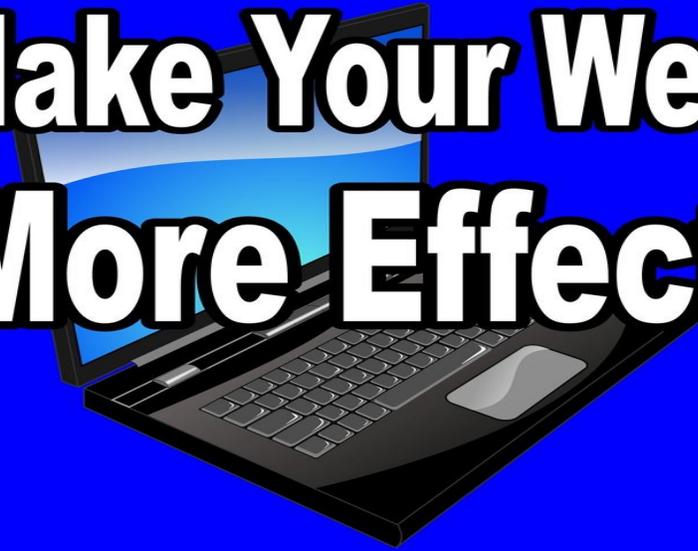


Matthew Shelton

**Make Your Website
More Effective**



By Making it Fun!



Matthew Shelton

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Matthew Shelton

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Table of Contents
No table of contents entries found.

Why You Should Read This and Take Action

Your business website can and should be **fun** - fun to run, fun to add content to, and it should be a valuable and entertaining experience for your site's visitors.

In this book you will discover easy ways to take your existing knowledge and your existing site content and expand it to make it fun for the site visitor.

If you add elements of fun, your presence on the web will be much more effective. You'll get a lot more visitors to your site, they will stay longer on your site, they'll be more inclined to visit your place of business and/or buy whatever you may be selling online.

By making your website fun, it will be an alive and growing presence on the web.

Frequent and consistent updates to your site are noticed by the search engines and rewarded with higher rankings and subsequently more traffic to your site. Read on and I'll show you tips and tricks to make these updates actually enjoyable!

More than anything though, **fun is getting things done**. If you *dread* updating your website then it's much less likely to happen isn't it?

Valuable and fun content goes a long way to persuading site visitors to take the actions you want them to make, whether it is to sign up for more information, call you on the phone, or make a right-then-and-there buying decision.

I am betting that you are an expert at your business and/or an expert with the subject of your website:

It not only benefits people for you to put your expert knowledge out there in a fun way for people to read and interact with, but it also helps your business because it shows that you are the **real deal**, so site visitors will want to do business with you.

TLDLDR

Before we go any further, let's address the issue of tldr.

Tldr, or tl;dr is a serious factor to consider with anything that you put on the web nowadays. “Tldr” is short for “too long, didn't read”.

If people aren't reading the information on your website, then it is totally ineffective, isn't it?

Site visitors want easy-to-digest chunks, not walls of text. Anything you can do to make your site content appear easy to read will make it much more likely that it actually *will* be read.

So, to avoid the tldr effect as much as possible, here's some easy things to do:

1. Edit things down – try not to be too wordy.
2. Break things up into smaller paragraphs and shorter sentences. It may seem strange to be putting in so many paragraph breaks in your text, but doing so keeps it from looking intimidating on the screen for people who are just skimming through.
3. You might consider writing in a conversational style, like this is written. If writing in a conversational style seems totally foreign to you, then it may help to make audio recordings of your articles and posts and have them transcribed – and you might find doing it that way a lot more fun, too!
- 4.

Haikus thrown in

A haiku is a 3 line poem, 5 syllables in the first line, 7 syllables in the second line, and 5 syllables in the third line. The third line should have something a little bit unexpected in it. I'm going to throw in haikus here and there (written just for this book) while you are reading, just to break things up and to inject a little bit of unexpected fun – here's an example:

*websites can be fun
not boring 'once and done'
you'll be glad for this*

About Me

Hi, I'm Matthew Shelton - I've been building one type of website or another for over 20 years, plus I've started, built up and sold many different types of businesses. My first print book came out in 1989 and I've been involved in many other types of content creation and production including audiobooks, recording CDs, writing and producing musicals, Kindle e-books and the list goes on. So as you can see I'm one of those weird "creative types".

I have a confession to make though. Up until now I have left out most of the fun and creativity and personality from my websites. Got a lot of catching up to do.

My excuse is that sometimes alien troll dolls sit on my shoulder, whisper in my ear and tell me "no". We argue about it and sometimes I think I'm winning.



Enough about me, this is about you and what **you** can do - and we'll make it fun while we're at it, too!

Fun is Getting Things Done

Something I've seen over and over again through the years has been people that I built websites for were simply scared of adding content to their sites.

They *dreaded* it and so it never got done.

If they hired someone to write the content for them, then things were a lot better, but really there is no substitute for you the business owner directly creating and/or supervising the creation of content for your website. You as the business owner are the expert, are you not?

