

Build a Better Website

Presenter: Brett Oliver Parson

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Brett Oliver Parson: Hi! My name is Brett Oliver Parson, and I am so happy to be with you today. I wish so badly we could have been together, but there are a lot of things happening in the world that are kind of keeping us apart. But nonetheless, I am glad that I can at least spend some time to walk through websites. The name of this workshop is “How to Build a Better Website,” and I will let you know that we’re not only going to talk about the website building part. In fact, we build websites as a business professionally, but I have employees that actually do that. I have quite a lot of them, and we were able to create a lot of websites because of it. But in addition to that, we’re going to talk about how to use a website, how to use Google, how to use social media, things that work, things that don’t work, websites specifically, types of websites that work, types of websites that don’t work—the good and the bad, the ugly. And that would be our presentation today. But to begin with, I did want to give you a little bit more background on me.

As mentioned, Brett Oliver Parson, Oliver’s my grandfather. He was an artist, one of the very first in the long line of artists of the Parson family. He was the one who established the art department at Ricks college that is now BYU Idaho. My father, Leon Parson taught there for forty years, and actually just barely retired after all that time.

My uncle, Dell Parson, also taught there. And a little bit about those two artists, they have done quite a lot for The Church of Jesus Christ of Latter-day Saints in art. Dell Parson is the one who created the red robe Christ that we see quite a lot. My father does murals in temples across the world. And one of his favorites of all time was the Rome, Italy temple.

It’s a beautiful temple, and I’m sure you’ve seen pictures, but man, wow. So that’s a little bit about them. My father, Leon, in addition to that, has also the record for the most covers designed, or illustrated, I should say, for a lot of magazines like Bella’s, Field and Stream, Outdoor Life. He’s in quite a lot. So that’s his story.

I did want to say that one of my very, very first memories of art was when I was just a little guy. I had to have been three, four years old. And then, you know, in that that timeframe, that my father would call me and say, “Brett come here,” while he was painting and say, “Tell me what’s wrong with my painting.” And I would just be this little guy, you know, stand there, and he said, you know, “What’s wrong with my shadows? What is wrong with the combination of what I’m creating and colors? Does it make sense? Does it communicate? And although I personally did not become a professional artist, I have several siblings that did. In fact I’m very far from, and I’m not an artist at all.

There is another Brett Parson who is an artist and an illustrator. It’s not me. So just to clarify, if you ever look me up, Brett Oliver Parson, as in the author and the business owner.

But though I didn’t become a professional artist, I learned so much standing by his side and learning the ropes of what is art. And later in my life professionally, I was able to create my own design companies, which is what I do full time now, even though I am an aspiring author, I wish I was an artist. I still am aspiring for that, but I am an author self published. I’ll tell you a little bit more about my books in a minute. But I did want to say that the thing that got me started with the books was, as mentioned in my intro, that my mother used to read to me when I was a little boy, and also my little sister, Holly, who actually illustrated my first children’s book, and then my older brother, Justin, who was the graphic designer that helped put the book together.

But I remember just feeling just absolute love in the words that she would read when when she was reading a lot of Mother Goose’s nursery rhymes—I love poetry, by the way, and that’s how I write—but also Summer of the Monkeys and some fun books like that. But I just remember the love was just immense, and it’s, you know, my fondest memories of course.

And I believe that’s a lot of the reason why I now want to contribute and share my stories with others—because of that.

I do want to also tell you this is fun story, but my first brush with fame—okay, with a famous person—came in the sixth grade when they were doing a competition, a contest for the sixth graders to see who could memorize The Highwaymen and perform it or present it without any problems. Anyway, they went through the school and they kept eliminating kids until it got down to two, and the finalists were me and a little girl by the name of Jessica Day.

You might recognize that name. It’s changed slightly since, but now it’s Jessica Day George, who is a New York Times bestselling author for young adult fantasy, and she’s written numerous books. And some of which are Dragon Skin Slippers, The Princesses of Westfalin,

and, you know, many, many more. Well, it was definitely a close competition, but as the fates would have it, they were on her side, and she ended up winning, and I did not. But just a fun story. And so, if you do know her, or of her, or read any of her novels. she's fantastic, and I highly recommend her.

Right now, I wanted to start a share of my presentation here, to tell you a little bit more about me. Alright, so if you're looking at my screen, that is me, and this is my contact information. Please reach out to me if you have any questions, especially in the event that today we are not able to do any Q&A.

