MAKE YOUR WEBSITE
WORK FOR YOU
WEB HEADS UNITED

I HAVE A WEBSITE. NOW WHAT?
LISA RENSHAW
Business Consultant, StoryBrand Guide
WEB HEADS UNITED | MAY 25, 2023
CERTIFIED STORYBRAND GUIDE
BLU DOVE DESIGNS

1

2

BUSINESS EXPENSES

- Insurances, Warranties, Legal/Accounting fees
- Technology Updates
- Client Gifts
- Equipment
- Travel and Lodging
- Office Supplies
- Janitorial Supplies and Sanitation
- Breakroom Expenses
- Food & Beverage
- Clothing & Apparel
- Software (POS, Scheduling)
- Merchant Services
- Marketing & Advertising
  - Websites, Domain names
  - Promo Products
  - Print and Signage
  - Email addresses
  - SEO & SEM
  - Email Marketing
  - Google AdWords
  - Social Media Management
  - Facebook Advertising
  - Other Paid Advertising

3

4

1990

RUN BUSINESS
YELLOW PAGES
NEWSPAPER
WORD OF MOUTH

TODAY

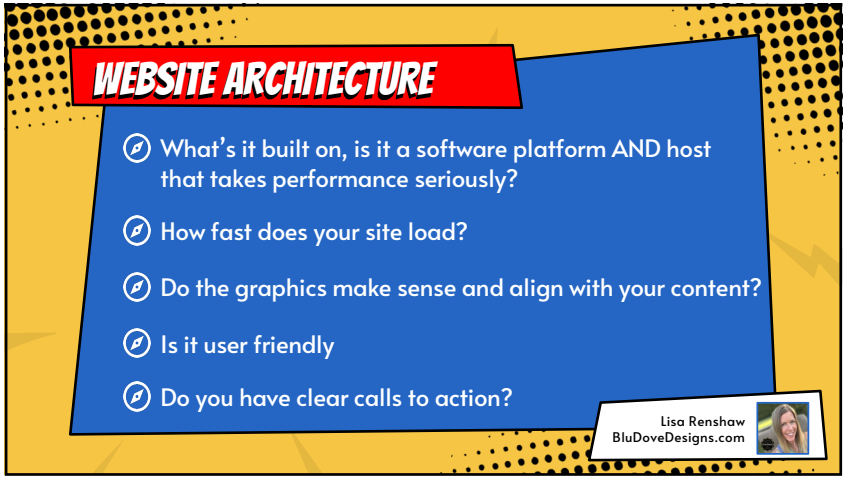
- WEBSITE
- DOMAINS
- EMAIL
- MOBILE OPTIMIZATION
- SEO
- SOCIAL MEDIA
- SEM
- BLOG & CONTENT
- REVIEW SITES
- ECOMMERCE
- WORD OF MOUTH
- RUN BUSINESS

5

6

WHAT IS DIGITAL MARKETING
PROFIT
SALE
PRODUCT
PROCESS
TEAMWORKING
{IDEA}
NO
NEED
BUSINESS
"The marketing of products or services using digital channels to reach consumers."

7


WEBSITE ARCHITECTURE
What's it built on, is it a software platform AND host that takes performance seriously?
How fast does your site load?
Do the graphics make sense and align with your content?
Is it user friendly
Do you have clear calls to action?
Lisa Renshaw
BluDoveDesigns.com

8

DID YOU KNOW?

Google ranks you on your load time, speed and responsiveness?