It's such a tragedy, really. I've seen so many business owners, extremely knowledgeable about their subjects, not willing to put their stuff out there.

Here's the thing: Mostly this is a perfectionism syndrome

- thinking that anything that goes on the web has to be perfect, right from the start. That is simply not true, and here's why.

The web is a fluid medium-you can change this stuff! Easily! You can add and delete sentences or whole paragraphs, you can add and delete images and videos, and when you change something the changes go up in less than a minute.

*tell me grasshopper
fun or no fun which is better?
don't think about it*

It is nothing like making print books. My first print book was quite a long process and I look at it now and there's things I would change, but I'm not able to without creating a whole new print edition.

Website content is completely opposite of this. You can put your stuff up on the web and just leave it as it is and site visitors can enjoy it - or you can edit it to any extent you like. It's all up to you.

It's all because it's not printed-you can change it! You can make it exactly like you wanted to be.

So with the perspective that what you put out there can be easily changed or tweaked or fixed or whatever, then it's time to figure out how to put stuff up on your website on a consistent basis.

Fun Is Branding

"Branding" in the sense of your website means that you are creating something that makes you stand out, something that is unique:

A unique flavor, a unique outlook a unique way of looking at the world or of looking at your niche or your business, your product. There are billions of web pages out there - you need to be able to stand out.

Branding can do that for you.

*individual
speaking in the wilderness
branding is all you*

Unless you have a huge budget and you can hire someone like Darren Stevens of Bewitched (ok – that's my fantasy) to create incredible ad campaigns for you, you most likely will have to experiment and see what works best for you.

You may have to keep at it until you find your *voice*. Yes, you can hire a graphic person to make graphics for you, you can hire someone to write a slogan for you, make a logo etc. but almost every business does that.

It's time to put the fun in it, which goes beyond slogans and logos.

We're talking fun, interesting and useful website content!

Pizza Restaurant example

As an example of what you can do for branding, we'll go with something that you're quite familiar with I'm sure - a pizza restaurant.

(insert your type of business here, and imagine along with me)

Now we'll assume that your pizza restaurant is not a franchise. Franchises do all the branding for you and you don't have any leeway or freedom with changing it - but with your own independent pizza restaurant business, you can do what you want .

Don't be a placeholder

Now your current business website, if you have one, is most likely what I call a "placeholder" website. What do I mean by that? Well, you've got the typical stuff.

Home
Menu
About
Contact us
Terms of service

Just looking at the site menu, it reads like a website just for the sake of having a website, a placeholder, instead of having something vibrant, fun, alive and effective.

So what happens when someone stumbles upon and visits the typical placeholder website?

Here's what is typical of what they will get out of the pizza website visit:

Location, phone number, items on the menu, pictures of the interior of the restaurant, history of the business, perhaps a bit of text content with reviews from satisfied customers, maybe a video or two if you're lucky.

That's it.

Now let me ask you - isn't there a strong possibility that the site visitor, even for something as simple and easy to understand as a pizza restaurant might like to know more?

Wouldn't it be a good idea to have more of the flavor of your personality and of your staff's personality on the website? Certainly the flavor of the *food*?

Wouldn't it be a good idea to do all you can to convey what a great experience it is to

come and eat at your restaurant, finding as many ways as possible to communicate that?

Okay, so how do you do it?

Add a Blog

One way is to add a blog to your website. You have tremendous leeway with what you can do with a blog, and you can have a lot of fun with it.

Sure, there's lots of other things you can do to websites to give them a "fun" sort of experience to them when people visit such as adding image sliders and videos - these are great, but we are wanting to keep things simple here.

Let's concentrate on the blog feature for your website because that is an easy place to add content with very little (or almost none) technical knowledge.

You may be thinking right about now something like "If this was going to be mostly about adding a blog to your website, why didn't you mention it in your book title?"

Because adding a blog feature to your website is a technical solution to adding fun to your site. It's important to decide to add fun and effective communication to your site *first*.

I found that working with clients over the years that emphasizing adding a blog is putting the cart before the horse. It's much more important to emphasize how beneficial and crucial it is to add great and fun stuff to your site on a regular basis.

It doesn't have to all be done with a blog, it is just an easy way to put stuff up there fast and in a way that it can be interacted with.

*so blog or no blog
boring site or not boring?
get with the program*

So often, people add a blog to a site and don't use it.

It's so disappointing to site visitors to see a neglected blog that it would be better if it wasn't there at all.

Just now I looked up one of my favorite pizza places in the Atlanta area and they have a blog feature but at this time it only has three posts and they are all self-congratulatory and pitiful. Stuff like "We are celebrating 25 years" and "Explore our menu."

Obviously the owners didn't buy into the whole blog thing and don't know about having fun with their blog and website.

Let's continue on imagining we have a pizza restaurant and explore a few ideas real quick – let's make our pizza site come to life!

Let's say there's three main pizzas - a three cheese pizza, a vegetarian pizza, and an all meat pizza.

