# Modomo
Technology & Web Services

### Free Business Advisory Guide:
# "10 Steps to Building a Profitable Website"

There is no other marketing medium that is as versatile, interactive, or as powerful as the web. From a financial standpoint, a profitable website is the single most valuable piece of real estate in the world. **Millions of dollars can be funneled through a space that is not even a square foot in size.**

Small "Mom and Pop" shops can compete head-to-head against major multi-national corporations. Businesses can service customers, communicate with buyers, and generate revenue 24 hours a day, 7 days a week, 365 days a year. Getting the word out about new ideas and products couldn't be faster or easier.

**However, here is a dose of reality:** the "secret" to successful online marketing is founded in the same fundamental marketing principles as any other medium. A bad offer in print doesn't get any better when you put it on a web page. The only advantage is that it costs less to figure that out.

### You'll Discover:

- Why you need a powerful web presence.
- 10 steps to building a profitable website.
- Your next steps to building a profitable website.
- Fine tune: check list of "must do's" for your website.

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**11**
YEARS OF
EXCELLENCE
**MODOMO**
TECHNOLOGY & WEB SERVICES

From the Desk of: Lyndon H. Modomo
President, MODOMO, Inc.

Dear Colleague,

With the Internet quickly being THE way buyers' research, compare, and purchase products and services, it's simply not acceptable to just have a "presence." If that presence gives the buyer the wrong impression, or if it fails to motivate new prospects to call, you are significantly impeding sales in more ways than you can imagine. A website that sells can help you accomplish a number of marketing objectives simultaneously.

# Why You Need A Powerful Web Presence

**Provides a 24/7 money-making machine.** You can set up online marketing systems that capture leads, qualify prospects, and close sales without ever picking up the phone.

**Improves your credibility.** Your website is often the first impression a prospective buyer has of your company. Does your website communicate the professionalism and expertise you've worked so hard to achieve?

**Makes it easier for customers to refer new prospects to you.** They simply tell them to visit your website. If they aren't ready to buy yet, it gives them an easy way to check you out.

**Qualifies prospects before they ever reach you.** If your website does a good job of outlining the type of customer you want, you'll eliminate a lot of tire-kickers and price shoppers.

**Enables you to launch new products in days instead of weeks or months.** News travels fast online. You can find out very quickly of the demand (or lack of demand) for a new product or service BEFORE you spend a lot of time and effort in promoting it.

**It is the world's cheapest printing press.** It's no longer necessary to have expensive brochures and flyers. Your website can do FAR MORE than even the fanciest brochure for a lot less money.

I hope this motivates you to dedicate some serious time and money into developing your website into a perfect little money-making machine. The rest of this document will outline 10 steps to get you started towards that goal.

# 1.  Start With A Clearly Defined Objective; What Do You Want Your Site To Do?

Do you want to produce leads for your sales team? Sell products? Attract investors? This is the first and most critical step in designing any site. Amazingly, it is also the one that most businesses overlook.

Before you unleash your web developer on building or revising your website, you should know exactly what types of visitors you will be attracting and what you want those visitors to do. If you want to produce leads, define what a qualified lead is to you. If you want to produce sales, define exactly what you will be selling and who you will be selling it to.

Plan your website so that every sentence, link, and graphic moves them towards taking that action, and eliminate everything else.

# 2. Make Your Site Sell

We believe in the importance of conveying a powerful marketing message and offer in every communication with prospects and customers.  Your website is certainly no exception. Here are the 2 biggest mistakes most companies make with the copy on their website:

**Mistake #1: They confuse visitors.**  Have you ever visited a website and couldn't quite figure out what they were all about? Here is a website copy I copied from an actual company website, name withheld for obvious reasons. See if you can guess what this company does:

 "XYZ was founded to help your business succeed. In today's complex world the businessperson is faced with huge challenges everyday. To succeed you must identify the one area you will focus on constantly. Your survival and success will depend on how well you maintain that focus.  At XYZ we are here to help you reach your goals. We strive to serve your business and your customers with quality products, friendly service and tremendous attention to detail."

