

## GREETINGS

We have been contacting you periodically over the years about updating and enhancing your website and other business services.

This is a long email to fully inform you as to the truth about website marketing.

Google business ads are expanding because 99% of web designers cannot put websites on page one of a Google Search.

If you want to stay in business you must become website savvy.

We are a PROFESSIONAL AMERICAN WEBSITE DESIGN COMPANY since 2003 but have been building websites since 1998. You will not find any website designer or website design company that has been in the website design business longer than we have.

WE ARE PRESENTLY RUNNING A SPECIAL PROMOTION FOR A REBUILD OF YOUR MAIN WEBSITE FOR \$250 TO \$550. If you have not updated your website in the last 3 years or more, it is time to do so.

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### 1) THE TRUTH ABOUT WEBSITE ADVERTISING:

What I have written is for the small business owner who intends to remain in business. What is written below is for someone who is serious about gaining a larger share of the market for their products and/or services. It is for someone who can see that the time is rapidly approaching when you will not be able to afford the cost of advertising with Google or any of the Yellow Page type advertisers like Angie's List, Yelp, Thumbtack, and still make a profit. When that happens, you will either have to reduce the size of your business and reallocate those cost savings to website advertising or you will have to go to work contracting out your services to some other business owner who has been more successful at website marketing than you. F

For more detailed information visit my website at <https://twentytwentywebdesigns.com/BasicNetMarketing.asp>

FACT: 80% of what you have been told by website solicitors about website marketing is false. This is especially true with regards to website designers in India who are 95% of those soliciting your business. Americans cannot compete with these web designers because a programmer in India costs \$100 a month and in America \$3000 minimum a month. I have been in business for a long time and I have a very efficient production line.

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### 2) WHO ARE WE?

My name is John. I am 71 years old and have been self-employed working with small business owners for over 50 years (in insurance, accounting, tax, law, marketing, and website design). I understand a whole lot more about the overall operation of a successful small business than 99.99% of website designers you talk to and who only understand how to build websites from Lego type module programs like Wordpress, Weebly, Wix, GoDaddy, Joomla, and many others. The average website design company you talk to cannot program a custom website from scratch. They are dependent on Lego module programs where the choices of how websites look are limited. All our websites

are programmed from scratch. No two businesses are alike and you need a custom website tailor-made to your business model. We can do this for you.

I am an American Website designer who has been in business officially for 17 years. All my employees are Americans working in America. My base of operations is in Albuquerque, New Mexico.

I bought my first computer in 1981 and began building websites in 1998. You will not find anyone who has been in the website design business longer than I have. If you do not believe me ask whoever is soliciting your business how long they have been in business. If they say before 1998, they are not telling the truth because there were no websites before that other than big corporations. In 2003, only a small percentage of small business owners had websites. 2003 is the year the website design business took off.

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### 3) THE BASICS OF WEBSITE MARKETING

1) All of you who were in business before the internet understand advertising in the Yellow Pages and other media. All that you learned using those advertising vehicles apply to the internet and specifically to Google. Google is just the same as any print advertising, billboards, radio, TV and so on.

The only difference with the internet is a website programmer has to know how to get your business on page one of a Google search without buying ads.

2) What you need from the internet is to be seen. I am only talking about connecting with people who need your services and do not know you or know about your business. If people know about you and your company they will call you direct. They have no need to try to search for you on the internet or Google.

3) The number one issue is to have your business come up on page one of a Google organic search.

A search consists of two words or phrases. 1) the service being searched for & 2) the city where they need the service. The service and city are your keywords.

A search for your business name should always bring your web site up to the top of page one of the search. The top begins under the paid-for click-through ads and the free Google Business ads if you have a physical location in the area being searched. The problem with Google business ads is that you have to share that space with 5 to 20 other businesses in your area. Google rotates those various businesses such that 3 or 4 are seen and the others you have to click to see more. When you are in the see more section, you are not going to be seen.

Google business ads are free but require a lot to get your business listed. Only you can communicate with Google to get the rules of the road. More and more business owners are using Google business because other than myself few website designers can get you on page one without buying ads.

The true meaning of a Page One placement is a search for a Service and City where your business comes up on page one. Not a search for your specific business name, which should always come up first but for the Service and City where you want to increase your business.

4) So when you are contacted by a website designer who says they can put you on page one you need to ask one question:

“Give me a Service and City that I can search and see a website you have built on page one of the organic search.. 99% percent cannot do this and they will make excuses. That is when you need to hang up.

