

Don't forget to turn up your computer speakers!

Tom Antion's

Website Mistakes



**Community
Service
Class**



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



Copyright © Tom Antion All Rights Reserved

Tom Antion IMTCVA.org/communityservice



Opportunity for You

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

289 – Top 17 Mistakes: Tom talks Website Mistakes

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

A yellow podcast player interface. On the left is the 'Screw The Commute' logo featuring a cartoon character. In the center is a play button icon and the text 'Screw The Commute Podcast' and 'Tom talks Website Mistakes'. On the right are download and share icons.

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

Send Voicemail

Copyright © Tom Antion All Rights Reserved

Websites

- 🎤 Instant recognition
- 🎤 Tag Lines



The Blog for Out of Shape People Who Love Tennis



Fatso Tennis

The banner features a large yellow tennis ball on the left with the text "Fatso Tennis" in bold black letters. To the right are three smaller images: a man in a blue jacket on a tennis court, a man writing on a whiteboard, and a man in a green shirt swinging a tennis racket.

Tom Antion IMTCVA.org/communityservice



🎤 Glanceable Marketing

Copyright © Tom Antion All Rights Reserved

Tom Antion IMTCVA.org/communityservice



Copyright © Tom Antion All Rights Reserved



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 Ovarions Around the World](#)
- 🎤 Overpaying for services