If you're in the How to Build a Better Website workshop, we don't have the Q&A. If you are in the other workshop, which is the deep-dive workshop (and I believe this is actually being used for that as well), then we'll have plenty of time to ask me one-on-one questions, but if not, please reach out to me, and, let me know some of your thoughts. As I mentioned, I wrote a book. This is my very first. And there are probably a lot of authors out there. This is the Twelve Hats of Christmas. It did win the gold medal for the Moonbeam Children's Book Awards, which was super fantastic. I was very, very excited. I was able to begin working with an actual website that I created and was selling these books online.

And I can tell you as a self-published author, with selling my own books on my own website, I've learned a ton of information—the good, bad, and ugly as I mentioned.

But I also sold these on Amazon. However, I've since written another series of books. Then there's five in the series so far of the Storybook Kids Explorers Club, and these are sold one hundred percent online, yes, on Amazon currently. And they are selling a lot more copies than I sold with my other book, The Twelve Hats of Christmas. I do need to mention, too, that this book was added into some bookstores, such as Desert Book was in there in a regional location, Sam's Club, Costco, a lot of boutique stores, and I was really hustling, you know, trying to get these books sold and online, of course, as well. But these guys, with these books right here—here's three of the five—they're going like crazy on Amazon. Okay? So I'm going to tell you a little bit more about websites specifically, but also websites as in the Amazon, and there's a thing called FBA or Fulfilled By Amazon that I'd like to give you a little bit more training on as well. I'm going to switch gears here really fast and talk about me as a business owner and the reason why maybe I might be a little bit qualified to give some good information about what it is we're creating. As mentioned, we do web design, but we also do a lot of brand design. Here are some of the clients that we've worked with.

A lot of the work that we design are very visual things, you know. As mentioned, there's art. I employ the very best artists. I have searched diligently for these guys and gals for, you know, my career starting back in, actually, we started this in 2004. Still going strong.

But I'm setting a timer here for just a minute so I make sure that I am not missing out on anything. Okay guys, timer's on. All right. But we've done a lot of work with a lot of companies and a lot of website work as well. But I wanted to quickly talk about this picture.

Right here, picks and shovels is what this looks like. It's a, you know, pick that you chip rocks with and a shovel that you dig rocks up with. And then I want to show you this picture right here of a group of men who look like they're really working hard. Okay? And this of course is the Gold Rush. And the story behind the Gold Rush is, there were thousands and thousands of people who knew, just in their hearts and their minds, all we have to do is move out west, you know, show up, and start digging for this gold, and we're going to become just filthy rich, right? We're going to have gold and you know, our minds and our worlds will be open to us.

But what happens, sadly, was there was very, very, very few people who actually made money with the gold that they found. In fact, most people didn't make any money at all. They spent their life fortune even, to get there to pick for gold. But what happened that was the interesting contrast, was the guys who saw an opportunity, and they said to themselves, "If we are to invent these super awesome shovels and these super awesome picks, we can sell them to all these people coming over so that they can dig for gold. But we're going to make a fortune. because we're selling picks and shovels. Okay? Levi Strauss, the jean company was also invented about that time because you had to get your pair of Levi's because that's what you needed to do with.

You needed to get your pans of gold you know and also your picks and shovels. So the fortune actually came from those who created the picks and shovels and not actually through the digging for gold. So what are picks and shovels, or sorry, in contrast. Sorry. What is the gold? Gold would be maybe a lot of the reasons why you're here today. You might be an aspiring author, or actor, or speaker, or influencer, okay? And your product is you, or your product is a book, or your product is a video that you want to sell. So that's the goal. That's the dream, right? That's the American Dream. Everybody's looking for that.

But you need to understand there's also your picks and shovels. And the picks and shovels will be the ways or the tools that you're going to use to be able to sell what it is that you're trying to put out to the world. So that would be your website, you know, video like a demo reel—you have to have the demo reel, right—portfolio, your branding, your SEO—and I'm talking Google

specifically, social media, okay? And in a minute we're going to jump over to here, and we're going to talk about how to use your resources.

But I do want to go back here and talk to you about something else first. And this is a great time where I wish I could ask you questions, or you can ask me questions.

But hey, we're all in this crazy new virtual reality. By the way, I got to tell you one thing really fast. This is important for our websites because we're living in what is being called a forest digital economy. Okay? People aren't out and about as they used to be. I mean, yes, we're trying to get outside and experience traditional forms of advertising like billboards and magazines and so on. But anymore, it's online, so if you're not being found through Google or through social media and on your website, which we're talking about today, nobody's going to find you. It's not happening. So very important. These picks and shovels we're going to talk about are great. But I do want to stop and talk to you a little bit about some websites. Let's see some websites and good, bad. And you know what, maybe these are all great.

