



# How To Make Money With Your Website

Want to make money with your website, but don't know how?

There may be a few or a lot of things you have questions about. **No worries.** Most of our clients have been there - you're not alone.

We've created this handy guide to help you gain a basic understanding of why websites need to generate revenue for your business. There are also some suggested action items that can help you tweak your website to help you improve the results of your efforts.

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# Ground Rules

While some people may believe that the purpose of a business is to make great products or provide great services, we firmly believe that **the main purpose of a business is to make money.**



While making great products and providing great services are important to businesses, if you are not making money, at the end of the day, your business probably will not last very long.

## What does this have to do with my website?

If the primary goal of your business is to make money, then this can be used as a measuring stick for every aspect of your business. This includes your website.



## Is it bad that my website is not making money for my business?

If your website is not making money for your business, it is not performing the way it should be. There are many possible reasons for why a website is not working, and we will discuss how to pinpoint these problems and make changes to solve them.

## Does this mean that I need to sell my products and services on my website, using ecommerce?

Not at all. This process is going to focus on generating qualified leads through your website so you'll be able to follow up with them with a phone call, email, or in person to close.

## How does my website make me money then?

If your website is setup well, you'll be receiving submissions to the contact and download forms on your website. You can use this information to book appointments, subscribe them to your blog, send them texts about your business, or add people to [your email newsletter](#) lists based on the information the prospect gave in their submission.

We'll discuss qualifying these prospects in greater detail later on.

# Outbound & Inbound

Before we get into the details, it is important to understand the underlying concept that we base our approach to websites upon: **inbound marketing**.

To give you a good idea of what inbound marketing is, we'll have to explain **outbound marketing** first.

## Outbound Marketing

This is the traditional school of marketing thought. Outbound marketing is one-way communication that focuses on sending messages to groups of people.

**Some examples of outbound marketing are:**

- TV Commercials
- Radio Ads
- Print Ads
- Phonebook Ads
- Billboard Ads
- Intrigue TV Commercials



Outbound marketing can help your message reach many people who may not have heard of you. Outbound marketing is interruption-based: commercial breaks in radio and television programs, banner ads on websites, back page ads on print publications.

Outbound marketing can be very expensive, and is hard for small businesses to afford. Unless you're using [Intrigue TVs](#)...

## Inbound Marketing

Based on [Seth Godin's concept of permission marketing](#), inbound marketing seeks to connect your business with people who are already looking for it and interested in the way you do your business. In a nutshell, instead of trying to convert the masses, inbound marketing focuses on finding those who are already “converted”.

While outbound marketing works through interruption, inbound marketing works through permission.

The business offers potential prospects something, usually at the cost of the prospect's contact information. Permission must be granted before any messages are sent from the business to the prospect.

### Prospects will only grant permission if they feel that:

- the business will fulfill their end of the offer
- the cost of the offer equals the value of what the prospect is getting out of it

### Huh?

Here's an example of how this plays out:

I'm browsing a great cooking website when I notice that they have an email newsletter sign-up form on one of their pages. The text above the form promises that a new recipe will be emailed to my inbox on a weekly basis. I've cooked recipes from this website before, and I was happy with them, so fill out the form and submit it.

### Some examples of inbound marketing mediums are:

- [Email newsletters](#)
- [Social media profiles](#)
- PDF/eBook/Article/Whitepaper/Video downloads
- [Blog feeds](#)

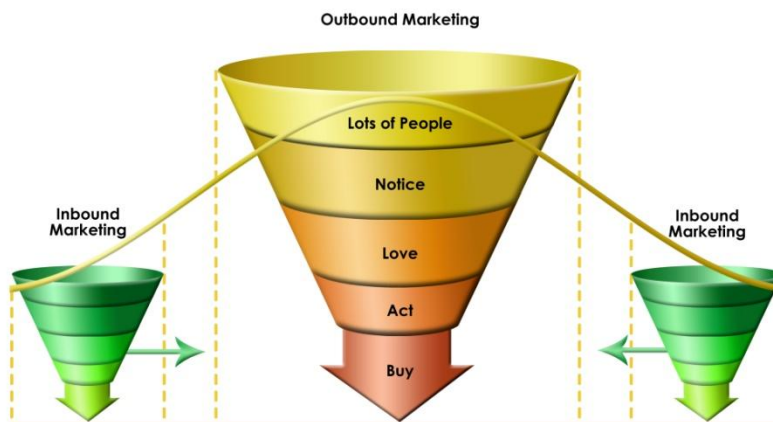


Inbound marketing targets a smaller audience, that contains a higher percentage of people that are interested in your product or service. Many mediums that can be used for inbound marketing are available for little to no cost, which lends well to small businesses on shoestring budgets.

