

**SPECIAL**  
**REPORT**

# Your Website is Obsolete Without Social Media in It!

The 15 Social Media Essentials Your Website **MUST** Have To Make You Money!



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Learn what you need and how to add it to your site. You do not have to change the design if you like the current look and feel of your website, but you **MUST** change the way it works and its connection to the social media movement.



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## The 15 elements your Website MUST have to make you money

**Learn what you need and how to add it to your site. You do not have to change the design if you like the current look and feel of your website, but you MUST change the way it works and its connection to the social media movement.**

Social media and blogs are now the driving force behind web traffic. If you are trying to get web traffic to produce leads for your business or professional practice then your website must become a Social Media Portal as well. If you don't add this capability to your existing website then you will be losing big opportunities for marketing your products and services on the web, which was why you wanted a website in the first place. In fact, right now you are not getting the leads and business you want from your website and already some of what you were getting is dropping off because sites with social media added to them are taking your place in the search engine positions.

**To be sure you aren't missing out, answer these 5 questions.**

- ***Is Your Website Constantly Being Updated with Current, Relevant Content that is Targeted Exactly for YOUR Market?***
- ***Do You have a Blog and if you do is it built into your website to boost your site's search engine ranking?***
- ***Do you produce articles and press releases about yourself and your business and syndicate them in order to move up in Google page rankings?***
- ***Do you have video on your website that is SEO'd to get maximum exposure for you?***
- ***Is your website connected to your social media pages like Facebook, Twitter, YouTube, Flickr and others in order to connect with the people who are visiting those sites who have the network to bring many more to yours?***

If you don't know the answers to these questions, or if you do and haven't done anything to update your website, then you now know why it has not been producing leads and clients the way you wanted it to. Now is the time to change that!

Social Media has made traditional websites obsolete. In fact, successful websites are now transforming into true Social Media Portals that incorporate all of the best tools of The New Web (yes, in many ways we are beyond Web 2.0) into one information center about your business or professional practice. The

sooner you make this transformation for your website, the faster you will see your business grow and reap the benefits and lock out your competition.

Social Media is **NOT** a new concept; Social Media is just a group of tools collectively used to build a relationship with your prospect or customer. Relationship building can be for both personal and business uses. If it is for business, then you are building a relationship with your customer, client or prospect for the purpose of helping them understand who you are, the service you provide and why they would want to do business with you (as opposed to someone else).

...If you can do this (and you can) it is a powerful connection between you and your client that keeps you and your client together despite the shape the economy is in, or the grabbing-for-the-last-straw "discount" offers from your competitors that only end up lowering everyone's profit margins and putting a whole group of people out of business!

The bond we are talking about, that Social Media can help you create, is the type of bond we all strive for if we truly love and believe in our product or service. And now, with Social Media Systems in place you can create this bond in your business ...in a very short amount of time!

**Building a relationship with your clients through the use of Social Media Systems is the easiest, most cost effective, and also the most powerful method available to you today!**

And yet....

Do YOUR current websites build relationships with visitors and actively engage them on your site?

The key to effective Social Media is to **know your audience, to know what they are searching for and to start the conversation** with these users using Social Media and offering current, relevant content!

This strategy should be used not only for your current clients, to help you grow your current relationship with them (have you been doing this?), but also to attract all of the potential new customers right now who are actively searching online for what YOU offer.

**How do we know there are people looking for you?**

... Because we can go online and see them! In fact, Google even has a keyword tool that allows you to find the keyword phrases your prospects are using to search for your specific products and services online AND it then tells you how to step in front of all of these people with your message!

**Are you doing that now?**

If you're not, you're missing out on loads of new traffic, new customers and new profits... literally every day!

**Why is this crucial for your website success?**

... Because updated, current, relevant content about your business or professional practice is what

transforms your website into a moneymaker! If your website is not built this way, then it is not making you money, or bringing you the business you always thought it should, and you probably always wondered why ... now you know! And now is the time to do something about it!

