

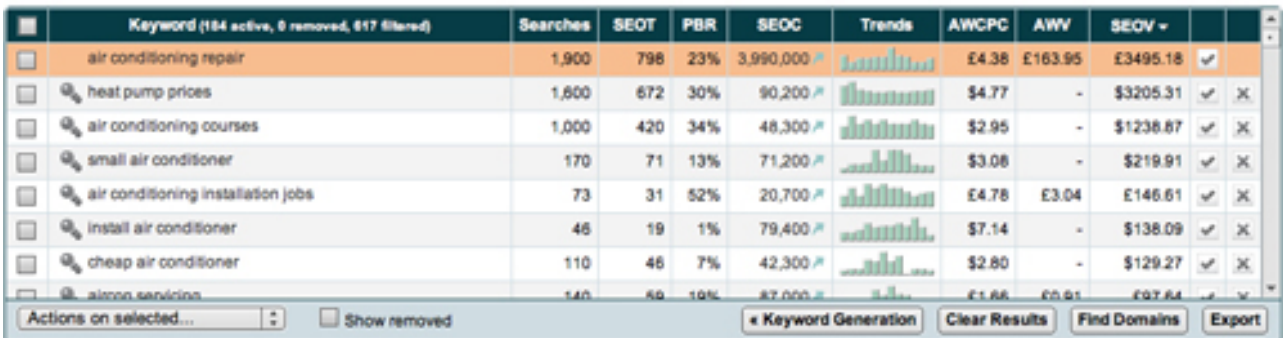
How we build a website that generates business sales leads

We are completely different from most web developers and web designers out there. We have been in the marketing, brand and sales business since 1990. We build every website from a business perspective. Whilst our way might not be the perfect way, it sure works.

Here's how we go about building a website that has every chance of generating sales enquiries online.

1. Brand Research

We quickly get to know your brand, your services and products, prices, customers, accreditations, where your business is located and which parts of the world you do business in.



Keyword (184 active, 0 removed, 617 filtered)	Searches	SEOT	PBR	SEOC	Trends	AWCP	AWW	SEOV		
air conditioning repair	1,900	798	23%	3,990,000		£4.38	£163.95	£3495.18	✓	
heat pump prices	1,600	672	30%	90,200		\$4.77	-	\$3205.31	✓	X
air conditioning courses	1,000	420	34%	48,300		\$2.95	-	\$1238.87	✓	X
small air conditioner	170	71	13%	71,200		\$3.08	-	\$219.91	✓	X
air conditioning installation jobs	73	31	52%	20,700		£4.78	£3.04	£146.61	✓	X
install air conditioner	46	19	1%	79,400		\$7.14	-	\$138.09	✓	X
cheap air conditioner	110	46	7%	42,300		\$2.80	-	\$129.27	✓	X
aircon services	140	60	10%	87,000		£1.66	£0.91	£97.64	✓	X

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2. Market and Competitive Research

We find out who your competitors are and what their websites look like. Then we find out what people are currently searching for. This helps us understand how big the market is and to what extent we help you gain traffic and compete.

	A	C	F	H	I
	Keyword	Searches (Phrase)	SEO Traffic (Phrase)	Phrase-to-Broad	SEO Comp
1	age concern travel insurance	4400	1848	81	14500
3	travel insurance for pre existing medical conditions	2900	1218	44	25400
8	65 travel insurance	1900	798	16	22200
11	gap year travel insurance	1600	672	84	19100
15	winter sports travel insurance	1600	672	55	22100
20	70 travel insurance	1300	546	13	6550
21	best holiday insurance	1000	420	63	5110
25	over 70 travel insurance	1000	420	12	13100
26	golf travel insurance	880	370	46	9800
32	travel insurance for cancer patients	880	370	88	14200
35	travel insurance with pre existing medical conditions	880	370	13	7880
36	annual travel insurance comparison	720	302	55	4950
37	help the aged travel insurance	720	302	100	6430
45	travel insurance for over 70s	720	302	7	23200
48	travel insurance pre existing medical conditions	720	302	11	8990
49	volcanic ash travel insurance	720	302	16	22700
51	diabetic travel insurance	590	248	31	4320
54	pregnancy travel insurance	590	248	13	10800
57	travel insurance for over 80s	590	248	59	11800
62	winter travel insurance	590	248	16	17700
64	cheap backpacker travel insurance	480	202	48	18100
70	over 50 travel insurance	480	202	48	14700
75	senior travel insurance	480	202	30	18100
77	sport travel insurance	480	202	9	19100
79	travel insurance winter sports	480	202	17	6490
84	over 60 travel insurance	390	164	39	8190
89	travel insurance existing medical conditions	390	164	5	9410
93	travel insurance over 60	390	164	39	16300
95	travel insurance over 80 years old	390	164	66	7600
96	travel insurance ski	390	164	9	11400
98	under 18 travel insurance	390	164	21	8980
100	age concern travel insurance over 70	320	134	82	6490
102					

travel insurance analysis +

Normal View Filter Mode

Sum=0

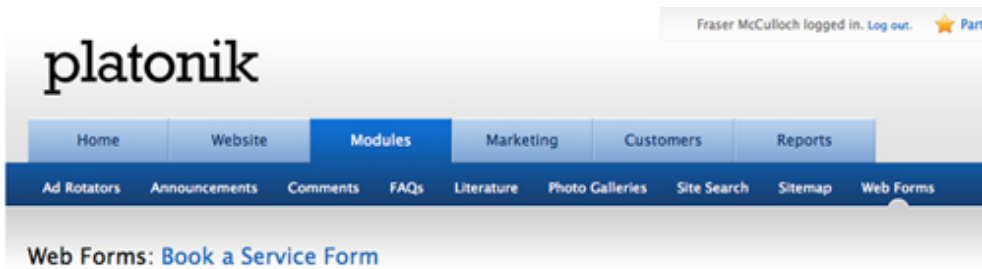
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3. Sales lead information you require

Then we find out from you the type of information you and your sales team need from those enquiring.