A lot of, well, all of them good. Maybe there's some great. I don't think I have any bad here. Okay. But I want to talk about the Brandon's okay. Very famous people. I'm talking Brandon Mull and Brandon Dorman so Brandon Mull is the author, Brandon Dorman is the illustrator. Okay. Actually, Brandon Dorman does make books as well now—writes books—but I'm going to show you their websites.

And then we'll talk through those. Ready share. Okay.

This is Brandon Mull. So if I come to his website, brandonmull.com, I see all of his books, the series that he has created. He is a genius author, prolific, amazing. And look, we even have a testimonial. So the good in this, you know who he is, Brandon Mull, he's promoting what he wanted to promote right here, which is Dragonwatch. You know, "The New York Times best-selling children's series, Dragonwatch is the sequel series to Fablehaven." Okay? It was available last October.

But he's announcing things, okay? He's got all of his social media up here, alright, and then you can like it. Like his Facebook page, so this will take you to Facebook, like it immediately. That's a good move by the way, on a website. Twitter and so on.

Okay, testimonials are huge. Anytime you can have video and make them on YouTube. Okay. Secret Hack number one, YouTube is owned by Google, and if you have YouTube videos on your website, and you're linking to Google, it's a loop, okay? Google's like, "I'm going to give

these guys a positive ten points, and I'm going to bump them up in the ranks. Okay, hack number one.

Let's go on here. Let's see a little bit more about the author. How about an about.

There he is. So, This is Brandon Mull. You can learn a little bit more about him. Trivia, that's kind of a fun thing. But this website is designed to be engaging, okay? There's quite a lot of information about his books.

It is very engaging. And when you get a second, go to his website, check it out. You can contact him as well. Here's all of his books, and he's listing them out right here, which is a super great idea. So one thing that I did want to show you was the Meet Brandon. This is a brilliant idea where there's tips for young writers, what motivates you, as a writer What makes a great book, and so on. The problem is, if I tried to click one of these, check this out...

It was built in Flash, okay? So if you see Brandon today, maybe you tell him he needs to come talk to me because we need to fix something. Flash is an obsolete software program. Google doesn't want it, and as of the end of the year, anything with Flash Player is going to be gone. So it cannot be accessed. Already it's not being accessed as we can see on the screen.

One other thing that I'm noticing is this right here, "not secure." Your connection to this site is not secure. He needs what's called SSL. It's a certificate that tells you that your website is secure. Okay, I'm going to flip over to here, for example, this is Brandon Dorman.

Brandon Dorman again, his name, very important. His connection is secure. Alright. And that's what you want. So if you are building a website, you have to pay its first certificate. You pay your hosting company to be able to do that.

But you need it because if somebody sees this message right here that it's not secure, they bounce, you know, they don't stay on the website. They really will rarely proceed. But going back to Brandon Dorman, there's another group of wonderful things that he does.

This visual groupings of wonderful things he does. He talks about his books, the latest, he's running through some of his illustrations here. I love his gallery. This is one of the better galleries that I've ever seen. Which is why I wanted to show you today of it. Check that out. Isn't that cool? Yeah, I mean, this is like eye candy.

Here's a fun little story about Brandon Dorman: I actually went to college with him. My sister, Holly Parson Nielsen did as well. And they would have art competitions, you know, in the department.

And my sister used to win, actually used to beat this guy out. But anyway, they both became professional illustrators, and I wish I could do even half of what they do, but I can't. So I'll focus on what I do best. Brandon Dorman. So wonderful things.

And again, so just to go over—recap quickly on some things you will need to know is, the SSL certificate to make a website secure has to be there, okay. Adobe Flash is obsolete. You need to not have it, okay.

There's a lot more updated software now that you build on a website anyway. We'll talk about that. But the platform on which you build a website is extremely important, okay. There's what's called HTTP, HTML five. There's other programs like WordPress, which I highly recommend. There are other platforms, of which I will not recommend at all.

But Wix, Squarespace—they're great actually, unless you want to do SEO, unless you want Google to get involved and try to get your rankings up. Then I would say probably don't do with Wix. Definitely don't do Wix.

And again, these are all my opinions, so don't come after me if you disagree. It's just that Google really does prefer WordPress websites hands down over any other platform that's out there.

Even hand coded HTML coded websites, you know, Google prefers WordPress. And Squarespace is a little tricky. And it's not necessarily that it doesn't look good, because those websites looks so cool.

And if you just want to place that you can, you know, kind of show off your portfolio, whether it's visual written, or you're a public speaker and you want to put in some of your audio reels or video reels, etc. You know, Squarespace is actually really good. But because it's on a platform that's unique and proprietary to Squarespace, then it doesn't really jive as well with some of the other, you know, big companies. And I'm talking Google, Facebook, you know, Instagram. They link, but There's some issues there. And if you have any more questions, please reach out to me. I won't go into all the details on that right now, but it just kind of a heads up.