Here is an example of our search that comes up on page one. NOTE these results are from most of the cities in the US. So it may not be on your search if you are not in the same city.

SEARCH for: Bed Bug Heat Treatment Cincinnati

You will see this listing on page one

[www.paxmundus.com](http://www.paxmundus.com) › CINCINNATIPESTCONTROLOHIO › BedBug...

BED BUGS HEAT TREATMENT IN SHARONVILLE | 45235 ...

Another Example

SEARCH for: Polished Concrete Ann Arbor

You will see these FOUR listings on page one

1) [www.decorativeconcretemytown.com](http://www.decorativeconcretemytown.com) › polishedConcreteStClairCounty

POLISHED CONCRETE ST CLAIR COUNTY MICHIGAN

2) [www.decorativeconcretemytown.com](http://www.decorativeconcretemytown.com) › services

POLISHED CONCRETE ST CLAIR COUNTY - decorative concrete

3) [polishedconcrete-michigan.com](http://polishedconcrete-michigan.com) › index2

POLISHED CONCRETE IN MICHIGAN | 586-203-7679 | 48201 | Polished ... Rochester Hills, Royal Oaks,

4) [polishedconcrete-michigan.com](http://polishedconcrete-michigan.com) › contact-us

Contact Us - POLISHED CONCRETE IN MICHIGAN | 586-203 ...

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4) WHAT ARE OTHER WEBSITE DESIGNERS SELLING.

1) GODADDY will sell you a domain name for about \$15 a year. They will offer you a "build your own site" option for \$99 a month. That is \$1200 a year. As long as you have the site, it cost \$99 a month. You have to build this site with some help from Godaddy employees who do not know what they are doing and CANNOT answer all your questions. The only questions they can answer are the ones that come up on the screens they are looking at as they talk to you.

2) COST. I will build you a better custom website as opposed to a Lego module website for \$250-\$550 and no monthly charges. The site will renew at \$200 a year plus \$50 for an SSL security certificate required by Google for a proper listing on the internet as opposed to one that says NOT SECURE on the left of the URL line at the top of the website display.

For us to build a website for you, all you have to do is submit your text and graphics to us if they are not on an existing website.

We build the site and you give us changes. We do not charge for standard text and graphic changes. It is part of the annual cost of hosting of \$250.

So instead of paying \$1200 a year for a website, you will pay us \$250 to \$550 for the first year and \$250 a year after that and we do all the website building and editing and updating based on your instructions. We have no contracts and no nickel/dime charges.

The truth is that on average a website only needs to be updated with text and graphics about once every 3 years. So the offer to do updates for free from Godaddy is non-sense. In other words, once the site is built you are paying Godaddy for nothing. That is why I do not charge for updates, they are very seldom required once the site is properly built.

All the OTHER WEBSITE DESIGNERS, who are mostly working out of India, will charge you a \$250 to \$750 to build a website and most of them charge \$200 to \$600 per month for as long as you have the website.

These guys all use Lego module sites. The problem is these people don't last very long in business and when you need changes they are not around.

I see websites with one SSL security certificate with a closed lock at the top left of the screen Recently Google has refused to even bring up not secure sites. They put up a note that the site is not secure.

Also, most sites do not have a favicon image to the left of your business name on the tabs at the top of the screen. No favicon makes your website look, second class.

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5) WHY DO YOU GET CALLS WHEN YOU ARE NOT ON PAGE ONE OF A GOOGLE SEARCH

OK so you cannot find your site on page one but you are getting phone calls. Where are the calls coming from?

YOU KNOW FROM YOUR EXPERIENCE IN ADVERTISING THAT YOU BUY ADS TO GET SEEN. If you cannot find your website on page one, WHERE ARE THE CALLS COMING FROM???

The answer is that these website designers are buying ads on the internet. You are getting calls from those ads. Now, these guys do not tell you they are buying ads. They tell you that you are on page one but they can seldom show you your website on page one of a search.

So that monthly fee you are paying, about 75% goes to buying ads. And you can buy ads cheaper yourself from Thumbtack, Yelp, and others.

Before the internet, if you hired an ad agency to buy ads for you, they would send you each month a list of all the ads they bought. They account for the money you spent with them for ads.

I know of no website designer who will do that because they claim they are not buying ads but claim they have you on page one and that is where you are getting the calls.