Select system fields to add to Web Form (7)

Contacts	Marketing	Misc	List	CRM Forms
<input checked="" type="checkbox"/> Title, Firstname / Lastname	<input checked="" type="checkbox"/> Email Address			
<input type="checkbox"/> Home Address	<input checked="" type="checkbox"/> Home Phone			
<input type="checkbox"/> Work Address	<input type="checkbox"/> Home Fax			
<input type="checkbox"/> Work Phone	<input type="checkbox"/> Work Fax			
<input checked="" type="checkbox"/> Cell Phone	<input type="checkbox"/> Web Address			
<input type="checkbox"/> Company Details	<input type="checkbox"/> Username			
<input type="checkbox"/> Password	<input type="checkbox"/> Date of Birth			

Custom Fields (7)

<input type="checkbox"/> DateTime	<input type="checkbox"/> List (Checkbox List)
<input type="checkbox"/> List (Dropdown List)	<input type="checkbox"/> List (Listbox List)
<input type="checkbox"/> List (Radio List)	<input type="checkbox"/> Number
<input type="checkbox"/> Text (Multiline)	<input type="checkbox"/> Text (String)
<input type="checkbox"/> True/False (Boolean)	

Book a Service Form

click to edit

* Required

Title

First Name *

Last Name *

Email Address *

Home Phone Number *

Cell Phone Number *

What ? *
 Car
 Van
 Fleet

Fuel Type *

Select a Make *

Type of Service *

Date of Preferred Service *

Any Comments ? *

Subscribe to: Book Service

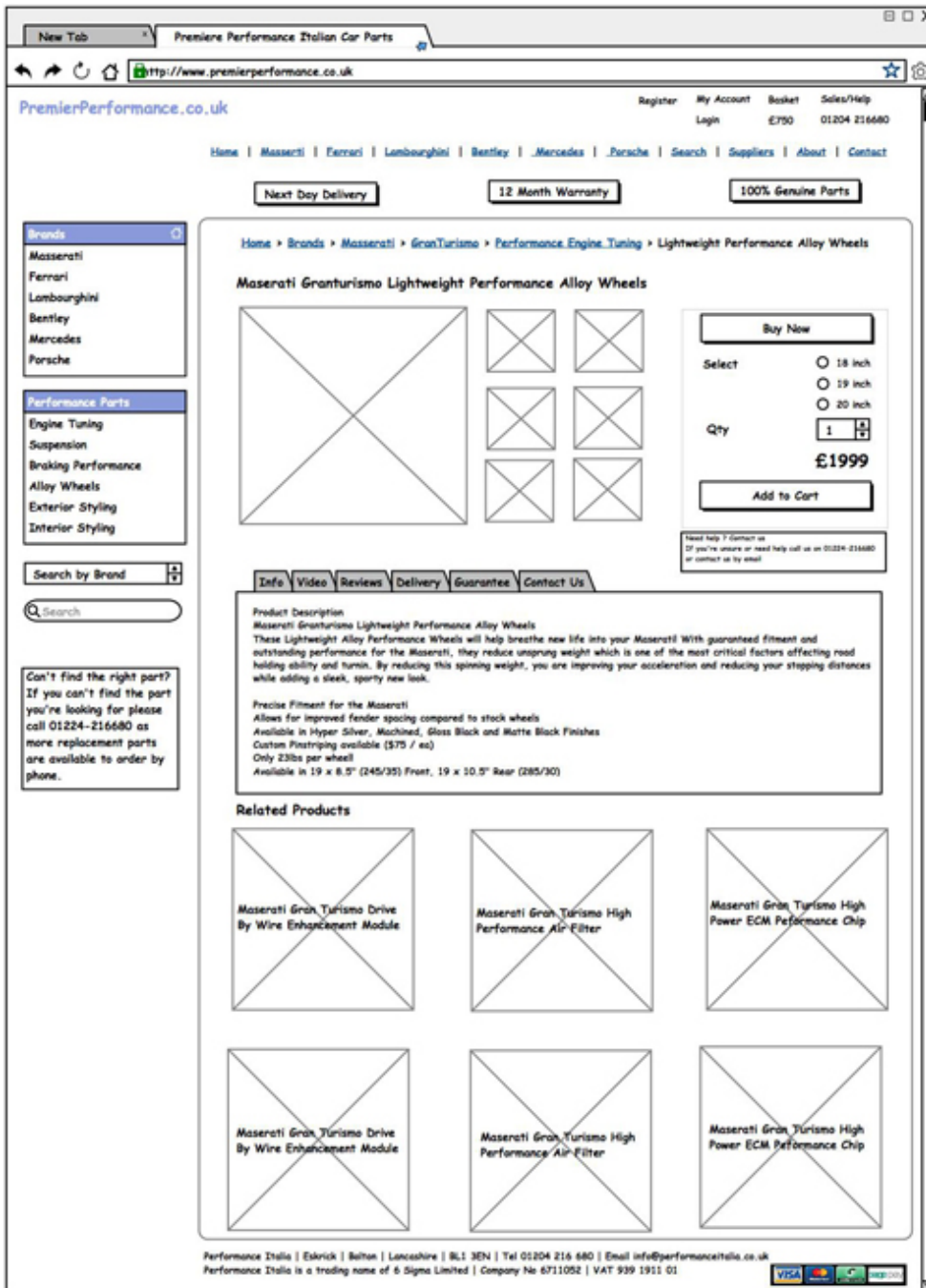
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4. Wireframing

Then we create wireframes for the website. This gives us an understanding of the core foundations of the website, the type of content and pages required and where the main enquiry form which be positioned on the website.