So I want to show you a few of our influencer websites. Okay, this guy right here, Tony Robbins is the guy that's been around since the beginning of time, okay. I mean, I remember when I was just a little guy, you know, I knew of him. He's been big time for you know 35 years, right.

But I want to show you his website. It's brilliant the way he puts it together. Right here, I mean, it's a showstopper, "A new way to break through." Okay.

Reserve your spot, you know. Get in while you can; join us. That is the best way to create a website is to get people to join you. Here are some of the best credentials that I think he could throw out there. If you're not familiar with Tony Robbins, look he's successful he's on Forbes, Fortune.

Here are some of the other options that you can basically buy, and every single page on this, every time I scroll down, there's a call to action. That is hugely important when we're talking about how to build a better website.

Okay, right? Here it is. I Am Not Your Guru. It's a Netflix original. Right, go ahead and check out his bio, click and buy one of my programs. If I go up here. I can also get in here and buy any one of his programs. Right. I mean, it's just chock full of call to action, call to action, call to action. Here are some success stories, you know, from really famous people.

Maria Menounos, you know, Serena Williams—where is she, you know, I mean, oh, there she went—Marc Benioff, you know, really important people that highly endorse Tony Robbins. And again, here's some more upcoming events.

"Read. Watch. Listen," so on and so forth. So on and so forth. So on and so forth. I mean, he's got it made. Okay.

Another really good, very local to Utah company that I would highly recommend would be The Page Company. We just saw Jordan over here. Jordan Page, you might be familiar with her. She does boot camps on how to save money, productivity, etc. She actually just became, what was it, one of the 50 fastest growing businesses in the state of Utah for women, women-owned.

She runs a lot of her businesses with her husband, Bubba. Good friends, actually; I like these guys. What I love about the website is, again, call to action. Right here you can see who they are. You can read about Jordan. Boom. You can read about what they do.

And then it talks about, you know, family, things that are lifestyle interests that people can relate to. This is created by Shopify. So one thing you can do when you go to a website. Two things I always do. Number one, I go up here and I'm like, is it secure—and they are.

Then I scroll down to the bottom, and I see when was the copyright, meaning when was it built? So that's how you can tell how old website is. And what was it built on? Shopify is a great product because there's a lot of upselling in the—they call it click funnels—but it's the idea that you can (and these guys do it very well by the way) but you can be a consumer on a Facebook, for example. And you see a little ad that pops up, or maybe there's a blog post that just appeared and you wanted to find out more information about it.

Then you click it, and it immediately routes them back to the website, and there's an upsell feature through Shopify that you can use. But you go in here, and you can just Click through upsell, upsell, upsell in, you know, following the Shopify platform that came from an ad that you may have seen in a retargeting position on social media such as could be Instagram could be Facebook. We do this with Google as well. But lots of opportunities that you can get in there and you know, make a purchase. Because ultimately, really, the world is all about, you know, contribution of course. Contribute.

It's also about selling, whether that's an idea, whether that's a product, whether that's, I mean, you name it. Anything that you have created that you want to share, you need to have buy into. People need to want to engage. They want to respond. Okay, so that's another great example. Alright, so I talked a little bit about platforms on what I would suggest to build a website, okay. And as I mentioned WordPress is my number one.

I'm going to show you a really inexpensive way to go and find a WordPress website. Of course, you can hire somebody to do it.

I actually and honestly, candidly tell you that is the best idea. Okay? I know you can build these yourself, but the way I look at it is, it's going to take you longer, and then that's costing you way more than what you had probably thought it would be by just hiring professional that really does do this full time.

But if you're in the market to do it yourself. You're a DIY. That's what I suggest you do: come in here to themeforest.net. This is a great place to come in and find all kinds of WordPress templates that you can buy.

Let's see, for example, let's do life coach. Let's see life coach. Okay, whoa, whoa, whoa—\$19 that's a steal, right. \$60 I will give you a heads up, by the way. Probably don't do that \$20 one.

It's probably a little bit of fishing. Fishing happens everywhere you go, by the way, so you just got to be smart about it. I always go with the reviews, okay. Now, these reviews are generated by ThemeForest, but it's very similar to a Google review or Facebook review, or Instagram review.

People have bought it right here. For example, this one from Celeste lifestyle For only \$69 there's been an 801 sells and 29 people have figured that they want to leave a review, and it's almost five stars. So I would say that's probably a good one to do. Okay. When I click in here let's see if there's anything more about this. Oh yeah, look, let's find out what it looks like on the inside. Okay, it will show you a little bit more of what the interior pages look like.

