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BUILDING WEBSITES *that*

SELL

The Ultimate Guide To Creating A Profitable Website

Websites That Sell

The Ultimate Guide To Creating A Profitable Website

From [Invicta Enterprises](#)

"Understand that you need to sell you and your ideas in order to advance your career, gain more respect, and increase your success, influence and income."
-Jay Abraham

Building a successful website is actually more achievable for a one man band than for a large corporation. You have fewer overheads and fewer employees to pay, and with the democratic structure of search engines, you will be able to compete with large companies even if you can't afford to pay for advertising.

To create a website that is capable of selling, all you need to do is follow a few simple rules relating to choosing the right type of site, creating great content, paying attention to page design, and communicating effectively with your visitors.

A successful website needs to fulfill the following roles:

- Attract highly targeted traffic

- Build a list of potential customers to market to

- Convert traffic into sales

- Change first time customers into return customers

When your website is achieving all of the above effectively then you will have a winning formula. This section will help you do just that…

Steps to taking your website from conception to reality:

There are a few basics to getting a marketing website up and running.

Your first decision will be to choose your domain name. Your next decision will be to find a hosting company and then to design your website. Once your website is ready to go, your last step, and the one that will occupy your time throughout the life of your business will be

promoting your website and driving traffic to it. Let's begin by choosing a domain name for your website.

Step #1 It's all in a name – How to choose a domain name that sells.

Your choice of domain name is another crucial factor in establishing a successful website. Domain names are now fairly cheap, you can get one for under $10, so it is worth buying those that you feel would be suitable for your business, even if you do not plan to use them for a while.

What makes a great domain name?

Many people make the mistake of buying a domain name based on their company name. While this can work well for well known high profile brands, it is not a good idea for small online businesses that are just starting out. Unless you can afford a massive advertising campaign to build your brand it is advisable to avoid domain names showing your company name.

What your domain name should do is convey to potential visitors what your site is about. If you have a site that offers parenting advice then a domain such as *parentingadvice.com* would be ideal as it tells people straight away what they can expect from your site.

Where possible your domain name should include your primary keyword, or keywords. Of course it is not always possible to get a domain name that includes very general keywords, so you may need to be a little creative.

To hyphen or not to hyphen – that is the question.

Much of the advice on domain names suggests avoiding hyphens at all costs. However, there are pros and cons to including hyphens.

Using a hyphen between two keywords will actually make it easier for the search engines to read and understand your domain name. On the other hand, hyphens can cause problems when you are giving your domain name to somebody verbally. If they type your domain name without the hyphens you may send them directly to your competition.

Whether you use hyphens or not depends very much whether your primary form of marketing will be search engine optimization or word of mouth. If both the hyphenated and non-hyphenated versions are still available, buy both. You can always use the hyphenated one to please the search engines, and redirect the non-hyphenated one so that visitors that type this still arrive at your site as well.

Business Planning Exercise: Write down a list of 5-10 possibilities for domain names.

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Step #2 Choosing a web host.

A website host is the organization that will store, manage, and often times provide tools to make owning and operating an online business easy.

There are many web hosts available and within each company there are a number of hosting plans. Here are a few things to look for when evaluating a web hosting company and plan.

How much disk space is available to you? Depending on the size of your website, the graphics and features. 25-50 MB is likely enough, however, make sure you have the option to upgrade should your site grow beyond this capacity.

Bandwidth is also a measurable statistic and the more visitors you have, the more you'll need. Starting small is fine, again just make sure you can upgrade when you need to.

Is customer support available 24/7? Internet businesses operate all day and all night long, it never stops. You need a service that is available to you whenever issues arise.

How reliable is the hosting service? It is important to evaluate the up-time of each host you're considering. It is understandable that downtime occurs because systems need to be maintained and upgraded; however, too much downtime can affect your business.

What software features does your business site need? Examples include email accounts, message boards, FrontPage Extensions, shopping cart, web design service or templates, and mailing lists.

Do they track your website statistics? This is important because you'll want to evaluate the success rate of various advertising and marketing campaigns and you'll want to see how many visitors you have on any given day and where they're coming from.

As an affiliate marketer, it's unlikely that you will collect credit cards or personal information from your visitors, but if you are planning to do so in the future then you will want a server that supports encryption.

Step #3. Designing your website - How to choose the right type of site for your business.