As awful as this is, thousands of companies post up this type of "brochure babble" on their websites with the grand illusion that someone is actually going to read it, understand it, and act on it.

**Mistake #2: They bore visitors.** Take another look at the above paragraph. See anything else wrong with it? It's boring to read and does not talk about the SPECIFIC benefits this company provides. No one cares about your company, how long you have been in business, or the laundry list of services you offer. Web visitors have zero time to read trite marketing statements like the ones used above.

Writing a mesmerizing sales copy for your website that hooks visitors and causes them to want more is absolutely critical to the success or failure of your website. If one of your strong points is not writing, then you may want to hire a professional copy writer.

## Here is an example of a benefit-driven web page:

*[The Headline That Flags Your Target Audience And Defines The Problem]*

**Small Business Owners:**
**When You Have Finally Had Enough Of Arrogant _____ Who Never Return Your Calls, Miss Deadlines, And Nickel And Dime You Over Every Little Thing They Do, Then It's Time To Give Us A Call**

*[The Sub-headline That Defines The Promise and Unique Selling Proposition]*

**We'll Respond To Your _____ Problems Within 60 Minutes Or Less – Guaranteed - AND Support Your _____ 24/7 For One Low, Affordable, Flat Rate**

*[Outline the problem further and stir up the frustration]*

Dear Colleague,

It just amazes me how unreliable and arrogant some computer technicians are. When you call them for help, you end up talking to their voice mail. Then when you finally get them on the phone, they make you wait hours – even days – before they can actually come out to see you. Then they nickel and dime you over every little thing they do, even a simple 3 minute phone call!

Even at that, a lot of them are late, never show up, and as a final insult, act as though THEY are doing YOU the favor!

**Enough Is Enough!**

*[Tell them why you're the better solution]*

I think it's about time someone finally got it right. That's why we decided to start a "one company revolution" and commit ourselves to delivering fast, affordable computer

support from technicians that are professional AND reliable. What a concept!

Since opening our doors 11 years ago, we've become the most trusted provider of computer repair, installation, and support for small business owners in the Central Florida area. While there are a lot of fly-by-night competitors, I think you'll agree that you don't want some guy working part-time out of the back of his van supporting the critical information systems that run your business, even if he offers a cheaper rate.

But don't take our word for it;  **click here**  to read testimonials from other business owners who have trusted us for years, or  **click here**  to read our 100% "Zero Hassle" Guarantee.

*[Offer a call to action]*

If you are a new client to us, I'd like to invite you to sign up for a FREE Network Performance Tune Up where one of our senior technicians will come on site and perform a 27-point performance assessment and tune-up to pinpoint any vulnerabilities to viruses, hackers, or data loss, and to show you how to improve the speed and reliability of your computer network. This offer comes with zero strings attached.

We simply offer this service to all prospective customers as a way of introducing ourselves to you without the risk.

**Click here**  to learn more about signing up for a FREE Security Audit.

# 3. Design Your Site To Enhance And Facilitate Your Sales Process, Not Overwhelm It

The first thing your visitors will notice is your site's design and layout. Do not let your web designer "unleash" their creativity on your website. Remember, this is a marketing tool, not a Picasso. There are far too many ways to design a professional looking website to list here. However, there are some design mistakes you should avoid at all costs. They are:

**A cluttered, "noisy" layout.**  Your site should be inviting to read and easy to navigate. Too many links, pictures, logos, graphics, and items will confuse your visitor and lower its effectiveness at producing leads and sales.

**Bright, loud colors used in excess.**  These loud colors "scream" at your visitors and make your company look unprofessional. Use them ONLY in small amounts to highlight key areas on your site.

**Colored or patterned backgrounds with light text.**  If you have great website copy, why make it difficult to read? Black text on a white background is the safest bet. Reverse copy (black background with white text) has been proven to LOWER the response of ANY marketing communication, including websites.