And then, of course, we're going to try to upsell you on some stuff. And that's okay. Just be smart on what you're buying, and also, I mean, read everything. Okay.

Again, it's a good idea always to try to get somebody who is very honest to build something for you. There are not dishonest—okay, yes, there's honest and dishonest people everywhere you go—but in the industry, I don't find very many that are dishonest. I think if there's ever a bad rap when it comes to, you know, a scenario where someone will say that they hired a web designer. They didn't get what they wanted to. It was really just a mismatch of, you know, expectation. Okay. What it is that you wanted to get, and what it is they thought they were doing for you or giving to you. And there's a discrepancy, there's a disconnect.

Okay. So I am very, very adamant that when you build anything, you have to follow your brand. Okay. We're talking the logo, the messaging. Okay. Stick with the colors, stick with what are your call to actions? Stick with, you know, why are you even creating website in the first place? What is the purpose of it? And then stick to those things. Okay. You know, Stephen R. Covey said, "First things first," right.

Focus on those things, and I think you're going to be very well off. And realize that there are also people who can help you—places that you can get inexpensive web designers, but you've got to be careful. You've got to really vet them, but at Etsy, you can get them, Fiverr, you can get them.

I'm not bashing, but I am, just a minute. I've heard this line a million times: "Well, I've got a family member, or a friend, or a daughter of one of my friends that builds websites, or somebody

that I know in my neighborhood builds websites.” I generally, unless they really own a company and can do it, you know, I’m a little bit hesitant on that.

Can you hire them? Absolutely. Just remember, it’s all about expectations being clear up front—what you’re looking for and what they are then providing for you. And then you’re happy. It’s like building a house. Meet with your general contractor. Make sure that the design is exactly what you want. Otherwise, you’ll end up with a house that is not what you ordered, and then everybody’s a little bit sad. So that’s my advice on that.

I’m going to go back to our presentation and show you a really cool picture. There’s all these buttons I get to click on, right. So it’s like, “Which one am I clicking on now?” Alright. It is that one. Whoa! What in the world is that? It looks like a lot of green Jello. Okay.

And what’s the purpose of green Jello? I don’t know. The reason I bring this up is, there’s an analogy in marketing that people are, they’re just trying to get the word out on something that they want to sell, something so they throw a whole bunch of green Jello on the wall and just hope that some of the sticks. Okay, so they go gangbusters on everything. Instead of really clearly thinking through what is going to get me the best ROI—Return On Investment? What is going to maybe take the least amount of time? Maybe cost the least amount but still have the best results? Okay.

I have found that online marketing, hands down, that’s what it is. It’s SEO. So Google, organic searching into Google, where you type in a search term and it pops up your website. It is the least expensive but most effective form of marketing that I know of.

And I’ve been through it all. You know, we’ve done print design. We’ve done packaging labeling, big time advertising, huge TV commercials, right? But it’s SEO. So, when we’re talking about SEO, there we go. Sorry, it wasn’t clicking. That’s all the other kinds of advertising. What is SEO...

really, right? What is it really? Well, SEO is pretty much this: it’s a maze, right. You start on one side, and you work your way through the maze to the other side. And hopefully, in the end, you win. Okay. That’s how people look at it because—I want to go back here for a minute.

It’s because it’s difficult to understand what’s happening. There’s contrast between two forms of marketing that are online that work very, very well. And I’ll explain some of the perceptions of them. But for example, SEO, they think, “Well, what’s happening exactly?” So there’s some kind

of magical something that is basically getting my website to pop up to the top. And it's based on that algorithm that I keep hearing about that Google changes all the time.

You know, what is it? And unless you're working with a company that can provide accurate data, statistics, reports on a monthly basis and really track what is happening with the search term. So for example, I wanted Brett Oliver Parson, you know, as my search term. Not Brett Parson, because, as I mentioned, that's another guy.

Brett Oliver Parson specifically, you know. Where do I fall? are my videos appearing? Are my images of my books appearing? With marketing itself, it will be, you know, website marketing or brand design, and you know my other websites, direction marketing might pop up, or TV dental might pop up, or you know, you name it. So, you need to get the report so be very fervent in getting those. With social media, the difference is, you can see the ad that you create, and you can see it immediately.

Okay, you create even a post, and you can boost it on Facebook, and you see the result immediately. So, you know, oh, visually, something is happening there. And I will say, Facebook has some of the most amazing tracking reports that you can get on a monthly basis. I'm going to show you here in like three slides what I'm talking about.

