.



“

The way to get started is to quit talking and begin doing.

Walt Disney

”

Unfair Website Advantage Strategy #6

Use your website to position your business as the ideal choice for customers and clients to spend money with.

There are 10 excellent ways to do this to follow as technical information.

This could be as simple as using what we call Search Engine Optimisation (SEO) on your website. The better you do this the more likely your website is to come up when a potential customers searches on the internet for your type of business or service.

The more potential customers that see your website, the more likely some of these people are to contact you.

An important rule with any website is this one...

“You never get a second chance to make a great first impression.”

This means your website should look

- professional looking with a great logo and brand
- be fast, simple and easy for someone to use
- be informative
- be mobile-friendly to gain rankings

A good way to do this is to get professional advice from someone like XDC.

Unlike others, XDC can show you what works well and also help you to avoid the common mistakes that many other businesses make.

Technical Information

Here is a quick summary of technical website stuff you should be aware of...

These are the top 10 things you must know about before planning a new website

Whether you are a start-up business, small business, larger enterprise, or anything in between, this is how to create the perfect new website for your business...

Plus you can liberate your advertising budget with the world's number one website platform, WordPress. This is a user-friendly platform that is easy to learn and easy to customise. This very affordable option is a great choice for any business that is looking to get started with a new website. In addition, its platform has multiple in-built features to keep it SEO friendly, which will help you rank highly in search engines. There is a reason that WordPress is responsible for around 20% of all websites, with everything from simple blogs to eCommerce. With robust, customisable themes to start from and dynamic plugins, it's the best choice for companies who want a website as unique as their business. All you need is a great developer and designer to put it all together for you, but this is what you should know...

1 // Themes

The theme of your website is its skeleton. It decides on the overall appearance and layout of your site and is an incredibly important part of making your business stand out. This is one of the major reasons why it's important to find a web designer who can build a custom WordPress website or theme for you.

2 // Dynamic Plugins

WordPress has more than 32,000 free plugins that you can use to make your site easier to manage, with more coming out every day. You can use plugins to help you enhance your website's functionality, with things like SEO optimisers, slideshows, galleries, web forms and security enhancements. Plugins are easy to install and easy to use, making website maintenance a snap. You want to take charge of your website, right?

3 // Affordability

The main costs will come in if you want to buy specific themes and for when you pay for hosting and other additional services like e-commerce. Even with these added services, it's possible to set up a great website for a very low price. With a good developer, a WordPress website can possess all the capabilities of an enterprise level platform at a fraction of the cost.

4 // What should I expect to pay for a website?

Website prices can range a lot, you can get a website for as little as almost nothing and just pay for hosting, or the price can go all the way through to \$25K and beyond. One of the interesting things about the web design industry is that you can get quoted a considerably different amount for the same job depending on the company that is quoting you. As is the case when looking to purchase anything there can be a temptation to go with the cheapest option. It is important you understand what you are purchasing always has limitations. Another important thing to consider with these products is that they are often out of the box solutions and you won't get the consultation and customisation that can be all so important, that the website is best serving your business interests. These cheaper options can still work for some people, but not for all.

To some degree the saying "you get what you pay for" holds true in the web design industry. The best way to look at a website is that it is a long term project and an investment in your business. If you are prepared to pay a little extra and concentrate harder on your design and marketing, your website can be an asset and money making tool for years to come.

5 // Why is being mobile-responsive so important?

Most people have a smart phone or tablet now, right? Well in my opinion, that's where your website has to be, delivering your content beyond the desktop. This is the new standard and your website should

be compatible, plus retain your rankings. Ever pinched and zoomed in on a conventional website on your smartphone and thought how frustrating that it's hard to read? Avoid that bad user experience with your website and have happy customers. Discover how to deliver web content to mobile devices that simply sells your wears and you get found faster. Being mobile friendly makes your site easy to navigate, look great and guides prospects to you quicker.

6 // Boost lead generation and conversions Being mobile friendly not only increases your reach, sales and presence online, you can benefit from the experts on key trends and best practices, by not reinventing the wheel. A mobile-friendly delivery of your marketing and e-commerce, advertising and social media, SEO and brand, to all the right places, can get you found faster, optimises your website for maximum conversions, increase traffic to your website, boosts engaged viewers and grows your audience, which in turn earns quality leads. Plus with better SEO, you can enjoy a higher return on your online marketing and communications investment. If you need a beautiful new website and the tools to help your sales grow, I recommend that you get your site made mobile-friendly from the get-go.

7 // What does your online success look like?