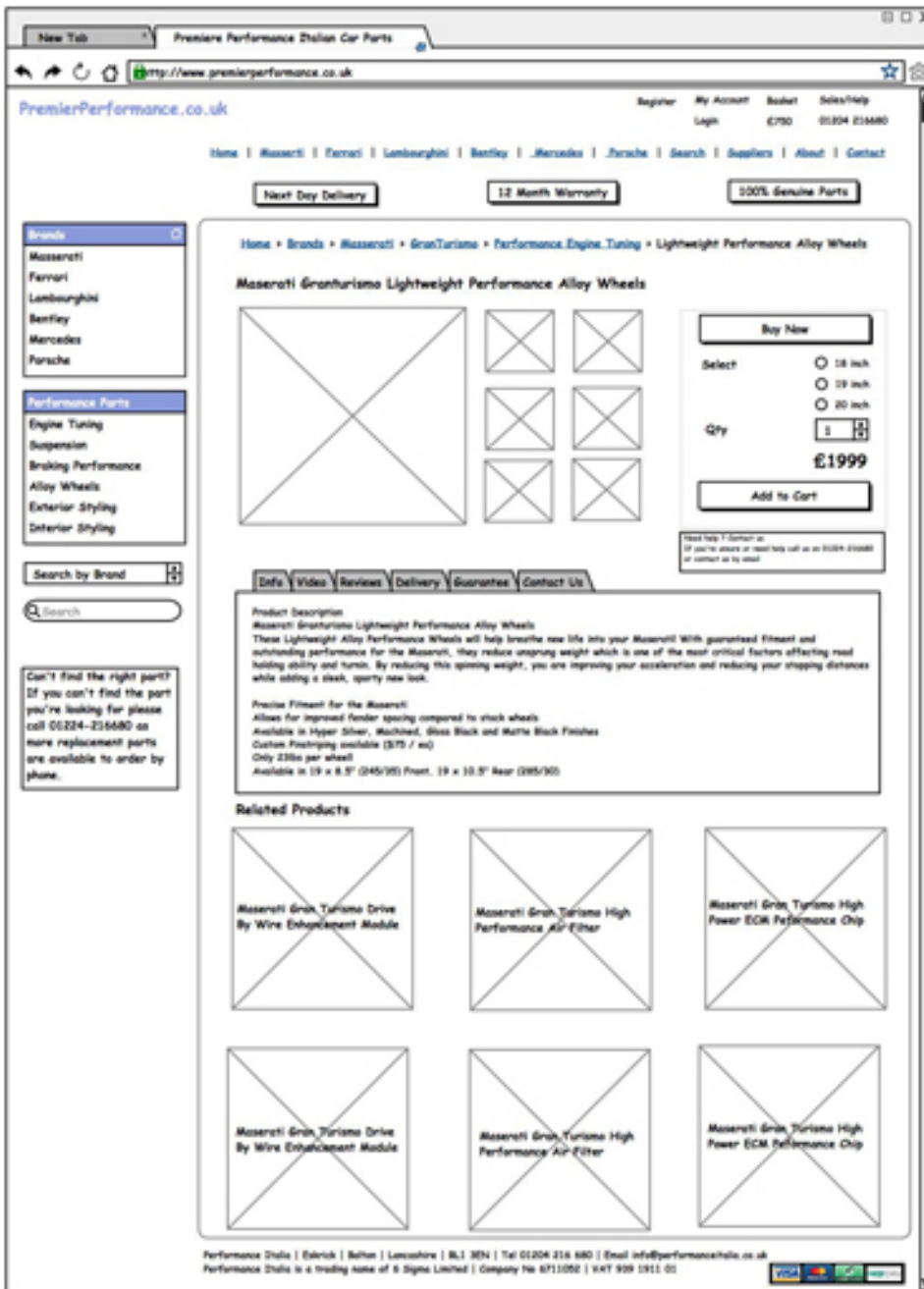
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5. Website functional specification

We draft up specifications which tells us what each part of the website will do and what will happen when after a user click here or does that.



Large Product Layout
 Product Name tag for "Maserati GranTurismo Lightweight Performance Alloy Wheels"
 Large Image uses Large image tag
 Thumbnails use thumbnails and will swap when clicked
 Buy Now is just a static graphic
 Select and radio buttons are driven from product attributes tag
 Qty and input box
 Price is the price tag
 Add to Cart is the Add to Cart tag
 Need help is a content holder

Product Tabs
 Product information is taken from the product description tag
 Videos will use a content holder or custom product tag
 Reviews is the product comment form which will shown reviews on the left hand side of the tab and the review form on the right side
 Delivery information is a site wide information and is taken from a content holder.
 Guarantee is a site wide information and is taken from a content holder.
 Contact Us - is a contact us form which will submit the product name. Same as we did with MELUK.co.uk

Related items - using the small product layout and is driven from the related product tag - which can be controlled by client