However, Facebook does not have the traction that Google has. And here is a very wonderful example. Okay, this was done in 2019 actually, I need to update that year, but of the the search market share in the United States of America, 1% went to Facebook. Now, I just got done telling you that instantly, you can see your ads, and you can track what's happening. And you can track it so well. Only 1% of the search market is actually Facebook. Okay. Now, the next biggest one is YouTube. Okay. And that's pretty good to know. It's actually over three now. As I mentioned, this is a just over a year old, but it's, you know, almost 3%. All right, now this is the one's going to blow your mind.

Everybody else makes up 7%. And we're talking Yahoo, Bing, Amazon, Facebook, Twitter, Pinterest, and so on is in the other 7%. So if that's the case, Who's got the rest of the pie? Well, Google Images, which is part of Google. Okay, well, so is YouTube. That's part of Google. And then, there you go. Boom. Okay.

So if you add Google Images, Google, and also YouTube together, that's like 90...what is it 92, almost 93% of all the search in the United States of America.

So here's a true or false: 65% of web searches happen on Google. False. The reality is, Google is a near monopoly with over 90% of all the web search.

True or false: YouTube is the second largest search engine.

Reality: Google Images is four times larger than YouTube. But again, YouTube belongs to Google. So it's all Google. And one more true or false: Facebook is taking Google's market share.

In the past three years, Facebook's share of overall web searches has gone from back in 2015, 2.2% to only 1.5%. Now am I bashing on Facebook? Absolutely not. I think it works. What am I really trying to tell you? Who owns the internet? Google, okay. And that's where it's at. And I just throw this one in just because it's funny.

Right? You remember how that used to work or doing this? I do, but Google works the same. So here's now how website relates to Google.

Just like you need to find a book, you'll go into a library. You'll look up an index card that will lead you to the book. OK, Google is the library. Alright? Your book is your website, and the index card would be a search term, keywords, right? Like I was talking about, Brett Oliver Parson.

Somebody types that in, what are they going to find? A book about Brett or books written by Brett. Okay, so that's how SEO works. Now where—let me actually rephrase this before you know, hey what do you click; it's not a pickup line, okay—it's marketing. But before I ask that question, I want to quantify, I guess, that there are better places to look for information on Google and then less effective places, okay? So when you go to a Google search, the very, very top, you can see the first listing, and it will say "ad" next to it in a little square. Okay. Add means somebody is paying advertising to get to that spot.

Okay, that's a few of those. Then you get maybe the Google Maps and then people are in the Google Maps or some Google reviews. That's important information if it's there. But most people skip the ads, skip the maps, and go right down to what we call the organic search location. And that's where people are clicking. In fact, out of one hundred people, only six are going to click in that ad section at the very top, but the rest of everybody actually skips and goes down to the organic search.

So pay per click, which is those ads that I'm referring to, is a lot like you are renting a home. Okay.

And you rent the home until you're done renting it, and as soon as you stop paying your money and stop renting, you don't have a home.

You have to move, right. Where search engine optimization with organic search, SEO is that they call that, is like owning your home, you're actually putting equity in. So when you're done paying it, you have equity, and you can do something with it. Okay, you own the home.

Alright, this is very interesting statistics on the cost of AdWord placement or purchases.

It costs a lot of money, and depending on how competitive the search term is—or keyword, sorry. When we're talking about ads, we're not talking about search terms. Search terms is a grouping of keywords. When we're talking about these AdWords, were talking about keywords like "author." That's a keyword.

Brett Oliver Parson author, author Brett Oliver Parson—and that's a search term because it's a grouping of words. That's the difference. But they're expensive. And this example was done for dentists, as I mentioned. I should have given the given the disclaimer, DMD dental is one of my companies. Down at the bottom, it's powered by Direction Marketing Design, you know, my main company.

But this is a slide that I kind of snagged from my other presentations for dentists. But it is pretty competitive, and each time somebody clicks, that's how much money you get to pay to have that person click, whether they convert or not. Because once someone goes from your Facebook or from Google or from an ad on to your website, you've got to have some kind of call to action; your brand has to be on, your website has to be perfect. Your website has to be secure. None of that, you know, "Non-secure, don't proceed" malware. You can have that. Because if that's the case, they bounce, and the ad you just paid for, you pay \$13.41 to get somebody to your website, they go to your website, and it's not what they thought they were getting, or they didn't like it, and they bounce, but you still gotta pay. Okay, so that's why organic search is actually more effective. Because if they're hitting your website, it's coming because we're doing an organic search and not a every time somebody clicks. Okay.

This is just an advertisement that I saw on a company that is advertising that over 76% of people who do Facebook ads do them incorrectly. That is to tell you, you know, you can work

with this company. It's actually disruptive advertising, and they're Utah as well. But they they can do it the right way.

