



*a podcast with*

**Alan Berg**

Certified Speaking Professional  
Global Speaking Fellow

Listen or watch on your favorite app



# Welcome

## We'll be starting soon

### Make it Social

### @AlanBerg

### #WeddingMBA

### @WeddingPro



the knot +  WEDDINGWIRE

## Grow your wedding business with the industry leaders couples love

WeddingPro combines The Knot and WeddingWire, two of the best wedding advertising marketplaces, to give you access to more couples in your area and increase your booking opportunities.

Let's partner together



Passionate professionals

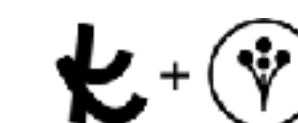
2023

WEDDINGpro  
Educator



**WeddingPro combines the best of The Knot and WeddingWire to help you grow your business!**

**Stop by the WeddingPro booth for business insights, industry education, and to meet the team!**





Scan this code to  
get the WeddingPro  
report:

# Marketing to Gen Z





**Want the slides** from Alan's 3 presentations here at Wedding MBA?

**Scan this code with your phone's camera**

or go to:

**ConnectWithAlanBerg.com**



**Scan for Alan's Slides**



# WEBSITES THAT WOW! IMPROVE YOUR WEBSITE, NOW!

Alan Berg, CSP

Global Speaking Fellow


Wedding Business Solutions



# Throwback Tuesday...

*the knot* market intelligence presents  
**10 Ways Your Website Is Killing Your Business**

**Alan Berg**  
Vice President of Local Sales Operations  
Director, The Knot Market Intelligence



WeddingChannel partyspot *the knot* [the nest] lilaguide.com

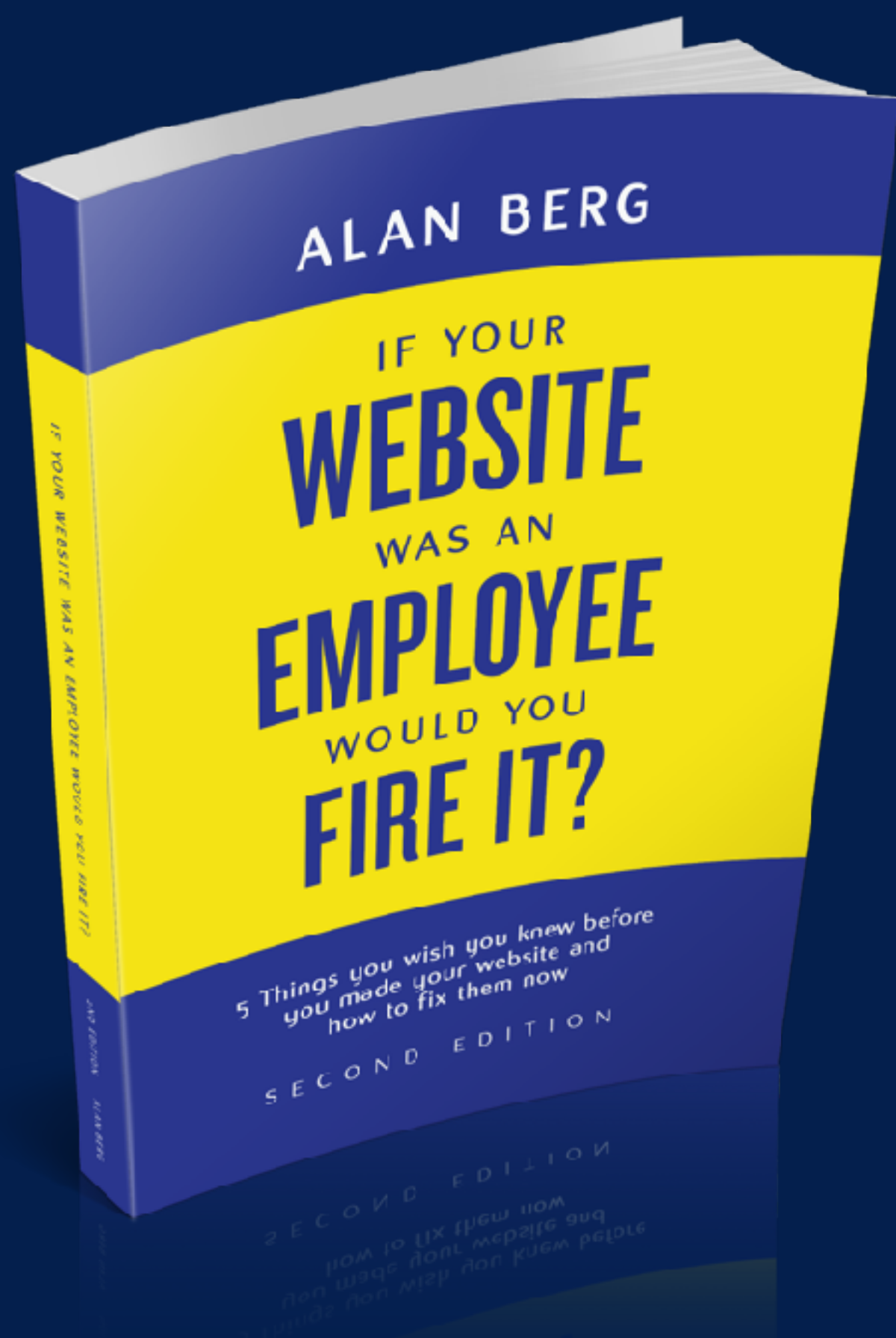
*the knot*

## The first Wedding MBA - 2007

“

If your website was  
an employee, would  
you fire it?”

Alan Berg, 2011





# A hard truth...





They're not comparing your website to your competitors...

They're comparing it to **every website** they visit, **for anything!**



🇺🇸 **United States, June 2023**

Traffic rank	Domain	Visits	🖥️ Desktop share	📱 Mobile share	Pages/visit	Avg. visit durati...	Bounce rate
1	<a href="https://www.google.com">google.com</a>	15.21B	31.96% 4.86B	68.04% 10.35B	3.6	22:47	41.62%
2	<a href="https://www.youtube.com">youtube.com</a>	10.61B	23.04% 2.44B	76.96% 8.17B	5.6	41:43	34.66%
3	<a href="https://www.facebook.com">facebook.com</a>	2.03B	50.11% 1.02B	49.89% 1.01B	2.7	23:32	53.12%
4	<a href="https://www.pornhub.com">pornhub.com</a>	1.86B	5.86% 108.87M	94.14% 1.75B	7.3	11:09	21.44%
5	<a href="https://www.reddit.com">reddit.com</a>	1.77B	33.42% 590.15M	66.58% 1.18B	3.2	18:40	53.77%
6	<a href="https://www.amazon.com">amazon.com</a>	1.68B	48.9% 821.07M	51.1% 858.06M	5.7	13:08	40.07%
7	<a href="https://www.twitter.com">twitter.com</a>	1.36B	21.69% 295.44M	78.31% 1.07B	1.8	20:37	69.61%
8	<a href="https://www.yahoo.com">yahoo.com</a>	1.27B	59.26% 754.48M	40.74% 518.61M	3.1	22:08	48.4%
9	<a href="https://www.xvideos.com">xvideos.com</a>	1.17B	6.91% 80.99M	93.09% 1.09B	7.3	12:17	24.55%
10	<a href="https://www.wikipedia.org">wikipedia.org</a>	1.11B	31.35% 347.91M	68.65% 761.73M	2.3	10:59	59.68%
11	<a href="https://www.instagram.com">instagram.com</a>	889.36M	46.49% 413.46M	53.51% 475.90M	2.1	17:23	65.81%
12 ↑ 1	<a href="https://www.weather.com">weather.com</a>	839.80M	6.57% 55.14M	93.43% 784.66M	1.7	08:46	66.01%
13 ↓ 1	<a href="https://www.fandom.com">fandom.com</a>	756.75M	26.09% 197.40M	73.91% 559.35M	3.4	13:04	50.74%
14	<a href="https://www.duckduckgo.com">duckduckgo.com</a>	642.79M	21.17% 136.09M	78.83% 506.70M	2.5	22:17	49.41%
15 ↑ 2	<a href="https://www.tiktok.com">tiktok.com</a>	515.18M	25.64% 132.09M	74.36% 383.09M	1.9	10:08	66.62%

# Which sites are your customers visiting?

- The Knot
- WeddingWire
- Your competitors
- Facebook
- Pinterest
- Instagram
- TikTok
- Reddit
- Google
- YouTube
- Spotify
- Netflix
- Amazon
- ChatGPT
- ??????