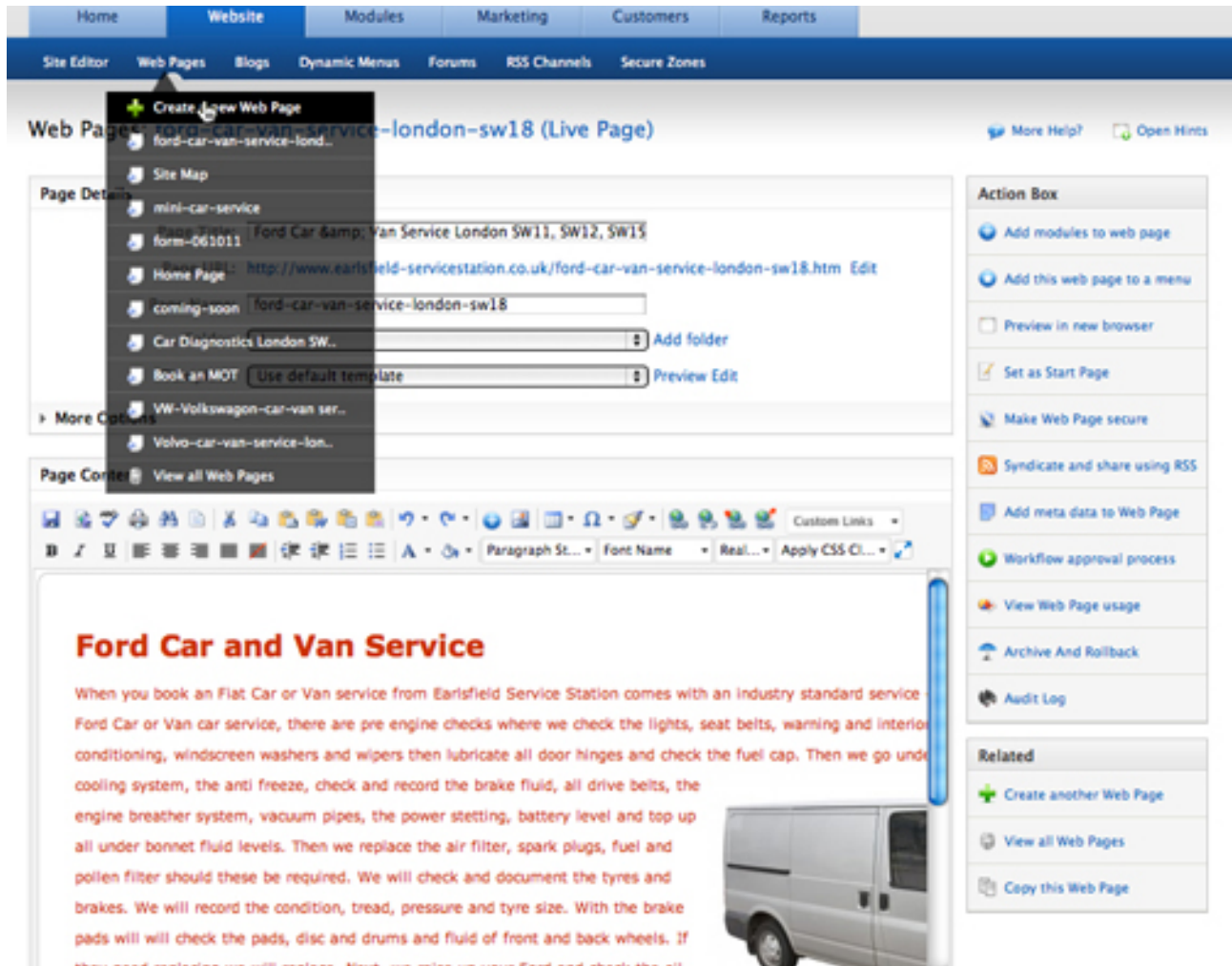
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6. Management Functionality

We want it to be easy as possible for you and your team to add pages, add content, edit content, send follow up emails, blog from and connect your site to other social networks like Facebook, Twitter, YouTube and LinkedIn. So we have to code up and structure the back end of the website so, even if you only have Microsoft Word experience, you can add and update it.



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7. Web page structure

Then we create a list of all the web pages required based on the keywords we are targeting. We summarise the page titles for each page so that we know exactly what to write which will help your pages be found more easily by Google and website visitors.

1	Top Level	Sub level	Folder	File Name	Page Title	HL
2	Home		/	index.htm	G2 Refrigeration and Air Conditioning Engineers Service, Repairs, Maintenance Glasgow Scotland	
3	About		/	about.htm	G2 Refrigeration and Air Conditioning Engineers Glasgow Scotland	
4	Contact		/	contact.htm	Contact G2 Refrigeration and Air Conditioning Engineers Glasgow Scotland	
5	News		/	_blog		
6						
7	Refrigeration Services		/ref	index.htm	Commercial Refrigeration Service Engineers Glasgow Scotland	
8		Refrigeration Servicing	/ref		Commercial Refrigeration Servicing Glasgow Scotland	
9		Refrigeration Repairs	/ref		Commercial Refrigeration Repairs Glasgow Scotland	
10		Refrigeration Maintenance	/ref		Commercial Refrigeration Maintenance Glasgow Scotland	
11		Refrigeration Emergencies	/ref		Commercial Refrigeration Emergencies Call outs Glasgow Scotland	
12		Refrigeration Contracts	/ref		Commercial Refrigeration Contracts Glasgow Scotland	
13		Refrigeration Installation			Commercial Refrigeration Equipment Installation Glasgow Scotland	
14						
15	Air Conditioning Services		/air-con	index.htm	Commercial Air Con Air Conditioning Engineers Service Glasgow Scotland	
16		Air Con Servicing	/air-con		Commercial Air Con Air Conditioning Engineers Servicing Glasgow Scotland	
17		Air Con Repairs	/air-con		Commercial Air Con Air Conditioning Engineers Repairs Glasgow Scotland	
18		Air Con Maintenance	/air-con		Commercial Air Con Air Conditioning Engineers Maintenance Glasgow Scotland	
19		Air Con Emergencies	/air-con		Commercial Air Con Air Conditioning Emergency Engineers Glasgow Scotland	
20		Air Con Contracts	/air-con		Commercial Air Con Air Conditioning Contract Engineers Glasgow Scotland	
21		Air Con Installation	/air-con		Commercial Air Con Air Conditioning Installation Engineers Glasgow Scotland	
22						
23	Sectors		/sectors			
24		Bars			Bar Refrigeration & Air Conditioning Engineers Service Repair Glasgow Scotland	
25		Clubs			Club Refrigeration & Air Conditioning Engineers Service Repair Glasgow Scotland	
26		Hotels			Hotel Refrigeration & Air Conditioning Engineers Service Repair Glasgow Scotland	
27		Restaurants			Restaurant Refrigeration & Air Conditioning Engineers Service Repair Glasgow Scotland	
28		Schools			School Refrigeration & Air Conditioning Engineers Service Repair Glasgow Scotland	
29		Hospitals			Hospital Refrigeration & Air Conditioning Engineers Service Repair Glasgow Scotland	
30		Convenience Stores			Convenience Store Refrigeration & Air Conditioning Engineers Service Repair Glasgow Scotland	
31		Retail Shop			Retail Shop Refrigeration & Air Conditioning Engineers Service Repair Glasgow Scotland	
32		Butchers			Butcher Shop Refrigeration & Air Conditioning Engineers Service Repair Glasgow Scotland	