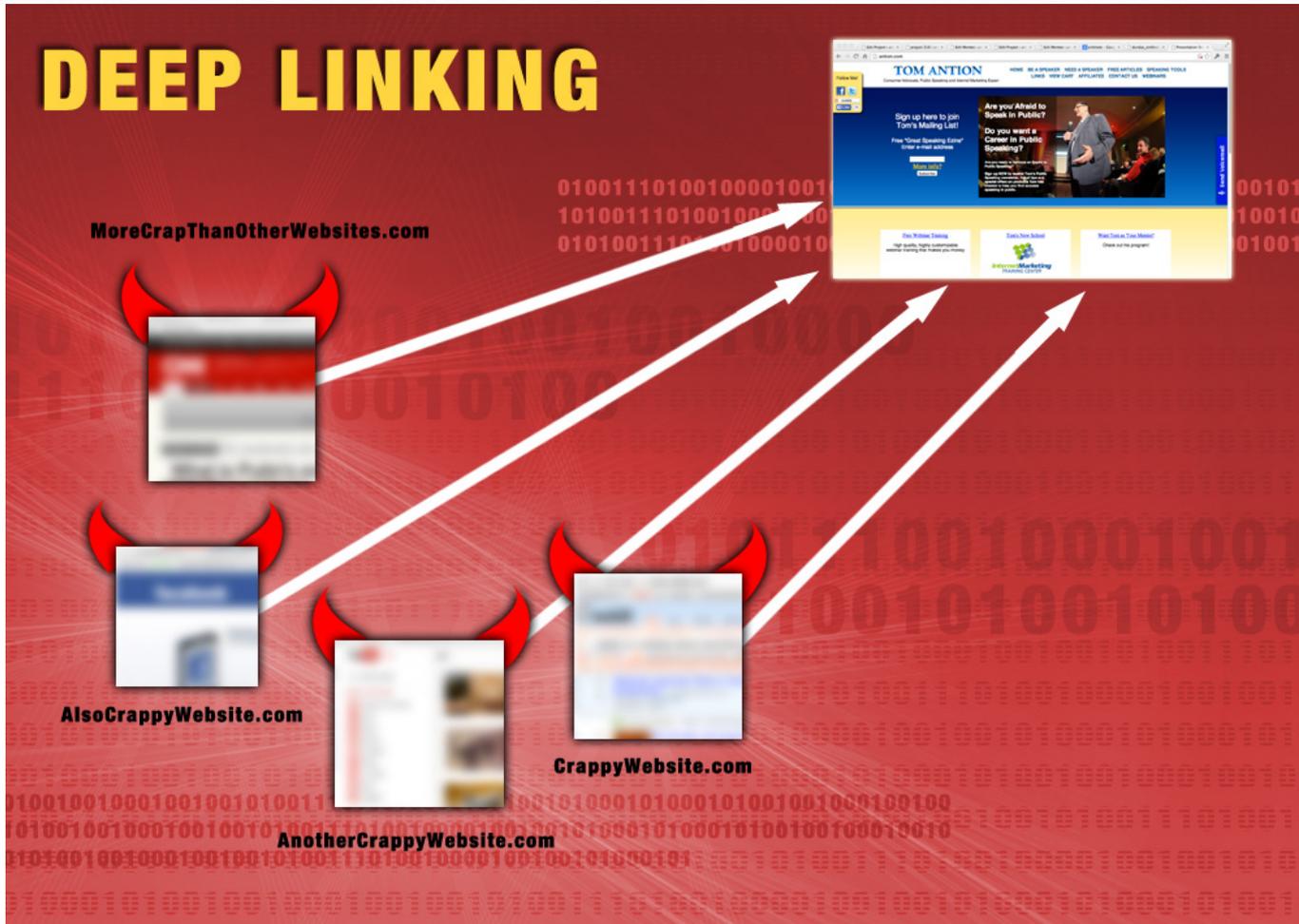


Websites

- 🎤 **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**

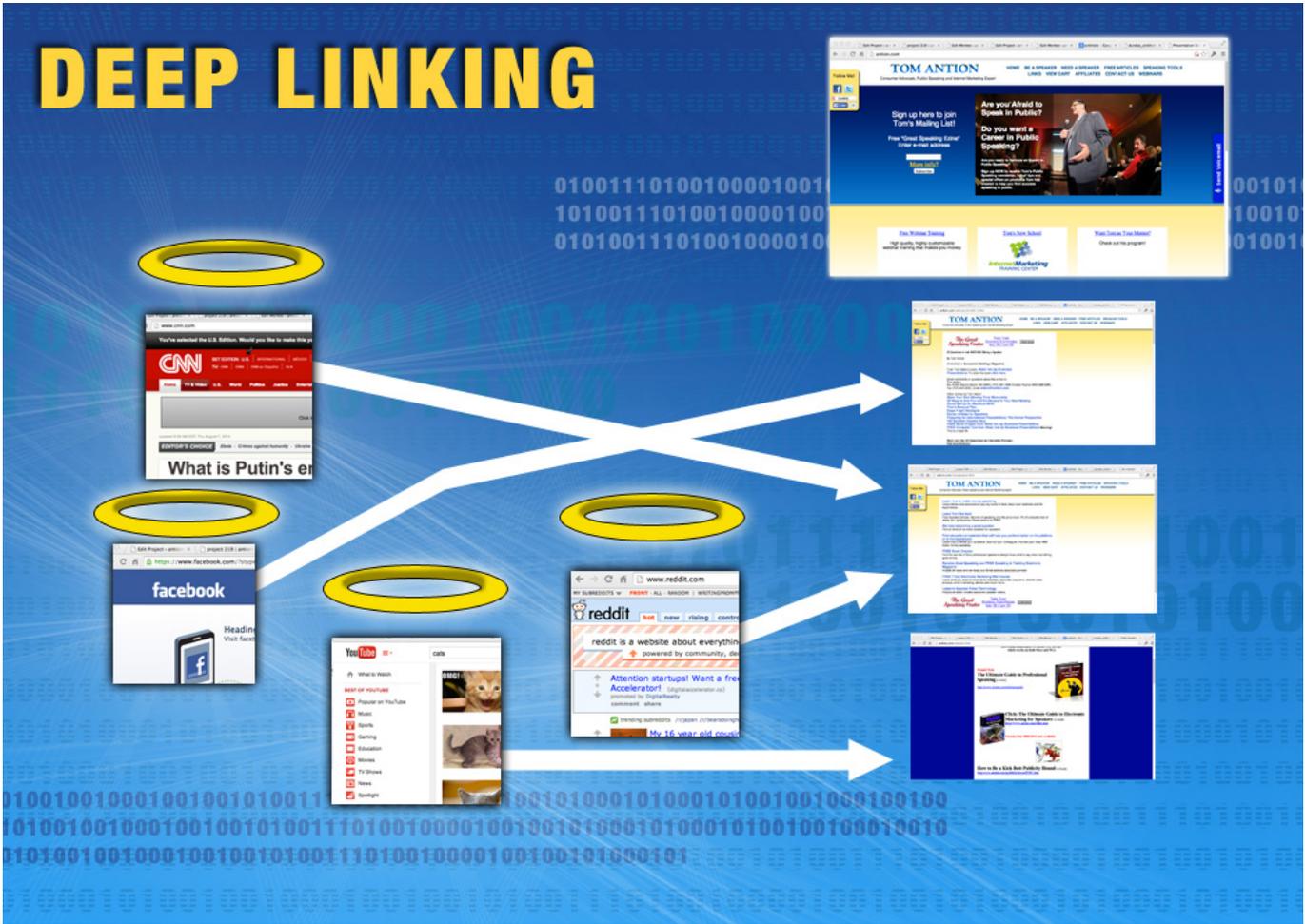


DEEP LINKING





DEEP LINKING





Websites

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

Websites

- 🎤 No obvious opt in form



You can be the hit of your next presentation!

Learn how to be Great at Public Speaking and get PAID for it too!

- Get your **FREE** newsletter with hundreds of "killer" tips and tricks
- A \$247.00 VALUE. 600+ pages of back issues **FREE** to you 5 minutes after you subscribe!

Name: Email: [More info?](#)

Instant Access

[Click here for more information](#) [Our Privacy Policy](#) We hate spam as much as you do.

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.ScrewTheCommuter.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



Tom Antion IMTCVA.org/communityservice

Crowdfunding



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

Copyright © Tom Antion All Rights Reserved

Tom Antion IMTCVA.org/communityservice



Opportunity for You

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

289 – Top 17 Mistakes: Tom talks Website Mistakes

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

A yellow podcast player interface. On the left is the 'Screw The Commute' logo featuring a cartoon character. In the center is a play button icon and the text 'Screw The Commute Podcast' and 'Tom talks Website Mistakes'. On the right are download and share icons.

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

Send Voicemail

Copyright © Tom Antion All Rights Reserved

Tom Antion IMTCVA.org/communityservice



Next Week

How to Make Digital Products

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

Copyright © Tom Antion All Rights Reserved