**Difficult navigation.**  Use simple and intuitive words for the various sections of your website. What you think is "cute" or "cool" is probably annoying to your visitors.

**Flash or large graphics that slow down the opening or navigation of your site.** Everyone is in a hurry and no one wants to sit through your flash presentation.

**Sound clips or music files that start playing without warning.**  You'll scare (and annoy) the visitor that didn't realize their speakers were "on" at top volume. If you want to offer audio, provide a link they can click to start and stop the recording.

**Fonts that are difficult to read.**  The best online fonts to use are Verdana or Arial. Keep the fonts consistent throughout or your site will look like a ransom note.

**Horizontal scrolling.**  Make sure your page fits small screens without having to scroll left to right. Web copy that scrolls vertically are acceptable; however, if you are going to have a long website copy page, include a "print this page" option at the top of the page.

# 4. Use Irresistible Offers And Free "Widgets" To Capture Leads

E-mail newsletters are the oldest and most overused tactic to generate leads online. As more companies flood our in-boxes with e-mail newsletters and promotions, more and more web visitors are becoming hesitant to opt-in for fear of getting overwhelmed with spam.

Think about the e-mail newsletters you subscribe to. I bet you delete some of the ones you used to read because you just don't have time to read them all. If you are like most web visitors, you have two e-mail accounts: the one you read day in and day out and the hotmail or yahoo account you never read and only use to sign up for web offers and newsletters.

**So what do you offer outside of a newsletter to get visitors to opt-in?**

Offer a free "widget" or other irresistible offer. A free widget is a tangible item with high perceived value that you offer in exchange for someone's contact information. Some examples include:

• A whitepaper or report

- A free audio cassette, CD, or recording
- Free software
- Free chapters or an excerpt of a book
- A free video
- A free service
- Free webinar or teleseminar

## Here is an example of "free service", would you click on it?:



This will be a live ad that will be posted off and on, on MODOMO.com.  Unfortunately, due to the number of responses we expect to receive, we will need to turn it off at times.

## 5. Prominently Display Your Free Widget Offer And Opt-In Form On Your Home Page

This is a simple yet often overlooked strategy for increasing the number of leads you capture online. One website owner increased the number of leads he was getting by 4% simply by moving their free report offer to the top right corner of their home page. Same offer, but now it is the first thing to catch your eye when you visit their site.

Another trick is to use a picture of a person's face or a graphic near or around the opt-in box to draw attention to it.

Don't hide your offer in the lower corner of your site or bury it somewhere in the copy.

Make it stand out with a larger font, with color, with a picture(s), or with a graphic. Use bullet points to highlight what they will receive.

## 6. Build The Rest Of Your Marketing Story

Now that you have your website copy on your home page and your free widget offer in place, here are some other pages you should include on your website:

### *Who We Serve*

On this page, you are going to outline the type of business or person you work with. This will not only help you qualify new prospects, but also make qualified prospects eager to work with you because they will identify with the criteria you provide. Don't be afraid to go into detail; give specific demographics and psychographics on the type of client you want. Consider this your "personal ad" for new clients.

I would also include your business philosophy, how you work with clients, and what results they can expect to achieve. Here are some questions to guide you in developing the rest of the content for this page:

If they hire you, what can they expect?
How will you make life/business better for them?
How do you approach a problem?
What do you guarantee that others don't?
How are you better than other companies?
What makes your services unique?

**Here's what MODOMO.com has on its site as an example to get you started:**

## Who we serve for Web Services:

**We design, develop, implement, manage, maintain, repair, support, and market websites of all different flavors from static brochure-ware sites, to social networking sites, to content management (self manageable) websites.**

We specialize in the following areas:

1. Selecting domain names to help with internet sales and marketing.
2. Website Hosting (from Shared Hosting to Cloud Hosting).
3. Design, develop, implement, manage, maintain, repair and support of your website.
4. Internet Sales & Marketing.