Do you want to build a performance orientated website, drive targeted visitors to your website, automate, report and refine your website? It's different for every business. Sit down and think about how your website is going to be used and tailor a customised approach to your business. That saves you time and money up front by getting your needs catered for. As web professionals, we help you do all that tricky stuff. An easy implementation and customisable option, priced accurately, based on your needs, that's scalable too, priceless!

8 // Want to say goodbye to the high cost of website maintenance?

Our customers love it as they can manage their very own website from anywhere. This lowers the cost of website ownership and you have the power to tweak without the repeated cost of a design agency. The Advanced CMS that we recommend to clients is an easy to use online website builder. You can customise your designs, tweak your marketing messages and focus on your work, not your paperwork. This makes using your website a fun tool to attract more customers. Take the pain out of finding new customers. Create a winning website by sharing it in social networks and online directories and sit back and relax while more leads come in. You don't want a highly priced hosting bill each month? What is it all for I hear you say? Well, unlike others, we offer low price hosting packages that are, fast, flexible and secure. We even frequently maintain your website, to ensure it stays secure and protected.

9 // Do you know about the laws of attraction?

How you look online generates interest faster, drives traffic and converts traffic into sales quicker. Proven techniques include better graphic design and branding, social media engagement, clever "Calls To Action" and fancy buttons. Unlike others, experience a seamless collaboration between website development, design and marketing and build a better more responsive audience. At XDC, we innovate for you, plus you can up-scale at any time. Add a secure shopping cart or e-Commerce at a later date, that's fine! Your website can turn into a results-orientated website solution for your business and turn your browsers into buyers faster.

10 // Plan. Design. Develop. Deliver. Succeed.

We design and develop it, you rock it! Experience the future of website design today.

We love the web, shouldn't your customers love your website too?!

We believe a responsive new website is a new way to experience growth and we are here to support you. What would you do with more business? Call XDC now on 021 1144014.

Summary

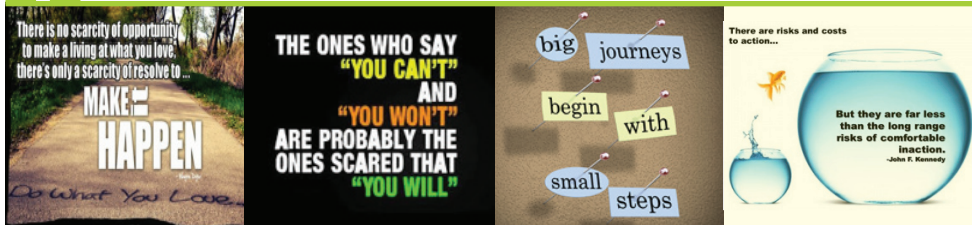
Here is a quick summary of the six key ideas we covered in this guide

- Use **Information Magnets** on your website to attract new clients
- Use **positive testimonials** on your website
- Use your website to **stay in touch** with your clients and contacts
- Use your website to **give your clients opportunities** to spend money with you
- Use your website to **reduce risk**
- Use your website to **position your business** as the ideal choice for customers and clients to spend money with

And let me finish up with some of my favourite quotes on business success...



“



”

What do you do now?

Here's a helpful action step you can take right now

We've covered a lot of helpful ideas in the last few pages on how to use your website to quickly improve your results. If your goal is to use your website to increase sales, boost profits and get a delightful competitive advantage than the key thing you need to do is take action.

Book a free website consultation Clint Ward the owner of XDC.

There is no charge or obligation for this website consultation and it's a simple way to get some useful ideas at no charge.

Clint will personally talk with you and help you to identify some simple things you could do to get better results with your current website.

Or if you are planning to have a website put together you'll get some great tips on how to do this.

To book a free no obligation consultation, just contact Clint on clint@xdc.nz and type in your contact details with a brief message of what you may need help with.

What would you do with more business?

How would it feel to own and control your very own awesome website?

Contact Clint right now.



Profit from more business through creative branding, logo design, print, signage, website and internet marketing. Presenting the right image with the right message targeting the right customers.

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Websites // Low cost website builds with a very low cost annual email and hosting fee. You can drive it, it's easy.

Web Design // Make your website more noticeable with great meaningful design and convert more visitors to sales!

Website SEO // All the right key words and phrases so you can keep your brand message out there and make sure you get found faster.

Web Hosting // Keep your website in one place that's accessible and secure and a very competitive price!

User Experience (UX) // Make your website easier to navigate and put the call's to action in all the right places so customers buy from you quicker.

Mobile Responsive // Get the new standard in web communications for your website for mobile devices so you don't fall off the rankings.

Digital Marketing // Market your new website better, faster and stronger through us.

Contact your local one-stop-shop for all your next digital branding, advertising or marketing needs today.

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