

webgeni^{us}

Websites & Web Marketing

Harnessing the power
of internet marketing
to find new customers

Presented to:

Financial Advice
NEW ZEALAND

August 2023

Brief intro of Richard Calkin and Web Genius

- Founded Web Genius in 2000 after background in marketing communications
- Now a team of around 50 servicing nationwide (based on Kapiti Coast)
- Comprehensive range of digital marketing products and services
- The Web Genius Web Marketing Formulas developed over 22 years.



webgenius mission

Web Genius helps Kiwi business heroes harness the power of the internet to generate...

more customers

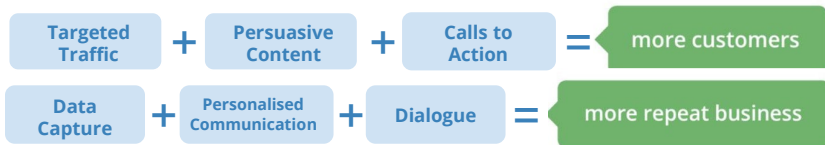
more repeat business

webgenius formulas

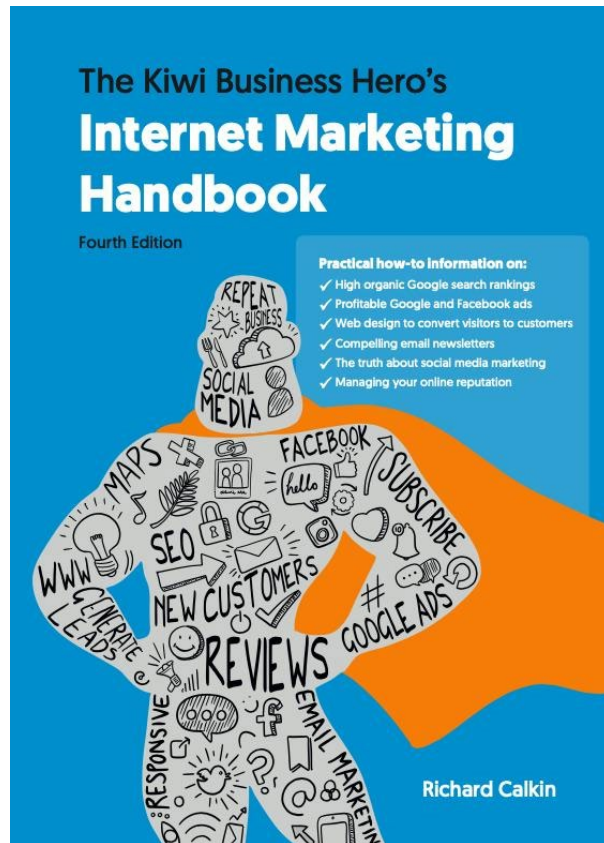


The Kiwi Business Hero's Internet Marketing Handbook

- Fourth edition: soon to be released
- First edition published in 2011. Second edition 2015. Third edition 2020.
- 160 pages. 360° view of digital marketing, especially for New Zealand business owners
- Content based on the Web Genius Formulas:



Rest of webinar looks at key takeaways from formula 1: “More Customers” from the book



Targeted Traffic

AKA: prequalified potential customers who visit your website

What are the most important sources of traffic these days

From The Kiwi Business Hero's Internet Marketing Handbook:

“ To give you an idea of how dominant Google still is in terms of providing traffic to small business websites, between 1 April 2022 and 31 March 2023, Google was the source of around five million visits to the 1000 plus websites managed by Web Genius.

This is about 14 times as many as the second placegetter, Facebook, which generated just over 350,000 visits. What's more, Google produced 2.5 times more traffic than all the other sources combined! ”



Everyone Else

Targeted Traffic

Cost per visitor

From The Kiwi Business Hero's Internet Marketing Handbook:

“ An analysis of the hundreds of Google and Facebook advertising campaigns managed by Web Genius on behalf of Kiwi small to medium businesses shows an average cost per website visitor over the past year of around \$1.17 from Google and \$1.28 from Facebook. The same analysis of other sources of traffic typically returns figures up to 10 times this amount and higher. ”