Our typical customer is selling a product or professional service. Many of our clients have specialized internet based software to run and operate their business. Our clients hire us because they do not want to incur the overhead and cost of a full-time web team, and they don't want to burden their employees with the responsibility of maintaining and supporting the company website.

We are most successful in working with clients that:

- Demand that a website is actively generating leads to sales.
- See websites as a power tool for increasing productivity and gaining competitive advantages.
- Want a web partner that will act as a trusted advisor and seek to improve the position of their company on the web.
- Is willing to invest in web technology to improve communications and eliminate manual tasks.

When you hire us you can expect the following:

- A senior level web professional who will take care of all your web needs.
- Professional recommendations from MODOMO's senior level staff.
- We will work to make your life and business better and less stressful when it comes to managing your web technology.
- Peace of mind.

## *Testimonials and Case Studies*

On this page, you are providing short stories about the results you've helped other clients achieve. **Here is a simple and effective format for case studies:**

**State The Problem:** What predicament was your client in? Why was it a problem? How was it hurting their business? What frustrations were they experiencing?

**The Solution You Implemented:** Don't be too technical. Simply outline how you approached the problem and how you solved it.

**Results Achieved:** The key word here is results. Talk about how it saved money, time, eased their worries, made them more productive, and improved their situation.

**Here are real testimonial examples on MODOMO.com**



"The biggest benefit we receive from using Modomo is having the peace of mind to know that all of our web services are in competent hands. We have many challenges in running a company – web technology is not one of them."

--Mark J. Goldstein, Central Florida Christian Chamber Of Commerce - www.CFChristianChamber.com

"Modomo helped our group gain a professional web presence very quickly. We've also found the Modomo team is very responsive and available whenever we need to add to our site. Modomo not only provides the research council with quality web services, their pricing structure is very reasonable. We have almost zero down time! We haven't worked with too many companies that actually do all the above."

--Read Hayes, PhD, CPP, Loss Prevention Research – www.LPResearch.org

"MODOMO, Inc has been a valued business partner for several years. We have successfully worked together on projects with Florida Hospital, Rippe Health, and on projects with auto dealerships. Results, Quality, Professionalism, On-time Every time, and Web Savvy are all words that describes Team MODOMO."

--Steve Cascadden CGS Ad Group. CGS Advertising Group – www.cgsAdGroup.com

"Working with Modomo Technologies continues to be a great experience. They have an amazing ability to create solutions for every unique situation. Modomo's top quality product, timely responses, and easy accessibility make them the easy choice for me with all my web development and troubleshooting projects. The team at Modomo is knowledgeable, current, and have proven to me they care about each one of my projects as much as I do."

--Richard Verkaik Website Designer.

## *Menu of Services*

Each service you provide should have a title and a paragraph outlining what it is, who it is for, and the problems it solves. You don't need to go into exhaustive detail on this page. Simply give a brief teaser and a link to get more detailed information. **For example:**

### Phone Systems

We offer next generation phone systems that are easy to manage in-house and eliminate your dependence on expensive service technicians. This system is best suited for the small business owner or call center manager that wants advanced

phone features such as unlimited voice mail, on-hold messaging, automated attendant, and call forwarding, but doesn't want to pay the hefty price tag that most high-end solutions carry.

### *Why Buy From Us*

On this page, include a list of reasons why a customer should do business with you over your competition.

### *Free Stuff*

"Free" is still the most powerful word in advertising. I would use this page to offer free articles, reports you've written, helpful resources, and video.  Free articles will build credibility with your visitors and demonstrate your expertise on a particular subject.

### *Contact Us*

Every website should have a contact page that provides instructions on how a prospective client can reach you. This is an excellent place to put a response form. I also recommend putting a phone number, fax number, e-mail address, and any specific customer service or help desk numbers you offer. If you have a storefront business, I would also include driving directions and a map to your store.