47% of individuals expect the loading time of a web page to be either **2 seconds or less**

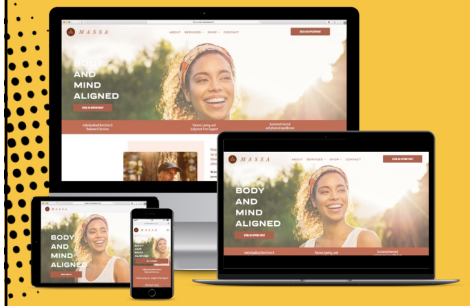
40% abandon a site if it takes too long to load

67% are more likely to purchase from a mobile-friendly site

74% are more likely to revisit mobile-optimized sites

9

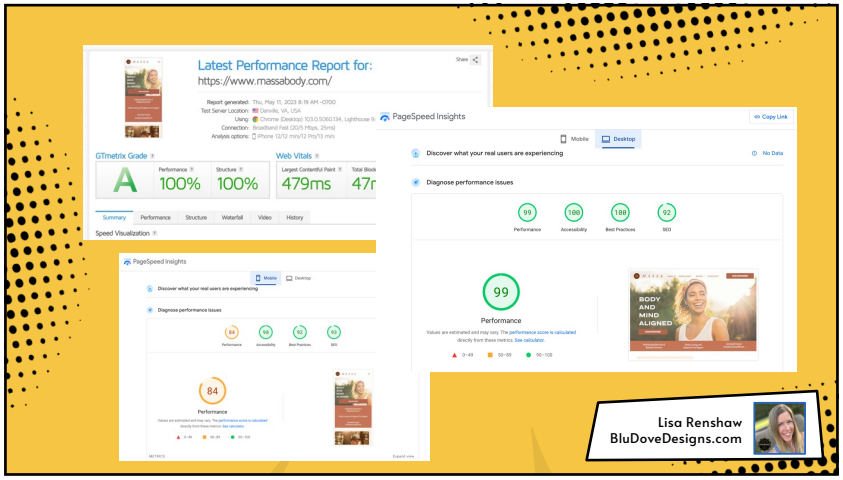
WHY THIS SITE WORKS



- Clear sense of branding
- Content is easy to read
- Very visual – great use of stock photography
- Responsive design – Great user experience across all devices
- Interactive
- Information for both existing & potential clients

Lisa Renshaw
BluDoveDesigns.com

10



11

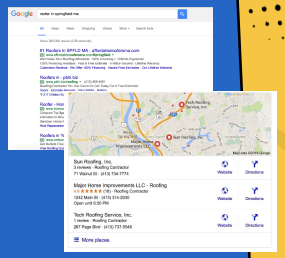
Websites that load slowly result in 2.6 billion dollars loss in earnings per year

https://www.renolon.com/responsive-web-design-statistics/

12

EXPOSURE & CONNECTION

- Foundational SEO
- SEM / Search
- Google Business Profile
- Paid Ads & Organic Search



Lisa Renshaw
BluDoveDesigns.com

13

EXPOSURE & CONNECTION

- When is the last time you reviewed your Google Analytics Stats and do you understand them?
- Networking
- Sponsoring
- Text & Email Marketing

Lisa Renshaw
BluDoveDesigns.com

14

EXPOSURE & CONNECTION
Social Media
Testimonials and Reviews
Print Marketing
Word of Mouth
Review Us On Google
Review Us On facebook
Review Us On yelp
IT'S SPRING TUNE-UP TIME!
Call for an appointment
352-375-8555
Lisa Renshaw
BluDoveDesigns.com

15

THANK YOU!
LISA RENSHAW
Business Coach, Designer, Content Writer
Helping small businesses understand their options and connect with their audience
Connect with me:
lrenshaw@bludovedesigns.com
www.bludovedesigns.com
Phone: 352-275-5813
CERTIFIED STORYBRAND GUIDE
BLU DOVE DESIGNS

17

ChatGPT Content, SEO & Strategy

IDEATREE SOLUTIONS

February 16, 2023

01

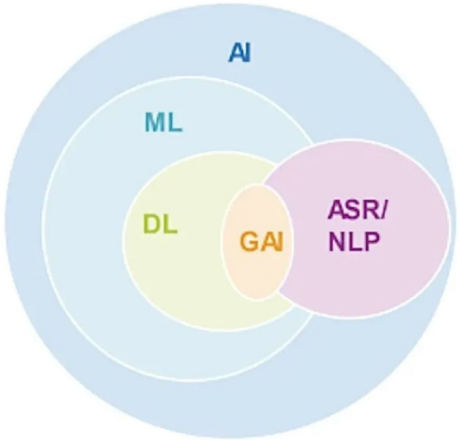
CHATGPT

What's the fuss? What is it?