**Everyone
Else**

Targeted Traffic

3 parts to the Google search results

1. Google Ads listings
2. Google Maps listing
3. Google Organic listings

The screenshot shows a Google search for "plumber wellington". The search bar is at the top with the Google logo on the left and search icons on the right. Below the search bar, there are filters for "All", "Maps", "Images", "News", "Shopping", and "More". The search results are categorized into three sections:

- Ads:** A sponsored result from "nve.co.nz" for "Plumber Lower Hutt, Wellington - Plumbing Services". The ad text includes: "Available for Emergency Services Over the Holiday Period & are Back 4th of January. When You Need a Plumber, Gasfitter, Drainlayer or Roofer, Call New Vision Enterprises. Gasfitting · Drainage · Commercial Maintenance · Heating Systems · Glass Treatment".
- Maps:** A section titled "Businesses" with "Rating" and "Hours" filters. It lists three plumbers with their ratings and details:
 - Southern Plumbing & Gasfitting Ltd:** 4.3 stars (139) reviews, 40+ years in business, Wellington - 0800 484 353, Open 24 hours. Online estimates · On-site services not available.
 - Tasman Plumbers Wellington:** 4.8 stars (38) reviews, 10+ years in business, Wellington - 04 384 3463, Open - Closes 4:30 pm. "Pipe fixed with no worries, would definitely recommend!"
 - Laser Plumbing Wellington East:** 4.8 stars (40) reviews, 7+ years in business, Open - Closes 4:30 pm. "Very happy with the job and the service"
- Organic:** A result from "egglenie.co.nz" for "Plumber Wellington, Gas fitters drain layer Miramar Island Bay". The text includes: "Plumber Wellington. Gas fitters drain layer Miramar Island Bay: EG Glennie & Co - Plumbing, gasfitting, drainlaying and solar heating | Wellington."

On the right side of the Maps section, there is a map of Wellington showing the locations of the listed plumbers. The map includes landmarks like Central Park, Basin Reserve, and Wellington College.

Targeted Traffic

Google organic listings

The 2 main factors in high organic Google rankings

1. High quality content with the right keywords in the right places
2. Quality and quantity of incoming links

Targeted Traffic

1. High quality content with the right keywords in the right places

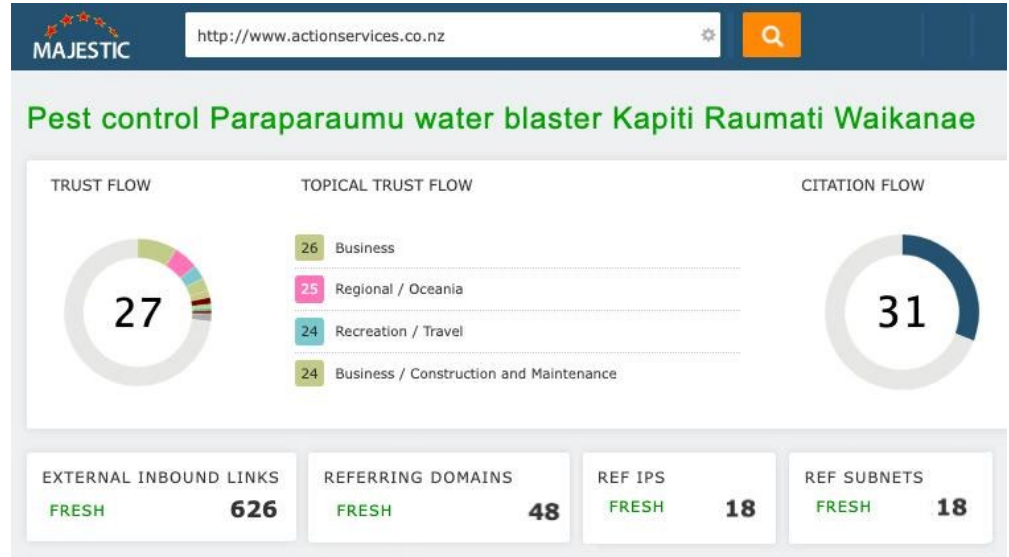
1. Lots of separate pages of tightly-themed content
 - a. Google is looking for E-E-A-T (Experience, Expertise, Authority, Trustworthiness)
2. Keyword optimisation
 - a. How to tell if your website is well optimised:
Google search for: `site:www.yourwebsite.co.nz`

