

ambition insight

ENTREPRENEURIAL DEVELOPMENT

Fort Lauderdale

WordPress Development, Consulting & Online Media

WordPress Consulting

WordPress Training

Website Development

Social Media

Search Engine Optimization (SEO)

WWW.AMBITIONINSIGHT.COM

Essential Components of an Engaging Blog or Lead Generation WordPress Website

(and how to turn it into a cash machine)

Presented by:

BRETT NAPOLI

WordPress Developer & Web Consultant
Founder & CEO of **Ambition Insight**

“People think innovation is just having a good idea, but a lot of it is just moving quickly and trying a lot of things.”

- Mark Zuckerberg

Golden Rule of Business: How to Make Money Anywhere

Solve Problems

Reduce Costs

Create Value

Golden Rule of Blogging

Post Quality, Unique,
Interesting Content
Consistently Over Time

Golden Rule of Lead Generation

Systematically Identify
Ideal Clients & Connect
them with Solutions
Quickly

Today's Topics

- 10 Most Important Web Design Tips
- What You Need to Get Started
- Domain Development Checklist
- 14 Key Blogging Practices
- 7 Key LeadGen Practices
- Design, Layout & Widget Guide
- Suggested Pages & Components
- 16 Essential WordPress Plugins
- Development Resources
- Popular Blog Growth Strategies
- Primary & Secondary Revenue Streams
- Growing & Increasing Pageviews
- How to Maximize Ad Revenue
- How to Stand the Test of Time

Background: Brett Napoli

- Founder/CEO of **Ambition Insight**, a Fort Lauderdale WordPress Development, Consulting and Media Company Founded in 2007
- Built **500+** WP sites, worked on **1000+**
- Created **WebsiteSchool.com**, a WordPress Training Videos & Tutorials Website with over **130** Instructional Videos
- Developed social media following of **100K+ people**
- First WP blog once reached **987K** P/V in 24 hrs
- Currently w/ 2 blogs:
 - Avg. **500K** Uniques & **1.2MM** Pageviews per month
 - Avg. Social Reach of **200K** people per week

Blogging Experience

- Since 2011 WP Blogs **350MM+** pageviews & ½ **Billion** ad impressions

Some of our blog advertisers include:

CollegeCures.com

Sony, Microsoft, Adobe, Vonage, Samsonite, Barnes & Noble, Best Buy, Chegg.com

thatDROP.com

Dr. Pepper, Levi's, Live Nation, Dockers, Pepsi Co., Nike, Calvin Klein, McDonalds, Taco Bell, Dockers, the United States Marine Corps, HBO

10 Most Important Web Design Tips

1. Let your website help you.
Solve Problems / Reduce Costs / Capture Value
2. Find the **primary income source/message** and make it ridiculously obvious
3. Simplify everything and **focus** only on key points
4. **User experience** is paramount
5. Websites are built around content
6. It's all in the **details**
7. **Photos** are not an option
8. Flexibility is Essential
9. **Quality** Matters
10. Prepare for the Future

What You Need to Get Started

- A great, memorable .com domain name
- A great **idea, solution** or **purpose**
- Quality Web Hosting & Security
- A Premium WordPress Theme
- Premium WordPress Plugins
- Simple Design
- Responsive/Mobile Friendly
- Quality, Unique, Interesting, **Authoritative** Content
- Consistency
- Social Presence
- Collaboration
- Time
- Money

Domain Development Checklist

- **Idea** (*Solve Problems, Reduce Costs, Create Value*)
- **Primary Focus** → *3 Target Keywords/Objectives*
- **Identify the Market** → *How/Why Are Others Making Money*
- **Competitors** → *Where Successful / Where to Improve*
- **Differentiation from competition**
- **Future / Potential**
- **Benefits** → *On site vs. Off site*
- **Timeline** → *Total Investment over 24 Months*
- **7-12 mo. incubation period** → *Save Overhead/Lose Time*
- **Identify Revenue Streams**

14 Key Blogging Practices

Your blog/magazine site needs:

1. Focused **Categories/Sections** (Drive your 3 Target Keywords/Objectives)
2. Clear, concise, informative and captivating **post titles**
“Tuna Casserole Recipe” vs. “Delicious Tuna Casserole Recipe in 5 Easy Steps”
3. **H1, H2 + H3** tags (Key for proper indexing by Search Engine Spiders)
4. **Bold** text on key points
5. Avoid long paragraphs
6. Outbound/Inbound **links**
7. Use **Photos** - Caption & credit properly
8. Add **rich media** – infographics, videos, lists & polls
9. Proofread and view live before posting
10. Post thumbnails
11. **Short/no excerpt** (depending on post frequency)
12. Schedule posts
13. React/Comment/Link to content on other sites
14. Use keyword rich **permalinks** that show blog title

7 Key LeadGen Practices

Your lead generation website needs:

1. A simple, prominent way of identifying and speaking to the **ideal client**
2. Clear and Obvious **Calls to Action**
3. Short lead form of only **Essential Questions** necessary to qualify lead
4. Content that consistently encourages **action**
5. Clear, concise and informative **value-adds** that demonstrate **authority**
(FAQ, Recent News & Resources)
6. Short Bulleted Lists of Key Points & Value
7. Ways to **Advertise** or **Buy Leads**

Design, Layout & Widget Guide

Blog & LeadGen

Important Layout/Design Guide

- 2 column layout
- Keep logo/header small & simple
- Big, easy to read Titles
- Bright link color
- Include Post Date & Thumbnails
- Clean + Uncluttered
- Calls to Action
- Photos & Colors Specific to Ideal Client
- Mobile Friendly
- Keep “lightweight”/ limited sidebar

Key footer placements

- Logo Thumbnail
- Tagline
- Focal Points/Site Description
- Social Media Links
- Less Important sections (Join the Team, Privacy Policy, Contact)

Suggested sidebar placements

- Lead Gen Form
- Mailing List
- Calendar
- Recent Posts
- Graphics Highlighting Key Pages/Areas
- Search Area

Suggested Pages & Components

LeadGen

Suggested Pages

Find a Quote / Attorney /
Doctor / Plumber

How it Works

Advertise/Buy Leads

Reviews & Testimonials

About / Background

Contact

FAQ

Privacy Policy

Key components

Homepage Lead Form

Phone Number

Graphics/Content that
Establish Trust & Authority

Live Chat

SSL Cert., Seals, Guarantees

Suggested Pages & Components

Blog

Suggested Pages

Primary Blog Categories

Advertise

Best Of

Submit

Contact

About

Join the Team/Contribute

Privacy Policy

Key components

(2) ATF Ads at Top of Page and
Top of Sidebar

Prominent Revenue
Generators

Page Speed

Start w/ Broad Top Level
Categories

Develop Specific Sub-
Categories over time

Infinite Scroll

16 Essential WordPress Plugins

Use 5-15 Plugins, as few as possible (Premium*)

1. Yoast SEO*
2. Gravity Forms*
3. Special Recent Posts (Pro)*
4. Disqus
5. OptInMonster*
6. WP Touch Pro*
7. AddThis*
8. NextGEN Gallery*
9. WooCommerce*
10. Members (Roles)
11. Animated Infinite Scroll
12. WP PageNavi
13. MailChimp*
14. Batcache
15. WP Smush*
16. s2Member*

Development Resources

Get Started at WebsiteSchool.com

WP Training Videos

- WebsiteSchool.com

WP Themes & Plugins

- WPMUdev.org
- [Pagelines](http://Pagelines.com)
- [WooThemes](http://WooThemes.com)
- [Elegant Themes](http://ElegantThemes.com)
- [ThemeForest](http://ThemeForest.com)
- WPBeginner.com
- [WordCamp](http://WordCamp.com)

Photos, Fonts & Graphics

- [iStockPhoto](http://iStockPhoto.com)
- Pexels.com
- Stock.adobe.com
- [Getty Images](http://GettyImages.com)
- [PhotoPin](http://PhotoPin.com)
- [Shutterstock](http://Shutterstock.com)
- [IconFinder](http://IconFinder.com)
- AbstractFonts.com

