

“UNSCRIPTED 6: Time Spent”

With Matthew A. Perosi

**To find out more visit:
<http://www.JewelerWebsiteAG.com>**

You are encouraged to print this out
and read along while watching the video.

Questions?

Don't understand something?
You are probably not the only one,
so please send your questions to
questions@jwag.me

We will try to answer them directly or
include them in future lessons on www.JewelerWebsiteAG.com

Unscripted Video 6; Time Spent

Hello I am Matthew Perosi with Jeweler Website Advisory Group.

I'm taking some questions today from some of our members. This next question comes in from Amanda in Boston. "How many hours a week should I spend on my website or my online presence?"

Well Amanda, this is really tough to answer because the God's honest truth is it is almost a full time job. If you really want to explode your presence online, and you really want to perpal your website to an incredible level where you can use it to attract business, a lot of things need to be done online on a regular basis. You need to be requesting people to opt your website but you have to give them a reason to opt to your website. You need to be posting Facebook to keep interaction between you and your customers. You need to be writing a new article into your blog at least once a week.

When you post an article into your blog you need to twitter about it to say, "Hey I have a new blog post up." As you update information on your website, you also need to twitter about the latest updates that you made to your website. Honestly, as much as you want to put in but I would recommend that you spend at least five hours a week working through something on your website. Now you don't have to but you can start small. Don't try to accomplish everything at one time. Pick one topic and become good at it.

For now, once you become good at it that you feel that you can train someone else to do it for you then go ahead and find an assistant and train them to do it for you. So if you think writing is easy or if you feel writing is easy then perhaps start out writing a fresh blog entry every week or adding a freshly new page to your website every single week. If you feel that it is easier for you to communicate and be friendly with customers through Facebook then spend some time on Facebook and fine tune and improve your relationship with your customers on Facebook. Then every once in a while you can mention to customers that you are today having something special happening on your website they should go check it out, but don't try to accomplish everything all at once.

You will get to overwhelmed, and you will just get up and quit. So pick what you like. Try to work with Facebook, try to work with creating your own blog, or add a new page to your website, or work on your newsletter for that month that you are going to be emailing out to all of your customers, or come up with a new special that you can add to your website. That special entices people to sign up to receive emails from you and the emails that you send will be your newsletter.

So as a beginner I will say start with about five hours a week and if you are not directly adding something to your website then try to learn about technology behind it and read up on the latest things that are happening because there is always something interesting that you can add to your online presence. This will pay you a lot of money.

So hopefully Amanda that answers your question and please send in more questions through our contact forms on our website or email them into nugget@jewelerwebsiteag.com.

Unscripted Videos with Matthew A. Perosi
Time Spent

This is Matt Perosi for the Jeweler Website Advisory Group we will see you next time.