Here's some ideas of what to add to the site, regarding just the 3 pizzas:

Do a blog post on each of the pizzas, going into details about what makes them fantastic. Include comments from diners.

Say how long this particular pizza has been on the menu.

Talk to your chefs and servers and find out from each of them which pizza is their favorite, and why.

Do blog posts about specific ingredients.

What are the three cheeses in our cheese pizza?

Why did we choose them?

What makes them so great together?

What about the all meat pizza:

The bacon is nitrite free.

Ground beef is grass fed beef.

We cook the bacon until it's just the right amount of crispy to go on your pizza. The pepperoni is such and such and is just the right amount of spiciness.

The delectable sausage is obtained from our specialty suppliers and is perfect for our pizzas!

Go into details - the more the better.

The vegetarian pizza:

A blog post on the feta cheese that goes on the vegetarian pizza. It's authentic Greek goat cheese-absolutely incredible!

Describe the texture of the cheese, the tartness of the cheese, the slight saltiness.

A blog post on the mushrooms that go on the pizzas -

These are portobello mushrooms, which are perfect for pizzas:

Describe the flavor of the portobello mushrooms, how they are sauteed a tiny bit before they are baked in the ovens with the rest of the pizza so that when they come out they are just the right amount of juiciness and the entire portobello mushroom flavor is being released.

Are you starting to see the power of this?

Honestly I'm making myself hungry making up my own descriptions regarding the ingredients!

It's such a shame - in this particular case I know that this restaurant's pizzas are really good but the flavor isn't being brought out on the website – literally.

Instead, for each pizza it just gives a list of the ingredients and one picture, and that's it.

Now, some could say that instead of a blog post regarding each pizza, you could put all of that description underneath each of the pizza/menu items.

But for reasons of “screen real estate” you might not want to do that.

The detailed descriptions would take up a lot of room wouldn't they? Instead how about putting a descriptive link underneath each of the menu items that goes to that particular blog post.

For example, with the vegetarian pizza there might be three links underneath the menu item along the lines of:

Read more about our delectable juicy portobello mushrooms

Read more about our authentic Greek feta cheese-you're going to love it!

Discover our specialty column on the black olives, they are a featured part of our epic vegetarian pizza!

Are you starting to get a taste for this approach?

You could do the same thing with all the appetizers, all the specialty sandwiches, all the desserts, all the side dishes, the soups, nightly specials, the salads.

How about blog posts about the owners of the business?

Where did they grow up?

What are some of their hobbies?

How did they become passionate about pizza?

Do the same thing with any other staff members.

Make several blog posts regarding the location of the restaurant:

It's between so-and-so, which makes it a fun location

Look for parking in these particular places to come in and get a great pizza

Watch out for traffic coming from this direction at these certain times of day-if you come either before or after these times then you'll get your pizza even faster

I could go on and on with this, but I'm sure you are starting to see how this works.

By implementing these strategies, the site visitor gets a tremendous, in-depth experience regarding your business.

The more they read, the more they want what you have to sell. It's not all about "selling" per se, but you are honestly giving site visitors great information, in a fun way.

Now some people might be asking themselves "So what's fun about writing these blog posts?"

Well if this is your business then this is stuff that you know intimately already, right?

Writing these blog posts should be as easy as falling off a log.

If you write your blog posts *quickly*, as quickly as possible without thinking too much, then that really helps to get your personality across and of course the blog post gets written a lot faster that way too, don't they!

*so why are you hiding?
hiding has no benefit
spread your wings and fly*

note: I am writing this book in a conversational style, and I'm doing very little typing. It's fun for me not just to write blog posts, but an entire book in this case because I'm using dictation software called **Dragon Naturally Speaking**. It's wonderful, easy to use and really makes your content creation flow.

So, using Dragon Naturally Speaking is another way of making writing blog posts fun, or writing anything else for that matter. Check it out!

“Dry” Business Challenge

Okay, I'm going to take the challenge and go through this same process with another business that most people consider dry as dust and yet it's one of the most common small businesses in the United States: a bookkeeping business.

Bookkeeping businesses usually include tax-preparation, accounting and payroll as part of their services also.

So what possibly could be done to make a bookkeeping website fun, interesting, engaging?

Well, if I was helping the business owner with this, then the first things I would ask would be:

What sets your business apart?

What can you do faster and better?

What's some of the specialized knowledge that you and your staff have that makes a difference with people who hire your services?

What are some of the success stories regarding your clients?

That would be a good start for figuring out what kind of fun, interesting and useful content that could be added to a bookkeeping service website.

Bookkeeping is all about money after all, isn't it? And money touches almost every aspect of our lives. Money is spent on almost every imaginable thing.

So there has to be ways to define and expand these topics and make it relatable to people's lives, without becoming “salesy.”

For example:

The bookkeeping service owner would know about all kinds of issues regarding how people are handling or not handling their money that can make a huge difference with how far their money goes, how big their tax refund is, how they can save money in their day-to-day operations and improve their profitability.