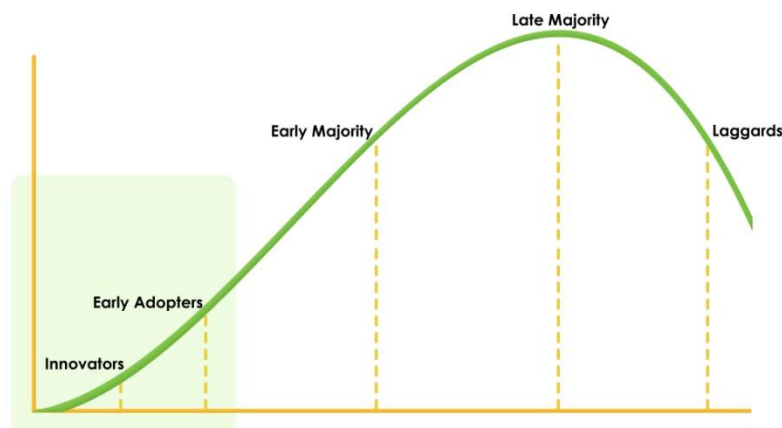
Inbound marketing focuses on people who are already interested in your offering.



## Outbound vs. Inbound Marketing



## Technology Adoption Life Cycle



# Outbound/Inbound Marketing Hybrids

The best marketing initiatives combine outbound and inbound marketing efforts. This helps your message reach people that haven't heard your message, who may already be interested in it.

## Examples

Toyota ran a series of television ads that directed viewers to their Facebook page.

Toyota tied the outbound mechanism of television to the inbound mechanism of Facebook. People who saw the ad and were interested in interacting with Toyota or receiving more messages from Toyota had the opportunity to do so on Facebook.



At Intrigue, we use [SMS with some of our video ads](#). The mechanism of a video ad places a message in front of people who haven't heard your message, and these ads typically showcase a "text in to win" contest.

