

# Making the web work financially for your business



This is a little booklet for garage and service station owners who feel their presence on the web is not making their company money.

I'd like to remedy that.

Next Page

## Introduction

When people approach me they want the web to work for their business.

Given the choice most business owners don't want a website, they just want more enquiries, more customers and more money in the bank.

Generally speaking a website is too much hassle for most business owners. They tried it and it hasn't worked out. They've used another company or Yell and had their fingers burned.

But the web isn't going away. New people move into your area, people who work but don't live in your area are looking for you and your services online.

So let me explain how we make web that work for businesses; like yours.

## 1. What problem do you solve or services do you offer ?

Whilst this is stating the obvious, people telephone your car garage because they have a problem with their car. It needs a service, MOT or parts fitted.

On the internet, it's exactly same. They will google "car mot glasgow" or "land rover car service" or the name of your company.

Our car garage client has **93 web pages** and people type in over **370** different search phrases a month to find them.

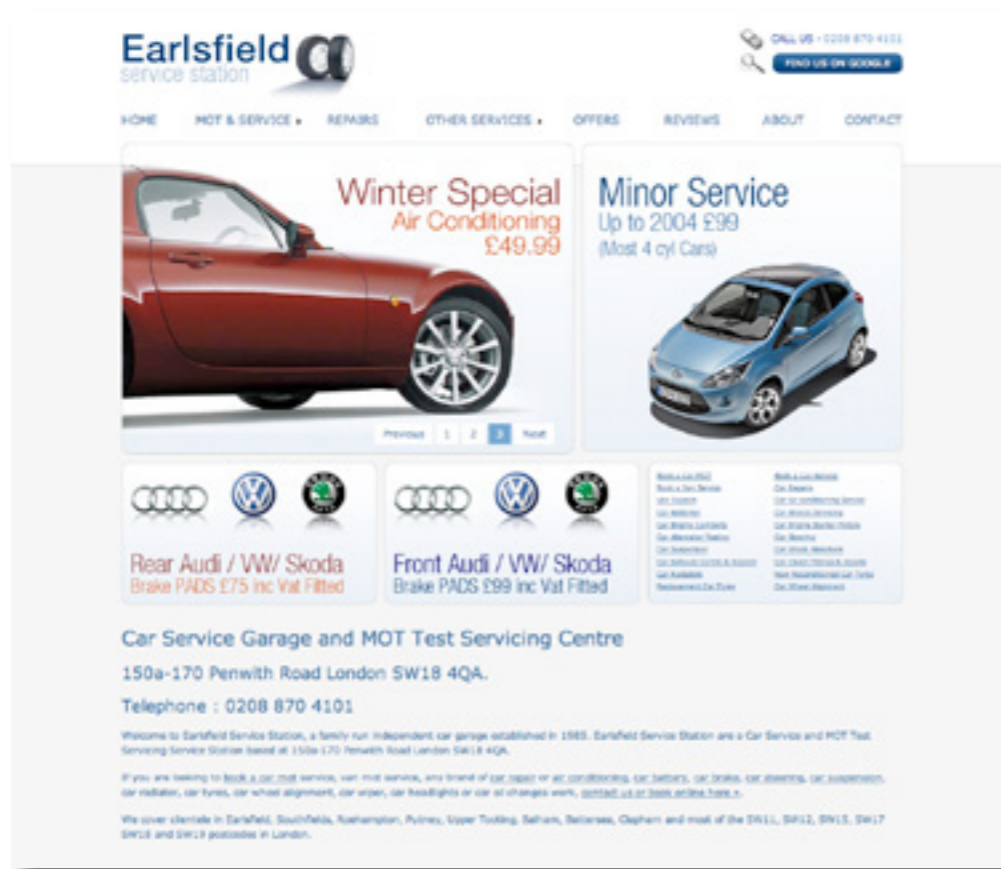
Also bear in mind, people google hundreds and thousands of different variations of these phrases trying to find a car garage or mot garage.

So if you only have 4 pages on your website, you are missing out on a lot of potential new customers.

If you are the top of the search engines, there is a high chance they will click on your website.

## 2. Do you look the part ?

When people visit your website within a fraction of a second they can tell how credible and trustworthy you look. It's the old "judge a book by a cover" saying.



So I'm talking about the look and feel and design of your website.