1. They **Don't Get What They Expect**
2. It **Isn't Usable**
3. When They **Don't Know What to Do**
4. They Suspect **You Aren't Being Genuine**
5. You **Fail to Impress or Inspire**





You don't get any business  
**from** your website...  
...you get business  
**through** your website!





# Website Analytics





# 3 analytics I watch:

1. how much of the traffic is **mobile**?
2. **which pages** are they visiting?
3. **where** is the traffic coming from?



*a new podcast with*

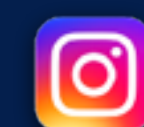
Alan Berg, CSP



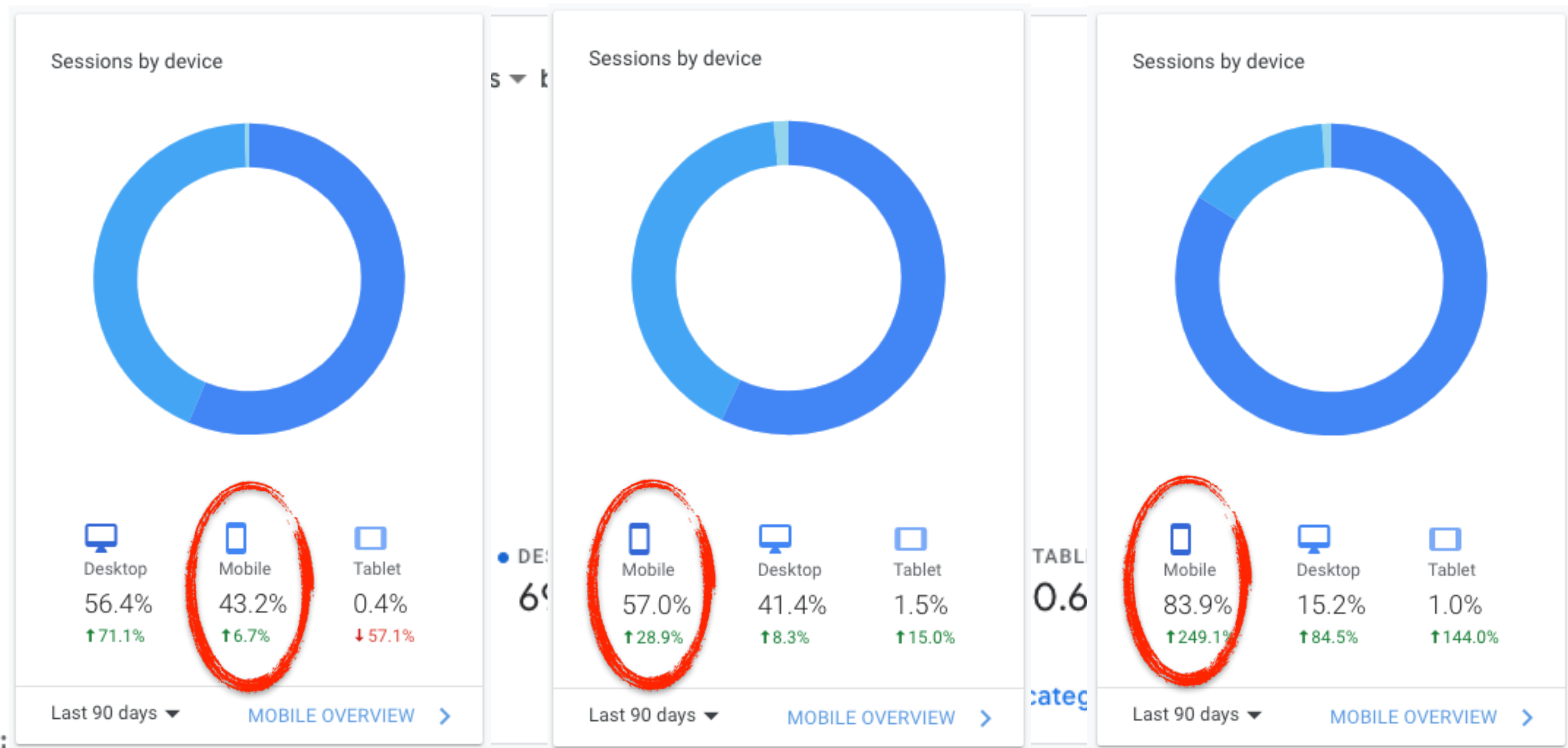
New Episode -14 minutes

Google Analytics:  
There's only 3  
things I watch

hear this and all episodes:  
[Podcast.AlanBerg.com](https://Podcast.AlanBerg.com)



# Mobile % - Are you seeing what they're seeing?





# Which pages are they viewing?

Page title and screen class	Views	Users	Views per user	Average engagement time	Event count
	↓				All events
	45,720 100% of total	14,390 100% of total	3.18 Avg 0%	1m 05s Avg 0%	101,198 100% of total
1 (not set)	20,640	571	36.15	9m 55s	22,016
2 Learn From World-Renowned Wedding Business Consultant Alan Berg	6,228	4,421	1.41	0m 22s	21,144
3 Podcast - Alan Berg	4,995	3,880	1.29	0m 19s	15,805
4 Top Wedding Pro Sales Training Programs From Industry Expert Alan Berg	1,175	800	1.47	0m 47s	3,011
5 If you're not paying for the product, you are the product - Podcast Transcript - Alan Berg	923	732	1.26	0m 45s	3,283
6 About World-Renowned Wedding Business Consultant & Expert Alan Berg	910	687	1.32	0m 36s	2,269
7 Top Speaker & Industry Expert Alan Berg's Key Wedding Business Ideas	872	555	1.57	0m 45s	2,021
8 Improve Traffic Conversion Now With My Website Review   Alan Berg	748	559	1.34	0m 49s	1,971
9 Mastermind Day Sales Training   Top Wedding Business Expert Alan Berg	710	523	1.36	0m 30s	1,849
10 Resources - Alan Berg	650	506	1.28	0m 33s	1,828
11 Grow Your Wedding Business With Trusted Industry Expert Alan Berg	642	555	1.16	0m 22s	1,753
12 WMBA Slides - Alan Berg	642	471	1.36	0m 31s	2,710
13 Unique Wedding Business Ideas From Top Industry Expert Alan Berg	578	356	1.62	0m 53s	1,430
14 What's Your 1, 3 and 5 Year Plan? - Alan Berg	320	282	1.13	0m 33s	1,235





# How do they get to your site?

Session default channel group <span>▼</span> <span>+</span>	Users	↓ Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count All events <span>▼</span>
	14,390 100% of total	18,570 100% of total	8,631 100% of total	0m 50s Avg 0%	0.60 Avg 0%	5.45 Avg 0%	46.48% Avg 0%	101,198 100% of total
1 Direct	6,635	8,736	2,926	0m 22s	0.44	3.96	33.49%	34,575
2 Organic Search	5,315	7,255	4,138	0m 47s	0.78	4.63	57.04%	33,610
3 Organic Social	1,434	1,762	917	0m 19s	0.64	3.91	52.04%	6,884
4 Referral	549	813	423	0m 35s	0.77	4.61	52.03%	3,748
5 Unassigned	641	76	11	1h 15m	0.02	292.11	14.47%	22,200
6 Organic Video	25	32	21	0m 33s	0.84	4.97	65.63%	159
7 Email	3	3	2	0m 10s	0.67	3.67	66.67%	11
8 Organic Shopping	2	2	2	3m 57s	1.00	5.50	100%	11

You dont' get business  
from your website...  
How did they get there?