Targeted Traffic

2. Quality and quantity of incoming links

1. Incoming links like votes
2. Quality more important than quantity

Find who is linking to you?
www.majestic.com



Targeted Traffic

SEO Audit

audit.webgenius.co.nz

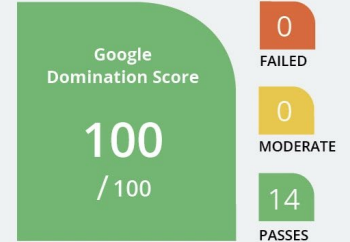
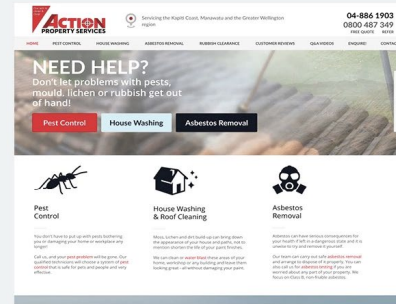
Just enter your domain name and click the "Audit" button

Google Domination Audit

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https://www.actionservices.co.nz

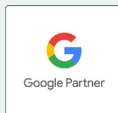
Generated : 20th June 2020



This Google Domination Audit analyses the following:

- 1 SEO Success Factor 1: The Right Keywords in the Right Places
- 2 SEO Success Factor 2: Quality and Quantity of Incoming Links
- 3 Technical SEO Factors
- 4 Mobile Optimisation

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Financial Advice
NEW ZEALAND

Persuasive Content

Your website is not an online sales
tool for your business

??

Persuasive Content

Your website is an online buying
tool for your customers!

Persuasive Content

The secret to great small to medium
business website design

It's not about you; it's about your customer

The web is full of graphic-rich information-poor sites
which fail to generate new customers.

**Effective design that converts visitors to customers:
90% information design; 10% graphic design**

Persuasive Content

Information design:

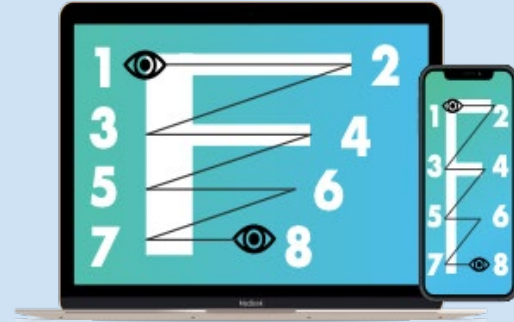
The right information in the right places

The right information

- Understand your perfect prospect
- Speaks in the language of your perfect prospect
- Answers questions
- Fulfils information requirements

The right places

- Use well-researched findings



- Use “design conventions”

Persuasive Content

Responsive website design: one version which works on all device types

From *The Kiwi Business Hero's Internet Marketing Handbook*:

“

At Web Genius we have tracked the amount of traffic coming to hundreds of Kiwi websites from various classes of device, which depicts the percentage of mobile traffic (including tablets) growing significantly over the past decade as per the numbers below.

2010:	1.41%	2017:	38.83%
2011:	3.02%	2018:	48.56%
2012:	6.79%	2019:	47.96%
2013:	11.55%	2020:	51.32%
2014:	17.12%	2021:	54.88%
2015:	21.74%	2022:	55.09%
2016:	30.63%	2023:	55.91%

”

Calls to Action

Get someone specific to do something specific!

- Your website is not a brochure
- It's a self service, interactive buying tool
- Calls to action are how you measure website success

Join Pitch

- Get prospect contact info for ongoing communication
- Eg. Newsletter sign-up, free report download,

Sales Pitch

- Enquiry form
- Trackable phone number
- Call to Action Panel
- Online sales

Calls to Action

Examples

FREE AUDIT >



Does your website have fundamental flaws?

FREE, instant 11-page report on how well your website is set-up for web marketing success.

GET AUDIT NOW!

FREE REPORT >



FREE Report: *The 4 Million Plus Leads Formula:*

FREE 13-page report outlining the exact formula that has generated over four million leads for Kiwi businesses.

DOWNLOAD NOW!

FREE ESTIMATE >



How much will your new website cost?

Answer three quick questions and get an instant free estimate by TXT!

GET YOUR FREE ESTIMATE!

FREE MARKETING PLAN >



FREE digital marketing plan:

FREE strategy session with one of our digital marketing experts, who will create a customised 4M+ Leads Formula Digital Marketing Plan for you.