Before you can adequately evaluate a web host, you will want to decide what type of site your business needs. Deciding which type of website is most appropriate for your business is a major step towards creating a website that sells. Trying to develop a site with too much functionality and too many purposes can be a recipe for disaster. Starting with a simple site that fits one type and getting that right before you try anything new is the best way to begin.

For the purposes of this chapter, we will look at the various types of content sites to create. A content site, most frequently used by small businesses, is one that provides information.

Here are a few of the common types of content site:

Reference sites

A reference site contains a lot of static content on a particular niche subject area, a recipe site, for example, or a pet care site. Most visitors to reference sites only visit once, read or download the information they are looking for, and then do not usually visit again. They primarily make money from the Google AdSense program and potentially from a few affiliates.

Pros: Once a reference site is up and running it only needs updating occasionally and is fairly low maintenance.

Cons: Reference sites can take a lot of time and effort to set up as you need to have quite a bit of content to gain enough search engine traffic to make your efforts worth it. You'll also need a substantial amount of content ready before the site is published.

Review sites

A review site is a great option for affiliate marketers. It's a site that provides reviews for products that fit a specific niche. Review sites can be large or small – most tend to be on the smallish side as they are reviewing products within a niche.

Pros: Review sites can be a great source of income if the reviews are credible and trusted by the readers.

Cons: It can be difficult to generate traffic to a review site unless you have a significant amount of additional content on the site. This may not matter if you're driving traffic to your website through other methods than organic search traffic.

Online Magazines

Online magazines are similar to traditional magazines in that they contain articles and features that are published on a regular basis. Good online magazines attract return visitors to view new material. Slate.com is an example of a very successful online magazine.

Pros: You can start an online magazine with very little content. A successful online magazine will build up a loyal readership, which can make launching another type of

site such as a discussion forum or a membership site much easier. Because you add content regularly you will end up with a fat content site that will be popular with the search engines.

Cons: Online magazines require more ongoing work and updating than any other type of content site. Once you have a loyal readership you can ask them to submit some content, but otherwise you have to provide it all yourself.

Blogs

Blogs are more editorial and less formal that online magazines. Postings are organized chronologically, like a diary, with the most recent posts displayed first. Posts can be categorized and archived by subject area to enable quick and easy searches.

Pros: Blogs are great for attracting regular visitors if your posts are entertaining and informative. They are also popular with search engines as they have frequently updated content and attract incoming links easily. This makes them excellent tools for AdSense and affiliate marketing profits. Blogs are cheap and simple to develop on one of the many blogging networks available on the web today.

Cons: A blog takes regular maintenance, both in writing and publishing frequent posts, and organizing and archiving previous posts. The type of content you can publish on a blog can be a little restricting, so you may wish to run one in conjunction with another type of site.

Communities

A community site is based around a discussion forum, with people with a common interest in your niche subject area logging in to communicate with each other. A basic community will feature a simple forum, whereas a more complex community, such as a membership site, can feature more content.

Pros: A simple community requires minimal maintenance as your members provide the content themselves. Once communities are up and running they are very stable sites that usually have a long shelf life.

Cons: Communities can be difficult to get started as they are centered on a discussion forum. Until you have regular members there will be nobody to take part in a discussion, and so the site will not attract new members.

Business Planning Exercise:

Spend time reviewing websites that cater to your niche market. These are potential competitors! Take a look at their websites. Document what you like about the sites, what you don't like and what stands out as the strongest aspect of the site.

It's all about the benefits. Websites that sell provide benefit driven content.

The primary reason that many sites fail to sell is that they focus on the wrong type of content. The history of your company, a list of your awards, or catalogue of your products and their features might be fascinating to you, but will be of little interest to your visitors.

Good content addresses the need of your visitors and shows them how your site or your recommended products can solve their problems. Customer problem focused content, otherwise known as educational content, works because people only search for something on the internet when they have a need for it. By directly addressing that need with your content, you will guarantee you have an effective website that sells.

Here are some effective content ideas:

1. Articles

Articles are the easiest form of content to add to your site as they are quick to produce and can be tailored to address a specific question that your customers have. Here are a couple of ways to generate article topics:

- Check the search function on your website. What are your customers looking for? Use these searches to construct articles that meet their needs.

