



## Sid Kemp Enterprises

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## Web Marketing Success Services

From Sid Kemp Enterprises

A web site can be a funnel that pours clients into your business. To make that happen, we do three things:

1. Bring a lot of people to the site
2. Make a great site that shows who your customers are, and what you do for your customers
3. Guide people to take action: buying your products or services, or contacting you for more information

*Every* part of this has to work, or the web site does very little for your business. It's like a car – you need an engine, a drive train, and steering, and they all have to work. If one part doesn't work, you're not going to get where you want to go.

Most companies have broken web sites, or marketing plans with missing parts.

Sid Kemp Enterprises can see what is broken and fix it for you. We can show you what is missing, and provide it. We can, quite simply, put you on the road to success.

### **Making Your Web Site Great**

Here are several keys to making a great web site:

- ⇒ The site receives and guides potential clients – it speaks their language
- ⇒ The site is visually appealing so people stay and look around
- ⇒ The site connects with your potential clients – your target market – and helps people know if they've come to the right place
- ⇒ The site shows what makes you and your products or services special
- ⇒ The site guides potential clients to action – either making a purchase, hiring you, or requesting a consultation.

Picture this from the client's perspective. She arrives at the site. It welcomes her like the lobby of a great office building. It has comfortable chairs, beautiful art, and displays of enticing, valuable services and products. Anyone who is a fit for what you do – anyone in your target market – will stay and make a purchase.

Sid Kemp Enterprises has all the marketing, graphical, and technical expertise you need to help you make your site great.



## Bringing People to Your Site – Web Marketing and SEO

There used to be a great restaurant in my neighborhood. The owners were friendly, and they had great food. It went out of business. Then it moved across town to the right neighborhood and reopened. Now, they're doing great.

The mantra of storefront businesses is *location, location, location*. For web sites, it's *positioning, positioning, positioning*.

*Positioning* is a marketing term that means *getting yourself out there*. Be where you can be seen, and be distinctive. About 20 years ago the Goodrich tire company paid a lot of money for ads in the Super Bowl. But *Goodyear* tire sales went up. Goodrich wasn't well known, and everyone knew the Goodyear Blimp. Goodyear had positioned themselves so well with that blimp that everyone went to them. Goodrich paid for the ad, and Goodyear got the business. Goodrich solved the problem by launching an ad campaign, "We're the guys *without* the blimp." It worked. That's position advertising.

We bring the idea of positioning into the 21<sup>st</sup> century with Web Marketing and Search Engine Optimization (SEO). There are many ways to do this. Some are cheap, and some are expensive. Some are simple, and some are complicated. Sid Kemp Enterprises can help you choose which ones will work for you, and get them rolling:

- ⇒ SEO means improving your web site so that you show up on page 1 on Google when people search for your industry, products, or services.
- ⇒ Getting other web sites to link to your site brings people in, and also boosts SEO.
- ⇒ Providing articles and information, or other free services, gifts, or expertise draws people to you.
- ⇒ Blogging – writing frequently – either on your own site, or as a guest writer – gets you out in front of your customer
- ⇒ Audio, such as blog talk radio and podcasts, and video – such as YouTube – can get you recognized quickly.
- ⇒ Twitter, Facebook, and other social networking (Internet 2.0) tools are ways to get a buzz going about your business.

Let Sid Kemp Enterprises plan and implement a great Internet marketing campaign for you.



### Guiding People to a Close

All too often, people come to a web site, click around, and go away. Sometimes, that makes sense. A person looking for laser tag doesn't need to stay at a site that offers laser surgery!

But when a customer comes, and goes away without buying, you've just lost a customer. Whenever anyone in your target market arrives, you want to keep them, and encourage them to become clients, or at least to learn more and to stay in touch.

There are several approaches to this. Sid Kemp Enterprises can help you develop the ones that are best for you:

- ⇒ For low-priced items, we can explain the purpose and value, and go for closing the sale right on the site.
- ⇒ For complex or personal services, we can educate, and then keep in touch with a newsletter they subscribe to.
- ⇒ Special offers can help. An air conditioning company may not make much money on a low-priced annual checkup, but your clients for that small service will remember you when their air conditioner breaks down altogether, and you'll get a big job.
- ⇒ People are convinced by different arguments. Some like celebrity testimonials, others like testimonials from satisfied customers. Others think like engineers and want to know *how* it's all going to work. And a fourth type of customer likes to know why you are better than your competition. Your web site can answer all of these questions.

It's not enough just to have a bunch of information and a contact page, as many sites do. The site must *direct* the potential customer through the pages to the sale or contact, and *entice* them to connect with you or buy your products.

When your site:

- \$ Draws in lots of customers
- \$ Moves them through the sight by helping them feel welcome, entertained, and educated
- \$ And brings the deal to a close by having them get in touch or buy your services

then your web site is growing your business.

Let *Sid Kemp Enterprises* give you the web site and Internet Marketing you deserve and need. Call us for a free evaluation and consultation at 561-703-6976. Or check out our website, [www.SidKemp.com](http://www.SidKemp.com). Or email me at [Sid@SidKemp.com](mailto:Sid@SidKemp.com).