### **Are you providing current, relevant content on a daily or even weekly basis?**

Today, websites need to be much more than “online brochures” that give boring facts about your company. In fact, most people don’t even care. Do you, when you are look for a professional? Of course not!

Searchers want to know the answers to their questions and they want the information delivered to them by the person they will be dealing with. The delivery can be by an article, blog, video, testimonials or third party verification. Sure, they want to know the person (or company) they are dealing with is competent, but what they really want to know is if you will relate to them-- and frankly whether they will relate to you.

Consumers today want to know about the person that used to be “hidden behind the curtain.” Have you ever been to a doctor’s website and never seen a picture of the doctor? How about a company, of any size, and all you see is their office building?

### **You don’t want to do business with a building do you?**

If it is a company you are searching for, you want to know who you will be dealing with inside the company, and further, you want to know who the person is standing behind the promises. If it is a professional practice, you want to know even more about the individual you will work with-- and we’re not talking about their resume. You want to really know about the person and it doesn’t help build confidence if they are “hiding behind the curtain”. You want to hear from someone who is **actively engaging with you** and **building a relationship** with you. This is the real truth about the online search process that few people consider and even fewer plan for when they build a website.

They want to know about your personality, but they also want to work with someone who is **actively engaging with them** and **building a relationship** with them through Social Media.

Social Media Sites are the new websites that blend all aspects of social media into a single online hub, in order to drive and sustain traffic, capture leads, drive sales, engage your visitors and ultimately **make you more money!**

- **Isn’t that what you’ve been expecting and looking for from your website all along?**
- **Isn’t that why you have been terribly, disappointed with what you have right now-- a website that doesn’t do anything for you and is run by someone who not only can’t communicate effectively with you, but often doesn’t even respond?**
- **You know this is exactly what you’ve been looking for!**

### **So what does a Social Media Website look like?**

Well first, a Social Media Website doesn't have to "look" different in terms of colors, graphics, logos, etc., if you like what you have, but it contains all of the strategic elements that help you build a strong connection between you and your prospect. The most important thing is to make sure your website contains all the tools behind the system that get you from where you are now to where you want to be in terms of prospecting, lead capture and conveying the right information your prospect has come to your site looking for. It must be a changing, dynamic, site that updates with new and relevant information that fits into what your prospect is currently thinking about today. Your prospects don't wake up wondering what you are up to today, they wake up wondering who is going to solve one of their problems. You've got to join the conversation that is taking place in their head, and good keyword research can do just that for you.

Your Social Media Website should include **ALL** of the following tools (and by the way, if you do not have **ALL** of these elements then you are not doing yourself justice online!).

**1 Keyword research with targeted meta- data.** This research will allow you to know that what you are saying on your website is what people are looking for, so that you can talk directly to your clients and prospects.

You may have heard of keyword research, but it is rarely explained well. First, you **MUST** find out what people are actually looking for as it relates to your business. You may think you know what they are searching for, but why not find out with absolute certainty what your specific keywords are?

Once you know your keywords, or keyword phrases, you want to make sure those specific words and terms are sprinkled throughout your website, especially in all new content that is added to your site, like blogs or articles. If you don't always add the keywords to your content, then you will be straying from your core message and that means you are straying from your prospects. **BUT**, you have to make sure that you are using the keywords effectively, or else you'll be marked down by Google, for "keyword spamming," which is the practice of putting a bunch of keywords on your page just to get you a better ranking. You should look at this analysis constantly. Most people don't and that is a main point of failure because they are trying to communicate with a prospect that is searching for a specific "thing" and yet the business has strayed from that specific thing when the visitor arrives to their website.

**2 Links to your social media sites like Facebook, Twitter, YouTube and Flickr.** Not only should you have profiles on all of these sites, you should also connect them to your website so that your clients and prospects can find you and learn more about you. If they go to your Facebook site and find you have common friends, do you think that will help you connect? If they see you are involved with the same church or social clubs, or even like the same football team or celebrities, do you think they will connect with you and your service faster than someone who has an institutional website? You bet!