I do not buy ads of any kind and never have because it is too labor-intensive. I put sites on page one of a search that you can verify. Labor is so cheap in India they can afford to put the labor into managing buying ads.

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## 6) HERE IS A PROBLEM I AM SEEING MORE AND MORE WITH LEGO MODULE WEBSITES

A website is not updated, most often, the SSL security certificate has expired. So at the top left of the website page on the URL line it says [Not Secure]. And there is no favicon.

So the problem is that those who built your website are out of business and the new designer wants to start over because he does not know how to fix your existing LEGO site. Why is that? Because there are about 25 LEGO module companies and most website designers can only work with one of them because in truth it is harder to build a site with a registered Lego module website than it is to program from scratch. So if your LEGO module site you have is not what they work on, they have to build a new one from scratch with their own brand LEGO module program.

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## 7) THE TWO FUNDAMENTALS OF WEBSITE MARKETING.

1) You have to be seen by Google and that means your website programming SEO has to get Google's attention. THERE IS ONE ALTERNATIVE and that is to pay Google a lot of money for Pay-Per-Click ads to drive traffic to your site. If you are paying for ads, you don't need a website that has Search Engine Optimization. SEO.

2) When a visitor comes to your website, they have to be motivated to call you.

If you do not accomplish both of these fundamentals, your website advertising will be a failure.

1) HERE IS THE REALITY: If you do not have your website on page one of a Google organic search, whatever sales you are getting is coming from an advertisement on other websites or advertising media.

This means your website designer is nothing but an advertising company not a website design company. I will repeat, if you do not see your website on a search result like "Service/City ie Concrete Driveways Oakland" then you are not getting calls directly from your website. Traffic is coming from an advertisement on another site like Thumbtack, Angie's List, Yelp, etc with your business listed on that site (all these sites are mini-Yellow Page sites). It is a ricochet, indirect lead. Meaning it is coming to you indirectly from a Yellow Page clone site and not directly from a potential client seeing your business on page one of a Google Organic Search. This is important to understand.

The truth is that 99% of the module websites DO NOT have any SEO in them. The website designers talk to you about internal SEO but it is not in the website. Here is what you do to see if you have any SEO in your website. Go to your website. Find some text on the site. You know if you are looking at text as opposed to a graphic of text if you can high light the words. If you cannot high light the words, you are looking at a graphic (a picture of words). Right-click on the text. On the drop-down menu click on View Source or Source or similar words.

An internal programming screen will come up. Behind every screen on the internet, you can see the coding for that screen. Now look in that programming screen (source code) and see how many times you see your keywords. If you do not see your keywords or key cities you do not have internal Search Engine Optimization on your website inside..

If your website is not coming up on page one and you do not have keywords on your site, your calls are coming from advertising the website designer is buying to promote your site and all the talk about keywords is nonsense.

LET ME SAY THIS ABOUT ADVERTISING. 15 years ago when you bought ads through an Ad Agency, every month they sent you a list of where your ads were placed. You could check to make sure you got what you paid for. WEBSITE DESIGN companies do not admit they buy ads and when they do they refuse to give you a list of the ads they bought. Why is this? It is because when you get happy with the number of calls you are receiving they move the ads to your competition. And do not put the money back into your business until you complain. Then they move the ad dollars back to your site until you quit complaining and then they move the ads away from your site. If you do not have a website on page one the calls are coming from advertising and you would be smart to ask for a list of the ads that have been run.

I DO NOT BUY ADVERTISING FOR CLIENTS. It is too labor-intensive and not profitable. My work is focused on SEO and getting calls to your business from high ranking websites and microsities. Microsites are my alternative to managing an advertising account.

2) If you have a big pretty website with moving pictures and less than 1000 words of text on the website, then you are losing thousands (\$10,000) of dollars in sales because people are coming to your website and not finding the information they are looking for. HEY!!!. Visitors are not coming to your website to look at art or a movie. They are coming to your website for information.

If you are selling Nike shoes, you better have Nike shoes on your website or a visitor is going to click away. You have about 5 seconds to show the visitor that you sell what he or she is looking for.

AND you should know, depending on your business, 60% to 80% of people search on a cell phone for your services. WHAT DOES THAT MEAN? It means if you don't have the same information they are looking for on your main website, also on the cell phone, they are going to click away. Look at the cell phone version of your main website. See if it is no more than 10% of what is on your desktop version of your website.

If your Cell Phone site is only 10% of your main website you are losing business. 99% of website designers cannot program from scratch and so they cannot pick and chose what goes on the cell phone version of your cell phone website. The majority of cell phone sites I build have 50%-80% of what is on the main website on them.