All these things ultimately filter down to salaries which feed families and which lead to vacations and paying for the costume for the school play and for the six-year-old's birthday party and the family reunion cookout, don't they?

There are so many ways of bringing a humanizing aspect to all of this, ways where the

bookkeeping service, the tax preparer can take things from just the number-crunching perception into a life-enhancing realm.

vacation or not

choose money or no money

choose door number 2

Basically the same process would be used with this business as it was for the pizza business. Instead of breaking it down by menu items, this site would break it down by services:

Tax-preparation

Bookkeeping

Accounting

Payroll

The list of tasks would look something like this:

Break down each one of those services into their components, and go into the expertise that your business has.

Go into the benefits that you can provide your clients and give some examples of success stories.

Spice it up by mentioning things like “This person is now able to volunteer more time with their favorite charity because they now have more economic freedom.”

Are you starting to get the hang of this?

That's the basic, informational level.

Then for the purely fun, *entertainment* stuff really it is just taking the 'normal' things of life and business and adding a twist to them.

Instead of the bookkeeping business advising what to do if you won the lottery, do a whole crazy fun thing with what to do if you found buried treasure in your backyard.

You have a client that runs a garden business? Do a shtick about neighborhoods overrun with ninja squirrels, squirrels that are strong and happy because they ate the plants you sell.

You get the drift here.

Showing Beyond a Doubt That You Are an Expert

We've been talking a lot about writing blog posts that give additional information and spice up and make more interesting parts of the site that would normally not be so interesting.

Something else you can do that really makes a huge difference and because you're already an expert on the subject shouldn't take that long to do:

Write specific pages for your site that you know that site visitors would find to be of great value to them.

For example, I just did a search for "Atlanta bookkeeping service" and one of the top ranking sites has got a section that they call GUIDES.

And then, under that is various categories, one of them being what they call "Life Events".

In the guides under life events are such subjects as buying and maintaining a car, buying and selling a home, improving your credit, dealing with your bank, etc.

Each one of these goes in-depth into its subject and gives a lot of really good information. And then at the bottom of each page are links to further, related topics with more of the same on other parts of the site.

So what you have here is a subject that most people consider dry as dust, bookkeeping, and they are tying it into life events, just like we were talking about earlier. They are taking things beyond number crunching and growing them into direct relevance for people's lives.

One of the really clever things about doing things like this on your website is that people stay engaged and stay on your website for a long time.

Bounce Rate

You see, there's something in the online world called "bounce rate". Bounce rate is a measurement of how long a visitor stays on your site. It is one of the major factors in how well your site ranks in the search engines.

When you have your own hosting account for your website and know how to log into it, you can go to the site statistics and see the bounce rate for your site, see how long people stay on the site. If most site visitors are only there for 30 seconds or less and then they bounce away, then you've got a problem.

Your site needs to be more fun, your site needs to be more engaging, your site needs to have useful information on it to keep the bounce rate low and keep people on your site longer.

That's what this is all about.

*how is your bounce rate?
if a click brings you 'boring'
then its time to change*

Decide on 10 Aspects of Your Business

So a great strategy for you is to decide on ten aspects of your business that would be of great benefit for your site visitors to know more about and to write a great article on each subject and put it on your site.

Tip: If your website is completely brand-new and not up on the web yet, it's a good idea to have these 10 articles/pages ready to go, ready to put up on the site from the get-go because Google really pays attention to this and gives you a bit of a boost for having a lot of relevant text/information on your site from the very beginning.

It would be a good idea to make each of these pages as fun and engaging as possible, sort of like a long blog post. People lead busy, stressful and distracted lives so your site content needs to be compelling enough to where they stay with you rather than get distracted away.

An easy way to write each of these articles is to first take each one individually and outline the article.

Just brainstorm your outline really quickly and write it down.

If you are typing instead of speaking your article, then put each line of your outline a few spaces down the page, 1,2, 3 all the way down, then all you do is fill in the spaces in your outline.

This avoids writers block because you have a road map, your outline to follow from beginning to end.

More on Site Statistics and Keywords

Also while you in your hosting Control Panel and are looking at the statistics for your site you can see the exact words and in search terms that people used to find your site.

This is, more often than not, quite enlightening.

I have done a lot of blog posting for a site about St. Simons Island (SimonsRentals.com), for example, and in going and looking at the stats for that site I would see that people had arrived at the site for many other reasons than were the original purpose for building the site, which was “Saint Simons condo rental”.

People were getting to the site from their searches in much broader terms than “condo rental” - I'd see searches for St. Simons alligators and lighthouses and churches and art exhibits, and the list goes on.

So these site visitors were coming to the site often times because of one of the "fun" blog posts.

But they were staying on the site because they were finding lots more information about St. Simons Island while they were there, and ultimately they would possibly make some buying actions or else resolve the come back to the site later because they found it to be an interesting and valuable site.