## 7. Use Online And Offline Marketing To Follow Up And Close More Sales

The whole purpose of getting shy prospects to opt-in is so you can follow up.  Follow-up is critical to maximize sales conversions on leads. Do not simply turn the leads over to your sales people and *hope* they will follow up adequately. I suggest giving your sales team a systematic process for following up on all new leads that includes online (e-mail) and offline marketing communications. That way you can be certain you are delivering the right message frequently enough to obtain an appointment or a sale.

The number of follow-up messages you need to send in order to get the appointment or the sale is something that needs to be tested.

## 8. Calculating What Your Visitors Are Worth

Now that you've created a killer site that is converting a high percentage of visitors to leads or customers, it's time to focus on getting as many qualified visitors to the site as possible. Getting visitors to your site is not free and before you start spending money on driving traffic, you need to know what your visitors are worth. This is also known as **visitor value**.

Let's say you sell a $100 product and make $80 gross profit per sale. If 1 out of every 100 visitors buys your product, you have a 1% conversion rate. At $80 profit per sale,

each visitor is worth $.80 ($80 x .01).  This means you could spend $.79 to get a prospect to visit your site and still make a profit (albeit a very SMALL profit).

You need to calculate three things to determine your visitor value:

1.  **The average lifetime value of a customer.**  In other words, what is the average customer worth to you in gross revenue and sales over the natural period of time they remain a customer? Most companies use a 1-year period to calculate lifetime value even though a client may stay with you for several years.

2.  **Your site's conversion rate.**  This is the percentage of unique visitors that convert into a lead. To calculate conversion rate, simply divide the number of unique visitors to your site by the number of leads or sales it produced over a given period of time.

**Important:**  Be careful not to confuse "hits" with "unique visitors" or your calculations will be off. One unique visitor can be responsible for 2-3 hits to your site. Any good web tracking software will be able to distinguish hits from unique visits.

3.  **The number of leads that convert to a sale.**  This may take you a few months to calculate depending on your average sales cycle.

Once you know what you can afford to pay to generate a lead online, you are now in a better position to allocate money towards driving traffic. There are several ad tracking programs available on the Internet to help you determine visitor value.

# 9. Track, Measure, And Improve

Chances are that your web host already provides you with some type of web tracking software included in your monthly hosting fee. These programs are usually pretty basic and can only give you general information such as hits, errors, referrers, and pages viewed.

If this is the case, ask your provider if they can upgrade you to a better program. You'll pay a little bit more per month, but the information you will capture is well worth it. **Here is a list of 5 basic things to track on your website:**

1.  **Unique Visitors.**  This is the number of NEW people that visit your site, NOT the number of hits. There is a big difference between the two.

2.  **Lead Conversion** . This is the percentage of unique visitors that turn into a lead by opting-in or requesting your free widget offer.

3.  **Entry and exit paths** . Knowing where your visitors go once they get to your site and what page they exit will give you a lot of insight into how visitors view and use your site.

4.  **Order page or lead page conversion.**  This is the percentage of unique visitors that convert to either a sale (if you are selling a product) or a lead.

5.  **Conversion to a sale** . How many follow ups did it take to convert an online lead to a sale? What offer worked the best? How many touches did it take?

Every one of these elements contributes to your site's effectiveness, and each one tells a different story. If you are not getting many people to opt-in and request your free widget, then your offer needs improvement.

If visitors are only spending a few seconds on your site before surfing away, then the headline, copy, or offer is not grabbing them. If a good number of people go to the order page but then don't follow through, you need to work on the order page copy, headline, guarantee, or layout. If you're generating a lot of leads but not closing them, your follow up process or initial offer needs work.

Tracking these elements allows you to see your website funnel and discover where the holes are. Once you discover a "leak" you should start testing different headlines, offers, layout, and approaches to improve the overall conversion of your site.

The best way to test various aspects of your site is to set up two separate sites that are identical except for the element you are testing. Drive traffic through both and measure the results. Just be sure to test one element at a time so it is a fair and accurate analysis.

# 10.  Internet Marketing
# Pay-Per-Clicks, Social Networking, Blogs, Video, Directories, etc…

In this section I'm only going to give you a brief overview of internet marketing because the rules in Internet Marketing are constantly changing.