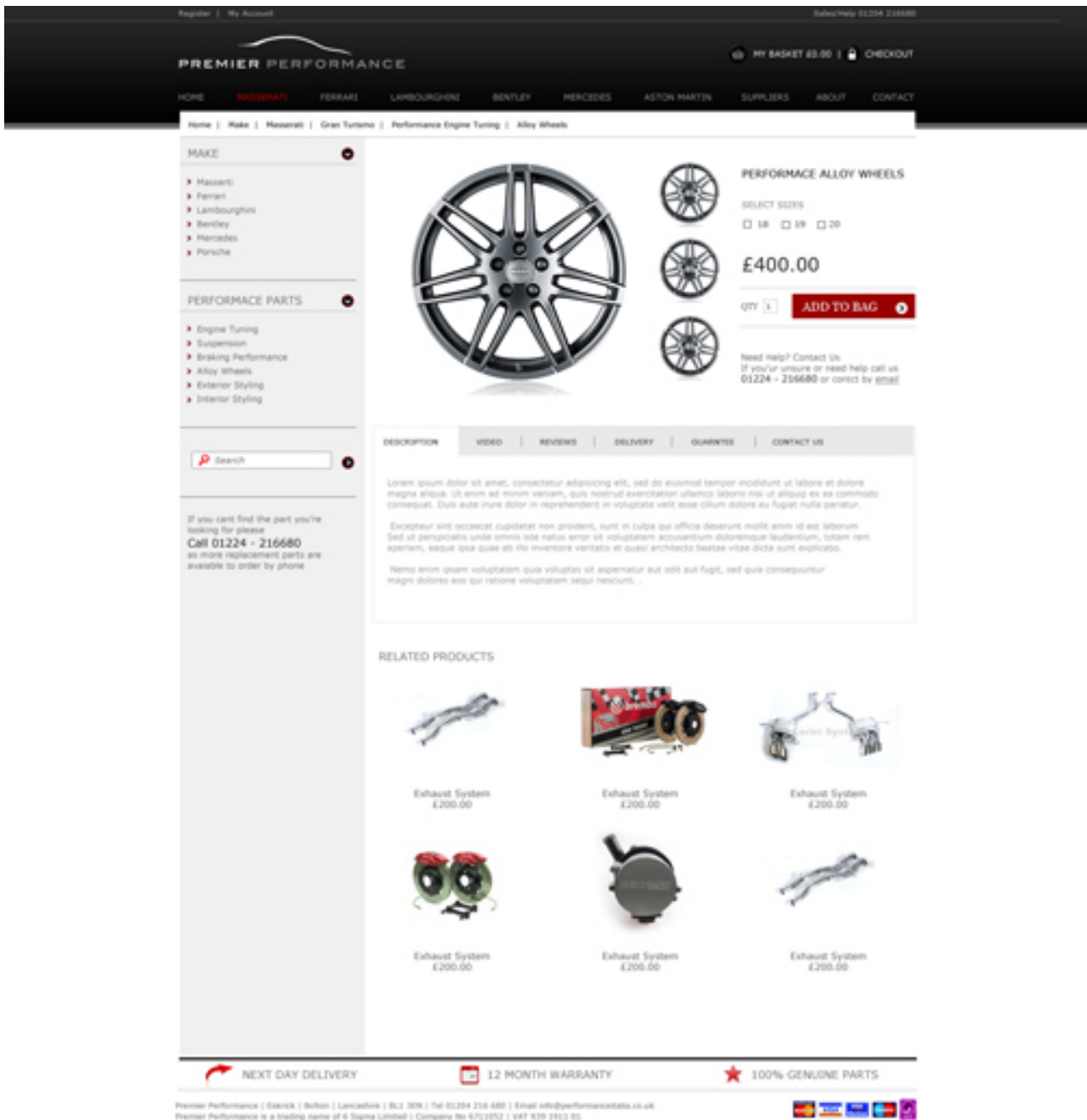
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8. Design Concepts

Then our design team come up with a set of design concepts based around your business needs, our wireframe concepts and web page structure.



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9. After the designs are approved

We start building the website based upon our functional specifications.

We start writing all the pages.

We source and you approve photographs that are relevant to that page.

The screenshot displays the Platonik website editor interface. At the top, the user 'Fraser McCulloch' is logged in. The navigation menu includes 'Home', 'Website', 'Modules', 'Marketing', 'Customers', and 'Reports'. The current page is titled 'Templates: Gray (Live)'. The 'Template Details' section shows the template name 'Gray', which is enabled, set as the default template, and has a printer view. Below this is the 'Template Content' editor, which includes a rich text editor toolbar and a preview of the website design. The preview shows the 'Earlsfield service station' logo, a 'CALL US' button, and several menu items. The footer contains the copyright notice '© Earlsfield Service Station 2011. Website by Platonik.' and 'Cards Accepted'. The editor interface also shows a 'Design' and 'HTML' toggle, and a word/character count of 'Words: 24 Characters: 253'. At the bottom, there are buttons for 'Save', 'Save & Publish', and 'Delete'.