Long Tail Keywords

So that's an example of getting visitors to your site from what's called "long tail keywords". Long tail keywords are longer search phrases, ones that marketers don't usually target. In this case, the vacation rental business on the Georgia coast is extremely competitive and so big companies are putting a lot of money into obvious keyword search terms such as "rent St. Simons condo" or "St. Simons vacation rental".



*your long tail keywords
are safer around rocking chairs
than are long-tailed cats*

Long tail keywords do a sort of end run around the problem of extremely competitive search terms and get visitors to your site in ways that marketers would never have thought of.

This is another big advantage of doing lots of fun blog posts.

The idea here is to not over think each thing that you put on your site, but strive to be a valuable resource for your site visitors and to give them a fun experience too.

Search Engine Optimization (SEO)

I purposely have not mentioned this subject until now because with the constant Google updates (where they change the site rankings rules) it is easy to over-seo a site, and a website can get penalized for too much optimization.

All of this emphasis we are doing on valuable content and fun content instead of content-just-for-the-sake-of-search-engines pretty much prevents your site from being penalized – instead you should see your rankings rising over time.

Watch for another book from me on the subject of search engine optimization, but for now let's make sure your site has just a few *crucial* elements.

First of all, your site needs a TITLE. This is something “under the hood” - the website's title is not something you can just type on a page. Instead the site title goes in the code for the site in something called the HEAD.

If you want to geek-out for a second here, the next time you are visiting a website and you are using either Firefox or Chrome browsers, type CTRL U (that's the bottom left corner key of your keyboard, it looks like “Ctrl” plus the letter “u”.) So you hold down the Ctrl key and hit the U key once, and presto!: the underlying computer code for that web page will pop up. Up near the top of the page you'll see <head>, which is the beginning of the crucial HEAD section that we are talking about.

The other thing you'll need are one or two KEYWORD phrases for your site (don't put too many!) that also go in the HEAD area.

Below is an example of part of the HEAD code, including the TITLE and KEYWORDS

```
<head>
```

```
<title>YOUR MAIN KEYWORD PHRASE GOES HERE</title>
```

```
<meta NAME="Keywords" Content="KEYWORD PHRASE 1,KEYWORD PHRASE2">
```

A good trick for when you are wanting to include your business name into the title of your site is to do it like this:

<title>MAIN KEYWORD PHRASE-NAME OF YOUR BUSINESS</title>

Here's an example: <title>Pizza Restaurant Decatur Georgia-My Incredible Pizza Business Name</title>

And then also the **keywords** would have a geographic term once again + whatever your business service is, plus a secondary geographic term with a secondary descriptive term regarding your business. Here's an example:

<meta NAME="Keywords" Content="pizza restaurant decatur GA,Greek restaurant Toco Hills ">

What this does for you by including this information is you are preventing your website from being invisible to people searching for your type of business. If you do the Ctrl-U trick and take a look at some of your competitors websites, you'll see some of them doing it right, and others having ineffective or even NO INFORMATION in the head areas of their sites.

Don't let this code stuff freak you out too much though – you shouldn't have to go in and edit the code directly. Instead, there should be slots in your site builder software to put effective titles and keywords into the right places. Or get your webmaster to do it.

Optimizing Your Articles and Blog Posts

If you have a local business, try to include local terms as much as you can in the titles of your pages and in blog post titles – at least as long as it makes sense.

Try to include the title phrase in both your beginning sentence and ending sentence of your page/article or blog post. **Bold** one of them, and *italicize* the other.

You don't have to keep mentioning the phrase over and over again – that's an example of “over-optimization” that can hurt your site more than help.

Tip: intentionally throw things in sometimes that isn't 'optimized' at all! This will help your rankings also. The great thing about putting out a lot of “fun” stuff is you will be doing a lot of this as just par for the course.

A Few More Crucial Elements

Don't build a site with “Flash” - it basically doesn't index its content in the search engines at all.

Make sure your site displays well on mobile devices – smartphones and tablets. This is called having a “responsive” site. This is absolutely essential.

Add Images to Your Posts and Articles

So far we've talked about making your site more fun and engaging and effective by using blog posts and engaging articles.

One of the things that helps a lot with either blog posts or longer articles is to use images along with your content.

We are focusing on making your site content fun and engaging and adding images definitely helps a lot. You can add straight, un-edited images or you can add text to your images to point things out within the image by using a graphics editor. We will explore various ways of easily adding images to your website below.

Memes for Your Site

You can go more toward the fun/viral direction with images and use a meme generator/creator.

If you do a search for "meme generator" you'll see lots of results - they are sites where you are given pre-made backgrounds or other images that you easily can add text onto at the top and bottom.

From a business standpoint though, most online meme generators are almost useless because there are issues with a limited number of images you can use

– most will be irrelevant to your business, images you create will include a link to the generator site, most of the images will have their branding on them, etc.