# How did they get to your website?

---

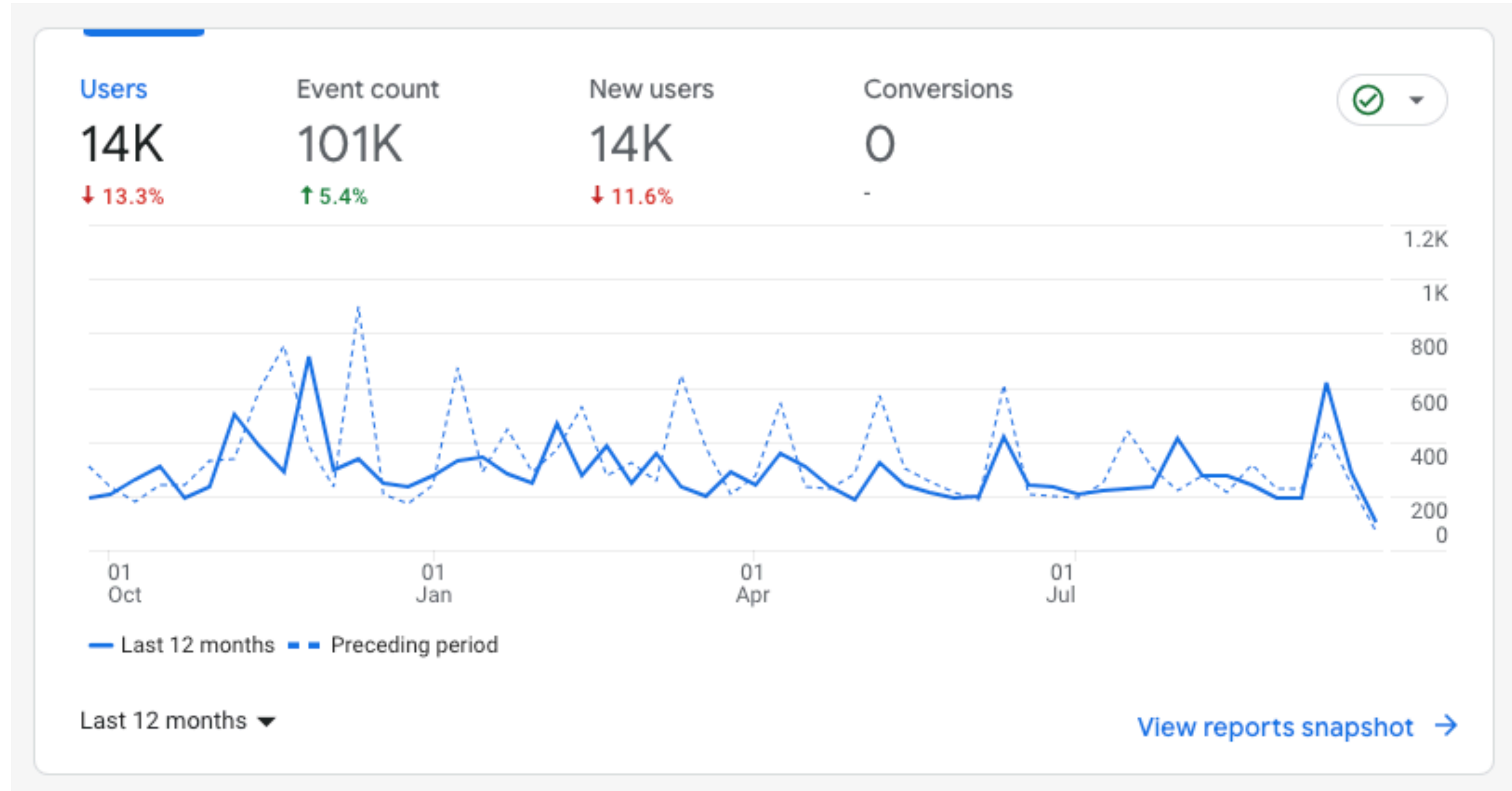
- Search engine
- Link from another vendor
- Link from an online ad
- Your social profile
- YouTube
- Typed in your URL



Your biggest source of **traffic**...  
isn't necessarily your biggest  
source of **revenue**!



# Analytics are best for trending...



## can you take action on the information?

# You need 3 minds to make a great website:

---

**1. Technical**

**2. Design**

**3. Marketing**



Websites That Wow!

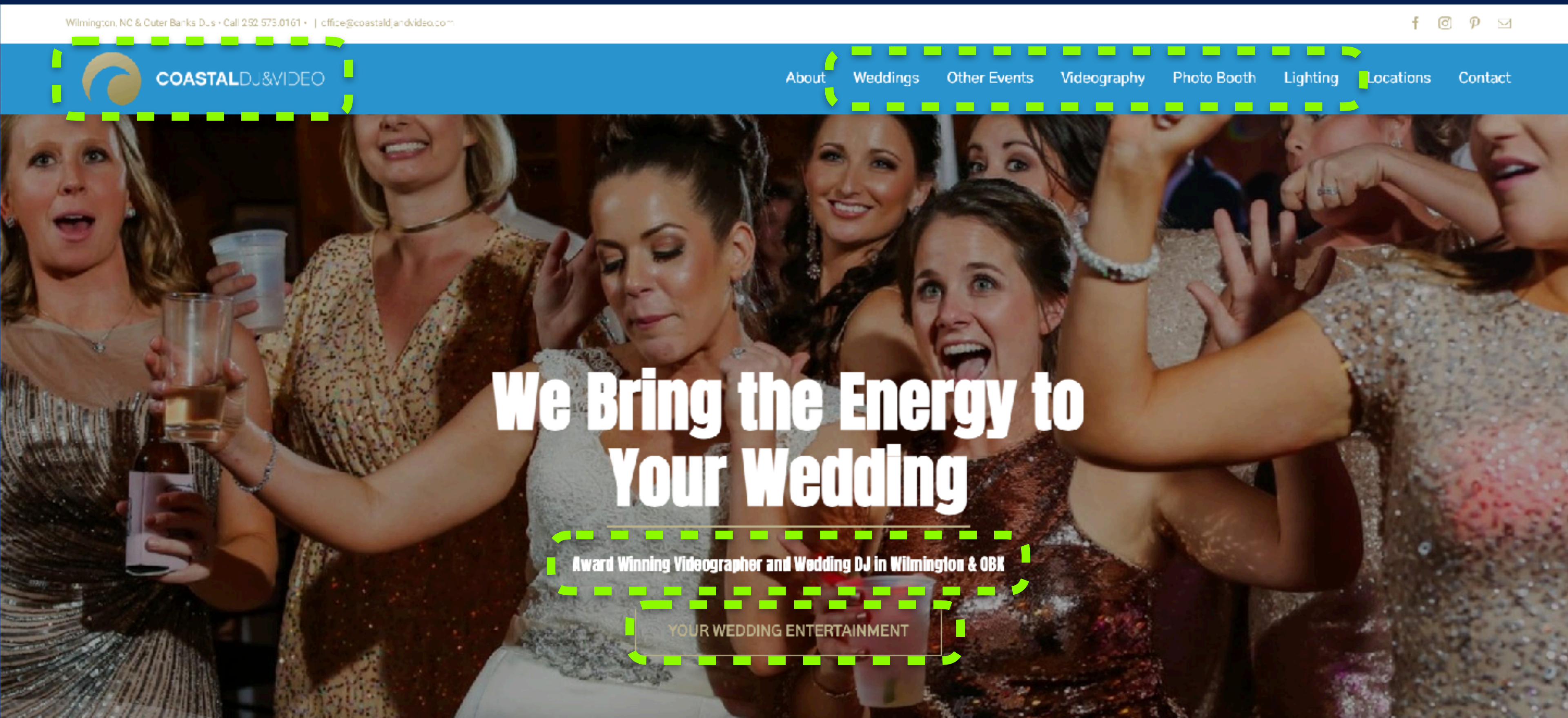
# When I review a website...