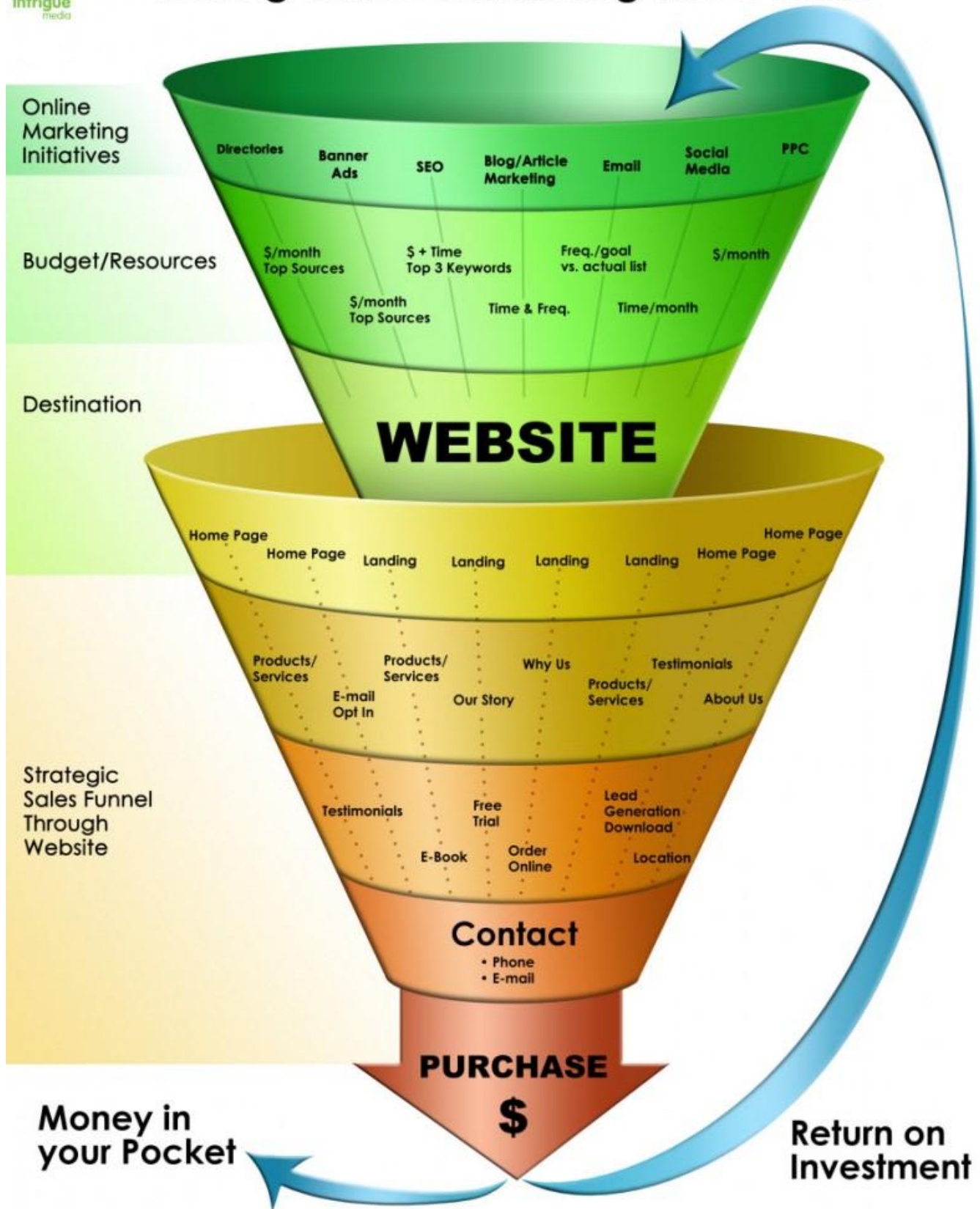
This gives interested viewers a way to give the company permission to send them more marketing messages.

# The Online Marketing Funnel

Sometimes, it is just easier to see it. Here is how online marketing works.



## Turning Online Marketing Into Dollars



# How People Buy Online

As the funnel illustrates, there are many ways for people to get to your website. Just because someone has made it to your website does not mean that they are ready to buy from you yet.

Once someone arrives on your website, they're most likely looking for specific information. This information will give the prospect a definitive answer as to whether or not your business can provide what they are looking for.

## Homepage

If someone lands on the homepage of your website, **they are probably likely to find a little information about a lot of different things**, if not all of the areas of your website. If they do not find what they are looking for immediately, they may leave your website. This is where the landing page comes into play.

## Landing Pages

A landing page contains a lot of information about a specific product or service you offer. These pages are optimized for certain terms to help people searching for that information find the page.

Landing pages usually contain only three or four links to click, with the idea that you are presenting people the options for the next step, should they choose to remain on your website. These are also known as **call-to-actions**.



# Call-To-Actions

Typically, call-to-actions fall into two categories:

- Learn more
- Contact us

GET CURRENT RATES  
VIA EMAIL

GET STARTED  
TODAY

## Learn More Links

The funnel illustrates many different options for learning more, so if people are not ready to buy from you right away, you can give them the option to get more information from you at their desired pace.

Learn more links can lead to other pages with more information on your website, or pages where the prospect can trade their information to download articles or videos that you have made. This also includes email newsletter sign-up forms.

## Contact Us Links

Contact us links usually lead to a page with a contact form, email address, or phone number. These actions present an opportunity to the prospect to move to the bottom of your website's funnel.

Once someone has contacted you, you can setup a sales meeting with them.

# Making It Work

No matter how much time and thought you put into building your website, it will never perform perfectly.