**3 Social Bookmarking icons so users can easily bookmark and "vote" for the content on your site** (we're talking about bookmarks from sites like Digg, Delicious, StumbleUpon, Reddit and more—and if you're laughing because you've never heard of them, think again, you're competitors are likely laughing too...but not "with" you).

**Why do you need these?**



Because once your users get involved in your site and read your content, they get connected in a way your previous customers never had the chance to. They read your content, and then you make it easy for them to tell others to stop by to see your content. For example, your patient reads your article about breast cancer then they forward that article to a friend they know who has concerns about her own care. Which doctor is the friend most likely to go to for an opinion or check up?

Suddenly, you have your own readers helping you bring other prospects to your site to learn about you-- and then they bring their friends, and so on and so forth. This is social media at its best—VIRAL social media.

**4 Twitter “Retweets” directly from your website.** Your client or prospect liked your content so they tweeted it to their list of friends and followers, and the circle begins again.

Yes, this may sound a little crazy but so did email once, and text messaging. Twitter is no different. For many people “tweeting” is just a quick way to stay in touch. Sure we hear some people think it is a waste of time, but if the one and only Sir Richard Branson, whose hourly earning rate is in the stratosphere, believes it’s worthwhile and has over 160,000 “followers” how can anyone with a lower hourly rate ignore it?

**5 Lead capture.** Even if you know people are coming to your site regularly, do you have a system to gather their names and email addresses so you can contact them again after they leave your site?

If you don’t, then why have a website in the first place? The answer is that you know you should, you probably just didn’t know how simple it was.

Lead capture should be simple so that it doesn’t scare the visitor out of giving up their information. Offering something for free in exchange for the information is also a great way to entice visitors to leave their information. Not only should it be simple, it also needs to continue to reinforce YOU as the go-to person for what the prospects are looking for.

Seriously, a lot of searchers will visit a website with no intention of buying that day. They, instead, are doing research and looking for information so they can make a decision when they are ready.

So, if the person, or the business, has a system to stay in touch with the visitor over the course of time, they will likely reach that potential client at the exact moment they are ready to buy. Additionally, by constantly staying in touch with your visitors you can pass along new information that may even be more relevant to them in a very non-invasive manner. You never know at what point they will decide to buy, maybe it’s from receiving a coupon or reading an article; but, it all starts with lead capture and beginning the process of building a relationship.

**6 A professionally produced Ezine.** This Ezine, or online magazine, is a tool used for staying in touch with the person whose name you have captured. It is delivered directly to your clients and prospects and allows you to stay in the forefront of their minds.

Maybe a prospect wasn’t sure they needed your service or wasn’t ready to make a commitment when they first visited your site. Instead, they were doing what most do, gathering information for when they do need the kinds of products or services you offer. If you stay in touch with them on a regular basis

with your Ezine, then when they are ready, you will be there-- just like an old friend. They won't need to check online again; instead YOU will be embedded in their mind as who they should do business with. You will become their "friend in the business".

Delivering an Ezine in the proper format, at the proper time intervals, allows you to continually connect and stay in the forefront of their mind.

**7 Auto-responder capabilities.** Some people have auto-responder capabilities and don't know it while some don't even know what they are. That's ok, but auto-responders are one of the most valuable and simple tools because they are automatic.

Auto-responders are like robots that contact your prospects and clients with the personalized message you want them to see, automatically!

Have you ever thought, "I'll contact this prospect in 6 weeks and see if they are still interested"...but YOU forgot to do it?

Sure, we all have... but we literally can't forget with Auto-responders. For example, you could set them once to send out a message six weeks from the point of contact and then it just happens-- automatically! Simple as that. Better yet, set up a series of messages every 6 weeks for the next three years and your robot auto-responders will do it all for you...and they never forget! Do you think your prospects will be impressed?