# When I review a website, I look for...

---

1. Who are you?
2. Where are you/where do you do business?
3. What do you do?
4. What action do you want them to take?
5. Does the site look current?



**1. Who are you?**

**2. Where are you/  
where do you  
do business?**

**3. What do you  
do?**

**4. What action do  
you want them  
to take?**

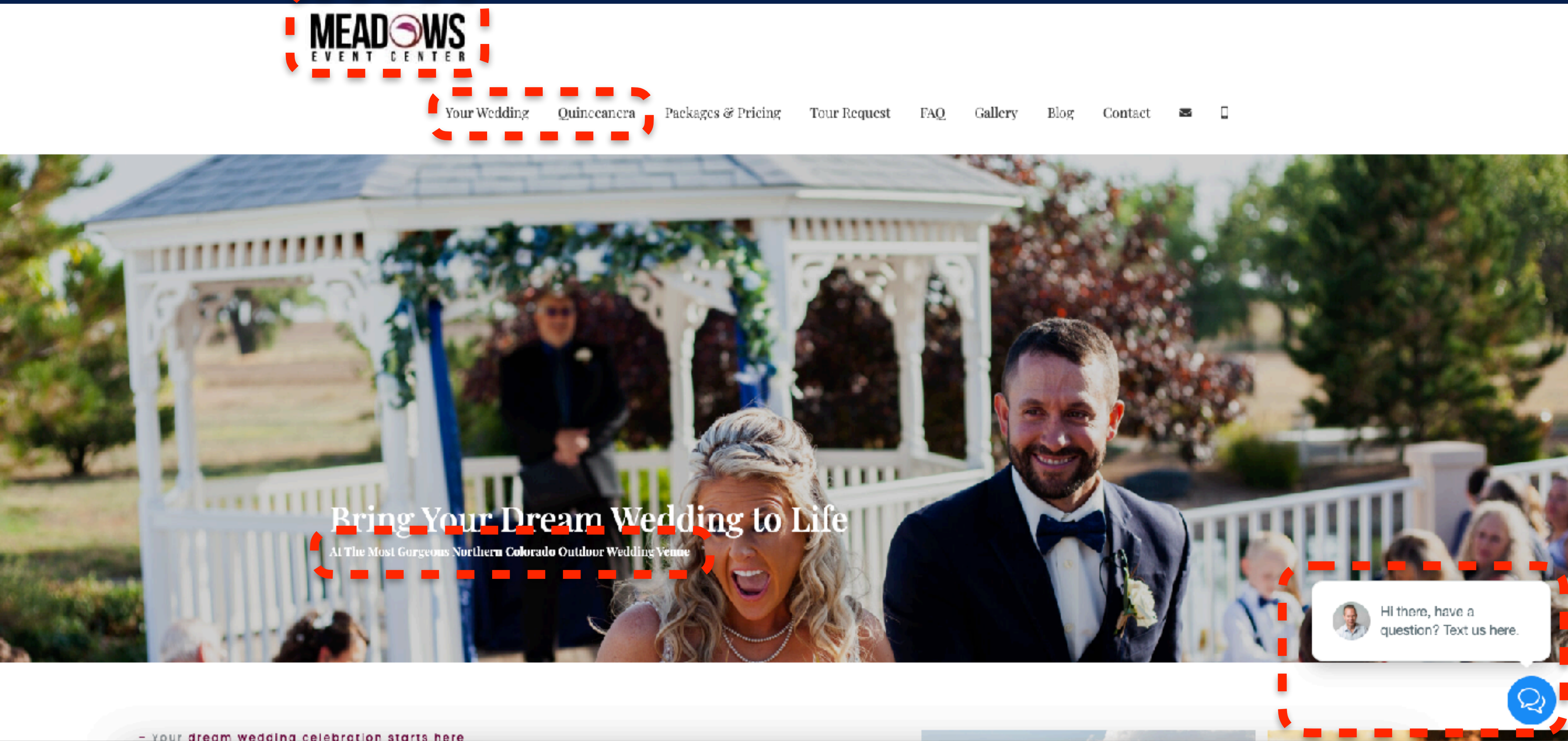
**5. Does the site  
look current?**

Website By Brian Lawrence  
Local Traffic Builder



- 1. Who are you?
- 2. Where are you/ where do you do business?
- 3. What do you do?
- 4. What action do you want them to take?
- 5. Does the site look current?

Website By Brian Lawrence  
Local Traffic Builder



- 1. Who are you?
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- 3. What do you do?
- 4. What action do you want them to take?
- 5. Does the site look current?

Website By Brian Lawrence  
Local Traffic Builder





**I don't care  
about SEO,  
should you?**



When someone gets to your site...  
are they looking for **you**,  
or **someone like you**?

Have **you** ever searched for a specific business by name and it didn't come up first?



Have you ever searched for  
**YOUR** business by name  
and it didn't come up first?

# The 3 mistakes that many websites make:

---

1. Designing the website for search engines before your audience
2. Making it about you, and not about the visitors to your site
3. Not keeping the end goal in mind



# What is your website's goal?

Is it to **make a sale?**

Are you doing **e-commerce?**





What are **they** looking  
for on your site?





# Are **they** looking for pricing?



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Alan Berg, CSP



## Should You Have Pricing On Your Website?

hear this and all episodes:  
[Podcast.AlanBerg.com](https://Podcast.AlanBerg.com)



Scan this code to  
get the WeddingPro  
report:

**Increase  
Bookings with  
Upfront Pricing**





# If you're not doing e-commerce...

your website's **one job**  
is to **convert a visitor**  
to an **inquiry!**



# What action do **you** want them to take?

---

- fill out a contact form
- check availability
- email you
- text you
- call you
- schedule a call/appointment/tour

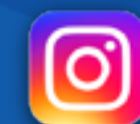


What action do  
**they** want to take?





Are you making it  
**clear** and **easy** to  
take that action?



# How many ways can they contact you?

---

- email you
- text you
- call you
- chat
- fill out a contact form
- schedule a call/appointment/tour

# Are the buttons on your website **hurting** your conversion?

GET STARTED

CHECK AVAILABILITY

BOOK US NOW

CALL US NOW

Or do the buttons on your website help them do, what **they** want to do?

CONTACT US

GET A QUOTE

SCHEDULE A TOUR



Are you telling them  
**why** to contact you?





Websites That Wow!

“Contact us today!”

CONTACT US



"Want to find out how to have the most **fun**, **stress-free** and **unique wedding experience** for you and your guests?