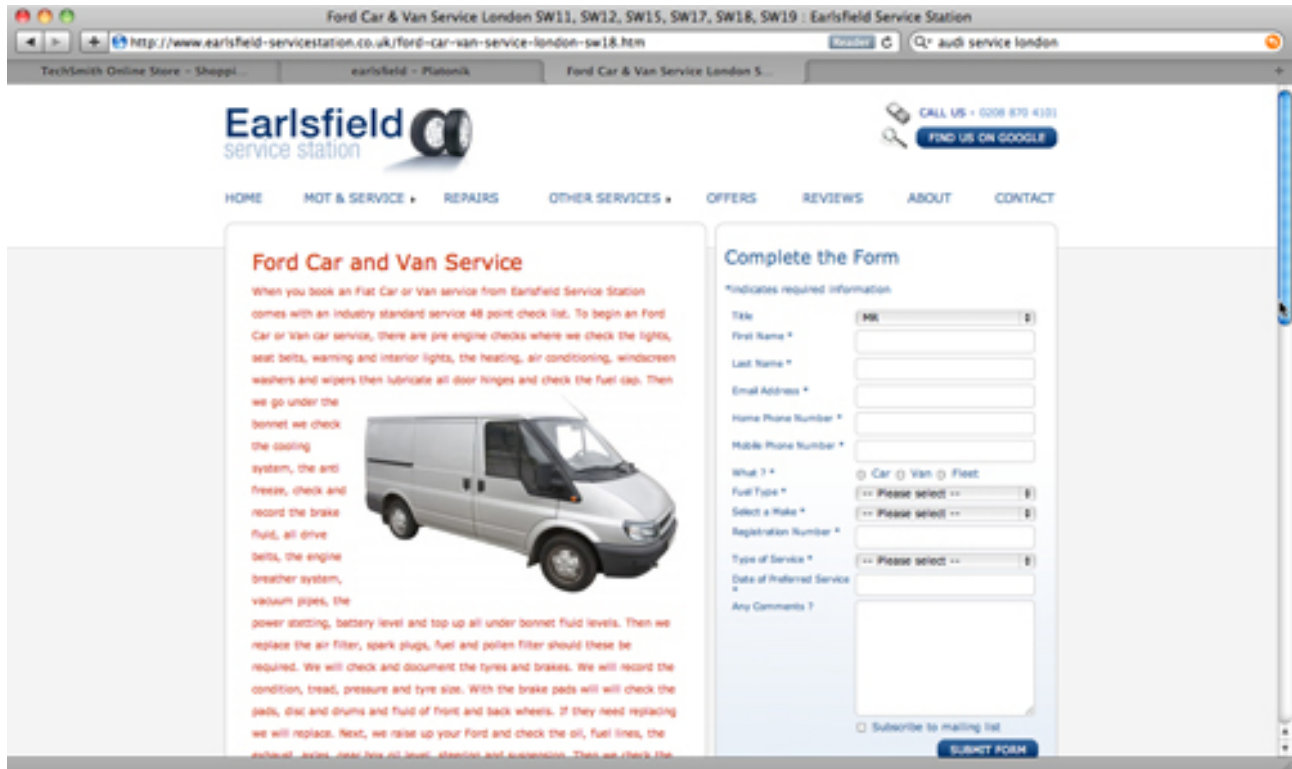
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10. Add all the content

Then we add all the web pages, the enquiry form, the page content and imagery to our test server so that you can then preview the work and advise any changes, amendments or any adjustments.



The screenshot shows a web browser window displaying the Earlsfield Service Station website. The browser's address bar shows the URL: <http://www.earlsfield-servicestation.co.uk/ford-car-van-service-london-sw18.htm>. The website header includes the Earlsfield Service Station logo, a phone number (0208 870 4301), and a 'FIND US ON GOOGLE' button. The navigation menu consists of: HOME, MOT & SERVICE, REPAIRS, OTHER SERVICES, OFFERS, REVIEWS, ABOUT, and CONTACT.

The main content area is divided into two columns:

- Ford Car and Van Service:** This section features a detailed description of the service, starting with 'When you book an Fiat Car or Van service from Earlsfield Service Station comes with an industry standard service 48 point check list. To begin an Ford Car or Van car service, there are pre engine checks where we check the lights, seat belts, warning and interior lights, the heating, air conditioning, windscreen washers and wipers then lubricate all door hinges and check the fuel cap. Then we go under the bonnet we check the cooling system, the anti freeze, check and record the brake fluid, all drive belts, the engine breather system, vacuum pipes, the power steering, battery level and top up all under bonnet fluid levels. Then we replace the air filter, spark plugs, fuel and pollen filter should these be required. We will check and document the tyres and brakes. We will record the condition, tread, pressure and tyre size. With the brake pads will check the pads, disc and drums and fluid of front and back wheels. If they need replacing we will replace. Next, we raise up your Ford and check the oil, fuel lines, the exhaust - axles - rear tow bar level - steering and suspension. Then we check the'.
- Complete the Form:** This section contains a contact form with the following fields:
 - Title (dropdown menu)
 - First Name *
 - Last Name *
 - Email Address *
 - Home Phone Number *
 - Mobile Phone Number *
 - What? * (radio buttons for Car, Van, Fleet)
 - Fuel Type * (dropdown menu)
 - Select a Make * (dropdown menu)
 - Registration Number *
 - Type of Service * (dropdown menu)
 - Date of Preferred Service *
 - Any Comments? (text area)A 'SUBMIT FORM' button is located at the bottom right of the form. There is also a checkbox for 'Subscribe to mailing list'.

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11. When approved, we put it live

Once you have approved everything, we put your website live. But it does not stop there.

SEO Friendly URLs

SEO friendly URLs are currently enabled.

Please note that if you decide to disable the SEO Friendly URLs, some of the URLs inside your site (e.g. those created using Custom Links or the Link Picker) or the URLs distributed through e-mails or RSS will no longer work. You will need to manually create redirects in order to keep those URLs accessible.

- eCommerce
- Announcements
- WebApps

Enable partial URL matching for SEO friendly URLs

When enabled, requests to incomplete SEO friendly URLs are redirected using a 301 Moved Permanently redirect to the first matching SEO friendly URL. For example, <http://mysite.com/web-app/web-app-item> gets redirected to <http://mysite.com/web-app/web-app-item-with-a-very-long-name>.

 Save

Enable sitemap.xml for search engines

[sitemap.xml](#) is currently enabled and updated daily.