IDEATREE SOLUTIONS
cc@ideatreesolutions.com

GENERATIVE AI? WHAT?

What is Generative AI, and why is it suddenly everywhere?



- Artificial Intelligence
- Machine Learning
- Deep Learning
- Automatic Speech Recognition, Natural Language Processing
- Generative AI

Generative AI is a branch of computer science that involves unsupervised and semi-supervised algorithms that enable computers to ***create new content*** *using previously* ***created content, such as text, audio, video, images and code*** *in response to short prompts.*

ChatGPT *(which stands for Chat Generative Pre-Trained Transformer) is a chatbot developed by OpenAI. ChatGPT is built on top of* ***OpenAI's GPT-3.5*** *family of* ***large language models*** *(LLMs) and is fine-tuned with both supervised and reinforcement learning techniques.*

IDC

IDEATREE SOLUTIONS

cc@ideatreesolutions.com

WHAT IS CHATGPT

ChatGPT is a chatbot developed by OpenAI and launched in November 2022. It is built on top of OpenAI's GPT-3 family of large language models and has been fine-tuned using both supervised and reinforcement learning techniques.

(From ChatGPT, https://chat.openai.com/chat)

TRANSLATION:

A chat bot that can “understand” natural language and provide human like responses.

IDEATREE SOLUTIONS
cc@ideatreesolutions.com

02

UNDER THE HOOD-ISH

What's going on in ChatGPT? Can it REALLY work for me?

IDEATREE SOLUTIONS
cc@ideatreesolutions.com

YOU SHOULD KNOW...

THE (INCOMPLETE) LIST OF COMPUTER SCIENCE CORE CONCEPTS:

1. KISS: KEEP IT SIMPLE STUPID
2. DON'T REINVENT THE WHEEL
3. COMPUTERS ARE STUPID
4. GARBAGE IN = GARBAGE OUT

IDEATREE SOLUTIONS
cc@ideatreesolutions.com

LET'S TALK DATA BIAS

Generative AI lives off of language models and data. As concept 4 states, it's only going to be as good as the data fed into it.

ALL DATA HAS BIAS!