Call, text, email or contact us now to check availability, get a quote and connect with one of our friendly wedding specialists."

[CONTACT US](#)



# Put Calls To Action Everywhere

Get ready to sing at the top of your lungs and dance like your mom isn't watching, because our Raleigh wedding DJs know how to rock parties.

CONTACT OUR TEAM

Read more about our services, catering and packages below, then call (305) 551-2517 or email [info@receptionpalace.com](mailto:info@receptionpalace.com) to get in touch with us.

SCHEDULE A TOUR

Ready to plan your special day? Get in touch with us by calling [219.696.7696](tel:219.696.7696) or emailing [events@signaturebanquets.com](mailto:events@signaturebanquets.com).

Look through our different wedding dress styles. Then [schedule an appointment](#) to see our gowns for yourself. Here are some [frequently asked questions](#). If you have any other questions, call us at [603-532-7641](tel:603-532-7641) or [email us](#)!

Are you ready to book this package or want to learn more information? [Contact us](#) or email us at [info@themagnoliaterrace.com](mailto:info@themagnoliaterrace.com).

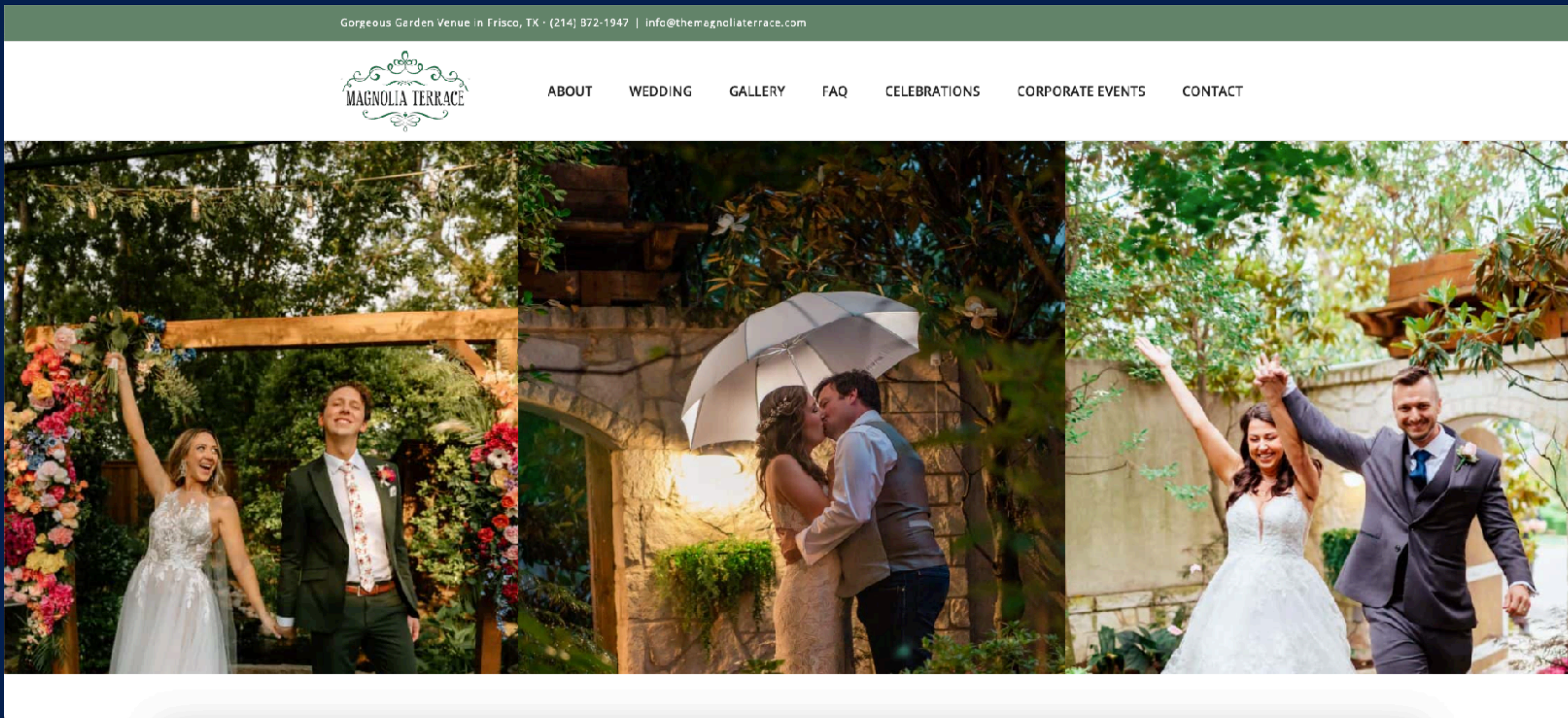


# There are 4 things you should have on every page of your website:

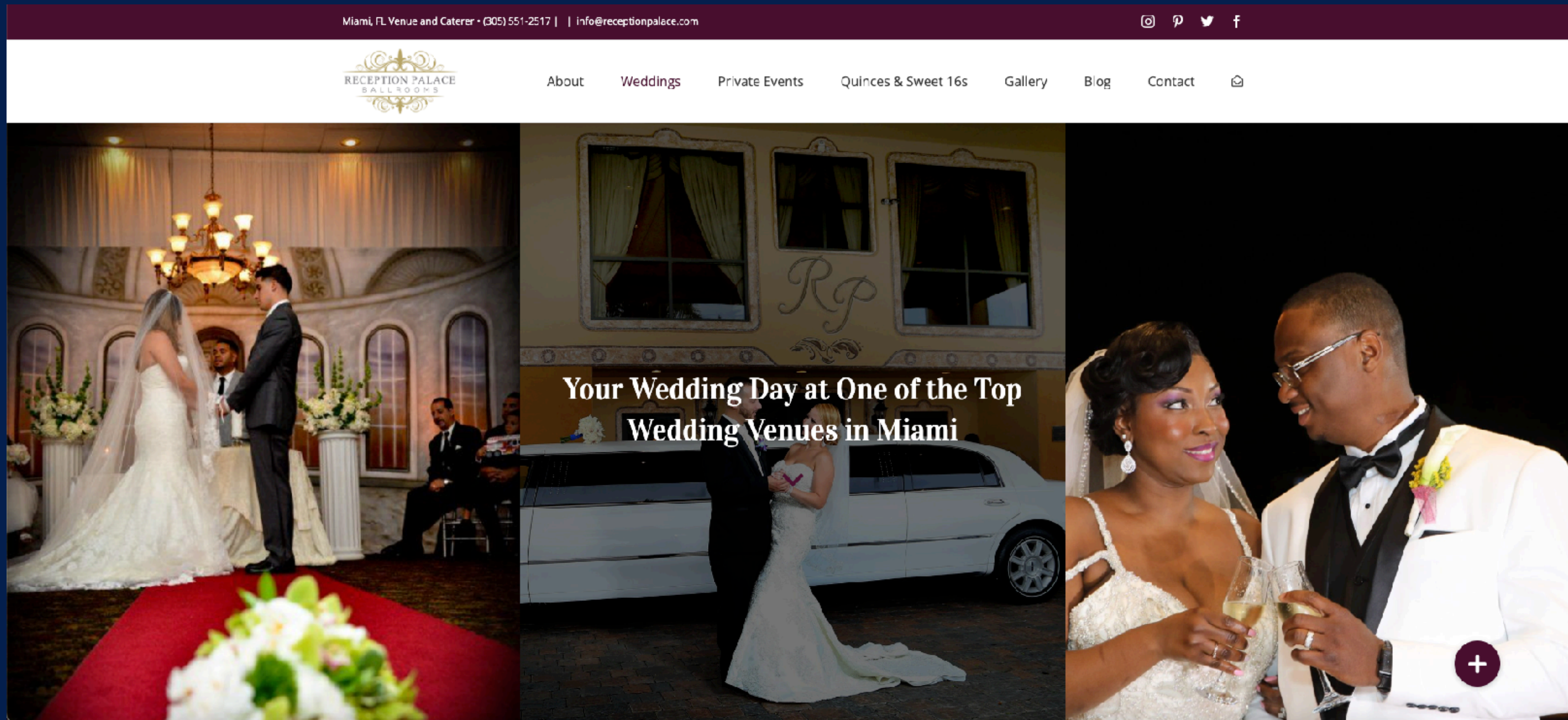
---

1. Aspirational Images - show the results
2. Text that talks about results
3. Social Proof - confirms the results
4. Calls to Action tell them how to get the results