- Try popular article structures such as 'how to' articles, 'top ten' articles and 'checklists'. These article formats are popular because a reader can quickly determine what information is beneficial to them and consume the article in a sitting. You will be familiar with the target audience of your website, and so will be in the best position to know the sort of information they will be searching for.

- Think about what type of content you like to read. Is it straightforward and educational? Is it infotainment – entertaining and informative? Keep a file of articles that you've enjoyed reading and use them to generate ideas for your own content.

- Regularly surf other websites in your field for news and inspiration for articles. Keep a list of relevant websites that you think are effective and visit them frequently to make sure your site is keeping up with them.

2. Product reviews

Recommending high quality third party products to your customers, that solve a problem they are likely to have, will not only increase your credibility but can increase your income as well. For an affiliate marketer reviews can be the best way to promote products online.

3. Training courses

Your customers will visit your site to learn something, so why not provide training courses for them? These can be as simple as a series of short reports, either e-mailed to your

customers each week, or available to download from your site each week. You can also investigate more complex training courses such as video tutorials.

4. Free information and products

When people surf the net, many are initially looking for free information, even if they subsequently end up buying something. Free information could be anything from articles published on your site to an ebook available to download. Giving away high quality information will build trust between your customer and yourself and will make them more likely to buy from you.

If you do give away a downloadable information product such as an e-book, make sure you capture your customers' email address so that giving away the book provides you with the opportunity to market to them in the future. People are unlikely to buy from your site on a first visit, and if they go away with a free product that answers all their questions, they may feel they do not need to return.

5. Interviews

Interviewing an industry expert or someone that has personal experience in your field can add great content to your site. Your visitors will appreciate the human element of the interview and often the person being interviewed will have encountered similar issues and problems to those being faced by your customers. Their advice can be really valuable in involving your customers in your site.

6. Content from other websites

Again, if you are a member of an affiliate program for a relevant business, see if they have any quality content on their site that is available for download and reprint. Publishing this content, often in article form, and including your affiliate link can increase your revenue as well as your site's content.   You can also purchase the rights to PLR (public label rights) content which means you have the license to reprint the content on your website. See our resource section for quality PLR publishers.

Business Planning Exercise:

What will your audience want to know? What content ideas do you have? Brainstorm possibilities. They can be in the form of headlines or simple one sentence summaries. Have fun with this, you're beginning to build a business and communicate with your audience. What do you think they want to know?

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Read all about it! Advertise your content.

If you have great content on your site that answers your customers questions do not be afraid to promote it. Hidden content has no value to anyone, even if it is great quality. There are simple ways of promoting your content:

- Make your homepage an index of what can be found on your site. Visitors make up their mind very quickly whether to stay on one site or move on. If your homepage tells them immediately that your site has the information they are looking for they will stay and read it. Your homepage should have a menu with a list of main pages, and a list of your most popular articles at the very least.

- When you have new content on your website send out an e-mail or newsletter announcing it. Use teasing extracts from articles, or summaries of training courses to make your customers want to visit your site to take a further look.

The golden rules of web page design.

Website design can make or break your business. The golden rules of web page design are to keep it simple and usable. If you are not confident enough to design a page yourself you could pay someone else to do it or buy a web page template online.

It is worth spending the time and money on this aspect of your site as a badly designed webpage can be a real turn off for your customers. Some people are not blessed with the ability to see which colors complement each other, but getting this wrong could lose you a lot of prospective buyers.

If you are not sure about the kind of look you want for your site, take a look at the sites of your competitors. List the elements you like, and those that you don't like. Use the list of likes as a basis for your page design. Don't worry if the result is not as good as you hoped to begin with, most web pages go through several redesigns.

Here are a few professional web design pointers:

1. Background

   - Keep your background fairly plain so that it doesn't interrupt your copy. A busy, highly patterned background will make your copy hard to read.

   - Most successful sites stick to a white background as it makes the page look clean and simple, but you can also choose another light color.

2. Graphics

   - It is useful to have alt labels on your graphics so that your readers know what they should be looking at if for some reason they can't see the graphic.

- Graphics are great to break up large sections of text, but careful selection is essential to make sure the graphics are adding something to your page. Meaningless graphics will not help to get your message across.

- Using graphics that are too large may cause problems in loading time. Limit the number of graphics on each page and keep them fairly small.

- Check your graphics are of a high enough quality that they do not look pixelated to your customers. This effect can really reduce the professionalism of your site.

