



Did you know that 95% of all websites fail? On that fact alone it should make you very cautious about who you choose to engage as a website Provider.

So why do so many websites fail?

1) Websites fail because they do not draw the visitor in.

- You have exactly 7 seconds to make a good impression before someone decides to click away. It is not enough to just rank high on the search engines.
- Statistics show that a searcher will shop 2-5 websites before making a decision to do business with you. This means your website needs to have a professional look and feel.
- If someone walks into your office and they see it messy or your employees are dressed sloppy, they most likely will turn around and walk right out. You need to look at your website in the same way. It needs to make a great first impression!

At Santa Fe Web Design Advisory Services we have a 95% client retention rate and our clients report a tremendous amount of success on a monthly basis from our websites.

2) Typically websites fail because of lack of content.

- Lack of content is one of the biggest reasons why websites fail on the Internet.
- In order to rank well in the major search engines (especially Google) the content on your website needs to add value to the web community, and be fresh, new, and engaging.
- Most website owners never change their content. Fresh content that is optimized for certain keyword gets you noticed in the search engines.
- Properly optimized or SEO friendly content is a key factor to helping you rank well on the major search engines.



All content on Santa Fe Web Design Advisory Services websites has been written by experts in the hospitality industry. It is written in a manner that allows it to be SEO friendly. You can use this content to further optimize additional keywords.

3) Your content has to be optimized properly for Search engines.

Search engines will analyze your site to see if it offers answers to particular searches that are made through their services. If it does, then for that set of keywords, your site will have the best opportunity to compete for ranking. Our websites provide lots of pages of content specific to your industry. Your customers can choose to receive monthly newsletters that are archived on your website and available to any visitor. The newsletter content is set up to rotate and appears as fresh new content to search engines.

All Santa Fe Web Design Advisory Services websites meet W3C compliance. The W3C is a consortium of Business owners who set the standards for the World Wide Web. Members include Google, Apple, Yahoo, etc.

4) Website owners don't spend enough time researching keywords.

Keywords are an important part of how a Search Engine finds your website. Choosing the right keywords doesn't mean coming up with a list in your head. It means spending some time analyzing what people are actually searching for when using the Internet. The beauty of our solution is we optimize you for the best possible keywords to be found in local searches. If you want to go for even more keywords we have advanced web marketing packages available.

Santa Fe Web Design Advisory Services has done all the research for you and we fully optimize you for the best keywords that allow you to be found in local search results. We offer advanced web marketing packages that can even further develop your site to be found for additional keywords such as an area of specialty your business offers.

5) Website owners choose the wrong Domain Name.

There is a general lack of planning before signing up for a domain. There are so many people that sign up for a domain by selecting domain names like, "businessname.com" People on the web are not searching for things like your business name they are searching for "services offered in San Diego." Your domain name should answer a question that is being asked and describe your offering. It should describe action, not identity. We work with you to advise you on the best possible Domain Name. This may include purchasing additional one



off or phrased domain names that all forward to your website.

6) Website owners do not tracking their visitors.

Did you know that approximately 95-98% of your visitors will NOT contact you for service on the first visit. What happens to the 95 to 98% of visitors whose contact info you never collected? If you're looking to market your business online, you MUST be collecting names and emails. This allows you to market directly to those who visit your site. You can offer them a monthly newsletter, a coupon special, invitation to an open house, etc.

Santa Fe Web Design Advisory Services websites are designed to capture visitor information.

7) The Website is not believable.

People never believe anything at 1st Sight –

- It's hard to believe what's true and what's not especially on the internet. You need to create some believability. What you have to offer is important and it should tie into the needs, wants, and desires of the person visiting your site.
- Testimonials and a professional bio are two musts to build credibility. These areas are built into every Santa Fe Web Design Advisory Services website.
- A "Youtube" widget where you have the opportunity to provide a real sense of your events and or operations including your facility.

8) The Website does not make it easy to do business.

Your website needs to have several ways to reach you. Provide the ability to gain access to your business-through phone or email. Also provide clear driving directions (Google Maps service)!

Santa Fe Web Design Advisory Services websites **all** include Google Maps, as **well** as several ways to set up contact us areas!

9) Website owners do not invest in their online marketing

To compete with other similar businesses in your local area you need to continually refine your website and brand your website throughout the internet.



Consider:

- optimized press releases,
- online directories,
- blog posts,
- Facebook, Twitter, etc.

It is not enough today just to have an online business card. To compete and maintain rankings you need to utilize many online strategies that work in concert to maintain high positions on search engines.

Call me today or Visit our website at www.santafeadvisoryservices.com

A handwritten signature in black ink, appearing to be the name "Michael Fanghella", written in a cursive style.

Michael Fanghella

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