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#### 8) DO YOU HAVE ONE OF THESE 10 PROBLEMS ON YOUR WEBSITE?

- 1) Your website does not have an SSL security certificate (When your website comes up, does it say NOT SECURE to the left of the domain name on the URL line at the top of the page).
  - 2) Your website is not finished for various reasons, like the Godaddy or another template you tried to use was not as easy as it was promoted to be. Or your website designer went out of business or disappeared or just never made the corrections you asked for.
  - 3) Do the graphics and images need to be updated?
  - 4) Does the text or address etc need to be updated?
  - 5) Do you need a Google map on your site?
  - 6) Do you have a cell phone format for your desktop website? A cell phone format has most of the same information that is on your desktop but is displayed such that it comes up in a readable organized display on a screen that is only 4 inches wide. In other words, you do not have to scroll left and right on the cell phone site.
  - 7) Do you have a video on your website? And if so is it cheesy or Mickey Mouse looking?
  - 8) Does your website have significant information for the visitor or is it mostly full of big pictures that move around in a lot of empty white space? Do you really have as much information on your website as the average visitor is looking for? Let me ask you this. How much empty shelf space do you see in a grocery store. How much empty White space is on your web site?
- see <https://TwentyTwentyWebDesigns.com> for examples of our websites.
- 9) Does your site just look outdated?
  - 10) Are you paying a monthly fee to your website designer that has become too expensive?
  - 11) Do you have a favicon to the left of your business name on the tabs at the top of the screen?

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#### 9) WEBSITES AND WEBSITE DESIGN MARKETING

- a) New websites and upgrading existing websites
- b) Creating page one Micros Websites
- c) Embedded and YouTube videos

a) WEBSITE DESIGN SERVICES:

I focus on three areas of website design.

a) Creating new websites or rebuilding old sites Mostly rebuilding site these days. Sites where the website designer has disappeared or is not taking care of upgrading your site. Finishing unfinished websites. Finishing websites you have tried to build yourself using Module websites that were supposed to be easy like Godaddy, WordPress, Wix etc. Or whatever else you need to be done to your website. The price could be as low as \$250 to rebuild your website. Turn around is usually less than a week.

Read More >> <https://twentytwentywebdesigns.com/BasicNetMarketing.asp>

b) PAGE ONE CELL PHONE MICROSITES. One of our unique services is we build cell phone micro-sites which are focused websites for ONE CITY / ONE SERVICE. Very few businesses build websites that are packed with SEO for one Service and one City. It is much easier to get a page one presence with these sites. These sites are free-standing sites that are an extension of your main site and point to and support your main website. They also serve as backlinks which increases your primary website ranking. They are only \$40 a year including the first year set up and renew at \$40 a year including hosting. They are programmed from scratch for maximum effectiveness. They are not modules websites. No one else offers these sites because they do not have the technology to build a free-standing microsite for \$40. If you ask them for that service, they will laugh at building a website for \$40. If your site is not on page one at renewal time, we leave the site online but we do not charge you for it. We only charge you for micro websites that are on page one at the time of renewal.

Read More >> <https://twentytwentywebdesigns.com/BasicNetMarketing.asp>

c) YOUTUBE VIDEOS ARE THE NEW FRONTIER IN MARKETING. We build VIDEOS for your website. They are embedded in your website and will increase your page ranking. They will also be posted to YouTube and due to our SEO description, the sites will generally come up at the top of a search for your services or business on YouTube. Many people these days search YouTube for services as opposed to Google. Videos add a personal touch to your website. The simple 60-90-second videos begin at \$175. We also post the sites to Vimeo which costs about \$30 a year. Vimeo is not free like YouTube.

We can build any kind of professional video you want: You can send us some video or images from your cell phone of you speaking directly to a visitor to your site or a video to show off your work or how your business is different from your competitors. Few website designers do this work. We have been doing it successfully for 15 years. We can create any kind of video you want. See the following examples.

<https://www.youtube.com/watch?v=3IPrypMRpYs>

Read more>> <https://twentytwentywebdesigns.com/BasicNetMarketing.asp>

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WE CAN HELP YOU INCREASE YOUR BUSINESS THROUGH YOUR WEBSITE. WE CAN KEEP YOU IN BUSINESS.

Call me. 713.825.8665 or text me or email me.

Thanks for your consideration,

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