- If you are using animated graphics it might be worthwhile to have them stop automatically after a set period of time. Having your customers leave your site because they are irritated by your flashing graphics is never good business sense.

3. Text

- Choose your text size carefully, it needs to be large enough for people to read but overly large text can look unprofessional.

- Columns of text are easier to read than lines that stretch across the entire width of the page.

- DON'T YELL, THEY CAN'T HEAR YOU! Try to avoid using all CAPS on your webpage as this translates as shouting on the web.

- Highlighting words and using bold or italics can be an effective way to emphasize key points or phrases on your page. Be careful not to overdo it though or your page will look too confusing. A phrase should never be in italics and highlighted, or bold and in italics.

4. Links

- Underlining your links makes it clear to your customers what they are. Save underlining for links and use highlighting, italic and bold functions for other text.

- Make sure your customers know where they are going to go when they click on the link.

- Check your website regularly to make sure the links are still valid. Dead or out of date links from your site will not impress anybody and are a quick way to lose your visitor.

5. Page setup

- Consider what your page will look like on different computer screens. Your webpage should make a clear visual impact within the first 640 x 460 pixels.

- Different browsers, for example Firefox or Internet Explorer, display a webpage differently. Make sure your page looks great on the major browsers.

- Try to avoid having your customers scroll sideways to see the whole of your page, or having to scroll up and down within a separate text frame. Doing this can be frustrating for your customers and may prevent them exploring your site further.

- Add continuity by including repetitive elements that appear on every page. These can be a standard header and footer, a company logo, or simply the same color scheme.

- Each page should have a focal point such as an eye catching graphic. The focal point should take your eye to the text or headline and not away from it. Having more than one focal point on your page can make it look too busy and complex.

- The pages on a successful site are arranged in a clear information structure. An index or menu showing the content available to the visitor can help to illustrate that hierarchy.

Planning Exercise: Brainstorm and/or draw what your website might look like. You can write it in any form that works for you. Use a flowchart, a freehand drawing or write out how you want your website to look and function.

Quick and easy website and graphic design tools

There are a number of website design tools available online to help you with setting up your successful website. Some common pieces of software that enable you to create a professional webpage fairly simply are Front Page, Flash, Adobe Photoshop and Web Page Builder.

If you are just starting out online, bear in mind that there are many tools available that can provide a high quality and professional finish to your website without costing you a fortune.

For maximum efficiency, look for basic graphic design tools that meet the following criteria:

- Easy to understand user interfaces
- Designed to be intuitive to use
- Built in, simple to follow tutorials
- Wizards for simple tasks
- A free trial period if the tool has a fairly high price

Here are a few of the types of tool you might find useful in designing your web pages:

1. Ready to go websites. Web template tools make it easy.

Templates are great for beginners as they are pre-designed webpages that require you to enter only the basic information. They do not require knowledge of HTML and there are many available relatively cheaply online.

Finding a template tool that allows you to customize your site and add functionality once you have more online experience, will prevent you having to rebuild your site further down the line.

Many people start a website with a clear plan, but this often has to be altered as you find out what works for your customers and what does not. Your website design needs to be flexible enough to cope with these changes.

2. Graphics tools add a professional touch

These can help you manage your graphic design elements in a number of ways:

- Creating web images
- Performing quality screen captures
- Creating simple videos

3. Stand out from the crowd with color tools

Many people find it difficult to establish a winning color scheme and do not have the confidence to experiment with colors for fear of creating clashes. Look for a color tool with the following functionality:

- Can suggest complementary colors or a total color scheme from a base color that you suggest

- Has a dynamic visual color wheel or chart that allows you to explore different color schemes

- Measures harmony between colors

- Analyzes contrast and readability

- Creates a gradient blend from one color to another

- Mixes colors to achieve the perfect result

Using a color tool can save you time because you don't have to keep reworking your site to get the desired color scheme. It can enable you to experiment with daring color schemes rather than always playing it safe with insipid 'inoffensive' colors. Using a color tool can give your website a professional appearance that is difficult to achieve otherwise.

4. Talk to your audience with sound and video tools

Most websites have sound capabilities, and many now have some animation. Simple tools are available online that will allow complete beginners to add professional sound files and animations to their websites. Just be careful not to get too carried away with your

new toy. Overuse of sounds and animation can irritate customers and increase the loading time of your webpage.

