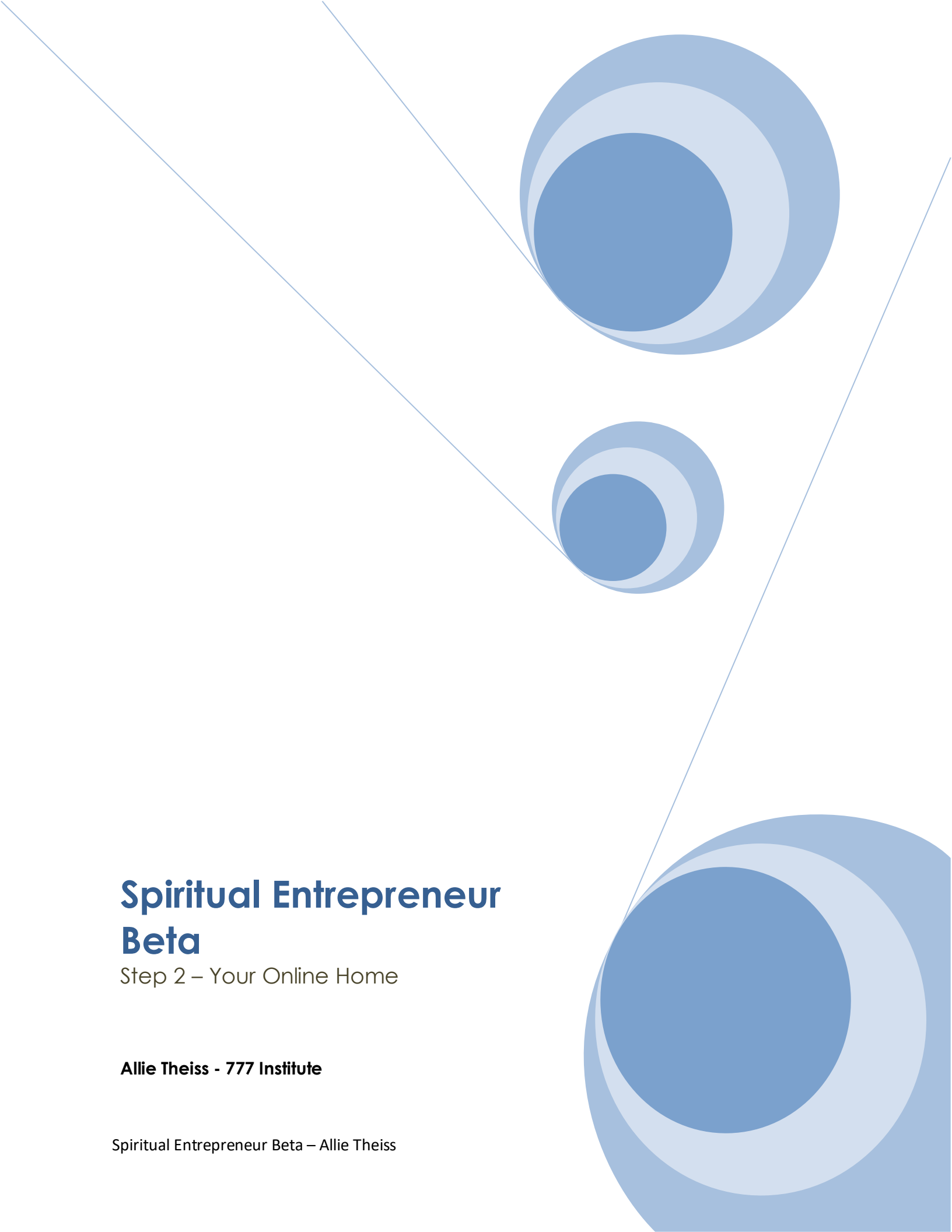




Spiritual Entrepreneur Beta

Step 2 – Your Online Home

Allie Theiss - 777 Institute

Spiritual Entrepreneur Beta – Allie Theiss

Step 2- Your Online Home

You have a products/services, the business name, and the type of clients you wish to attract.

Whew!

Now it's time to tailor your web site to make it easier to have potential clients find your site.

Choosing Your URL

You want to have your URL reflect a combination of your niche, your business name and/or keywords for your site.

If you have keywords in your URL, it ranks higher in search engine results.

Keywords

Keywords = the words you will filter throughout your site that people will "Google" for in order to find what you have to offer.