**8 Blogs.** You may have heard the term "blogging for dollars". If you have, you may have wondered why you didn't make any money when YOU blogged...

### **The reason?**

No one ever explained the concept and how it really works. While in some cases blogs are constructed to make money from ads imbedded in the blog itself, in the vast majority of cases, the blog's purpose is to speak to your readers in a manner that will bring people back to your website where you will be able to begin a relationship with them.

Additionally, because your blog brought people to your website, those interested readers will now be "touched" by your other Social Media systems and be further engaged. Maybe they will sign up for your Ezine, or get picked up by an auto-responder. It's like sending out little messages in a bottle that go all over the world and different people are touched by them, making a first-round connection with you. Powerful little messages, aren't they?

**9 Articles.** Some people love to write. Maybe you do and this is your chance. Maybe you don't and you have to learn to dictate or get someone to write down your thoughts. In any event we all know that current, relevant information is what people are looking for and the greatest way to do business with them is to get information out there that meets that standard. Please note, the article doesn't have to be long. In fact, short is good. Just get out good information. For instance you might have 20 ideas to improve something people are looking for. You don't have to release all 20 at once. Send them out over

20 days or 20 weeks. Frankly, it is more powerful because not only are you giving out the information in bite size format, you are reconnecting with your prospect on a regular basis, reinforcing your expertise.

**10 Press Releases.** Most people don't think they have anything newsworthy so they don't send out press releases. The problem with that thinking is that it is outdated. Originally, press releases were only used to get the word out to mass media (television, radio and newspaper). So if you didn't have something that everyone would be interested in, then you didn't send out a release. All of that has changed because mass media has been primarily replaced for most businesses by targeted media and social media.

The mass market may not care at all that you received a local civic award or that you closed a new deal, but your targeted personal fan base of clients and prospects will. Why? Because, it reinforces that they have found the right person in their search, or better yet, it reinforces their great decision of selecting you as the person to do business with in the first place. Press is now micro-targeted and this is your opportunity to shine.

**11 Comments enabled on your blogs, articles and PR** (with approval of course!). Once you have your blogs, articles and PR sections set up on your site, you need to allow comments on these posts. Allowing comments, allows visitors to engage with you and leave their own opinions... but just incase, make sure you set them to show up only after they've been approved (you can get the average crazy person or spammer posting links to completely unrelated things in your comments!).

**12 RSS Feeds.** Do you watch the national news anymore? I do, but fewer people are watching the news and instead many are now getting their news through RSS (really simple syndication) feeds. RSS allows you to create your own news, aggregated from people who are broadcasting their content, which you have chosen to hear from. Lets say you are a financial planner and write a blog every week on financial topics. Your fans can now request your RSS feed and every week they will get your blog automatically delivered to them, either in their email program, or via a special program that just delivers RSS feeds. This keeps you connected with your prospects automatically because they have agreed to accept you as an information provider that they trust and want to hear from. This increases your status with them and your contacts with them are now automatic, every time you post something new, they automatically receive it!

**13 Video.** As we say, "text is good, audio is better and video is best". Video has become the most powerful medium on the Internet and there are many ways to use it. You can use video as an introduction to your website, to tell more about or demonstrate a specific product or service, to deliver a new announcement, or even as a sales force, the list goes on and on. Bottom line: video allows you to connect to your visitors in a deeper way than any other medium on the Internet. It allows the visitor to both see and hear what you are saying and most importantly to engage with you on a human level (something that historically has been very difficult to do in anything other than person to person communication). Video is an absolute must on today's Social Media Sites (you also need to be taking advantage of video syndication sources like Tubemogul.com... but that's for another conversation!)

With the advent of YouTube you can now produce content that will last in the online world forever that will be out there working for you as a free sales force. Additionally, once you create a video, you can also use it as a promotional handout DVD, in an email, or even as a personal message such as a Holiday greeting to all of your clients.