5. Make your site user friendly with accessibility tools

Accessibility tools, as the name suggests, make sure that your site is accessible to all potential users. Here are some of the factors that accessibility tools might look at:

- Whether the site could be read by the visually impaired.

- Whether people with physical disabilities that may limit their ability to use a mouse can still navigate around the site.

- What the reading level of the site is. Is the text too complex for your target audience?

- Errors in your site that might limit accessibility according to Web Content Accessibility Guidelines, or WCAG.

6. Does your website structure make sense? Information Architecture Tools

Information architecture tools can be invaluable to help you to see whether your site is structured well, and whether your information is organized in a logical way that your visitors will easily be able to understand.

7. Link Checker Tools – Is everything working like it should?

A link checker tool can save you a lot of time in validating your outgoing links. A tool will check your links to see which have been redirected, which are broken, and which sites that you are linked to have been updated.

Hello…is anybody listening?

Running a website that sells is all about good communication. The internet provides new ways of communicating with your customers that could never have been considered a few years ago. When you are constructing your site there are various elements of successful communication that you could bear in mind.

1. KISS.

Make your content easy to understand. Website content should be written in short simple sentences. It should avoid complex words and the use of technical jargon that might put your customers off reading. Good spelling and reasonable grammar is essential, although your writing style can be fairly informal and relaxed if that suits your particular business.

When you are coming up with headlines, it can be tempting to try to be clever or cryptic. However, this is not necessarily a recipe for success online. A simple straightforward headline can tell your customer what to expect from the article or webpage and does not risk losing their interest through lack of understanding.

2. Get 'em involved.

Make your site interactive. There are many ways to allow your customers to interact with your site, and these can be very effective at making your customers feel really connected with your business.

Basic forms of interaction include a search facility and a 'contact us' link that allows your customers to send you a direct email. More complex forms of customer interaction include discussion forums, product reviews, polls and surveys.

3. Keep it current.

Unlike a printed document, which begins to go out of date as soon as it comes off the printer, your customers will expect the information on your site to be up to date and accurate on the day they read it. This means that maintaining a successful website is a never ending exercise.

Before you begin to build your site you might want to determine how much time you can dedicate to updating, archiving etc. once the site is up and running. You could consider making sections of the site time sensitive and updating these regularly, while other static sections just get updated and refreshed annually.

4. Ever read the last page of a book first?

The way a website is structured, with a network of internal links, leads to visitors reading information in a very different way. With a traditional book you start at the front and keep reading until you get to the end. However, with a website you can start at any page and read the pages in any order you wish.

Because your customers could land on your site at any page, each page needs to stand alone and have enough information on it to be easily understood without a great deal of explanation and introduction.

5. Are we there yet?

On a successful site, visitors should always be able to see where they are on the site, and where any links on that page will take them to.

Navigation facilities should be easy to use, placed in an obvious spot, and should be well spaced out. If customers are able to find their way around your site easily they are likely to stay for longer.

6. Give them what they came for.

Appeal to various complexity levels. It is not possible to know whether a single visitor to your site is looking for general information, or very specific technical details. Luckily, with a well designed website you can cater for both needs.

Your home page can link directly to some main pages that provide general essential information. These pages could contain links to further, deeper pages that have much more detailed content with technical information.

7. Show, don't tell.

Communicate through graphics. The HTML coding format of web pages allows you to combine text and multimedia elements. Using photos, graphics and even video can make communication with your customers easier and more entertaining.

It is worth repeating that all graphics used on your site should add something to your message. Meaningless multimedia files will just distract from the content on your webpage.

8. Let them take it with them.

Many internet users still prefer to print out interesting articles or reports to read in the traditional manner. After all, most of us have experienced that square eyed feeling form trying to read from the computer screen for too long.

Providing your content in printable format is one way to cater for these customers, but you should also make sure there is enough information on the printed copy to put the document in context. Information to add includes document title, author, date of creation, a short description, and the keywords the document is optimized to.

Finally we will take a look at balancing your site design so it is attractive to both your customers and the search engines.

Step #4. Optimizing your site for the search engines and your customers

It is a common misconception that you have to sacrifice some customer focused elements of your website in order to optimize it for the search engines, but this is far from the case.