How I read it is, yeah, you'll need to go to the professionals to do it. But I also read that , wow, 76% of these ads that you're creating are not effective. So that's a lot of money, and a lot of ads, and a lot of time that, you know, basically is being spent without, you know, getting much results. So again, I just say stick with Google. Google knows. And what is SEO? This is SEO. We do all these things, you know.

When I say we, sorry, companies that offer SEO, and how does this relate to how to build a better website? You got to build a website right, and then you got to drive them to it. It's the tool because you can have the most amazing shovel, like the ultra mega shovel, and if you keep it in your shed and nobody sees it and nobody's saying go check out my cool ultra mega shovel in my shed, it doesn't work for you. Okay, so it's a, you know, integrated marketing approach. Everything comes together, and the brand has to be on. So, it's just a whole lot about SEO. Alright, let's do some more talking about how to build a better website. Okay. Stop that right there.

It's not that right there. I'm gonna go back here, and I'm going to share that again.

Technology. Okay, we're back to the websites. Real estate space. Okay. As I mentioned, we're going to talk about Amazon as well. Okay, this right here—sorry, let's talk about real estate space first, then we'll talk about Amazon.

And we're doing great on time, by the way. Alright, so here's one of my favorite people. He is a photo and video, just he's really super amazing at what he does. On his website, you come here, you know exactly what you're doing. So when you build a better website, make sure front and center—just look at my screen for a second—that you tell them immediately who you are, so they know that when they hit your website, they're in the right place. They don't bounce because they know who you are. Okay.

I would include all the social media and these external links on your website because what's happening is they're linking from, say Facebook to your website. They're also linking from your website back out to Facebook.

YouTube to your website back out to YouTube. And if you can envision that there's some kind of a cycle that is happening, you're right. Or if you like the ocean, think about waves. So when waves come in to the shore, they gather up little grains of sand and then they push back out and

then they will deposit it. Or, in terms of Google, it will give you a score. Okay. But the idea is, there's always this ebb and flow, or this the cycle happening to drive people to your website, to your social media, to Google, and back to the website.

And that is it completely. So he's got his portfolio services, pricing, an about, and then a way to contact him. Very straightforward.

In fact, if you're going to build a website. Don't try to reinvent the wheel. People have become accustomed to looking and surfing through websites about the same. And if you'll notice, most websites kind of have the same look and feel, same structure.

Because they come here, you know immediately who they're talking to, I can find out more information about their social or their lifestyle.

And then again, home, portfolio, services they provide, pricing, about, and the way to contact.

And what Mike does really well is he'll show you some other examples. These are great testimonials, I highly recommend this one is on, you know, some of the clients that he's worked with. And I'm just going to go on here really fast, portfolio.

He's got it divided into commercial work and portrait work or lifestyle work.

One thing that I did want to show you the back here, when I'm talking about real estate again is, there's a thing that's called above and below the fold. Okay, now I'm going to scroll this up. And if you can imagine, if you're looking at a laptop, I know you're seeing like all of my page, but just focus on this little area right here. This is what you would see on a laptop. This is above the fold. As soon as I start to scroll, that would be below the fold. Okay, and what you want to do is make sure that the most important call to actions are above the fold. And like this, he's got portfolio, a way to, you know, cycle through if you want. Okay, he's got this information up here.

And then if you want to scroll down his fold is actually really closer to something like that. But if you want to scroll down, now you're below the fold. And then that's where you need to do your second call to action So that you can continue to keep people activated or engaged. Alright, so this, right here, is a website that I created for my company. This is where before I really got— what I want to say here? I was going to say before I got smart. Amazon is awesome as long as you have a very good vehicle to carry through.

But also I know a lot of people who've gone on Amazon and it just didn't work out for them. But this is when I didn't have Amazon, and I was selling in stores, which I love to do and I want to sell more in stores, but just for the sake of what we're talking about today, this would be the website that they could order from. Alright so if you wanted to, I have right here, "Buy now." Call to action.

I was trying to say, "Hey look, we won an award," you know. Try to put your best foot forward. Tell them what it is that's happening. This scene that you're looking at, spoiler alert, if you have the book, you'll notice a very critical spread inside my book where the pivotal moment of, is this going to work out, or it's not? I have it right here on my own page right at the top. This is my main character. And look, another "Buy now." If they want to see other pages of the book. I've got a few places where you can see some snapshots.