REGISTER NOW!

Calls to Action

Examples



Home renovations don't need to be stressful. Wellington Building Services makes them simple

- ★ Small and large-scale renovation projects including those requiring a Licensed Building Practitioner
- ✓ All your building requirements taken care of with complete project management
- 👍 Our in-house team and trusted contractors deliver top-quality work

Serving clients throughout the greater Wellington region

PHONE US:
04 472 4443

Make an enquiry

Fill out this form and we will be in touch to discuss your requirements.

First Name

Email

Details

Last Name

Contact Number

CONTACT ME

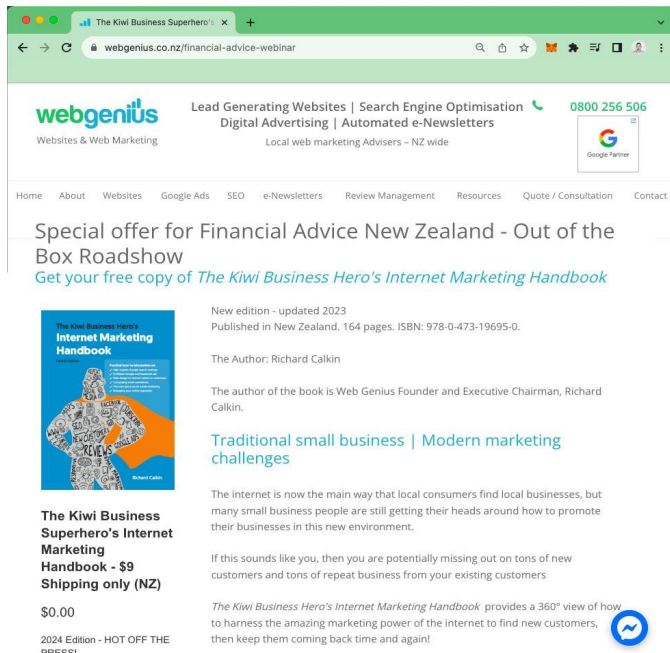
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Questions



Free copy of book - Just pay \$9 courier

webgenius.co.nz/financial-advice-webinar




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Get your free copy of *The Kiwi Business Hero's Internet Marketing Handbook*



The Kiwi Business Superhero's Internet Marketing Handbook - \$9 Shipping only (NZ)

\$0.00

2024 Edition - HOT OFF THE PRESS!

New edition - updated 2023
Published in New Zealand. 164 pages. ISBN: 978-0-473-19695-0.

The Author: Richard Calkin

The author of the book is Web Genius Founder and Executive Chairman, Richard Calkin.

Traditional small business | Modern marketing challenges

The internet is now the main way that local consumers find local businesses, but many small business people are still getting their heads around how to promote their businesses in this new environment.

If this sounds like you, then you are potentially missing out on tons of new customers and tons of repeat business from your existing customers

The Kiwi Business Hero's Internet Marketing Handbook provides a 360° view of how to harness the amazing marketing power of the internet to find new customers, then keep them coming back time and again!

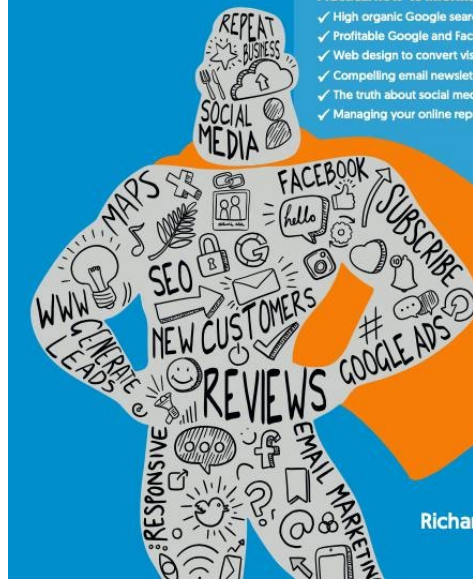
Normally
\$30

The Kiwi Business Hero's Internet Marketing Handbook

Fourth Edition

Practical how-to information on:

- ✓ High organic Google search rankings
- ✓ Profitable Google and Facebook ads
- ✓ Web design to convert visitors to customers
- ✓ Compelling email newsletters
- ✓ The truth about social media marketing
- ✓ Managing your online reputation



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