



Campbell
Cyber Dynamics



Business Websites

Building a site that serves your business

Presented by Kaden Campbell



Before we start...

Scan the QR code on the right to follow along with today's presentation.

When you download our presentation, it also comes with a **Website Evaluation Checklist** and a list of **Resources** you can use for your own websites!



Scan to get today's slides!

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About Me

Quick intro about me!

Step 1: Getting people to FIND you

Using SEO and keyword research to get people to find you easily.

Step 2: Getting customers to TRUST you

Using good design, mobile-friendly navigation, and a great interface to get people to trust you.

Step 3: Integrating your website with your business

Your website should help serve your business by streamlining customer acquisition.

Q&A Session

About Me

KADEN CAMPBELL

- **Grew up loving computers** - Worked nearly every IT job at Campbell Scientific, Inc.
- **Business Degree in Information Systems** - USU
- **Pursuing a Master's in National Security** - Core area of research is in advanced AI cyberthreats.
- **Web Developer & AI Team Lead at Campbell Scientific** - developing internal & external web applications.
- **Business Owner** - Campbell Cyber Dynamics. We help business owners with custom websites and IT consulting.



The Campbell Cyber Team - Me, my wife Baileigh, and our mascot Winston!

Step 1:

Getting people to **FIND** You



- The key is **Search Engine Optimization (SEO)**
- Keywords are **core** to SEO
- 2 Types of SEO:
 - a. Passive SEO - Things to implement on your website that you only have to do once to help your SEO.
 - b. Active SEO - Things you must *continually* do to help your SEO.
- For the best results, use a mix of both active and passive SEO.

Keyword Research & Implementation

Unfortunately, keyword ranking is a zero-sum game. If you rank higher, someone else ranks lower. But if you rank lower, that means someone else is investing more in SEO than you are.

Research

- Google Keyword Planner (free)
- Semrush (paid)
- AHref (paid)
- Hire an agency
- **High volume, low competition** keywords are the cream of the crop

Implementation

- Put most important keywords in heading tags (h1, h2, h3).
- Throughout your website's content, use keywords
- Publish articles and content that regularly use keywords
- Publish social media/Youtube videos with your keywords (e.g. "Sales training" Andy Elliot)

Passive SEO

- This is SEO that you implement **once** and you generally don't have to do much more.
- This includes:
 - Creating “Evergreen” content (i.e. content that is helpful and always relevant to your audience)
 - Internal linking and creating a sitemap to submit to Google for indexing
 - Optimizing your meta tags (these are the descriptions of each page)
 - Ensuring your website is secure with HTTPS
 - Optimizing your images by compressing them and adding alt text.
 - Ensuring your site is mobile-friendly (80% of traffic comes from phones!)



Active SEO

- This is SEO that you must *actively* pursue to get your website ranking higher.
- This includes:
 - Building backlinks with other high-quality websites
 - Active content creation of regularly scheduled articles with keywords (Google likes sites that are updated regularly)
 - Social media promotion and engagement
 - Optimizing your Google Business profile and online listings (like Yelp).
 - Getting testimonials on Google reviews for your services.
 - Regular SEO audits to find broken links, unoptimized content, etc.
 - Active SEO monitoring and analysis to track your rankings.



Step 2:

Getting customers to **TRUST** You



- Your website is customers' FIRST impression of your business - so make it GOOD!
- 75% of consumers admit to judging an organization's credibility based on website design.
- 88% of online consumers are less likely to return to a site after a bad experience.
- **Your website is a window into your organization - give customers a preview of what it's like to work with you!**

3 Principles for a Great Website

01

CONTENT QUALITY

02

USER-FRIENDLY NAVIGATION

03

TECHNICAL ASPECTS

Content Quality

CLEAR & CONCISE CONTENT

Tips on how to do this:

- Use short paragraphs & bullet points.
- Eliminate jargon & unnecessary words.
- Highlight key points with headings and subheadings.
- Write with your audience in mind.
- Focus on your strengths like technology, history of innovation, quality standards, customer service, etc.



PROFESSIONAL TONE

Tips on how to do this:

- Use formal language appropriate for your industry.
- Avoid slang & overly casual phrases.
- Proofread for grammar & spelling errors.
- Maintain a consistent tone across all content.
- Write content geared toward your business clientele that reflects your industry knowledge & expertise.