SEO

- Moz.com
- [Open Site Explorer](http://OpenSiteExplorer.com)
- [Search Engine Land](http://SearchEngineLand.com)
- [SEO Quake](http://SEOQuake.com)
- [Google Webmaster Tools](http://GoogleWebmasterTools.com)

Helpful Services

- [CloudFlare](http://CloudFlare.com)
Caching/Traffic Filtering
- [YesWare / Cirrus Insight](http://YesWare.com)
Email Templates
- [ManageWP](http://ManageWP.com)
Manage multiple sites
- [Tynt](http://Tynt.com)
Content attribution
- BuiltWith.com
Find out how sites are built
- DynamicDrive.com
Free Scripts & Tools

Popular Blog Growth Strategies

Create Content that is Engaging, Visual, Shareable & Viral

- **Exploit the “Curiosity Gap” / Strategic **Clickbait****
 - Article titles that withhold details
 - *“This Baby Nearly Died From Being Kissed...And You Need To Know Why”*
Viral Nova: 6 Figures/mo in Revenue in 2014
- **Listicles**
“21 Photos That Will Restore Your Faith in Humanity”
- **Paraphrase News Items**
“Today in the Wall Street Journal”
- **Photo Slideshows / Galleries / Multiple Page Blog Posts**
<!--nextpage-->
(Increases pageviews & time on site)
- **Remember: Don’t Sacrifice the **User Experience****

Primary Revenue Streams

- **Display Advertising**
 - CPM, CPC, CPA, CPL
 - 728x90 + 300x250
 - Banner, Leaderboard, High-Impact, Background Takeover, Popunder, Toolbar
 - Sovrn.com, Google AdSense, AdMedia.com, Advertising.com, Chitika.com, SpecificMedia.com, Sonobi.com
 - Partner with an Ad Network
- **Lead Generation (CPL)**
- **Advertorial & Press Release**
- **Branded Content**
- **Reviews & Giveaways**
- **Related Posts**
 - Content.ad, Gravity.com, Taboola.com, nrelate.com
- **Text link units/plugins**
 - Media.net, Disqus.com
- **Affiliate Ads & CPA**
 - Amazon Affiliates, CJ.com, LinkShare.com
- **Video Preroll**

Secondary Revenue Streams

- **Mobile Ads**
- **Social Media Posts & Sponsorship**
- **Email Blasts & Newsletters, Build a Database**
- **Google Custom Search** (Search Results)
- **Forum, Directory, Classifieds, Job Board**
- **Sell Products**
- **Merchandise**
- **Membership Site**
Access to info product, Resources, Recurring Billing, Per-Page or Per-Post Access
- **Music or Digital Delivery** – eBooks, Webinars, Interviews
- Value from Freebies and other offerings come first

Maximize Ad Revenue

- Limit display ads to **2 per page**
- **Prominently** Display High Impact Ads
 - Primary ATF ad before any design/layout components.
Just below `</head>` tags
- Integrate **Video** → Video CPMs ~ 5-6X
- Use Premium **Ad Network** for your vertical
- Monetize ATF and BTF Ad Inventory differently
- **Native Ads** & Sponsorships are worth more money
 - Native ads match form & function of platform
- **80/20** Principle → Real Money comes from **Brands**
- Get **Creative**.

How to Stand the Test of Time

1. **Provide Overwhelming Value**
2. **Post Great, Authoritative Content**
3. **Growth Hack**
4. **Advertise**
5. **Analyze Key Metrics over time w/ Google Analytics**
 - Site Entrances
 - Traffic Sources
 - Time on site/page
 - Monitor popular content/posts/pages
 - Popular categories
 - Mobile performance
6. **Order navigation menu by top performing pages/revenue drivers**
7. **Make layout adjustments regularly (monthly)**
8. **Test & Measure, Test & Measure**
9. **Love it.**

Thank You!

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Learn WordPress at **WebsiteSchool.com**

Find this presentation online at:

AmbitionInsight.com/tdc