The main aim of search engines is to ensure that internet users are being directed to high quality, content rich sites that are relevant to the keyword they are searching for. This should mean that a site optimized for customer satisfaction could also gain a high ranking with the search engines.

Here are some areas about which customers and search engines agree when it comes to a successful website.

1. Content

Customers love content and so do the search engines. Search engines favor 'fat' sites with plenty of information rich content. It pays to add new content regularly to keep the search engine spiders visiting your site.

To keep your customers happy try to vary the type of content you post. Mix articles and reports with product reviews and interviews. Again, customers will be attracted by unique content that they can not access elsewhere on the internet.

2. Navigation

By making your site simple to navigate you make it easy for both your customers and the search engine spiders to find their way around. Using a site map that is accessible from every page will help, as will ensuring that each of your pages is no more than two clicks from the home page.

3. Keyword density

This is the area where there are the most clashes between the needs of the search engines and those of the customer. This does not have to be the case, however.

If you think about it, your customer has probably arrived at your site by typing in a particular search term. Seeing that keyword or phrase in the title tag, meta tag, headers and first paragraph, which are the most important places for the search engines, is only going to reassure them that they have reached a relevant site.

The secret of keyword density is to keep your text natural sounding. You can use your keyword in the text several times, but as long as it is not obviously contrived to include your keywords, it will please both the search engines and your customers.

Here are some tips for keeping your keyword optimized text sounding natural:

- Don't be tempted to replace every generic term with a keyword; this will be very obvious and will make your text hard to read.

- Add a word to the end of a keyword phrase to make it easier to use in your text. Adding a couple of variations will naturally make your text flow more easily.

- Break up a long keyword phrase using punctuation marks such as commas and full stops. Search engines will still read the phrase, while your customers will be unaware that it has been used.

4. Interaction

Customers tend to become involved with sites where they can interact in some way, and they visit these sites regularly. The most obvious examples of this are discussion forums and blogs, where readers can post comments. These types of features are also popular with search engines as new content is frequently posted, and they usually attract a lot of links.

For online business owners, your website is your lifeblood. Without a well designed website, you're stopped before you ever get started. However, with a well designed website, the sky's the limit. Even better, a well designed website doesn't have to cost thousands of dollars or involve a multitude of experts. You can do it on your own. Using the tools and tips provided in this chapter, you have what you need to create a website that sells and generates the profits that you desire.

Brainstorm Exercise: What keywords will people use to find you? Brainstorm the possibilities. This isn't time for research, just thinking.

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Website Worksheet:

As an online marketer your website is your storefront, your store, and your cash register. It deserves special consideration and attention.

What are a few domain name possibilities for your website?

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What features does your website absolutely need? Example, about us, newsletter subscription form etc…

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What features might be nice to have?

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What features will you plan on adding at a later date?

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What do your competitors websites do well?

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What can you do better?

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Blueprint to Success: Steps to a Profitable Website

Step 1. Domain name. An easy to remember, easy to spell, and unique domain name. Tough task, right?   Think about what makes your business unique and consider your keywords when brainstorming ideas.

Step 2. Navigation style and site design. Design a simple navigation style. Make sure that no page is more than 3 clicks away. A great way to do this is to grab a pen and paper and flowchart it.

Step 3. Colors. Choose colors that reflect the concept of your business. If you have a business devoted to gardening, yellow and brown probably aren't the right colors for your site!

Step 4. Tone and language. Choose a tone that is reflective of the industry. Gardening topics won't use an overly formal tone because the audience is likely a more grounded and earthy group of people. However, speaking casually or whimsically to a group of financial advisors will likely miss the mark too.

Step 5. Features. Decide what features your visitors will benefit from the most. If you sell products, a shopping cart is extremely important. If you're offering an information site, does a membership forum make sense or a blog? These features not only increase your traffic, they offer tremendous benefit to your visitors and will enhance your credibility as an internet marketer – which means more sales and more profits.

Step 6. Content. Provide content that your market will benefit from. If you are selling homemade holiday decorations then articles, tips, crafts, and how to projects related to the holidays are an excellent resource for your visitors.

There you have it!

What do you think? Do you have any questions or things you couldn't quite figure out during this process?

Get in touch with us here. We'd love to chat with you about your website & see if we can help!

In addition, there are tons of resources & good information on our website - invicta.enterprises.

Looking forward to hearing from you!