Marketing guru's argue on if you should have your business name in the URL or your keywords (it's ideal if they are both the same thing). Most people will not search for a business name – rather the product they are searching to purchase.

Example 1: if you are offering tarot and/or psychic readings/advice you would want: psychic, tarot, readings, advice reflected in your URL and web page.

Example 2: if you want to use your name to promote your products/service you would place it in the URL as well as throughout the web site.

You can also combine examples 1 & 2 to have an URL like this: PsychicAllie.com or AlliesReadings.com

- Think about what your niche and the narrowed down products/service that you are offering.
- Use the worksheet & write down keywords that are in tandem with what you're doing.
- Develop at least 3 URL's from your keywords. You need back-ups.

Note: A way to check to see if you are choosing keywords that people actually search for – plug them into Google's AdWords Keyword Tool to see how popular they are:

<https://adwords.google.com/home/tools/keyword-planner/>

URL Search and Purchase

After you work out your URL's for your web site- you are going to want to see if they are already being used and if not – buy the one that is still available.

You can do a search here (for free): <http://www.whois.net/>

There are many low cost domain registers to buy your URL from.

Two reliable register are:

Google Domains: <https://domains.google/#/>

Go Daddy: <http://www.godaddy.com/>

The most popular extension with an URL is “.com”. If at all possible buy a .com URL. If that is taken – the next most popular is “.net” followed by “.org”. However – org – should be used by non-profit businesses, “.tv” and “.info” are basically worthless extensions to use – so avoid them if you can.

****Note:** Rule of thumb – never buy your URL from the same company you host your site. Too many things can go wrong where you can lose your site & your domain name.**

Nuts and Bolts of Your Web Site

Pages you should as a base for your web site in rank of importance:

1. Index/home
2. About you/business
3. Product/Service
4. Blog
5. Contact

When people are surfing the Internet for something to purchase – they lack the time and the patience to really read what is written. People skim – period – unless they are doing research.

That is why it is important to keep each page:

1. Written in short paragraphs – 2 or 3 sentences each.
2. Use bullets and **BOLD** to make what is important easy to read for skim-ability purposes.
3. Keep what is vital for the potential client to see “above the fold” so to speak on the web site. Meaning they do not have to scroll down the page to see what is of most importance.

For example from my old site: Gypsy Advice Index Page:

You've heard Allie as the Sex Psychic on the Maria Shaw show on Psychiconair.com powered by CBS, now contact her directly for spiritual wellness and advice!

Career? Love? Money? What keeps you up at night?

Allie uses her natural psychic ability combined with the wisdom of the **Spiritual Realm, Tarot, Runes, Stones and/or Numerology**, to help you come up with a plan that'll **get you through the rough spots**.

***Advice with the personal touch?** That's what **GypsyAdvice** is all about.*

As a Personal Intuitive Advisor, Allie has an array of positive services to help you empower your life.

- Accurate **Psychic, Spiritual, Tarot, Rune Cast, or Numerology** advice for those seeking advice on relationships, sex, money, career, and family for a little peace and sanity.
- **Personalized Gypsy Magic Spells** written and cast for when your life needs some magical support.



The above is all “above the fold”.

4. Notice the picture? People like to see a picture of the person they are buying from. It makes the buying experience more personal for the client. The picture should be on the Index page.

SEO (Search Engine Optimization) for each page we'll go over in the marketing step.

What Each Page Should Contain

INDEX: VISITORS NEED TO KNOW WHAT YOU DO IN 5 SEC.

This should have:

- your business name
- what you do
- how you differ from everyone else (the benefits of using you)
- an overview of products/services
- Recent blog posts

ABOUT YOU/BUSINESS

- HOW CAN YOU SERVE
- who are you
- how did you get started
- why did you get started
- any formal training

PRODUCT /SERVICE

- restate the benefits received from using your product/service
- list what you are selling using the umbrella name 1st and then list each product/service
- give a short description of each product/service
- have a buy button next to each product/service
- client testimonials – if you do not put it on the same page, then create another page for the \$0.02

BLOG

- Blogs are wonderful marketing tools and this is why I have it under a required page. Search engines LOVE blogs.
- Make sure the subject and then the postings are related to what you are selling.
- Wordpress, Blogger, Tumblr are the three most popular free blog tools.

CONTACT

- A phone number (use a google number)
- Skype (if needed)
- An email address or a contact form
- A mailing address: this should never be your home address. Use a PO box.

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