

This Webinar Presented by



Future Topics

- How to Create your Ecommerce Website
- Facebook Marketing for Small Businesses

Before We Start

Score.org



Score Hawaii



- Score is a National non-profit organization dedicated to providing educational and free mentoring services to entrepreneurs
- Score Hawaii is based in Honolulu and is a member chapter of the Score National organization
- If you are involved in starting or are already operating a business and would like a mentoring service, please go to Score.org webpage to register for free one-on-one mentoring service
- For continuing education on various business issues, please attend Score Hawaii webinars. Scheduled Webinars and prior recordings can be found by visiting [Score Hawaii](http://Score.Hawaii) and going to “Take a Workshop” or “Recorded Webinar” tabs.
- For those interested in volunteering, please visit Score.org webpage and register to be a Score volunteer

Disclaimer

- The information presented is for informational and educational purposes only.
- The opinions expressed during this presentation are the opinions of the presenter and no other.



Presented by Top Marketing Expert – Lance Luke



ASK THE EXPERT SERIES

Helping Small Business Owners and
Entrepreneurs

**TOP SEVEN TIPS TO A
KILLER & THRILLER WEBSITE**

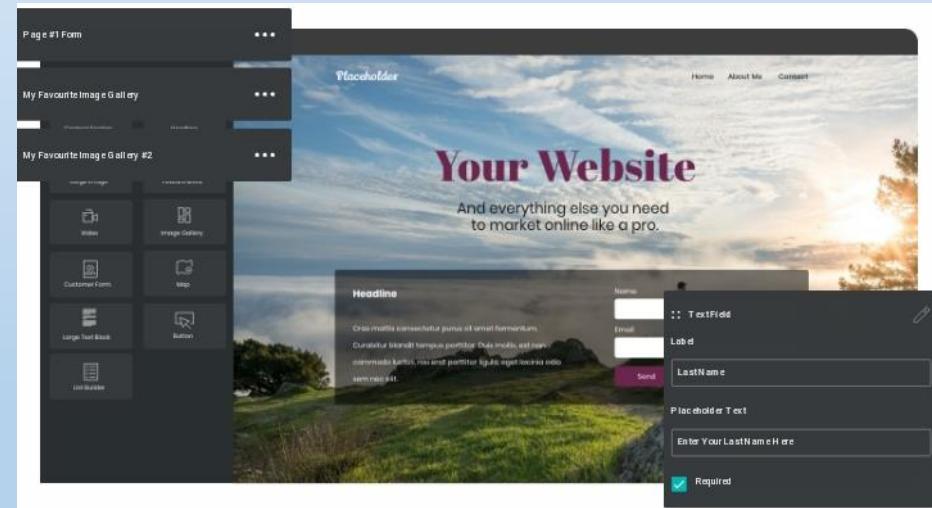
WEBSITE BUILDERS



WEBSITE BUILDERS



WEBSITE ANATOMY



HEADER/BANNER



The header banner consists of a white header bar and a yellow main content area. In the top left of the white bar is a menu icon (three horizontal lines). To its right is the company logo, which features a stylized green palm tree, a yellow sun, and a brown building icon. Below the logo, the company name 'Construction Management Inspection, LLC' is written in a brown, sans-serif font. The yellow main content area contains a large, bold, black text message: "'Successful Planning, Specifications and Construction on Time and Within Budget'".

**"Successful Planning, Specifications
and Construction on Time and Within
Budget"**

NAVIGATION BAR/MAIN MENU



NAVICON



MARKETING +MEDIA

Expert Media Matters is a full-service digital marketing company located in Hawaii helping companies strategize, brand and reach their ideal customers with an array of successful tools and resources.

CONTENT/PHOTO/VIDEO



ABOUT US/CONTACT

Martin K Pe'a

Banking Technology Expert: Retired from a 35-year banking career in technology innovations, audit and compliance, and operations, and has owned a digital consulting and marketing business for over 10 years. His expertise and experience in banking and technology provide technology solutions, marketing strategies, and digital services like marketing automation, reputation marketing, and social media marketing for small business owner success.

In addition to expertise and experience helping small business succeed in the new online marketplace, recent technology innovation projects include:

CONTACT US

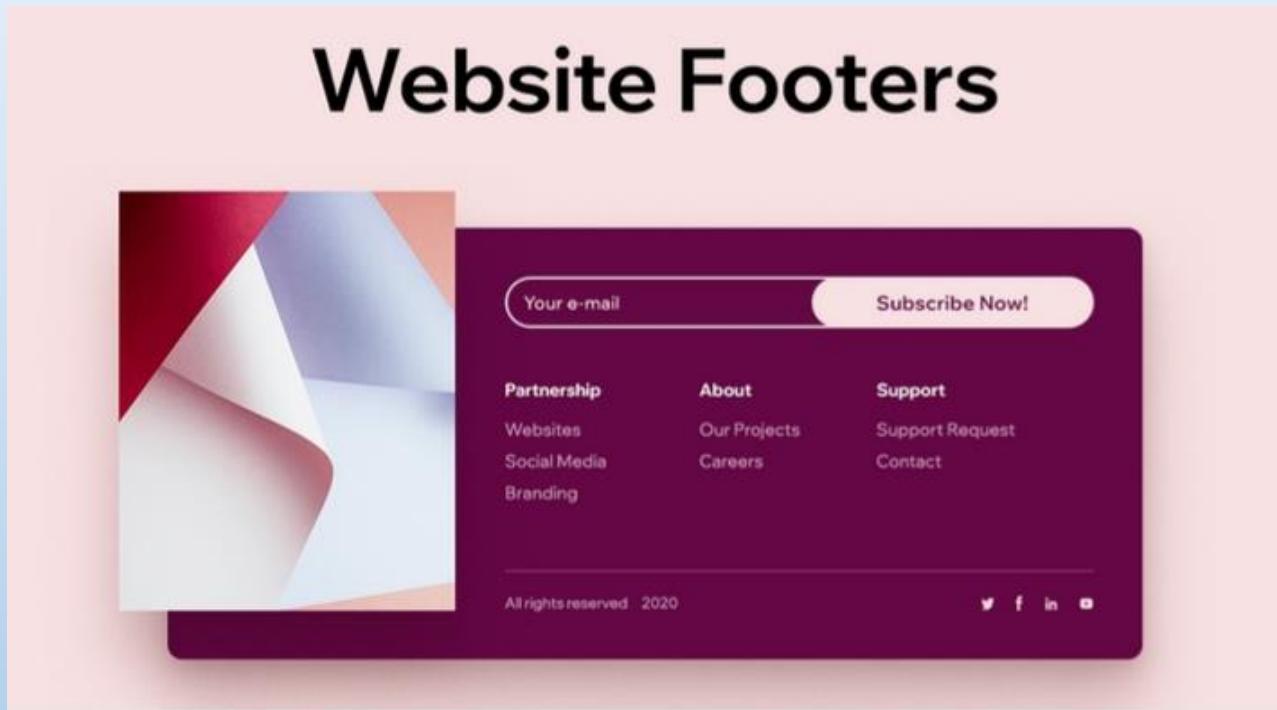
820 W. Hind Drive Suite 240275, Honolulu,
HI 96821, USA

Call Us: **(808) 422-2132**

Email Us: **info@expertmediamatters.com**

FOOTER

Website Footers



SEVEN SECOND LANDING PAGE

Free Ebook: The Complete Guide to Facebook Ads

Want a crash course in everything you need to know about Facebook Ads?

This 82-page ebook will teach you everything, from budgeting and design to advanced targeting, strategies to get the most bang for your buck, and much more!



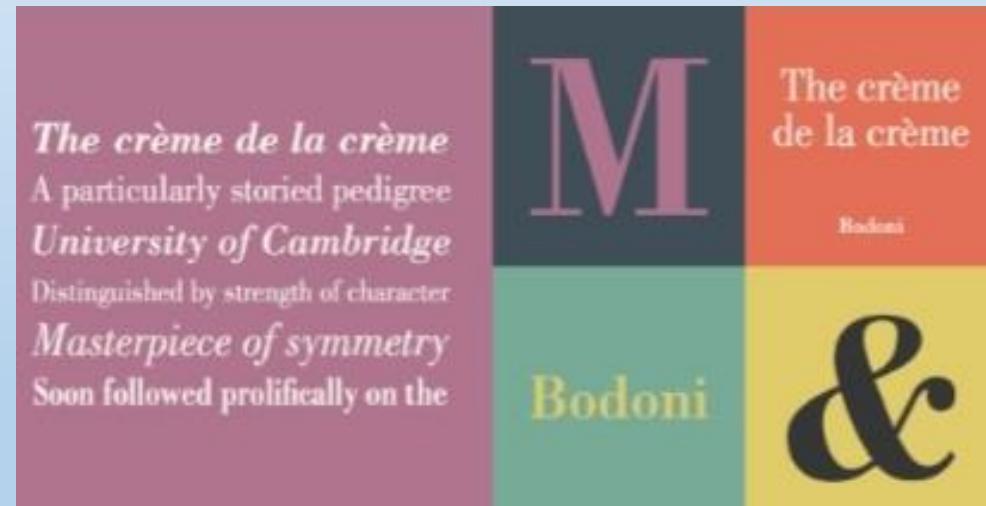
Download Your Free Guide Today!