And then this is just a little bit more the "What's the book about," but they can get in here and they can buy now. So they click on the "buy now." Click on any of them. I also have a "buy now" at the very bottom. So I've got three places—top, middle, bottom—above the fold, scroll down to the middle of the fold, and then at the bottom of the fold. And they can call to action, call to action, call to action. Very important, okay. And they can just go through here and click, Buy, and then you're good. Amazon. So if I were to go in here, and I'm going to go the Storybook Kids.

We routed that to an Amazon website. You can build these you can get help from Amazon to do these, and there's professionals out there that can do them as well, as you can also create these wonderful template type Amazon websites. But this would be the Storybook Kids. Okay.

So you can shop all categories. Look, call to action. So at the beginning, "Join the adventure!" You know, where we're introducing the book, and the people come to us.

Next, if I scroll down you have right here all of the different topics that you can engage in and look up yourself, specifically. Or you can click on some of these big, what we call a website tile, or ads look like these a lot, or you can get down here and actually start buying an ad directly to your card. That's something that is amazing with these Amazon websites, you just go right there, and people can click out. It's done FBA—so Fulfilled By Amazon. And then you are able to make it sell. So a little bit down, so this will be third down below the fold, we've got the books that we're talking about. These are my books. Okay. Love them—little board books. But you can buy them right here. If I click on any of these. It's going to tell you some more information. But before I do that, again, you can share. Here's my social media. Let's go ahead and maybe click on this. Add to your collection. Let's talk about the books.

Oh look, that's still on there. Oh wow, it went up. Sweet. Someone's reselling it. It's really supposed to be like \$15, but they're selling for \$30. We sold out of all these books, and that's why it's showing unavailable.

Super awesome, but you want to be able, that's the trick with Amazon. I guess I should say, that's not good that we sold out. It's good that we sold out, bad that I don't have any inventory and that when people go there, they're seeing this currently unavailable. Okay. You got to keep the warehouse full with Amazon.

But, as opposed to if you were to sell through your own website that you built yourself, then you know what your inventory is, and you can start and stop it as you like, but it's not sending out a message: "Hey, I don't have anything, you know, come back later." But this again is just a great way to sell more of your products. And I know that I'm focusing on product right here. If there's a service that you're offering, it works similarly, but you might have better results if you were to do your own website like Tony Robbins, where you can engage in some type of a workshop, for example, or, you know, what have you. But this is very product base. And I understand that.

Perfect. So we are getting close to the end. And this is where I would just love to be able to talk to you, face to face, and you know, gather information, and answer questions. I'm going to preemptively think, well what kinds of questions could you ask? And Maybe I would give you just my advice that you can do it, you know. You're going to be great. It's gonna work out. And if you need help, there's people who can help. Alright. And in parting, I'm going to share with you this analogy. Alright, so let me get in here, and I'm going to share this.

Alright. This is one of my favorite analogies of life, or whether it's a parable or an adage, I don't know what it is, but it's, I love it. Are you a cow or a buffalo. Okay. And what do I mean by that? If you are a cow—Getting ahead of myself. I just wanted you to see these two pictures and then I was going to get to the point. We're talking about storms here now. Sorry now I'm on train.

This pandemic is just throwing everybody for a loop. Alright.

It's even to the point where we don't even know what day it is anymore. I know, finally for me, you know, kids are back in school, and so there's more of a routine, but they cancel the football season, that's fine. I'm just kind of screwed up, you know, in my mind. But more than that, emotionally, we're living in this just strange world that we haven't had before. And there's this wonderful life lesson that you can learn from nature. And when there's a storm that comes down, the buffalo and the cows are going to react very differently. The cow will see the storm off

in the distance and say, oh, wow, there's a storm coming, and so they start running away from the storm. Okay.

But they eventually get tired, you know, they wear out, and then they have to stop, take a breath, and relax. And by that time the storm has now caught up to them and is pouring on them. So they finally get more energy, and then they run back a little bit more and then, you know, they get into the storm again. And they're constantly just being dumped on by the storm because they're trying to war on away from it.

Whereas the buffalo sees the storm in the distance and he charges. He charges the storm because his idea is he knows that the storm is going to pass, so if he can charge that storm and pass through the other side the storm will keep on going and pass them on by, and he's going to be out in the sunlight again. And I love that lesson from life. I hope that we're all buffalo, okay. That we realize that we have got what it takes to be wonderful and great, and we can create all these things, many of which what we talked about today. And we can fight through that storm, we can charge the storm, pass the storm, beat the storm. And make all kinds of wonderful things happen.

I'm so glad that we could do this today. And please reach out to me with anything that you've got like questions that you might have.

You know, here's again my contact information. Let me know how I can help. And you just reach out to me. Like I said, I like to help people. And I love to talk, so please let me know. And again, thank you for this wonderful time, and we will see you soon.