Bad example:

Our cutting-edge synergistic solutions leverage disruptive tech to optimize your ROI.

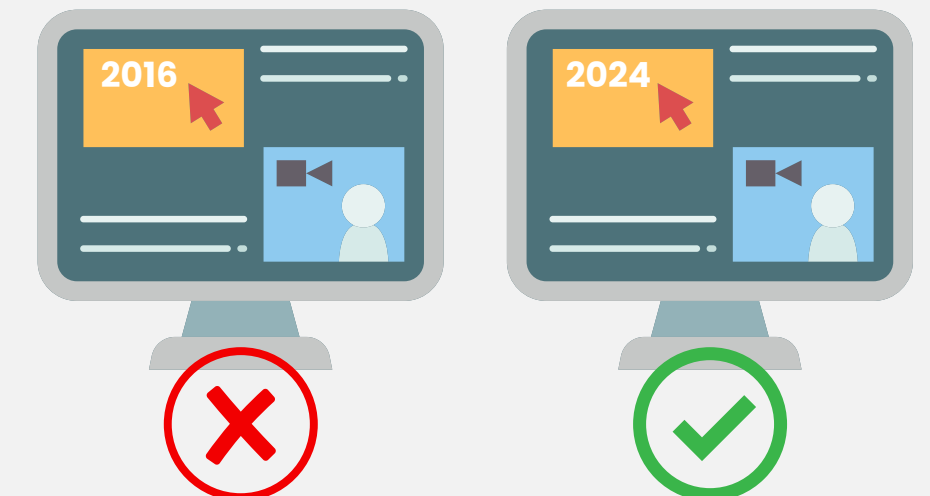
Good Example:

Our advanced solutions enhance your returns through innovative technology.

REGULAR UPDATES

Tips on how to do this:

- Publish new blog posts or articles weekly (if applicable).
- Update product or service information as needed (descriptions, pricing, dates, etc.).
- Refresh images & graphics periodically.
- Share industry news or company updates.
- Monitor & update outdated content.

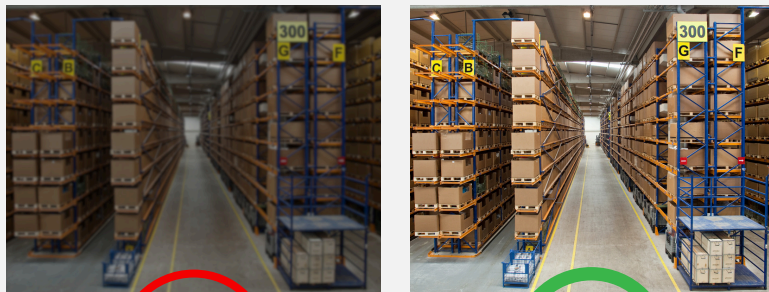


Content Quality Cont'd

HIGH QUALITY VISUALS

Tips on how to do this:

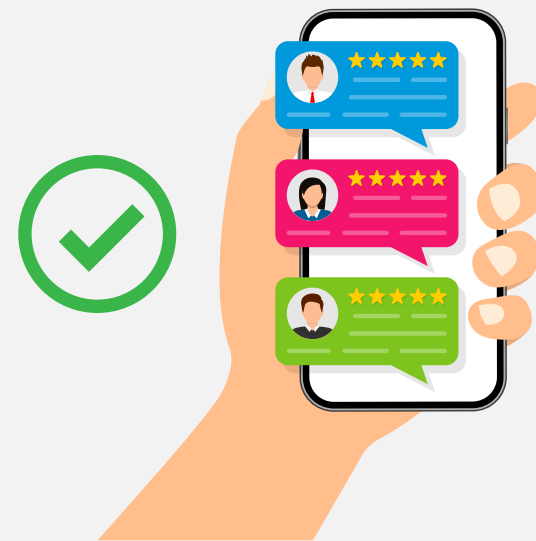
- Use high-resolution images and videos (no pixelated or blurry images).
- Use the same size/orientation for all photos.
- Use professional photography or design services if possible.
- Examples of visual elements you could include: machinery, staff in action, your process



SOCIAL PROOF & TRUST INDICATORS

Tips on how to do this:

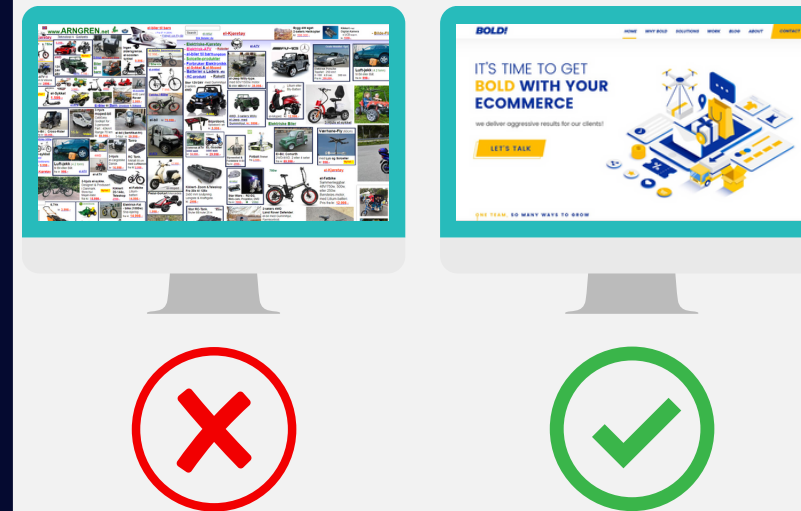
- Ensure things that add credibility are on your site such as:
 - Testimonials/reviews
 - Client logos
 - Case studies/success stories
- Highlight any media coverage or awards.
- Use trust badges and security seals throughout your site.



CONSISTENT BRANDING

Tips on how to do this:

- Use a consistent color palette and typography (fonts).
- Display your logo prominently on every page.
- Maintain a uniform style in images and graphics.
- Ensure your brand tone/voice is consistent across all content.
- Align your website's design with your overall brand identity.



CERTIFICATION & MEMBERSHIPS

Tips on how to do this:

- List relevant industry certifications on your homepage.
- Display logos of professional memberships.
- Mention certifications in your About Us page.
- Keep certifications and memberships up to date.

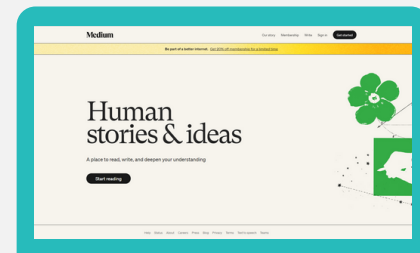
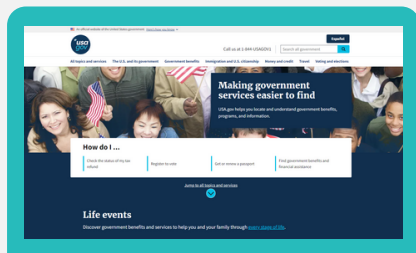


User-Friendly Navigation

CLEAR NAVIGATION

Tips on how to do this:

- Check how easy it is to find important information such as: contact details, product/service information, & information about the company.
- Limit the number of menu items to the essentials (no more than 5-7).
- Include a search bar for easy access to specific content.
- Use clear and descriptive labels for menu items.



RESPONSIVE DESIGN

Tips on how to do this:

- Visit your site on several different devices (computers, iPads/tablets, mobile phones, etc. to ensure it adjusts well to different screen sizes.
- Things to look for that make it mobile friendly:
 - The layout adjusts to fit the screen on all devices – you do not have to scroll left or right to see the full text or photos.
 - The navigation bar or menu is easy to find and use on every device. For smaller devices it turns into a hamburger style: ☰
 - You can easily tap buttons and links on touchscreen devices.
 - The text is easy to read and images are clear on all screen sizes.

Bad example:
weather.gov

Good example:
campbellcyber.com

CALL TO ACTION (CTA) & CONVERSION ELEMENTS

Tips on how to do this:

- Use clear and compelling language for CTAs.
- Place CTAs prominently and logically within your content.
- Use contrasting colors to make CTAs stand out.
- Test different CTA placements and designs to find what works best.
- Ensure forms and other conversion elements work, are easy to use, & quick to complete.