**14** **New and Relevant Plug-ins.** For example, Aapture (apture.com) is a plugin we use for not only ourselves, but for all of our clients. It allows you to actively engage your clients while keeping them ON your website.

You no longer have to link to something and take the chance that your reader will leave your site through that link and never come back!

With Aapture, you can enhance your blog posts with interactive videos, maps, Wikipedia entries, twitter profiles, etc. WITHOUT readers leaving YOUR page!

And this is just one of the many plug-ins we use to make our Social Media Sites more efficient and up to date. We understand that you have better things to do than scour the Internet for the latest and greatest plug-ins, but we take it seriously and are happy to do it for you. It's the best way to stay on the cutting edge!

**15** and most importantly... **Your website should be built on a BLOGGING PLATFORM.**

Built on a Blogging Platform?! But I have a custom coded html or flash website- are you crazy?

Maybe we are crazy... but that's a different story...

YES! Your website should be built on a blogging platform (we like Wordpress).

**Blogs = conversational in nature**  
**Websites = educational**

Now, I know you're saying... "Wait a minute. I thought blogs were supposed to be educational too?!"

You're right, they are! But think about your standard "website," they have the FAQ's, the About section, the Services Page, etc. On a blog you typically post more conversational posts that tell stories. The best posts are the ones that tell a story but also give educational content in the end, but are not a blatant sales pitch for your products and services.

**So what do you need to do? COMBINE THE TWO!**

Design your website around a blogging platform, which not only makes updating it much easier (ultimately providing that current, relevant content), but the underlying "code" of the site is also much cleaner for the search engines to read.

I know... I just "geeked out" for a moment, but blogging platforms cut down on the "noise" of traditional html code so that Search Engine Spiders can index your information and make it much easier for Google to find you. It's the equivalent of trying to find a particular paragraph in War & Peace, or looking for that same part of the story in Cliff's Notes. Get it?

And all of the things we just listed, are what you need to get your website ready to handle Social Media! And **ALL** of these elements are important because they work together to provide maximum exposure

through various avenues.

THEN, from there it's all about starting the conversation and getting clients and prospects to interact with you through Social networks and ultimately moving them from being a "fan" or a "follower" to your website.

Some of the networks that you should be submitting content to on a regular basis include:

- Facebook
- Twitter
- Digg
- Delicious
- StumbleUpon
- Technorati
- YouTube
- Flickr
- EzineArticles.com
- Vimeo
- Viddler
- And MANY more!

By now we hope you have a much greater understanding of why your current website is broken and isn't working to bring you profits, like you always thought it would. Every day it stays that way, it doesn't just fail to make you money, it costs you money, because you are missing all of those people looking, right now this very minute, for what you have to offer. Does it make sense for you to let them all pass you by? Of course not! So let me make two suggestions.

