

PET DREAMERS

WEBSITE DIAGNOSTIC FINDINGS REPORT AND COPY PRESCRIPTION

PRESENTED BY



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WEBSITE DIAGNOSTIC RESULTS

RECOMMENDATIONS FOR PET DREAMERS

PERSONALITY

Pet Dreamers.com mention points on adding personality to site. Work on developing the know, like and trust factor used in traditional sales. Share what's going on in your life and your pets lives. Add photos of you and your pets.

You want to build a connection with customers to keep them coming back again and again. Make people love your website. You don't want them finding it bland and not worth returning to repeatedly. Check out despair.com for examples of personality in every part of their site. Even their order confirmation page is infused with the site's personality.

BUSINESS LOGO AND SLOGAN

Consider a bigger logo. Currently it's small and doesn't get attention. What about incorporating the cute paw print pattern on your soaps into your logo? You also need an attention getting slogan that encapsulates what you do for your clients.

Create your brand with your business logo and slogan!

Slogan idea starters:

- Pet's can't keep there paws off our products
- Get your paws on our safe pet care products
- All natural safe pet products are not just a dream!
- We make your pet care dreams come true
- Do more than dream about safe pet care with our eco friendly products.
- We do more than dream about safe pet products – we make them.
- Pet products so safe you could use on yourself!

CONTENT

Home Page

The home page is where you begin the sales relationship with your target market. If you don't grab the prospects' attention immediately you've lost them and they will move on to the next website. And probably never come back to your site ever again.

View the home page as the starting point of your sales funnel. You want to pull in visitors and make them customers that buy your products and return again and again to buy more.

Use attention getting headlines. Do you have a special going on? Mention it. Or introduce a new product. Or even just promote a key point of your product for example: Your Pets are Worth 100% Human Grade Products at Pet Dreamers! We know your pets are important members of your family! And we want them to feel like family with our safe products.

You need a strong call to action. There is no sense of urgency to try your products today. Use the headline to get visitors reading more "Are you looking for all natural pet products to keep your pet safe?" A question that pulls the reader into your copy and makes her want to learn more about your products makes a good headline

Since many of your products have exotic sounding ingredients use a headline like "Treat your pet to a tropical vacation without leaving home". And then tell a story about how clean and happy your pet will feel after their Pet Dreamers cleansing experience.

Explain why your products are better than any of your competition. You need to give several reasons why your products are better quality, safer and easy to use. Maybe list statistics on competing pet care products that make your products the safer choice.

Go on to explain why certain chemicals are unsafe and why your products don't use them. Consider referencing news articles about pets getting sick because of too many unsafe chemicals.

Use buying triggers that will move your customers into buying: are they afraid of unsafe pet care products or do they want natural environmentally safe products or do they want products made in the USA? Focus on what matters to your ideal prospect. Close the sale!

About Us Page

Make your About Us page more personal. Tell your story. Stories engage interest and keep visitors at your site. Explain how and why you started making cleansers and treats for your pets. Did they have allergies? Tell your prospects all about it.

Or maybe you wanted an ecologically friendly pet safe product but you couldn't find any on the market to suit your pets needs so you made your own...explain why you started your product line. It will help build a connection with your prospects.

Your customers want to feel like you're in their shoes and can understand their needs. Check out the About Us page at CaliforniaTortilla.com to see their fun personality.

Contact Us Page

Put a Contact Us page on your site. How can customers send you testimonials if they have no way to reach you? Create a Contact Us form so you don't have to worry about putting your email out there for spam bots to find.

Ordering Process

It's important to give people more than one way to order. Let them have the choice of faxing in an order or even mailing one in. You could have a printable order form on the website so they can mail it to you. Some people still don't like doing business online and you could be losing sales without the other ordering options.

Post Testimonials

Get customers involved. Have them write in testimonials for a free product sample or discount off their next purchase. Have them email photos of their pets so you can post them online as satisfied customers. Encourage photos of them using Pet dreamers products.

Consider having a pet of the month page highlighting a customer's pet with a photo and a few words describing how they love the effect of your products on their pet. You could even have customers vote for cutest or ugliest pet. The point is to make it fun for your customers to do business with you. Make yourself stand out among your competitors.

Add an FAQ Page

Add a Frequently Asked Questions page to cover any potential sales objections prospects may have. Use any that have been asked and think of questions your customers might have about your products and answer them.

Product Descriptions:

Add some personality to the descriptions. For example with the Soymilk and Aloe Vera Beauty Bar you could mention "people aren't the only ones that can experience a milk bath!" Or with the Avocado Butter and Aloe Beauty Bar mention how customers can "butter up their cat or dog with our beauty bar's creamy lather". Or when describing the beauty bars have a little rhyme, "Rub-a-dub-dub my dog's in the tub soaping up with only safe and natural Pet Dreamers cleansers".