# Use Aspirational Images



# Use Aspirational Images

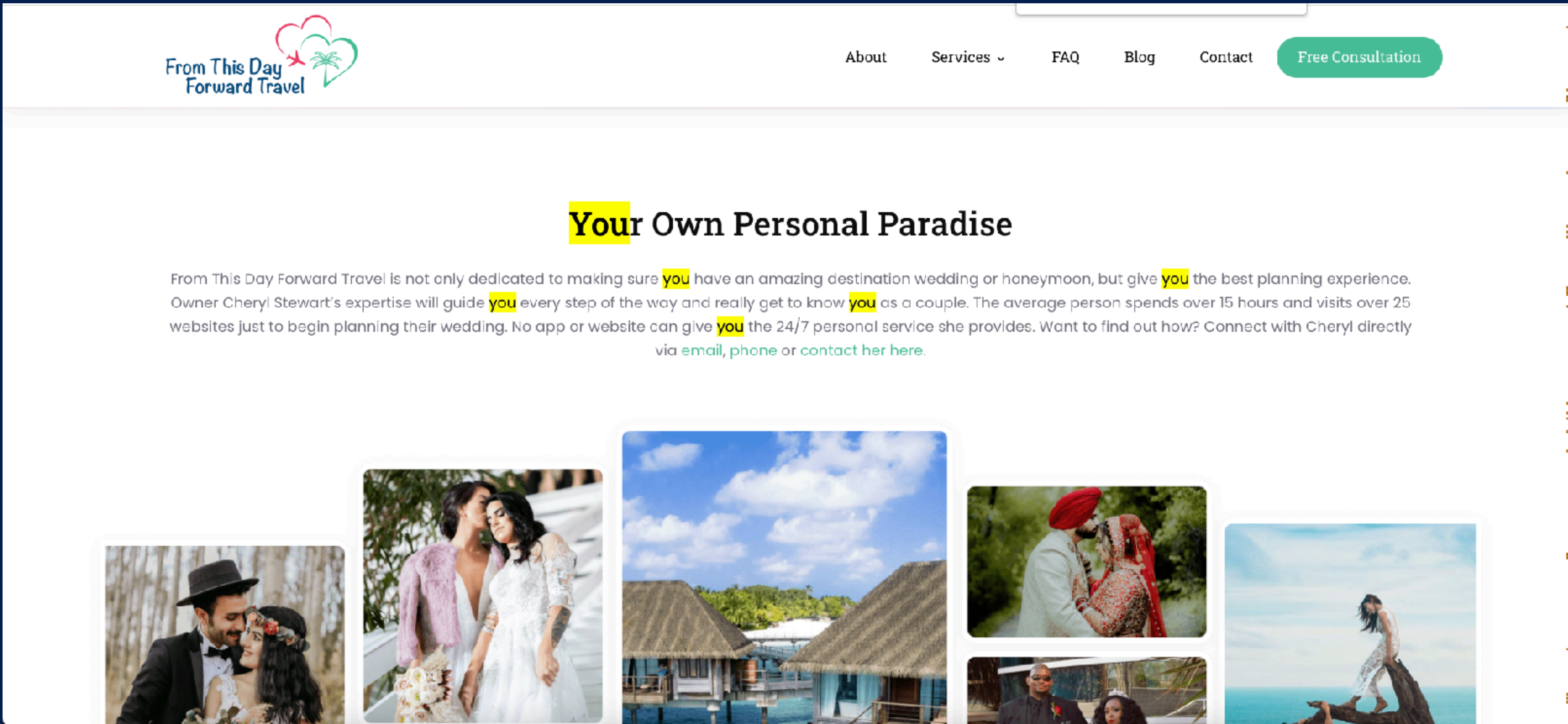


# Use Aspirational Images

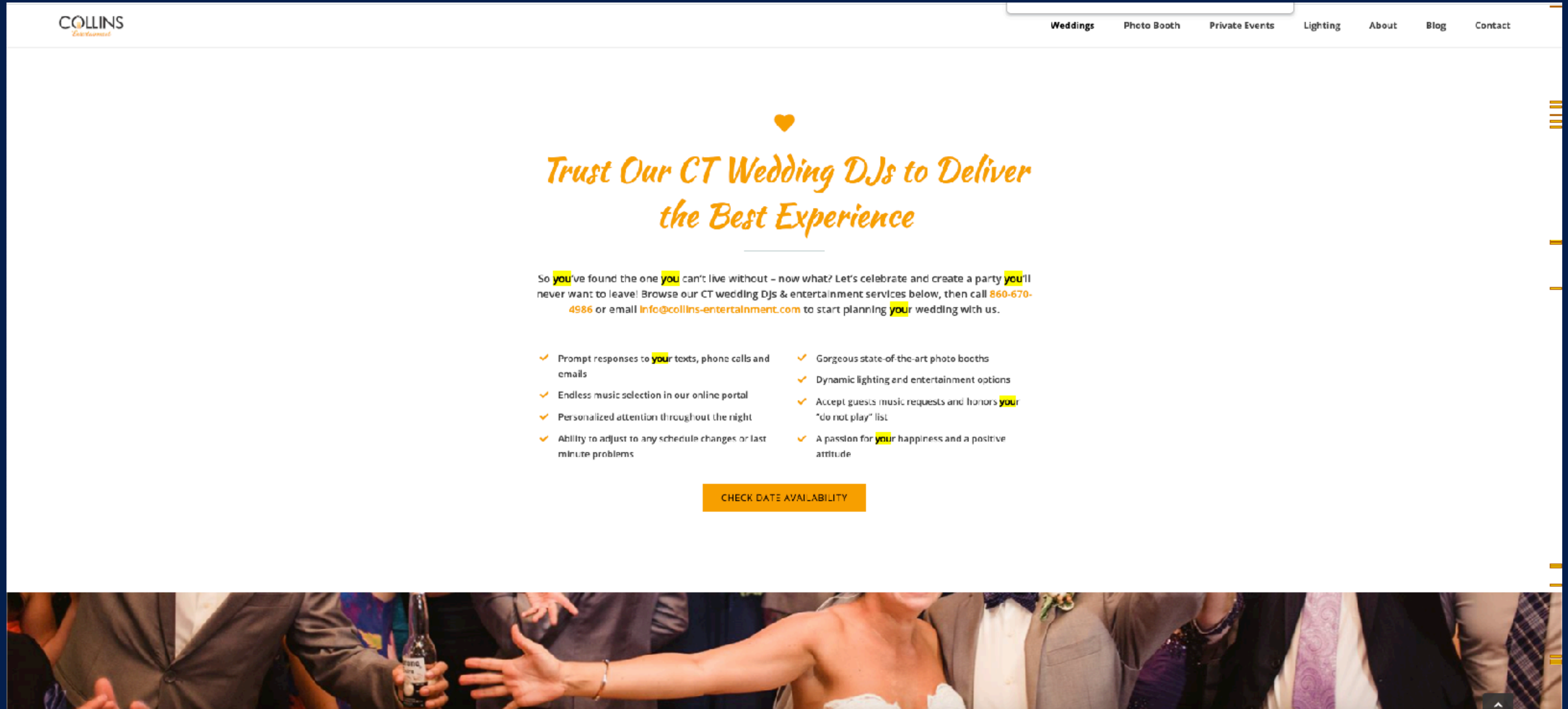
The screenshot shows a website layout with a dark blue header containing navigation links: HOME, ABOUT, EVENT TYPES, NEWS, TRENDS & TIPS, CONTACT, and a phone number (973) 826-2108. The main content area is divided into three sections:

- Top Section (Pink background):** A large image of a bride and groom kissing under a floral canopy. Text reads: "Magic Makers. We bring vitality, passion, flair, and uncompromising attention to detail. We love the challenge of working within your budget to find that incredible venue which ticks all the boxes, the music that has every guest on the dance floor, and the special touches or theatrics that make your heart skip a beat." Below the text are four buttons: WEDDINGS, MITZVAH, CORPORATE, and SOCIAL EVENTS.
- Bottom Left Section (White background):** A graphic with the word "Wedding" in a cursive font, a bouquet of flowers, and the text: "CONGRATS, YOU'RE ENGAGED! LET'S GET PLANNING ▶".
- Bottom Middle Section (Light Green background):** A photo of a hula dancer in a vibrant pink and floral outfit performing on a stage. Text reads: "Lisa could do this in the dark. She found deals on things that I would never have dreamed of in my wildest dreams. Best of all, she keeps within whatever budget you give her." Below this is a testimonial: "LAURIE H, KNOLL COUNTRY CLUB, BOONTON, NJ".
- Bottom Right Section (White background):** The word "MITZVAH" in a stylized, colorful font. Below it, the text reads: "MAZEL TOV! YOUR KID WANTS WHAT? LET'S GET STARTED ▶".

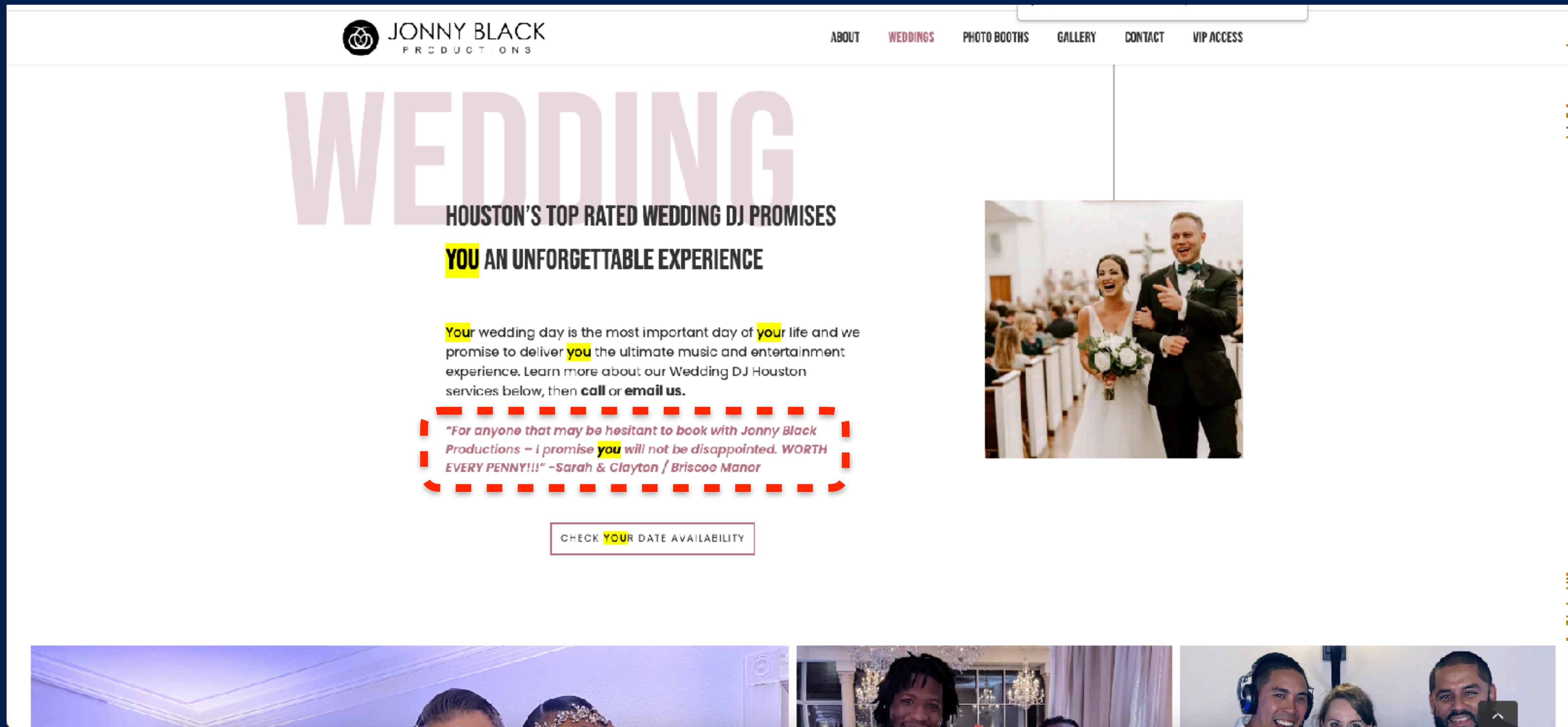
# Use Aspirational Text



# Use Aspirational Text



# Use Social Proof



# Use Social Proof

The screenshot shows a website for 'Silvertunes Entertainment'. The navigation menu includes 'Weddings', 'Packages', 'Gallery', 'Private Events', 'About', 'FAQ', 'Blog', and 'CONTACT'. The main content area has a heading 'About our Santa Clarita Wedding DJ Company' and a sub-heading 'The best day of your life awaits you.' Below this is a paragraph of text describing the company's services. A testimonial is enclosed in a red dashed box, stating: 'We booked Silvertunes for our wedding and cannot stress how awesome it was to work with Graham and his staff.' - Laura L, Gilbert, AZ. To the right of the text is a photograph of a bride and groom smiling. At the bottom of the page are two buttons: 'OUR COMMITMENT' and 'VIEW WEDDING PACKAGES'. A red circular icon with a white envelope symbol is in the bottom right corner.

