

http://www Marketing Your Website

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Building Success Together

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Since our inception in 2000 we have been developing and hosting websites for a variety of customers that included the medical field, dog training, brokerage services and more.

Today we welcome small businesses just starting out as well as established businesses looking for an affordable hosting plan that includes email, e-Commerce, mobile websites, web development, updates and other services that fit their business objectives and budget.

Over the past 16 years, we've had the privilege of not only providing great websites to our customers, but upgrading their websites as their businesses have changed and grown. Building a great long-term relationship with our customers is what so many of our customers love about Madson Consulting. We are here for the long run. We look forward to growing together with you.

Gearheads Garage Bloomington IL

"It is not the strongest or the most intelligent that will survive but those who can best manage change."

Gearheads Garage of Bloomington is the area's most dependable and trustworthy auto repair shop serving Bloomington, Lexington and Mclean counties since 2012. With over 35 years of combined experience you can thoroughly rely on their expertise and professional advice. Gearheads is a member of the Better Business Bureau and Chamber of Commerce.

Gearheads Services all makes and models and specializes in tires, brakes, oil changes, transmissions, C.V. axles, welding, timing belts, computer diagnostics, front end repair and much more.

For your one-stop shop in automotive needs contact Gearheads Garage in Bloomington today where they provide trusted quality service through blood, sweat and gears! They look forward to having the opportunity to provide the level of service that you expect and deserve.

Please see *Gearheads* on page 3

Maintaining a Successful Website

The single most important part of having a strong web presence is of course, your website. Your website is the first look potential clients will have at your business and they will infer much about the products or services you offer by what they see online. Here are some tips to creating a solid first impression online:

“The single most important part of having a strong web presence is of course, your website.”

- First, determine what goals you will have for your website; what are your expectations going to be? Most business owners will have three goals at minimum: to create an online presence, to make their business stand out from other businesses, and to acquire leads from their website.
- Capturing leads is probably the most important reason to have a website. Getting your customers attention, showing them that what you offer is worthwhile, and directing them to a contact form will help to convert traffic into leads. The rest is up to you.
- When considering your website layout, realize that the home page is the first point of contact and that most consumers will decide within the first few seconds of looking at your home page whether or not to move on to another company. Your home page should be warm and inviting, easy to navigate, and should answer the questions, “What do you do?” and “Why should I trust you?”
- Including an About Us page or a History page will help to establish trust by showing what qualifications you have, how experienced you are, how involved in your community you are, and why you do what you do better than anyone else.



Are you using the right tools to make the most of your web experience?

Please see Website on page 3

Website from page 1

- Another essential of any good website is a contact page or contact form. In order to get the most out of your website traffic, you should have both. You should include your address, phone, email, and even a Google Map that shows the location of your office.
- A blog (or a news and updates section on your website) is a chance to show people that you are knowledgeable in your field. You can establish yourself as an expert, and through constant updates, give your customers a reason to come back. Customers want to know more than just basic information about your products/services. They want to know how they work, examples of interesting things that people use your products/services for, and how you make their life easier.
- Having a newsletter (or mass mailer) is another way to reach out to customers on a monthly, bi-monthly, or quarterly basis and share what's new with your company and/or services.
- Creating Twitter and Facebook accounts lets you find your clients where they already are and communicate with them in an environment that they already feel comfortable in.
- The most important aspect of your online presence is your website. Are you using the right tools to make the most of your web experience? Contact us today to find out more about how you can realize the vision for your website today.



Blogging, Tweet, Facebook, Pinterest, Mass Mailers and Newsletters contribute to your growth.

Gearheads from page 1

Gearheads is located at:

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(309) 808-1751; email: service@gearheadsbloomington.com; website: www.gearheadsbloomington.com

The Gearheads site was developed and is hosted by Madson Consulting.



"The hidden gem in Normal is actually Gearheads. I couldn't have been happier with the service and price provided in a really tough situation. Thanks for getting us back on the road guys!"

—Alaina Steinberg

Did You Know That

Your Domain Name is the basis for the rest of your web presence. Think REMEMBER ME.

Your market needs to know and remember your name.

One of the highest factors in Search Engine Ranking (SEO) Is your name.

Why a Meet the Team is Vital

By Amanda Athuraliya

Decide quickly – which one is more like you; buying a product manufactured by a company you have information on OR by a company that hasn't bothered to provide you with a single detail, or lack thereof, about who they are?

I'm sure most of us can relate to the first alternative, given that none of us like to go and deliberately buy stuff from unreliable sources!

This is why an "About Us" or "Meet the Team" page on your website is of utmost importance, especially if your website is your primary marketing platform.

Like you would hesitate to go out with someone without any background knowledge on him or her, potential customers who visit your website will not proceed to purchase anything you have to offer, if you fail to introduce yourself to them properly.



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Did You Know That

You can hire someone to tweet or blog for you. There are companies out there (including Madson Consulting) who will offer to handle your Twitter, Facebook, and Blogs so that you don't have to spend the time doing it yourself.

This will allow you to do the work that you do better than anyone else.

However, gone are the days when a few paragraphs about your company in an "About Us" section next to your Home page, was compelling enough to get a web visitor to go and check out the rest of your landing pages.

In an era where openness is heavily promoted among communities, the more information on your company you divulge, the more they'd be willing to trust you. This is where a "Meet the Team" page (instead of a boring About Us section), can be an ideal (and the trendy!) way to introduce your company to your potential customers.

What Makes the "Meet the Team" Page so Vital?

It Increases reliability.

If your website is the primary platform for marketing your product or service, a lack of an "About Us" or "Meet the Team" page could simply reduce the reliability of your brand or send your website visitors away, instead of inviting them in.

The visitors who come to your website, upon gathering the information they want on your product, look for the "About Us" section immediately afterwards. Here they search to get an idea as to what kind of a company they are going to deal with; whether the company is reliable, how long it has been in the industry, their team, the technology they use etc.

To be continued...