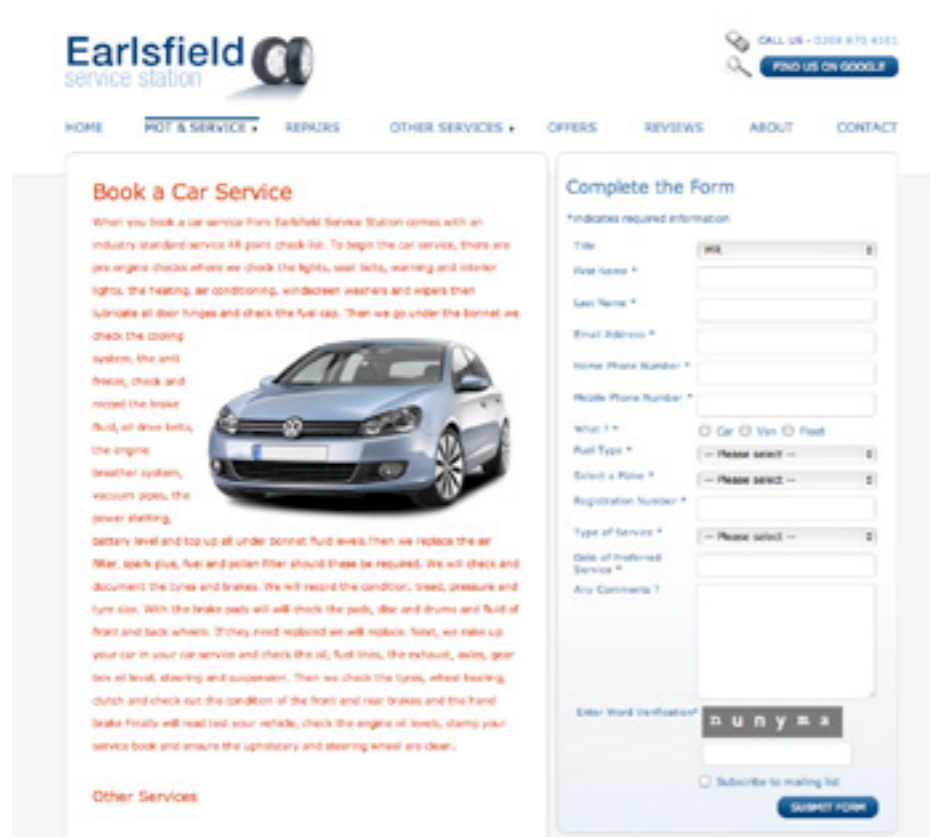
I know you have to roll your sleeves up and get your hands oily. However the man with the top of the range Range Rover wants to know he is in safe hands with you.

Put it this way, when you first went on a date with your partner, I'll bet you never turned up with your overalls on and oily hands !

The web is the same, first impressions count.

### 3. Make it easy for them to contact you

They search for you, visit your website and if all they need is a telephone number, make it easy for them to see your telephone number. I've found the best place to put a telephone number is in the top right hand corner of every page.



So they search for an "mot garage in glasgow", visit your website and immediately feel comfortable.

Now the job of the website is to make it very easy for them to contact you and tell you what they need.

That's why we place an enquiry form on the right hand side of practically every page.

Oh, and when they do enquire, both you and the prospective customer receive a confirmation email.

Then we add their details to our contact manager which is built into the back of the website.

#### 4. Google Local and Mobile

If you've ever searched on Google you'll find search results with little map bubbles. This is called Google Local and you absolutely have to register your business on it and fill out all your details. If you don't, your local business will be invisible.

You've probably noticed almost everyone carries around a smart mobile phone now like a Blackberry or an iPhone. And they do search for local businesses on their phone.

I've analysed all our client websites over the past 2 years and using a mobile phone to access the internet is growing so fast.



For this garage, nearly **20%** of people are visiting from a **mobile** phone.



Our best guess is that they are on the train, using the phone at work instead of calling from the office telephone or sitting watching television when the wife says she needs the car serviced.

## 5. We have over 500 pages on our website. So can you !

It's taken 2 years worth of work though. We publish lots of different articles, videos and tips mostly done at night time instead of watching EastEnders and Coronation Street.

business	date	author	actions
The Semmering mentality	09-Jan-2012	Fraser McCulloch	Edit   Delete
Web Form designing can be fun	08-Jan-2012	Fraser McCulloch	Edit   Delete
The Difference between the Price and Cost of a website	06-Jan-2012	Fraser McCulloch	Edit   Delete
Obsessing on being number 1 in Google.	31-Dec-2011	Fraser McCulloch	Edit   Delete
Platonik re-launch InsureDirect.co.uk on Adobe Business Catalyst	16-Dec-2011	Fraser McCulloch	Edit   Delete
How to build your own social platform for your business	28-Nov-2011	Fraser McCulloch	Edit   Delete
How to do Email Marketing like an Faceless Spammer	25-Nov-2011	Fraser McCulloch	Edit   Delete
A Website Business Dashboard changes what you do tomorrow	22-Nov-2011	Fraser McCulloch	Edit   Delete
Refrigeration and Air Con Engineers Website by Platonik	17-Nov-2011	Fraser McCulloch	Edit   Delete

Page size: 20 | Displaying page 1 of 27, items 1 to 20 of 522

[New Post](#) [Back](#)

I log into the admin area, write something relevant about websites and business, preview it and publish it.

We provide the ability for you to do this too; if you've got the time and the ideas.

That's what will make you a success with a website; constantly adding helpful information for new and existing customers.

I've looked at over 100 car garage websites this month and less than 5 of them had more than 10 pages.

## What's it like having a new website (with us) ?

Add to your website every day if you want - at no extra charge.

You get business reports automatically emailed to you each week.



Every enquiry you receive is emailed and texted to you.

Every person who enquires, you can customise the email they receive and include anything you want to say.

Every enquiry you receive gets stored into a little contact manager.

Got an iPhone ? There's an App that costs £2. It lets you take a photo or video or write something and it will automatically publish to your website.

Want to add your own photos to your website?

You can do that. Make sure all your pictures are the same size, upload them into a gallery and add to a page.

And lots more .

## About Platonik

We got into this business after spending 20 years in the real world; selling and marketing brand names like Reebok, NTL, Dunlop and Slazenger and building other brands online.

And yes, like you, we've had miserable experiences in the past with designers and technical people who just want to code or paint pictures and where speaking about business is a foreign language to them.

That's why we build websites with business in mind.

We have the right blend of business know how, experience, tools, skills and people to maximise your chances of real, tangible results.

And of course, the design is also stunning.



platonik

## How to Contact Us

Fraser McCulloch

T : 07930 476619

E : [fraser@platonik.co.uk](mailto:fraser@platonik.co.uk)

W : [www.platonik.co.uk](http://www.platonik.co.uk)