IDEATREE SOLUTIONS
cc@ideatreesolutions.com

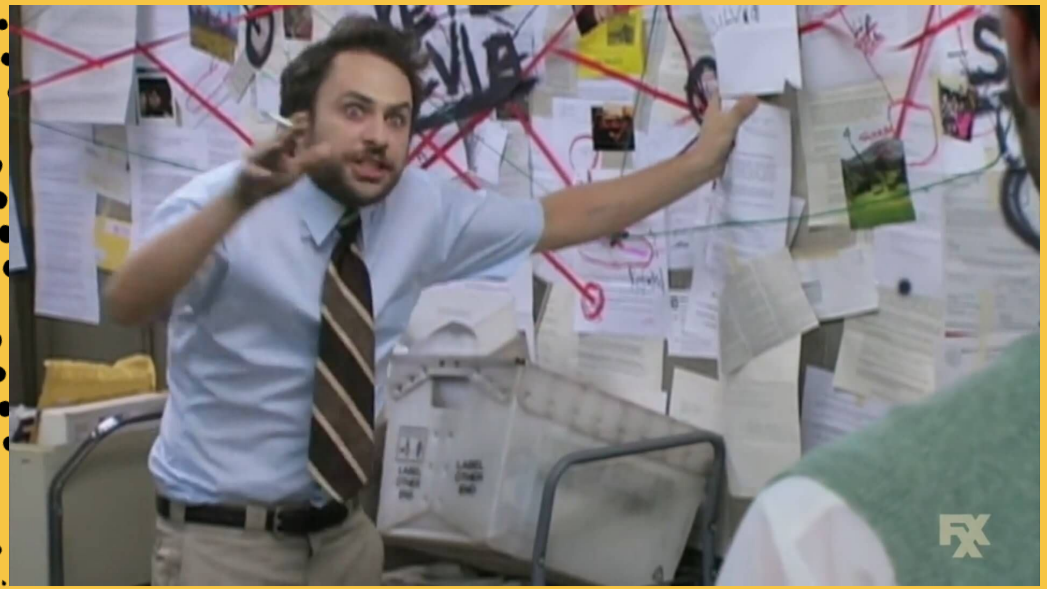
03

HOW TO USE AI EFFECTIVELY

Tips and Tricks

IDEATREE SOLUTIONS
cc@ideatreesolutions.com

SOME TIPS...



1. STRATEGIZE HOW TO USE AI
2. ASK IN DIFFERENT WAYS
3. UNDERSTAND LIMITATIONS
4. QUALITY ASSURANCE
5. BE FLEXIBLE
6. BE MINDFUL OF HOW QUICKLY DATA IS BEING UPDATED

IDEATREE SOLUTIONS
cc@ideatreesolutions.com

04

GENERATIVE AI APPS!

Apps, tools, and utilities all powered by AI!

IDEATREE SOLUTIONS
cc@ideatreesolutions.com

AI PRODUCTIVITY TOOLS (BY CATEGORY)

- CONTENT CREATION (COPY.AI, JASPER, SURFER)
- TEXT ENHANCEMENT (GRAMMARLY, WORDTUNE, HEMINGWAY)
- IMAGE GENERATION (NEURAL.LOVE, STABLE DIFFUSION, DALL·E 2, ILLUSTROKE)
- NOTE-TAKING (MEM)
- VIDEO CREATION (FLIKI, SYNTHESIA)
- TRANSCRIPTION (OTTER)
- SLIDE DECKS AND PRESENTATIONS (BEAUTIFUL.AI)
- RESEARCH (GENEI)

IDEATREE SOLUTIONS
cc@ideatreesolutions.com

FINAL THOUGHTS!

IDEATREE SOLUTIONS

cc@ideatreesolutions.com

THANK
YOU!

QUESTIONS? CONTACT ME!

CHRISTOPHER CASTIGLIONE

IDEATREE SOLUTIONS

Idea Tree Solutions

Ideatreesolutions.com

cc@ideatreesolutions.com

(586)991-1549

HELLO! I'M . . .

ERIK SOPER

Clarity Business Design

Learn more: https://**ClarityBusiness.Design**

GETTING TRAFFIC

FOR SURE

YOUR WEBSITE SHOULD . . .

1) **Hold Attention**
2) Engage Visitors by Providing Value
3) **Present Opportunities to “Buy-In”**
4) Inspire & Measure Actions
5) **Nurture Your Prospects & Clients**

THE NEXT CHALLENGE

"I've got a decent website...

"Where's my traffic?"

CONSIDER THE CANDY BAR

Let's say that a Candy Bar Represents an *Opportunity* to serve a client.

THE QUESTION . . .

How might you get more candy bars...

THE QUESTION...

...to *resell*?

SOURCING THE CANDY BAR

From a Grocery Store?

(High Cost; May go on sale)

SOURCING THE CANDY BAR

From a Vending Machine?

(Medium cost; Usually Works)

SOURCING THE CANDY BAR

From a Claw Machine?

(Low cost; Skill-Based; Variable Chance)

THE ANSWER . . .

The Vending Machine

CREATE YOUR OWN MACHINE

Advertising is like a Vending Machine.

Marketing is like a Claw Machine.

So What's Next?

– Pull 10% of Gross Revenue Aside
– Start Buying Traffic on Google or Facebook
–Measure Your C.A.C.

How Much Should Your C.A.C. Be?

C.A.C. = Customer Acquisition Cost

- Target of 10%-30% of *Gross Profit*
- Consider ALL Marketing & Advertising Expense
- Divide by New Clients

THANKS!

ERIK SOPER

Clarity Business Design

Learn more: https://**ClarityBusiness.Design**