Guarantee:

Make your guarantee stronger. Instill trust and confidence in your products. Sound like you know they will be satisfied even though you are making a generous guarantee. You want the customer to feel comfortable spending money on your products.

Spelling:

Be sure to check for spelling errors on your web pages. Hazardous is spelled wrong on the About Us page on your website. Extra proof reading is always good to do before putting the web page out for all to see. Don't be like the Talking Stain commercial where the visitor focuses on the misspelled word instead of the benefits of your products.

LAYOUT AND DESIGN

Use First Half of Screen

You need the products and images listed in the first half of the screen. If you don't catch the visitor's eye quickly they will click away and visit somewhere else. I had to scroll down to see the images of your soaps with the cute paw prints and the other products. You're wasting good web site real estate by not using up the first half of the screen to grab attention.

Blank space

Use up some of the white space. All the blank spaces make the site look empty and lacking in readable content. People have short attention spans so you need to catch their eyes and give them stuff they want to read that moves them along your sales funnel. Get them started wanting one product then another on down to a higher dollar purchase like a continuity program.

Fonts

Stick to one font and avoid the pink and purple fonts. They are hard to read on a computer screen. Color on text should be used to emphasize specific points like deadlines or sale end dates so use it sparingly. I noticed each page has different sized fonts and colors. Visitors like uniformity in the website. It's a shock to the eye for each page to have a different set of fonts. If visitors have trouble reading the website they will click away to another site. Each page should flow together.

Sidebar Menu

Have a catalog listed on your side bar menu. It took me three visits to figure out where your product list is located. Most customers won't take the time to find it and you will lose sales. Consider using buttons to make each link on the sidebar stand out. Consider Menu topics for your products:

- Pet Shampoo
- Pet Conditioner
- Doggy Treat Mix
- Kitty Treat Mix
- Exotic Bar Soap
- Gift Packages
- Blog
- Pet Photo Gallery
- Ezine Sign up.

Adding RSS feed buttons is important so people know when any changes are made they have a reason to come back to your site.

Images and photos

People love photos on sites. Photos of your own pets would be a plus with captions listing their names. Only use photos of animals that can use your products. Will people use your products to wash birds and lizards and fish or only dogs and cats? Could pot bellied pigs use your products? Maybe put a photo of pot bellied pigs. (If it's viable you could sell larger quantity containers for people who want to clean their pet pigs.) Have a photo gallery of happy customers and their pets.

Color

Consider using the color green on your website – not for the font but for banners, buttons or borders. Right now green is the eco friendly color and you should promote that aspect of your products. Colors that make your business logo stand out are also good. But you want to use colors that are easy on the visitor's eyes.

Coupons

Put coupon info on check out page only or have a separate page – click here for details about our various coupons as part of the ordering process.

YOUR WEBSITE LAYOUT NEEDS CRAP

There is a difference between crappy design and C.R.A.P design principles. CRAP stands for Contrast, Repetition, Alignment and Proximity.

- **Contrast** means elements on your page stand out as different so the visitor's eye moves from one thing to the next keeping them reading.
- **Repetition** is used to give your website a consistent feel – which is what your site really needs. This is done by using similar colors, type faces and font sizes.
- **Alignment** is necessary so that everything on the web page is visually connected. It helps the reader move along in the sales process instead of stopping to wonder what is wrong with the page.
- **Proximity** puts related elements together so your page flows. Separate design elements should have clear visual divisions so visitors don't get confused or overwhelmed by jumbled elements

Contrast, Repetition, Alignment and Proximity are signs of good CRAP in website layout and design. C.R.A.P. is good but crappy makes visitors click away from your site.

COPY PRESCRIPTION

ACTION PLAN FOR PET DREAMERS

SUMMARY DIAGNOSTIC ANALYSIS

Pet Dreamers.com has good products that you need to promote more using your website www.petdreamers.com. Overall your website is under utilized and needs layout changes. Make your website visitor friendly with a specific call to action – buy Pet Dreamers products for your pets. Consider these points when designing your website:

- Who is your target market? Speak to that person when you're writing your content.
- Make it easy to navigate. Ask yourself: "What can I do to make this page more helpful to my visitors?"
- Have a strong call to action. Write each page so that the reader is drawn to key messages and links – buy this product right now because it's exactly what you've been searching for online.
- Utilize the principles of CRAP design in your layouts.

STAND OUT FROM YOUR COMPETITION

Incorporate the above recommendations to make your website stand out from your competition. Carve out your niche and go after your target market. With the above changes you can make it easy for visitors to become life long customers. Make your changes and watch your traffic increase.

Now its time to set up your Marketing Plan!