 Disable sitemap.xml

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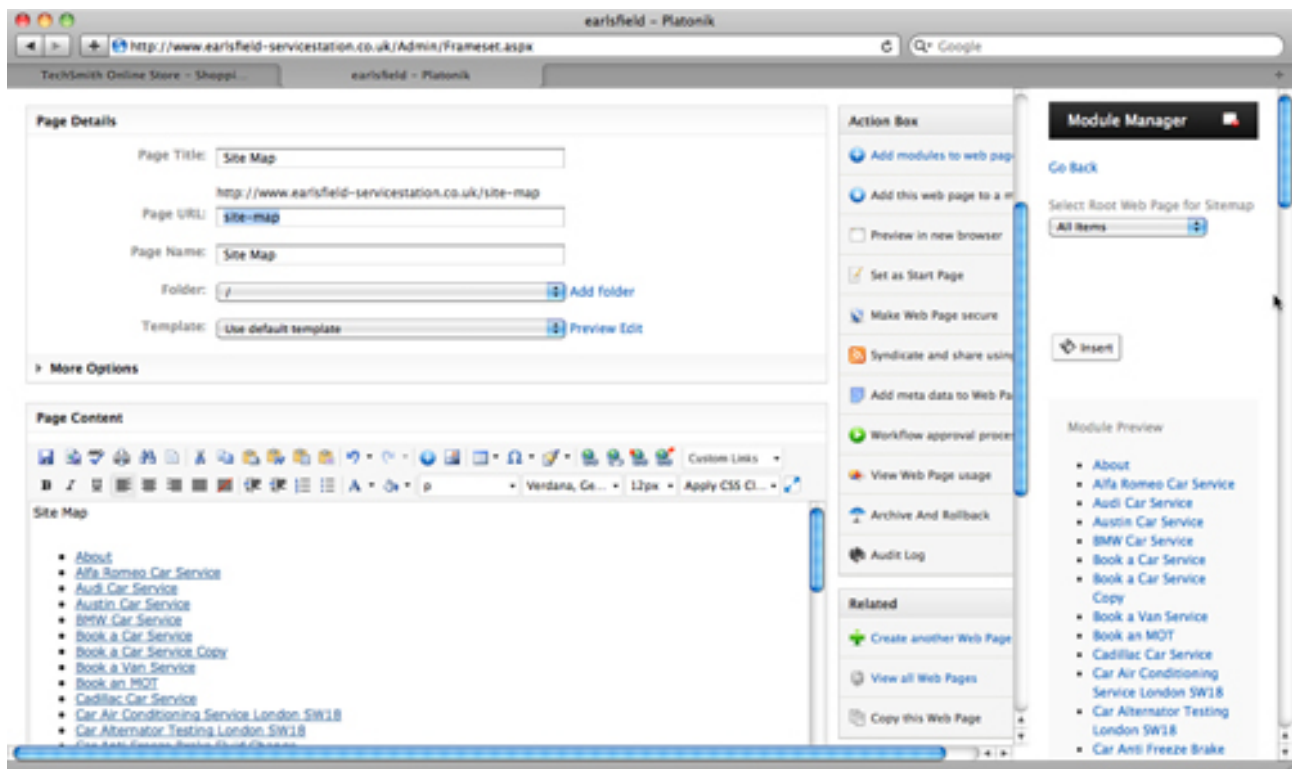
12. We go further

We check that your pages can be found by fine-tuning the page titles and page descriptions.

We add Google analytics to your site and set up a website goal so you will know how to progressively improve your website.

We create a sitemap so Google can find all your pages and any new ones you create are found.

If there is a blog as part of the website we build you, we link up your blog to any other accounts you have like Twitter, Facebook and LinkedIn so that you don't have to duplicate any work and this saves you and your team bags of time.



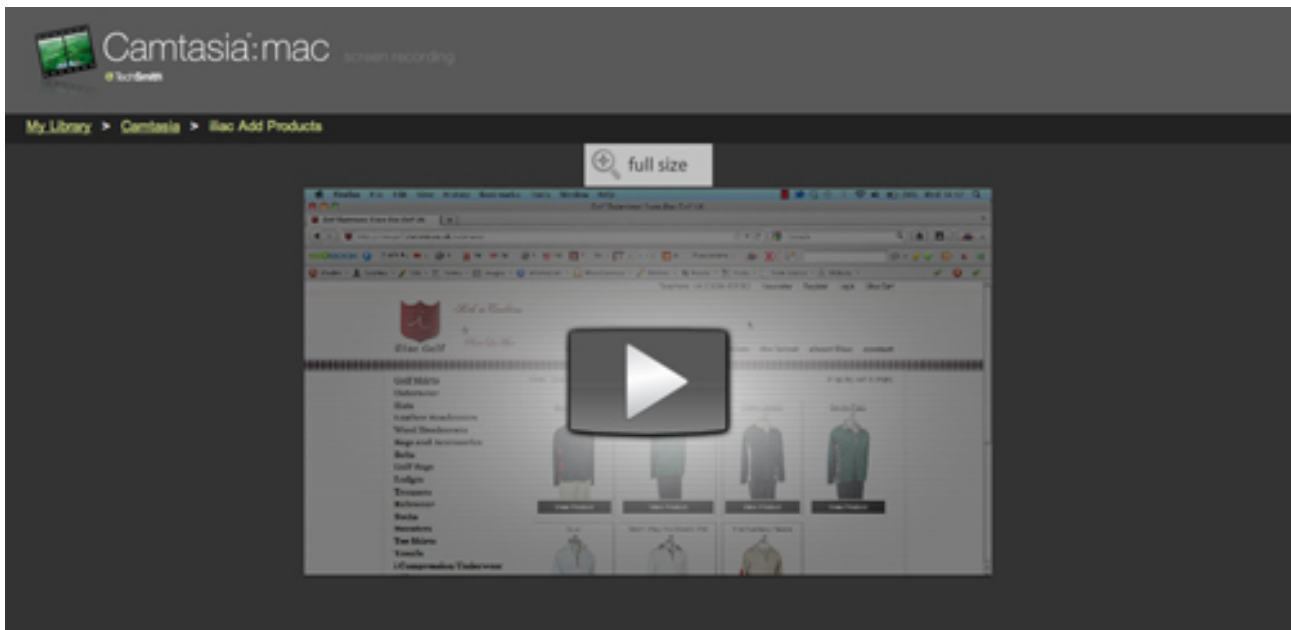
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13. Training Videos

We produce and send over training videos which show you exactly how to perform certain functions when using your website.



