



ADVERTISE IN THE WINDOW OF THE WEB

95% OF MY CLIENTS FOUND ME ON LINE

Mark Shields believes the “Holy Grail” of marketing your practice to the out side world, is your website; read on for his helpful tips



branding, but I modeled the look and feel of the site in question, the colors, and size of the site, and most importantly the capability of the site. For example, having the capability to host video downloads, and streaming YouTube, and other media functions.

A very important factor for me was the ability to edit the site myself at any time, so that I could keep abreast of changes to my business, without having to wait for a web designer to do the changes for me, and obviously charge me more money for the pleasure.

IN my opinion your website is the single most important marketing and advertising vehicle you have for your business.

In fact, I would go as far as saying it is the single most important part of your business. And so if you don't get it right, it could be the difference between success and failure.

What does your website mean to you and perspective clients?

- It embraces and shows to the world your business vision, philosophy, ethos, and values.
- It is a true representation of who you are and what you provide to potential clients all over the world.
- It is your main advertising vehicle, with 90% of people now admitting their preferred search and buy tool is the worldwide web.

Mark's Modeling Tip 1

No matter how small your business is, if you want to see clients and make money, it is wrong to think that you don't need a website.

Don't be put off by the fact you don't understand anything about setting up a website. You may think that 'this can wait until later'... It can't! Avoid procrastination, and do it now!

A good website will be the difference between you succeeding and failing... I have been on national TV, had my own BBC radio monthly expert slot, written monthly columns for five magazines, and still 95% of my clients find me through my website: lifeppractice.co.uk.

How do I set up my Website?

Some companies offer great packages, specifically for practitioners at affordable prices. A useful example and company to view would be webhealer.net. They take away the pain, especially if you're a bit of a technophobe, and have little or no confidence in, or knowledge about websites.

Marks Modeling Tip 2

When I set up my first website myself, I toured the Internet looking for a site that I really liked, and I modeled it.

Obviously, you can't plagiarise words or

KEY WEBSITE PHRASES

- 1) **E-mail Address** - Your personal web address used for communicating online.
- 2) **Domain Name** - Your website address and identification
- 3) **Website Host** - A web hosting service is a type of Internet service that allows individuals to make their website accessible via the internet. Web hosts are companies that provide space on a server owned or leased for use by clients
- 4) **Keywords** - Words used on websites to attract users to a particular website or service.
- 5) **SEO** - Stands for Search Engine Optimisation, which is the process to exposing your website to as many potential clients as possible.
- 6) **Google Ad Words** - A method to run proactive marketing campaigns on Google, by sponsoring certain keywords and agreeing to pay a certain amount of money per click for every potential client that views your website.

Don't be afraid! Get on the case now, and begin advertising your practice through your own website. Remember 90% of potential clients will look for you online... If you're not there, then how can they find you? ■