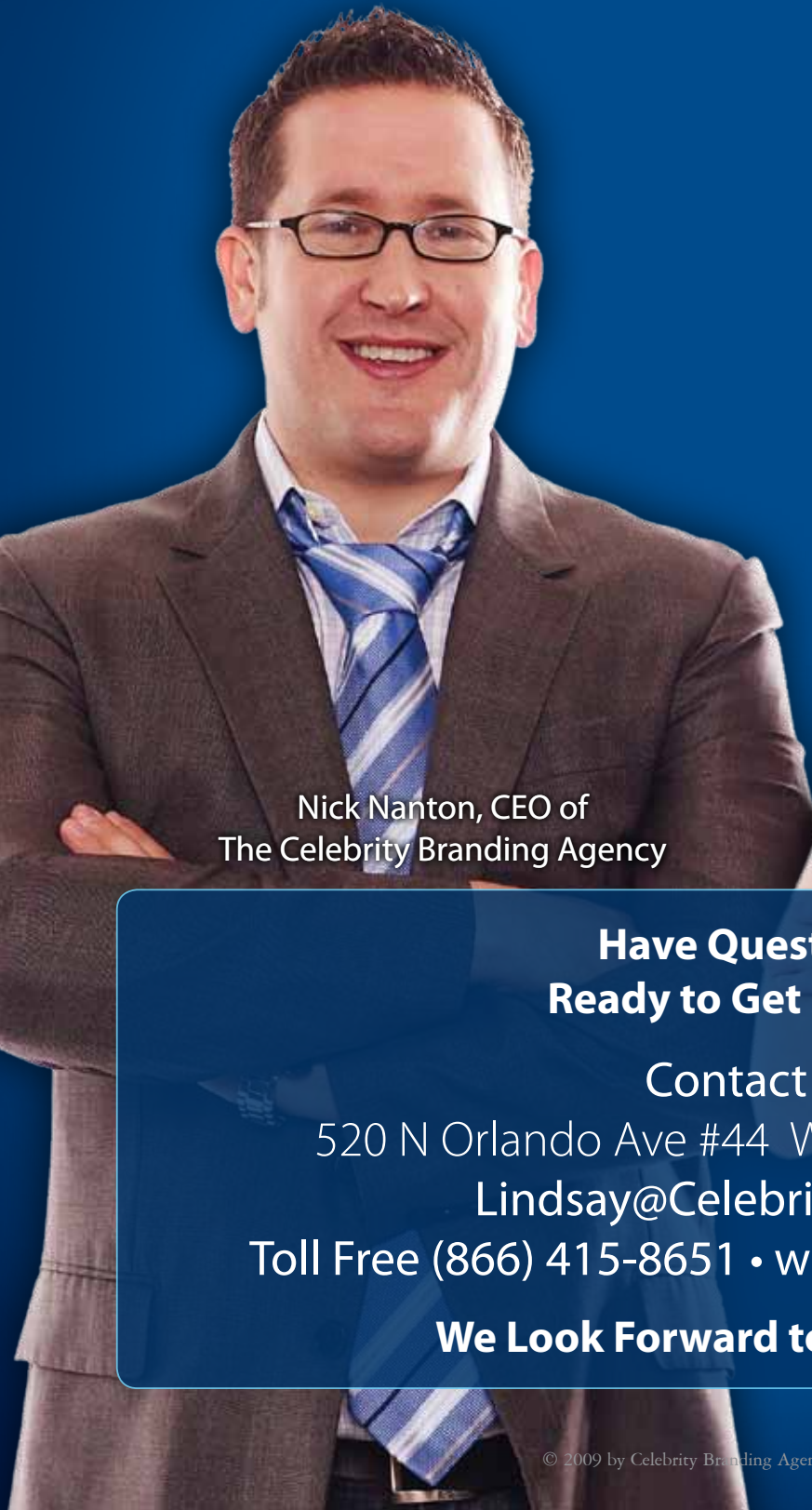
1. Don't get concerned that what we have discussed looks like too much work, so you aren't going to do anything out of fear. Remember, we suggested you use a Social Media System, and a system is something that does the work for you. We will show you how to do that.

2. Call me. Make an appointment right now to discuss with me why what you are doing doesn't work and how we can fix it for you so it does work, efficiently, just like it should. We will talk to you and make suggestions to you at no charge. **Why?**