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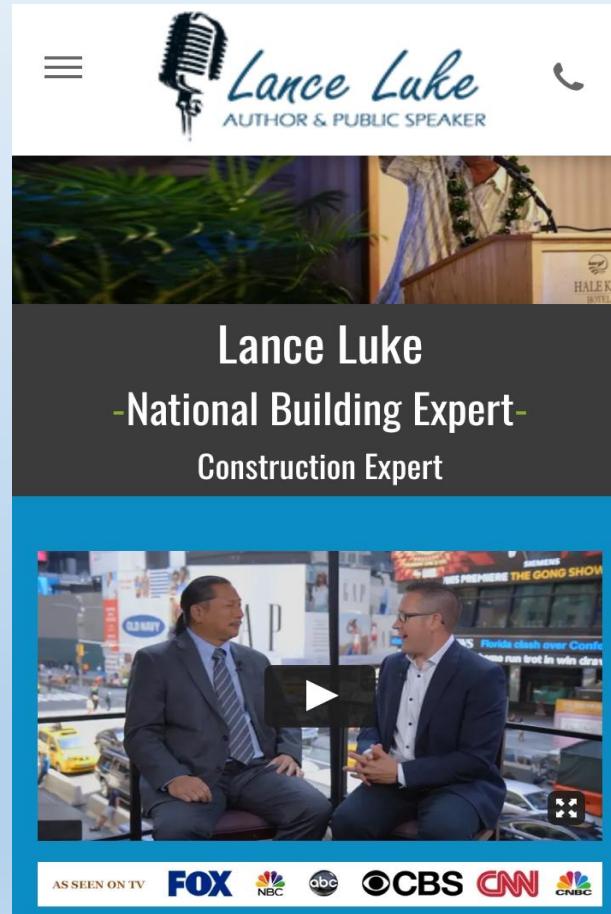
GOT COLOR, FONT



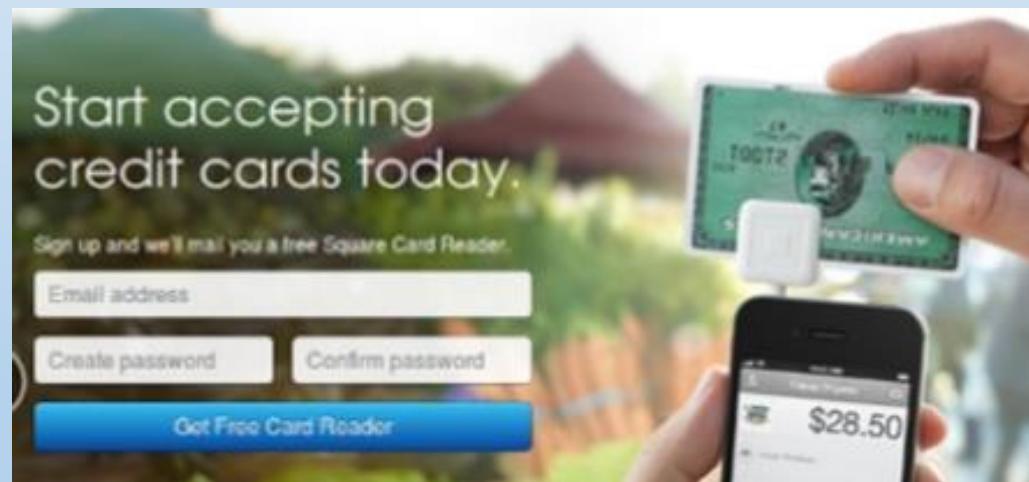
The crème de la crème
A particularly storied pedigree
University of Cambridge
Distinguished by strength of character
Masterpiece of symmetry
Soon followed prolifically on the



GOT PHOTO. VIDEO



IS THERE A CALL TO ACTION?



WANTED: SOCIAL MEDIA LINKS



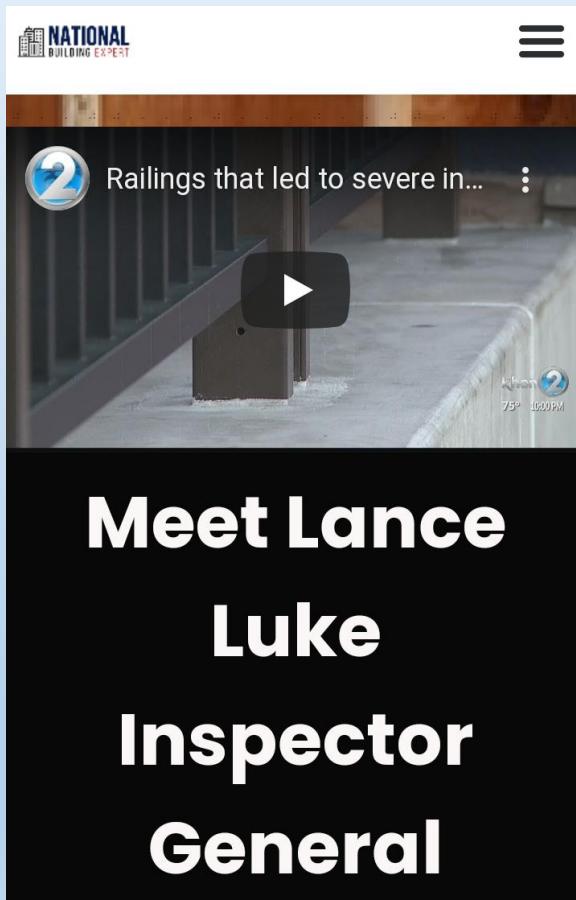
WEBSITE VS. CLICK FUNNEL



MARKETING FUNNEL



FUNNEL EXAMPLE



TAKEAWAY



Questions?



Email: Info@ExpertMediaMatters.com

or hawaii.score.org [Hawaii | SCORE](http://Hawaii SCORE)