(Wikipedia's Definition): Internet marketing is relatively inexpensive when compared to the ratio of cost against the reach of the target audience. Companies can reach a wide audience for a small fraction of traditional advertising budgets. The nature of the medium allows consumers to research and purchase products and services at their own convenience. Therefore, businesses have the advantage of appealing to consumers in a medium that can bring results quickly. The strategy and overall effectiveness of marketing campaigns depend on business goals and strategies.

Internet marketing has the advantage of measuring statistics easily and inexpensively. Nearly all aspects of an Internet marketing campaign can be traced, measured, and tested. The advertisers can use a variety of methods: pay per impression, pay per click, pay per

play, or pay per action. Therefore, marketers can determine which messages or offerings are more appealing to the audience. The results of campaigns can be measured and tracked immediately because online marketing initiatives usually require users to click on an advertisement, visit a website, and perform a targeted action. Such measurement cannot be achieved through billboard advertising, where an individual will at best be interested, then decide to obtain more information at a later time..

Because exposure, response, and overall efficiency of Internet media are easier to track than traditional off-line media—through the use of web analytics for instance—Internet marketing can offer a greater sense of accountability for advertisers. Marketers and their clients are becoming aware of the need to measure the collaborative effects of marketing (i.e., how the Internet affects in-store sales) rather than silo'ing each advertising medium.

### *First Steps*
Pay-per-click search engines are a fast and easy way to start driving qualified prospects to your website. They are far more effective than most advertising because visitors are proactively searching for information on a product or service.

If I type in "Orlando computer repair," there is a very good chance that I'm actively looking for someone in Orlando who can fix my computer. If I own a computer repair shop in Orlando, that person is exactly the type of visitor I want to get to my site.

For now, the only one you really need to be concerned with is the "pay per performance" search engines; more specifically Google Ad Words.

# Next Steps To Your Profitable Website

**Step 1:** If you don't currently have a website, make getting one a top priority. Not having a website makes you look unprofessional and hurts your credibility.

**Step 2:** Take marketing materials you've already developed – such as brochures, reports, case studies - and post it to your site. If you don't have all of the content written, post what you DO have and update the other pages as you complete the content.

**Step 3:** Get an opt-in offer prominently displayed on your home page. Make sure you collect full contact information so you can follow up offline as well as by e-mail.

**Step 4:** Create a multi-step follow-up process that includes offline as well as online marketing.

**Step 5:** Post your website address on every single offline marketing piece you own including letterhead, newspaper and yellow page ads, on-hold messages, and even on your voice mail. Put a small ad for your website and free widget offer on the back of your business cards and hand them out at networking events.

**Step 6:** Test some traffic through your site by sending out an e-mail to your current customers and prospects. If you don't have the e-mail addresses to your customers, send out a letter or postcard to entice them to visit your site and join your e-mail list.

If you get very little response to your opt-in offer (free widget), go back to the drawing board and "juice up" the offer.

**Step 7:** Open an account with Google and test some traffic through your site. You can spend as little as $100 on a test.

# Website Checklist

☑ **Does your home page load in less than 5 seconds?** If not, you need to increase the load speed. Lose the large, meaningless graphics. Respect your visitor's time!

☑ **Is the benefit to the visitor immediately obvious with a compelling headline?** In other words, can they tell what you do and why it's a benefit to them? Could your grandmother understand what you do?

☑ **Does your site sell?**
Did you list testimonials?
Do you back up your claims with proof?
What's your unique selling proposition? Is it clear to the visitor?
Are you using bullets with compelling benefits?
Do you offer a guarantee?
Did you ask for the order?

☑ **Is the opt-in box prominently displayed on your home page?** Are you offering something with enough value that people will want to opt-in?

☑ **Is it easy to place an order?** Make your ordering process an easy, slippery slope. Potential customers will abandon their shopping carts if the ordering process is difficult or confusing.

