

Don't forget to turn up your computer speakers!

**Tom Antion's**

# Website Mistakes

**Community  
Service  
Class**



[GreatInternetMarketingTraining.com](http://GreatInternetMarketingTraining.com)



## Announcements

- 🎤 Please leave an honest Google Review at <https://g.page/InternetMarketingTrainingCenter/review?rc>
- 🎤 I will be giving you massive value in this masterclass, but there's always something else to learn.
- 🎤 To get the full value of this masterclass you should immediately start working with the concepts you learn today.



Tom Antion IMTCVA.org/communityservice



# Replays

[IMTCVA.org/communityservice](http://IMTCVA.org/communityservice)

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Tom Antion IMTCVA.org/communityservice



# Opportunity for You

<https://www.ScrewTheCommuter.com/289>

## 289 – Top 17 Mistakes: Tom talks Website Mistakes

You are here: » Home » Blog » Episodes » 289 – Top 17 Mistakes: Tom talks Website Mistakes



Screw The Commute Podcast  
Tom talks Website Mistakes



SEARCH SITE

Search...



Website mistakes. I'm going to lay out the Top 17 website mistakes I've seen over the last twenty four years. Learn pick almost any website apart that some web designer made because all they want

ENJOYING THE PODCAST? LEAVE AN APPLE PODCASTS REVIEW HERE



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## Websites

- 🎯 Instant recognition
- 🎯 Tag Lines



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## Glanceable Marketing

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## Websites

- No plan for the website
- Too many topics
- Age of Site
- WordPress
- Responsive
  - Mobile First Indexing
- SSL
- Navigation
  - “The Five Challenge”





## Websites



Load Speed

<https://developers.google.com/speed/pagespeed/insights/>

<https://www.webpagetest.org/>



## Websites

- 🎧 Poor quality videos embedded from YouTube







## Websites

- 🎤 No call to action
- 🎤 Here's what I like:  
Command and Benefit Links  
[Click Here to Get Standing Ovation Around the World](#)
- 🎤 Overpaying for services



# Websites

- 🍷 **Basic Keyword Usage**
- 🍷 **Inbound Link Program (Good Publicity)**
  - **Vote for your site**
  - **Related sites better**
  - **Respected sites better**
  - **Link Balance** – Complimentary Websites, Press Release Sites, .edu, .gov, .mil, news sites, Blogs, Forums
- 🍷 **Deep Linking**





# DEEP LINKING

MoreCrapThanOtherWebsites.com



AlsoCrappyWebsite.com



AnotherCrappyWebsite.com



CrappyWebsite.com







# DEEP LINKING







## Websites

- 🔊 Line Width
- 🔊 Don't
  - *Italics*
  - Underlining
- 🔊 Bold
- 🔊 Color
- 🔊 Graphics
  - Rights Clipart.com, pexels.com
  - Captions



# Websites

- 🔑 No obvious opt in form



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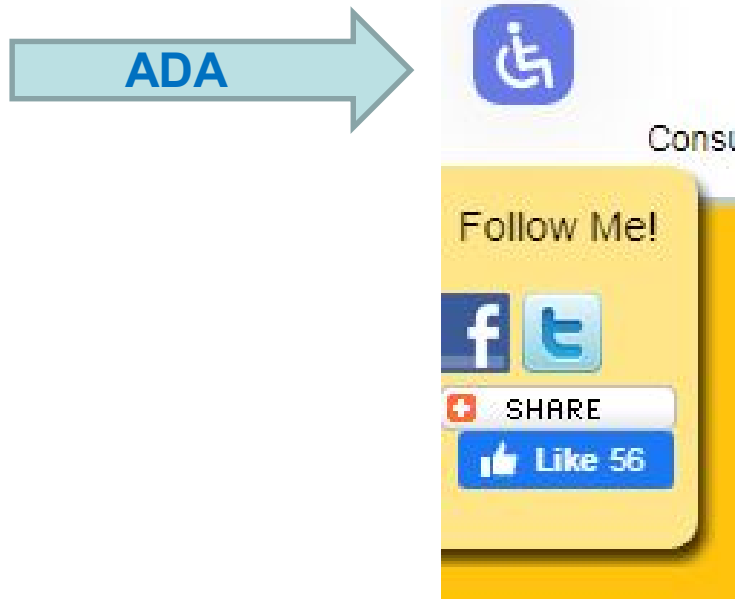
Close X





# Websites

## Social Media Must Go to the Right Place





## Websites

- 🔑 Broken Links  
<https://www.BrokenLinkCheck.com>
- 🔑 Disappointment
- 🔑 Poor sales copy  
<https://www.Copywriting901.com>





# How to Get Me to Send You Money

- 🔑 **Refer My Products and Services –  
Commissions Range from \$\_\_\_\_\_ to  
more than \$\_\_\_\_\_ and everything in  
between**

The only thing that is exempt is my military spouse scholarship program because the DOD does not allow me to give commissions on that.



# How to Get Me to Send You Money

- 🔊 See almost all of my products and services at <https://www.ScrewTheCommute.com/resources>  
50% discount for all military, law enforcement and first responders.





# How to Get Me to Send You Money

- 🎤 **Biggest Sellers:**  
**Internet Marketing Mentor Program –**  
**Year Long Program** (over 1700 students in  
the last 20 years)  
Your Commission for no discount group:  
\$1599.00  
Your Commission for discount group:  
\$799.50





# How to Get Me to Send You Money

🎤 **Professional Speaking Mentor Program – 24 Week Intensive** (I've trained more pro speakers than anyone living)

Your Commission for no discount group:  
\$1199.00 - \$2798.00

Your Commission for discount group:  
\$599.50 - \$1399.00





# How to Get Me to Send You Money



**“Wake ‘em Up Video Professional Speaking System” (This includes 3 Consultations)**

Your Commission for no discount group:

\$139.40 - \$199.40

Your Commission for discount group: \$69.70 - \$99.70



# How to Get Me to Send You Money

- 🎤 **My Internet Marketing School** (The only licensed, dedicated Internet Marketing School in the Country)
- 🎤 Your Commission for no discount group: \$3820.00  
Your Commission for discount group: \$1910.00



**STATE COUNCIL OF HIGHER  
EDUCATION FOR VIRGINIA**



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# **Crowdfunding**

**Talk to me about managing your project.**  
**301-346-7403**  
**orders@antion.com**

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**Next Week**

# How to Make Digital Products

<https://www.IMTCVA.org/communityservice>

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