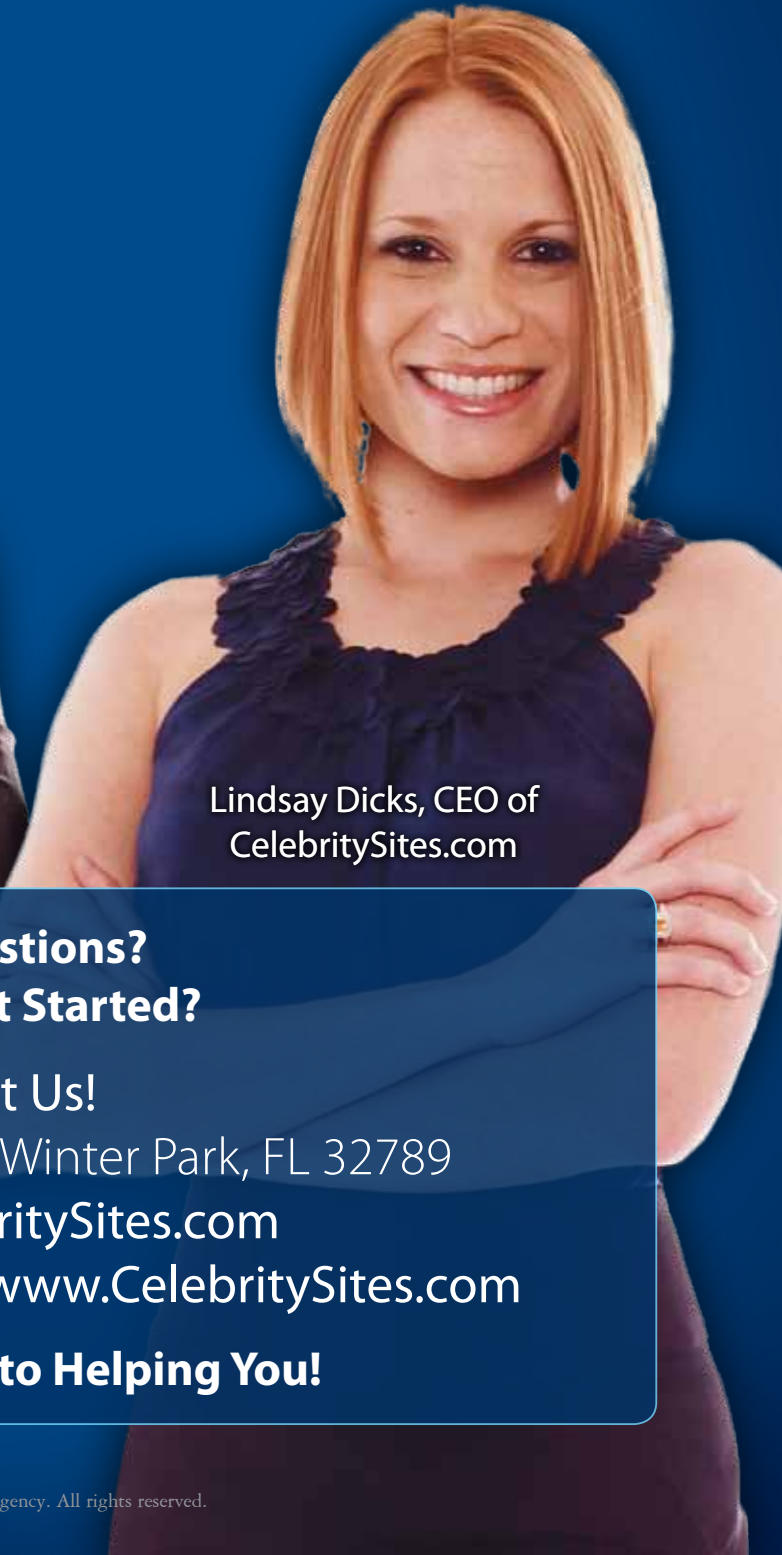
**Because** we are building a relationship with you. We know what you want...we know how to do it for you...now what we need to do is find out how it can work for you at a price that makes you a profit. If we can do that, then it is likely we will have a long-term business relationship together-- and that is what social media is really all about. Building long-term relationships, one person at a time.

Please pick up the phone and call me now at (866) 415-8651 or email me at [Lindsay@CelebritySites.com](mailto:Lindsay@CelebritySites.com).

**Call me now at (866) 415-8651 or email [Lindsay@CelebritySites.com](mailto:Lindsay@CelebritySites.com) – and just for taking the time to speak with me, I'll send you a free copy of "The Secret Formula for Social Media Success."**



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**Have Questions?  
Ready to Get Started?**

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**We Look Forward to Helping You!**