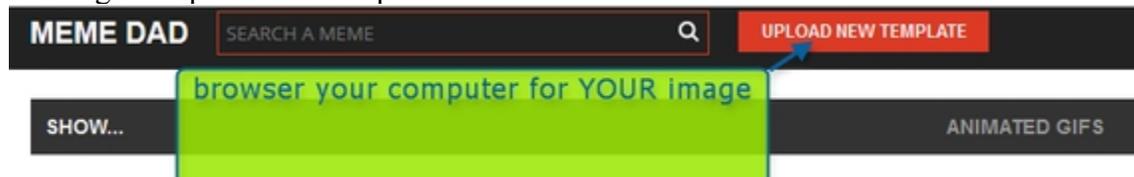
The solution is to use YOUR OWN images. That is, pictures you take using your cellphone and/or using images that are royalty-free. Take these images and add text to them with complete freedom and no linking and branding issues.

*hey babe make some memes
take a picture and add text
shaken not stirred*

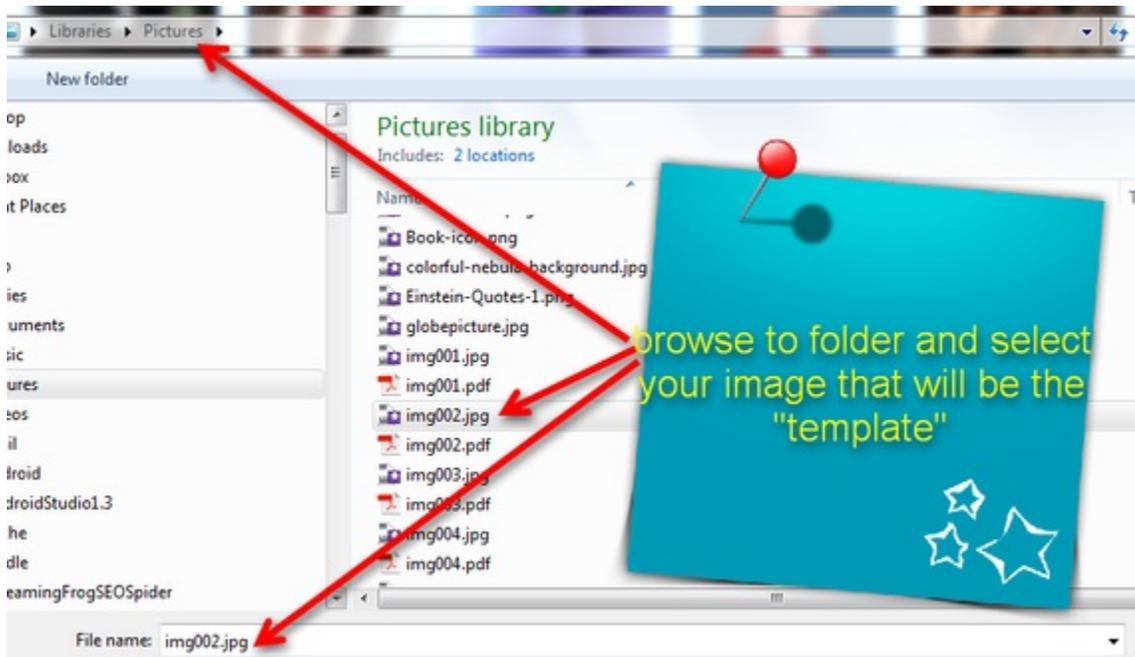
Here's a bit of a “hack” so to speak, using the online meme generator available at Memedad.com: <http://memedad.com/>

I can't say how long this special little technique will be available, but what's unusual about what I'm about to show you is you get to use a meme generator without site branding on it, no embedded links, and it doesn't have to get saved to the sites' gallery, either.

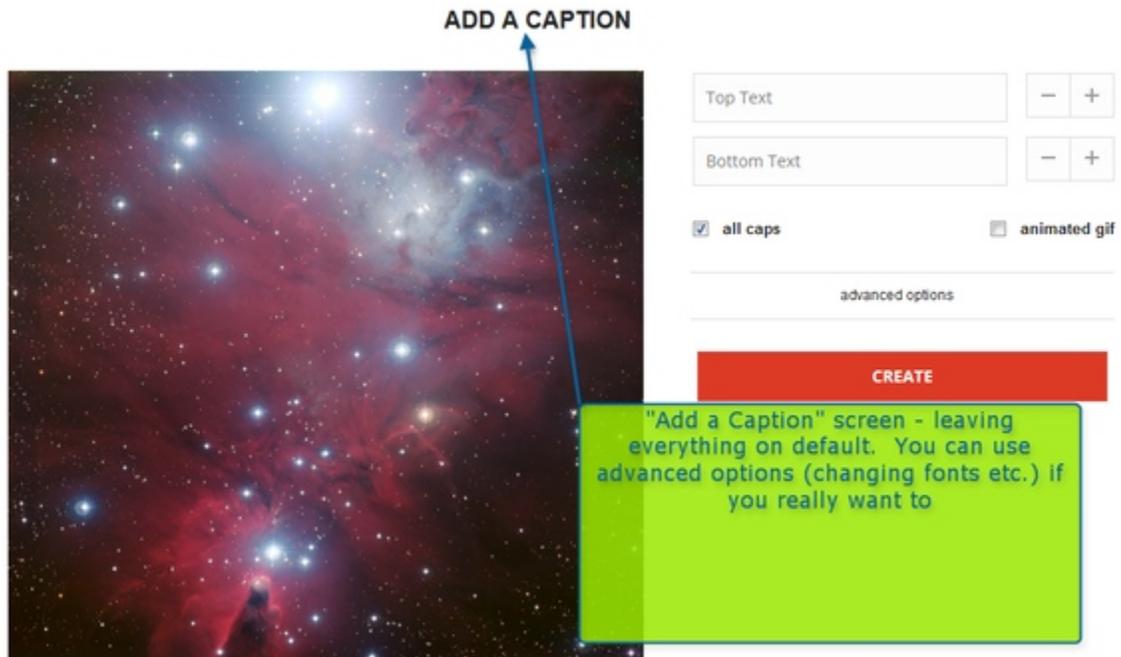
The first thing you'll want to do is upload your own image to the site – you do that by clicking on “upload new template”