Request a Demo

Show Me More

Create Yours Today



Submit

Download

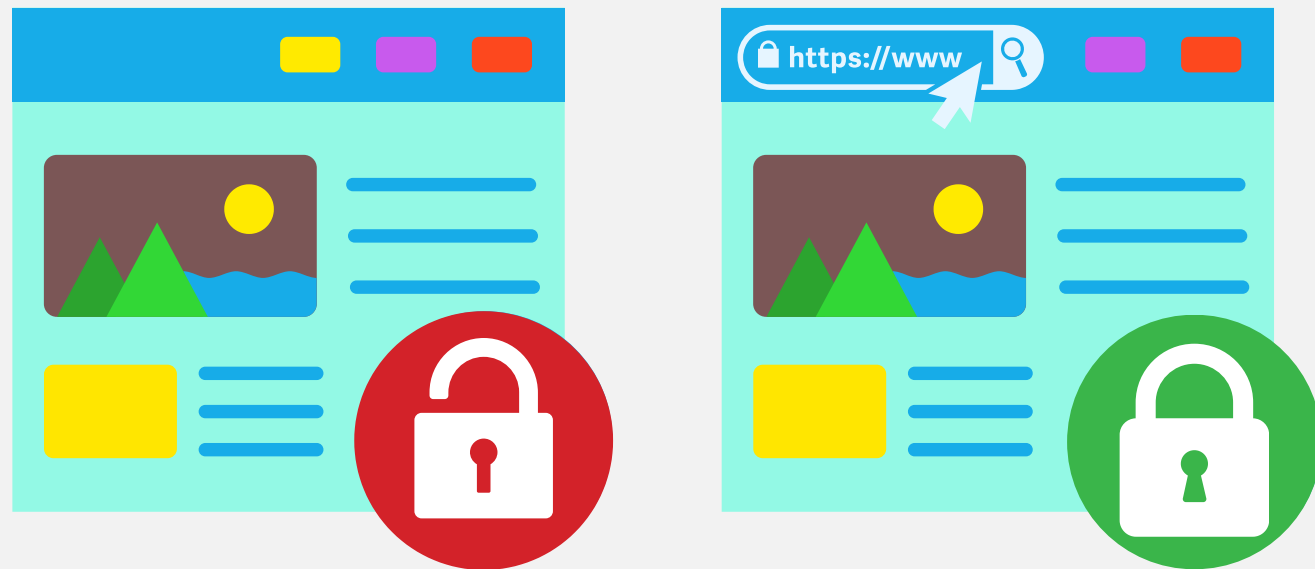
Buy

Technical Aspects

SECURITY FEATURES

Tips on how to do this:

- Check that all pages on the website have HTTPS in the URL. This encrypts & protects data between your site and users.
- Regularly update software and plugins to patch vulnerabilities.
- Implement strong passwords and multi-factor authentication to your website login portal.
- Use security plug ins or services to monitor and protect your site.
- Conduct regular security audits and vulnerability assessments.

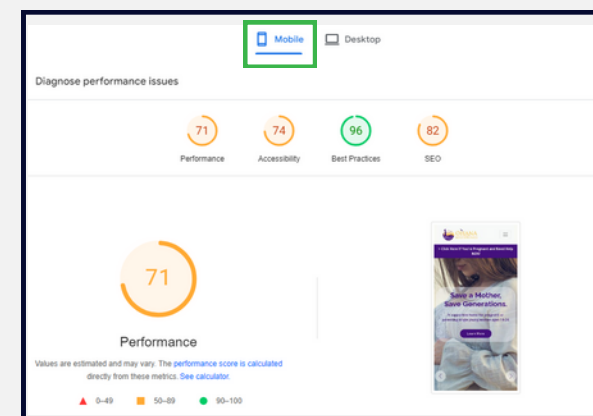


SPEED OPTIMIZATION

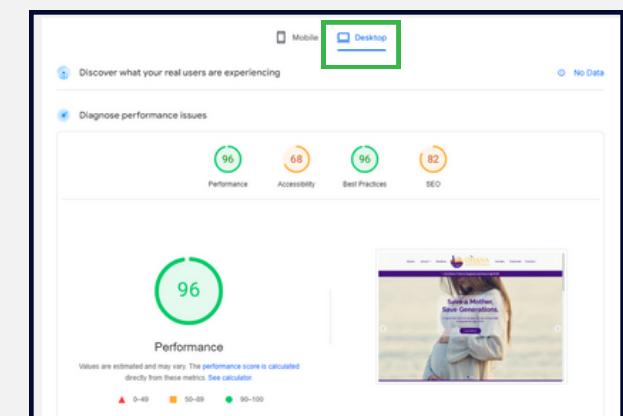
Tips on how to do this:

- Visit pagespeed.web.dev to test loading speed. See if the site loads quickly or if there are delays that could deter potential clients. You want your site speed to be above a 60 for mobile, and 80 for desktop.
- Compress images and download them as webp - which is similar to jpg or png, but is a format that is optimized for the web.
- Minimize the use of large scripts and unnecessary plugins.
- Enable browser caching to reduce load times for returning visitors.
- Use a content delivery network (CDN) to serve content faster.

Mobile:
60>



Desktop:
80>



Step 3:

Integrating your website with your business



- Your website should serve your business, not be a hindrance
- 5 Main Areas for Website Integrations:
 - Google Analytics
 - Email Management
 - Customer Relationship Management (CRM)
 - Payment Gateways
 - Website Security



Google Analytics (“GA”)

- What gets measured gets accomplished.
- GA can track all sorts of metrics, including:
 - Audience demographics
 - Audience location
 - Average time spent on your website
 - Most popular web pages
 - Specific website actions, like button clicks
- GA can be used to *retarget* website visitors later with Google ads.

Email Management



- Maintaining an email list is **crucial** for fostering a good community and reliable members
- Are you *nurturing* your members? i.e. Are you sending emails with value and not just trying to sell things?
 - Regularly sending emails keeps you top-of-mind for your members.
 - Generally, *shorter* is better.
- Track your open rates - you can see which content your members resonate with.
- Email Tools:
 - Constant Contact
 - MailChimp
 - Hubspot

CRM



- When someone fills out your website's contact form, they should be transferred into your CRM.
- A business CRM should be used as a **follow-up machine**.
- Your CRM should track customer journeys, touchpoints, and notes about basic conversations from phone calls, emails, and conversations.
- The point of a good CRM is to foster your business while giving your customers a great experience.
- **You never want a customer to feel abandoned.** With some chambers having 100s to 1000s of members, it's vital to have software to help manage conversations.
- There's so many CRMs - some even specific to Chambers. Ex - Salesforce, Hubspot, ChamberMaster, etc.

Payment Gateways



- There is 1 main function a business should master: **Payments**
- You should make it *as easy as possible* for customers/members to pay you. Without payment processing, you don't have a business.
- Make people jump through the least amount of hoops possible to pay you.
- Use tools that accept multiple types of payment - Credit cards, Apple Pay, ACH transfers, etc.
- If possible, utilize automatic renewals (while making your customers aware). This will *drastically* raise your renewal rates.
- Great payment platforms include: Stripe and Square.
- Payment platforms to avoid: Authorize.net

Website Security



- Security is overlooked, until you have a problem. It's best to try to avoid problems in the first place.
- HTTPS/SSL - Whenever you're entering personal information, ensure the website has HTTPS/SSL enabled. (This goes for YOUR chamber websites!)
- Spam filtering - Contact forms on websites are notorious for attracting spam requests.
 - To prevent this, enable Google Recaptcha or install advanced Spam monitoring for your contact forms.
- IP Blacklisting - Hackers can try to take down your website from anywhere in the world.
 - Make use of IP blacklisting to block suspicious IP addresses (ex - probably suspicious if you have hundreds of IP addresses from Russia visiting your site)

Website Security Cont'd



- Always, always, ALWAYS create backups!
 - This goes for your website and computer systems you use.
- Ensure you're regularly updating your website with software patches
- Use multifactor authentication on critical accounts
- Be cautious of phishing emails
 - Signs of phishing email include:
 - Sense of urgency
 - Asking for specific details
 - Taking advantage of your kindness
 - Name-dropping prominent figures
 - Not following normal procedure

In Summary

- Help people find your website through **active** and **passive** SEO
 - Includes keyword research, actively publishing articles and social media, and setting your website up right.
- Your website is a **window** into your organization - make it look and feel good!
- Ensure your website is user-friendly with clear navigation and mobile-friendly.
- Make use of a robust CRM and email nurturing campaigns.
- Make it easy for members to pay with a reliable and convenient payment portal
- Ensure your website is secure with HTTPS/SSL, and implement other security measures like backups and updates.