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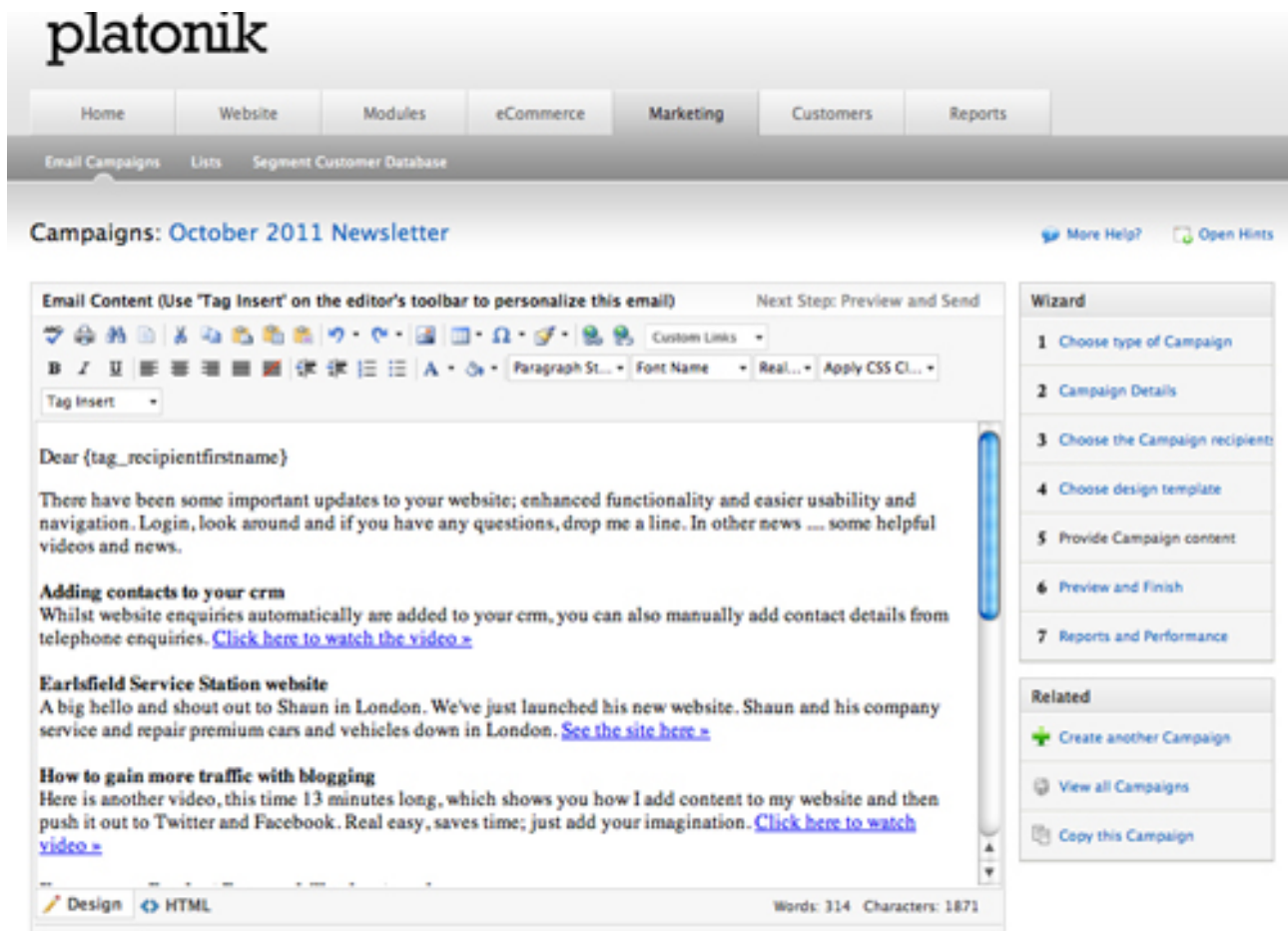
14. We support you for 30 days after the site is built

We don't just love you and leave you. We make any minor adjustments to your website and help you out as you get the hang of your new website.

15. We add you to our customer newsletter

Every month we send a helpful newsletter packed with tips, video screencasts and advise you of the latest functionality upgrades; which we release free of charge of course.

We do all this as we are unlike your typical web developers and web designers. We are business people, here to give your website every chance of business success.



The screenshot displays the Platonik website management interface. At the top, the 'platonik' logo is visible. Below it is a navigation menu with tabs for Home, Website, Modules, eCommerce, Marketing, Customers, and Reports. Under the Marketing tab, there are sub-tabs for Email Campaigns, Lists, and Segment Customer Database. The main content area is titled 'Campaigns: October 2011 Newsletter' and includes links for 'More Help?' and 'Open Hints'.

The central part of the interface is an 'Email Content' editor. It features a toolbar with various icons for text formatting (bold, italic, underline, link, unlink, list, indent, outdent, text color, background color) and a 'Tag Insert' dropdown menu. The text in the editor reads:

Dear {tag_recipientfirstname}

There have been some important updates to your website; enhanced functionality and easier usability and navigation. Login, look around and if you have any questions, drop me a line. In other news ... some helpful videos and news.

Adding contacts to your crm
Whilst website enquiries automatically are added to your crm, you can also manually add contact details from telephone enquiries. [Click here to watch the video >](#)

Earlsfield Service Station website
A big hello and shout out to Shaun in London. We've just launched his new website. Shaun and his company service and repair premium cars and vehicles down in London. [See the site here >](#)

How to gain more traffic with blogging
Here is another video, this time 13 minutes long, which shows you how I add content to my website and then push it out to Twitter and Facebook. Real easy, saves time; just add your imagination. [Click here to watch video >](#)

At the bottom of the editor, there are tabs for 'Design' and 'HTML', and a status bar showing 'Words: 314 Characters: 1871'.

On the right side of the interface, there is a 'Wizard' panel with a numbered list of steps:

- 1 Choose type of Campaign
- 2 Campaign Details
- 3 Choose the Campaign recipients
- 4 Choose design template
- 5 Provide Campaign content
- 6 Preview and Finish
- 7 Reports and Performance

Below the wizard is a 'Related' section with three options:

- [Create another Campaign](#)
- [View all Campaigns](#)
- [Copy this Campaign](#)

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