Next you'll browse your computer's folders to find the image that you want to use – here's an example of what that would look like below:



As you can see, I've chosen an image of a celestial nebula for my example meme. Of course, you'll choose whatever is relevant for your business. In any case, you should see at the top of the screen "Add a Caption" and places for top text and bottom text off to the side.



Here's my oh-so-clever text added to the image – now it's a "meme":

Be sure to click "CREATE" once you have the text like you want it

Next, before you do anything else, right-click and "save as" the image to a folder on your

computer – it will look something like this:

ADD A CAPTION

make your writing cosmic

not nebulous

all caps animated gif

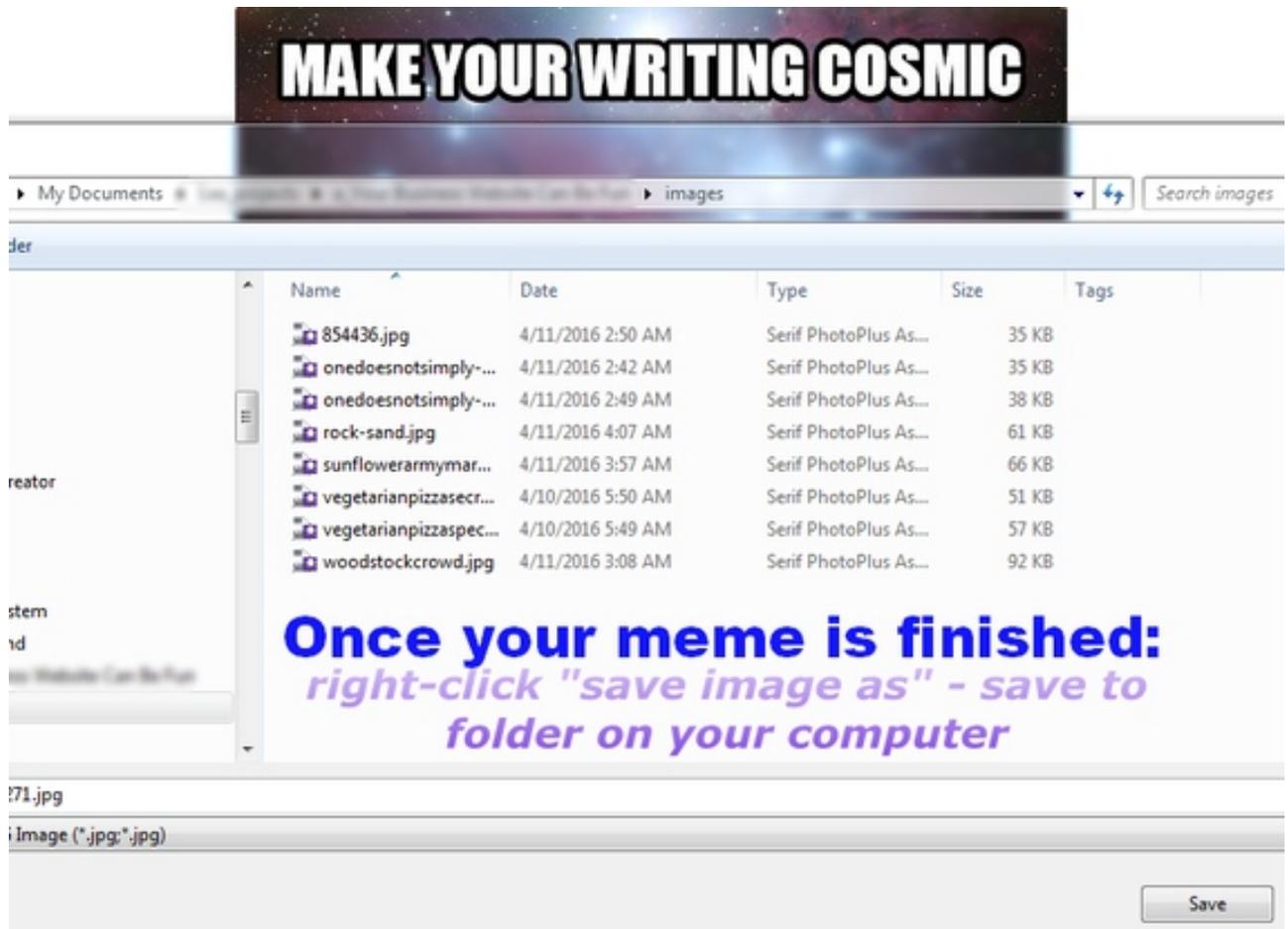
advanced options

CREATE

Same image - text added! Next thing to do is click "CREATE"

Be sure to click “CREATE” once you have the text like you want it

Next, before you do anything else, right-click and “save as” the image to a folder on your computer – it will look something like this:



Ok, now you have the meme/image saved to your computer. You can go to the folder where you saved it to, to make sure it is there and looks like you want it to look before you delete it from the MemeDad site.

Online, nothing will have changed – it will look like you haven't saved the image – but if you've followed these steps, of course you have.

The MemeDad site only gives you the option to save to the site “Reddit” - it will be the button just below your image.

You can save to Reddit if you want to, but in general I'd recommend posting your original images and other original content to YOUR site FIRST before posting to any social media sites.

Here's what that screen will look like:

MAKE YOUR WRITING COSMIC

MemeDad wants you to post to REDDIT - do that if you want to. But to keep the image all on your own website, then right-click the image, "save as" to your computer, then use the "delete your meme" link. If you don't delete it, it will show up immediately on MemeDad. That may be ok with you too - your choice.

NOT



When you click on the DELETE link, you'll get this pop-up message:
"Are you sure you want to delete this meme? This cannot be undone!"

Don't worry about that – you've already saved it to your computer, right?



Image Editing Programs

For the ultimate in control in how your images are used, you'll need to use a dedicated image editor on your computer. Of course everyone knows about PhotoShop, so we won't go into it here. By the way, it has a huge learning curve.

As an alternative, for years I've happily used products from **Serif.com**

- they've recently come out with a product that seriously rivals PhotoShop without the expense or monthly fees – its called “Affinity” (Mac only).
- For PC, I've been using the Serif **PhotoPlus** and **DrawPlus** products and they are great. This books' cover, for example, was made with DrawPlus.

You can do some image editing online also, as an alternative

- just do a search for “free online image editor” and try some of the sites you find there. Honestly though, each site will have its way of getting things done and so will have its own learning curve.