Thank You!

We'd love to come speak at your chamber!

Please go to campbellycyber.com/contact and we'd love to get in touch!

Our other topics include:

- AI for businesses
- Cybersecurity for small businesses
- Implementing great business websites



Scan to get today's slides!


Resources

- **Google Keyword Planner** (Free SEO research tool) - <https://ads.google.com> (then navigate to the “Keyword Planner” tab)
- **Semrush** (Paid SEO tool) - <https://www.semrush.com/>
- **Google Analytics** - <https://analytics.google.com>
- **Free website speed test** - <https://pagespeed.web.dev/>
- **Hubspot CRM** - <https://www.hubspot.com/>
- **Mailchimp** - <https://mailchimp.com/>
- **Stripe** - <https://stripe.com/>
- **Square** - <https://squareup.com/>



Website Evaluation Worksheet

Briefly review your website and rate how much you agree with the following statements. Review and update any parts of your site that you rate as Neutral, Disagree, and Strongly Disagree.



Website Evaluation Worksheet

Briefly review your website and rate how much you agree with the following statements. Review and update any parts of your site that you rate as Neutral, Disagree, and Strongly Disagree.

Content Quality

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Notes
Content is concise and written with your audience in mind.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<hr/>
Tone is professional, consistent, and avoids too much jargon.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<hr/>
Site makes use of headings, subheadings, and bullet points.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<hr/>
Site is regularly updated with new content weekly or monthly.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<hr/>
Images are high quality and are updated regularly.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<hr/>
Your site includes trust badges, testimonials, and/or reviews.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<hr/>
Legal information, product information, and service information are regularly updated.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<hr/>
Content is free from spelling and grammar mistakes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<hr/>



[SCHEDULE A DISCOVERY CALL NOW](#)

Website Evaluation Worksheet

Review your website and rate how much you agree with the following statements. Review and update any that you rate as Neutral, Disagree, and Strongly Disagree.

User-Friendly Design & Navigation

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Notes
Important information - like contact info - is easy to find and navigate to.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<hr/>
Your website follows accessibility guidelines and is easy to see.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<hr/>
Site is responsive for mobile devices of different screen sizes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<hr/>
Menu items fold into a hamburger menu on mobile devices.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<hr/>
Calls to action are clear, obvious, and located logically throughout the site.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<hr/>
Forms and conversion elements are working and metrics are tracked.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<hr/>

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Website Evaluation Worksheet

Review your website and rate how much you agree with the following statements. Review and update any that you rate as Neutral, Disagree, and Strongly Disagree.

Technical Aspects

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Notes
Site has HTTPS enforced in the url for secure data connections to users.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<hr/>
Website is regularly updated to patch vulnerabilities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<hr/>
Strong passwords are used on website's login portal.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<hr/>
Images are compressed into fast webp image formats.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<hr/>
Site makes use of lazy loading for images to load faster.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<hr/>
Website has security software monitoring for threats.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<hr/>
Site enables browser caching for faster loading.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<hr/>
Site scored above an 80 on desktop and above 60 on mobile on pagespeed.web.dev .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<hr/>

 [SCHEDULE A DISCOVERY CALL NOW](#)



SO WHAT NOW?

Taking the time to do the assessment and implement the advice from this presentation will take your website to the **next level**. But just a quick skim? That's *not going to cut it*.

By following the steps and recommendations provided, you'll see **significant** improvements in just a few weeks. These adjustments could be the difference maker in creating a professional, effective online presence.

At the end of the day, this is about giving you the **confidence** to showcase your business online, attract valuable leads, and establish your brand as a **leader** in the your industry.

Once you've implemented these changes, it's time to take things further. If you're a business owner and are ready to **transform your website** into a premium, high-performing tool that is more credible, engaging, and on-brand, then scheduling a discovery call is your next step.

Let's work together to create a website that truly reflects the excellence of your business.

[SCHEDULE A DISCOVERY CALL NOW](#)

Click here!