Changes will have to be made to certain parts of your website to make it perform better. These changes could be made to:

- Layout
- User interface
- Content
- Design
- Amount of information
- Tone and quality of copy
- Images
- Functionality

**So how do I know what to change?**



# Thank Google

Google has a free tool called Google Analytics, commonly referred to as Analytics.

Google Analytics supplies you with data about how people interact with your website.

## Google Analytics provides the following data:

- Where people are coming to your website from
- Where people are landing on your website
- How long people are staying on different pages of your website
- Where people go after they arrive at your website
- Where people are clicking
- Which content people are seeing on your website
- What people might not be seeing on your website
- Where people leave your website
- Which browsers people are using when on your website
- Which devices people are using when on your website
- Which locations people are accessing your website from
- What people are typing into Google that is bringing them to your website
- And more!

**It's a ton of data.** And it can be overwhelming at first.

Once you have familiarized yourself with the data, however, it becomes easier and easier to determine which changes you need to make to optimize your website for your users.

Once you've made some changes, hopefully it'll result in more forms being filled out on your website.



# People are filling out my forms. Now what?

## Good work!

It is important that you monitor how many form submissions you get from the various lead generating forms on your website. This will help you calculate your **conversion rate**.

Your conversion rate is the ratio of how many people arrive at an area in your online marketing funnel and continue down the funnel to the next step (or become customers).

For example, if 100 people went to a page on your website and 10 of them filled out the form on that page, your conversion rate of that page is 10%.

**You can use this data as a gauge** for what is (and is not) working on your website.

## Lead Quality

Conversion rates can clue you into the quality of your leads. This refers to how qualified the people converting on your website are to become clients.

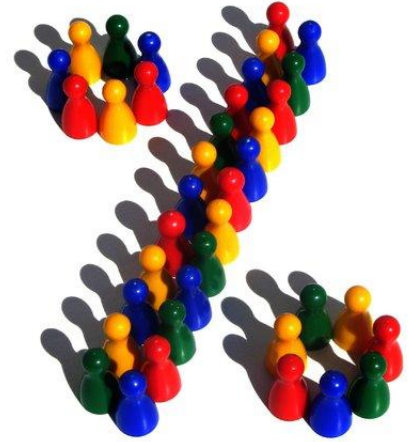
If 10% of people are filling out the form on your website, and all of those people are becoming clients, your leads are very high quality.

However, if none of the people filling out the form on your website are becoming clients, your leads are very poor quality.

The more questions and fields a form has, the more you can qualify the person filling out the form. However, the more fields a form has, the less likely someone is to fill it out.

## Balance

After you've monitored your conversion rates with forms and made some changes (and repeated this process), you'll find what a good balance between too many unqualified leads and too many questions on a form is, and you'll be good to go. At this point, you'll want to increase the scale of your efforts by driving more traffic to your website.



# Action items to get your website rocking!

1. Get [Google Analytics](#) on your website.
2. Use [Hubspot's Marketing Grader](#) to find out how you can improve your website.
3. Put your website through [WooRank](#) to find out how you can improve your website.

BONUS: Use [Google Webmaster Tools](#) with your website for even more information about how your website can be improved.

All of these tools are free, so get them going as soon as possible!

# Next Steps

Woohoo! You've made it to the end, and hopefully learned something new.

**If you have questions, or if you would like to learn more:**

Give us a call at (519) 265-4933 or email us at [info@intrigueme.ca](mailto:info@intrigueme.ca).

**If you would like to take a seminar to learn more about online marketing:**

Give us a call at (519) 265-4933 or visit [intrigueme.ca/omu](http://intrigueme.ca/omu) to learn more.

**If you're not a client, but would like some help with your website:**

Give us a call at (519) 265-4933 or email us at [info@intrigueme.ca](mailto:info@intrigueme.ca).

## About Intrigue

Intrigue Media is full service digital marketing firm. We help our clients with the following services:

- [Website Development](#)
- [Social Media](#)
- [Google Marketing & SEO](#)
- [Email Marketing](#)
- [Video Advertising](#)



Click on the above links to learn more.

Now go make some money from your website!