Free for Commercial Use Images:

Pixabay <https://pixabay.com/>

Morguefile <http://morguefile.com/>

Pixabay and Morguefile are my main go-to sites for finding images that you won't have any copyright issues with. You'll find them to have a lot of really useful images to work with that you can use to add fun stuff to your site. And, you can use any of the images from these two site to do the MemeDad thing too!

Tip: Speaking of image copyright issues, do NOT use any images that you are not sure that you have the right to use – you are building a business here, and if you are forced to remove pages and posts that have copyright infringements then it is taking two steps back instead of forward, not to mention the fines involved.

So to recap: Adding images, whether they are memes or not, goes a long way toward making your site look fun, informative and effective. I'd recommend **adding at least one image to everything that you put on your site.**

What about video? What about content fundamentals?

Video is great, and video for sure can do a lot for communicating what your business is about or for adding all kinds of fun factors, but we aren't going to go into video here and here's why:

Any effective football coach will tell you that you win by practicing the fundamentals. The fundamentals for getting an effective and fun message across as an experience for site visitors are:

Providing great information in a fun way with your articles and blog posts, making it visually interesting by adding images and breaking up the text, and finding your voice and making that part of your branding.

None of that requires video, or audio, or webinars.

Concentrate on the fundamentals first, build up your site content, monitor your bounce rates and check to see what keywords site visitors are using to find you by logging in to your stats.

Find the passion in your business, and find a way to put it up on your site. Take that passion and add a little twist to it and make it fun, too. Write haikus (just kidding about that one).

Seriously though, if you will follow through and take these tips and techniques to heart and apply them to your online presence, you will take your site from being just a placeholder to being a place that is alive and vibrant, one that is fundamentally connected to every part of your business and your life.

And, everyone who goes to your site will sense that joy and passion and they will respond. You won't have to put up "Aren't we great" and "Buy now" blurbs all over the place because visiting your site will actually be a rewarding and valuable experience – imagine that!

BE the pirate treasure bookkeeper! BE the delicious pizza!!

Thank you so much for reading **Make Your Website More Effective By Making It Fun!** I wholeheartedly hope that you take these techniques and put them out into the world, and I'd love to hear your stories about it!

Matthew Shelton

Please go to my website EmatthewShelton.com and sign up for the newsletter so you can get more tips and tricks plus advance notice on new books coming out!