☑ **Is your site using animation, sound, or flash appropriately?** These things should only be used when they help to sell a product. Flash or animation may seem cute or cool to you, but it is annoying to visitors who are trying to get information fast.

☑ **Is your site consistent throughout?** Using too many fonts, different layouts, or too many colors make the site look amateurish and undermine your firm's professionalism and credibility.

☑ **Is it easy to navigate?** While this may be difficult for you to tell since you are so familiar with your own website, I would recommend watching 3-4 strangers navigating your site. Ask a few people who are not familiar with you or your company to place an order or search for information while you look over their shoulder. You'll be surprised at what you find out.

☑ **Is the site easy to read?** Small text, fancy fonts, or long lines of text make it more difficult to read. Use lots of white space and shorter lines of text.

# Are You Fed Up With Your Website? Are You Getting Any Leads or Sales? Is Your Website An Eyesore And It Is Not Representing Your Company Properly?

**Our FREE 25-Point Website Analysis with Expert Advice** ($600 value)
**Will Reveal the Truth…**

As a prospective new client, I'd like to extend a "get to know us" offer of a **Free 25-Point Website Analysis with Expert Advice** . I don't normally give away free services because if I did, I'd go out of business. But, I thought this would be a great way to introduce our services to a few new clients.



## What's included?

- We will review your site's "Accessibility", which are things like, site load-time, text to background contrast, font size and spacing is reasonable, flash and add-on review, images have proper ALT tag labels, and that your site has a custom not found page.

- We will review your site's "Identity", which are things like, company logo and tag line are displayed properly, home page is reviewable with in the 5 second rule, clear path to company information, and company contact information.

- We will review your site's "Navigation, which are things like, easy to use main navigation, labels are clear and concise, reasonable number of links and buttons,

logo is linked to the home page, easy to identify links, and site search is easy to access.

- We will review your site's "Content", which are things like, review of the major headings, critical content is above the fold, style and color are consistent, review emphasized text, review ads and pop-ups, concise and clear copy, link names are meaningful and user friendly, and page titles are ideal for search engine visitors.

- We will then offer our professional advice about your website and what we would do to improve it to meet your business goals.

## At no charge, a website specialist will analyze your site and…

Depending on what we discover, we'll either give you our approval or reveal gaps in your website that could be reducing potential leads and/or sales. If it's appropriate, we'll provide you with an action plan to further enhance your site to get the most from it.

Naturally, I don't expect everyone to become a client, but I do expect a small percentage to hire us to enhance and even manage one of their most valuable assets, their website--and possibly even become loyal clients like Central Florida Christian Chamber Of Commerce - www.CFChristianChamber.com or University of Florida's - Loss Prevention Research – www.LPResearch.org.

## You are Under No Obligation to Do or Buy Anything When You Say "Yes" to Our FREE 25-Point Website Analysis

We also want to be very clear that there are no expectations on our part for you to do or buy anything when you take us up on our offer.

As a matter of fact, I will give you my personal guarantee that you won't have to deal with a pushy, arrogant salesperson because I don't appreciate heavy sales pressure any more than you do.

However, I cannot extend this offer forever because time and staff limitations simply won't allow it. In order to secure this FREE 25-Point Website Analysis ($600 value) for your company, you must respond to this offer by clicking the link below before we remove it from our website. http://www.modomo.com/free/web/website_analysis (if you click on the link and the page does not display, then we regretfully had to withdraw this offer).  Spots ARE limited so act today.

Sincerely,


Lyndon H. Modomo, President
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info@modomo.com
407.540.0474

P.S. Don't miss out!!! Your FREE 25-Point Website Analysis ($600 value) will let you know if your website is geared up for maximum leads and/or sales.  Remember, you must respond to this offer in order to acquire this service. Click the link below before we remove it from our website. http://www.modomo.com/free/web/website_analysis (if you click on the link and the page does not display, then we regretfully had to withdraw this offer).  BUT, please call us to see if there are other offers you may be able to take advantage of.