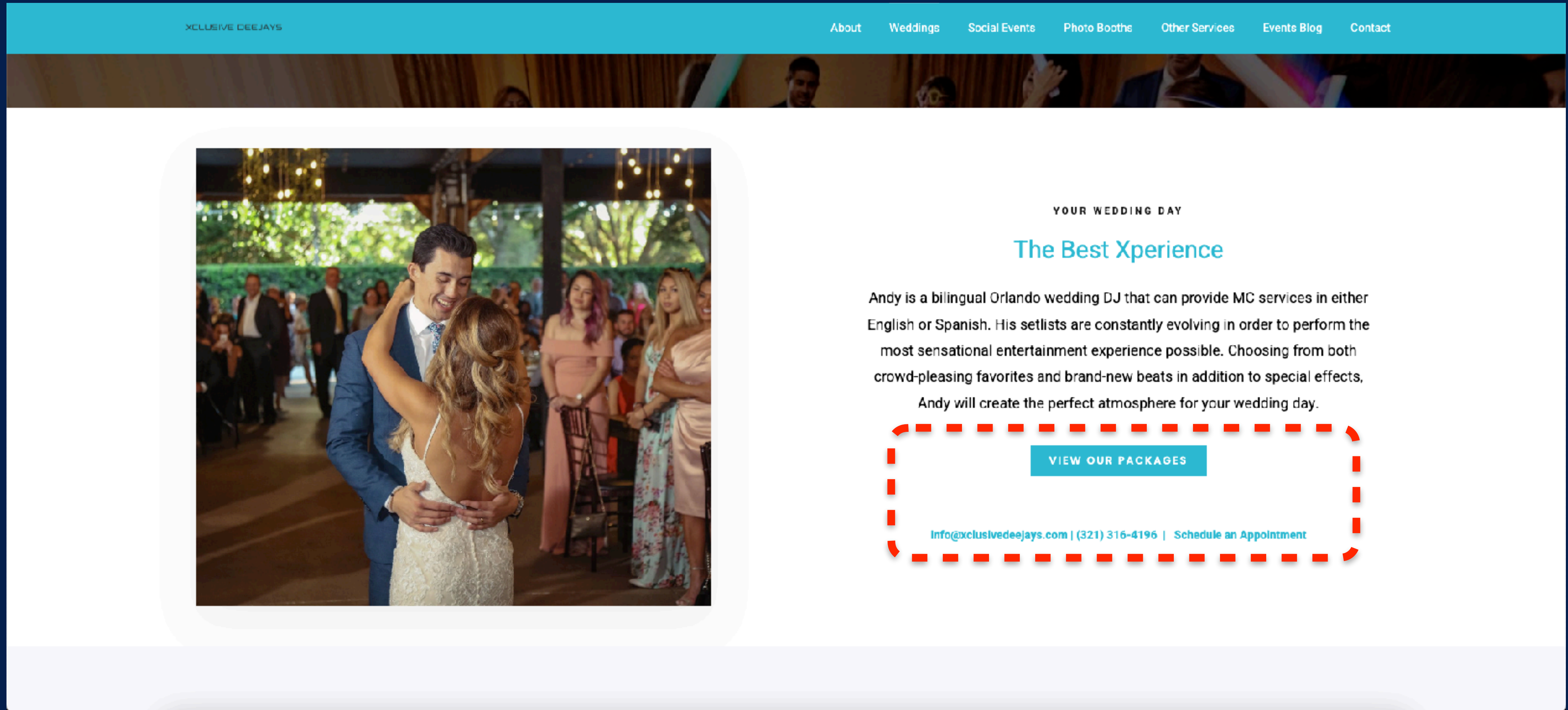


# Use Social Proof

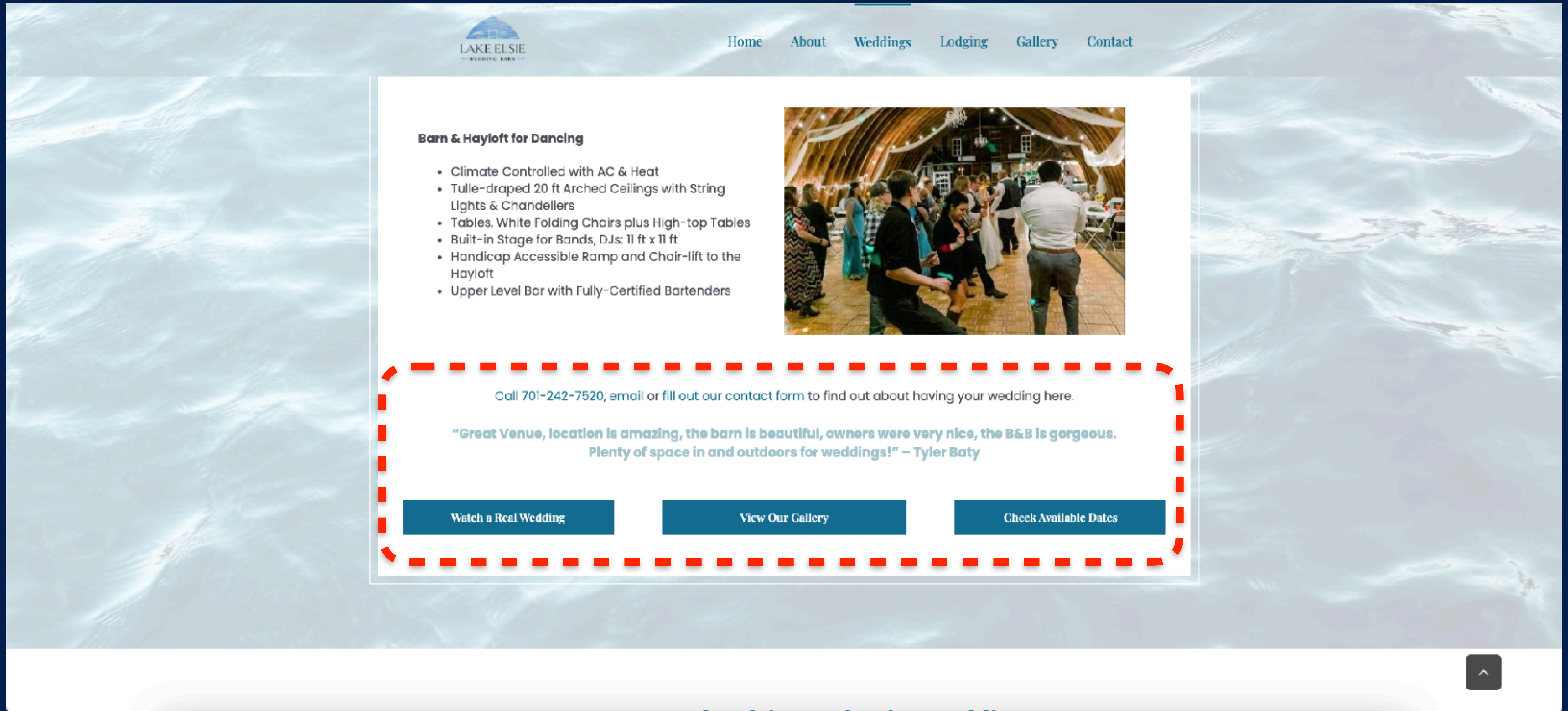
The screenshot shows the website for Meadows Event Center. At the top is the logo and a navigation menu with links: Your Wedding, Quinceanera, Packages & Pricing, Tour Request, FAQ, Gallery, Blog, Contact, an email icon, and a mobile menu icon. Below the menu are three images: an interior view of a wedding reception, an exterior view of the event center building, and a bride and groom kissing. To the right of the images is a testimonial in a red dashed box: "The day turned out to be more perfect than imagined" If you are looking for something beautiful, this is your place! - Brooka • Aurora, CO. Below the images is a link: - more info about our unique wedding venue. In the bottom right corner of the screenshot is a blue chat bubble icon.



# Use Calls To Action Everywhere



# Use Calls To Action Everywhere



# Do your site, ads and marketing practice D.E.I.?

**Diversity • Equity • Inclusion**

**“...acknowledging, embracing, supporting, and accepting those of all racial, sexual, gender, religious and socioeconomic backgrounds, etc.”**

source: [inclusionhub.com](https://inclusionhub.com)



**How can you show  
what's really  
different about  
your business?**



How can you show what's really different about your business?

---

Show happy people experiencing the **results** of choosing you

How can you show what's really different about your business?

---

Talk about **results**,  
not just products and services

How can you show what's really different about your business?

---

Talk about **their** experience more than your experience

How can you show what's really different about your business?

---

Use Social Proof to highlight **their actual** experiences



Make your website  
WOW...**Now!**



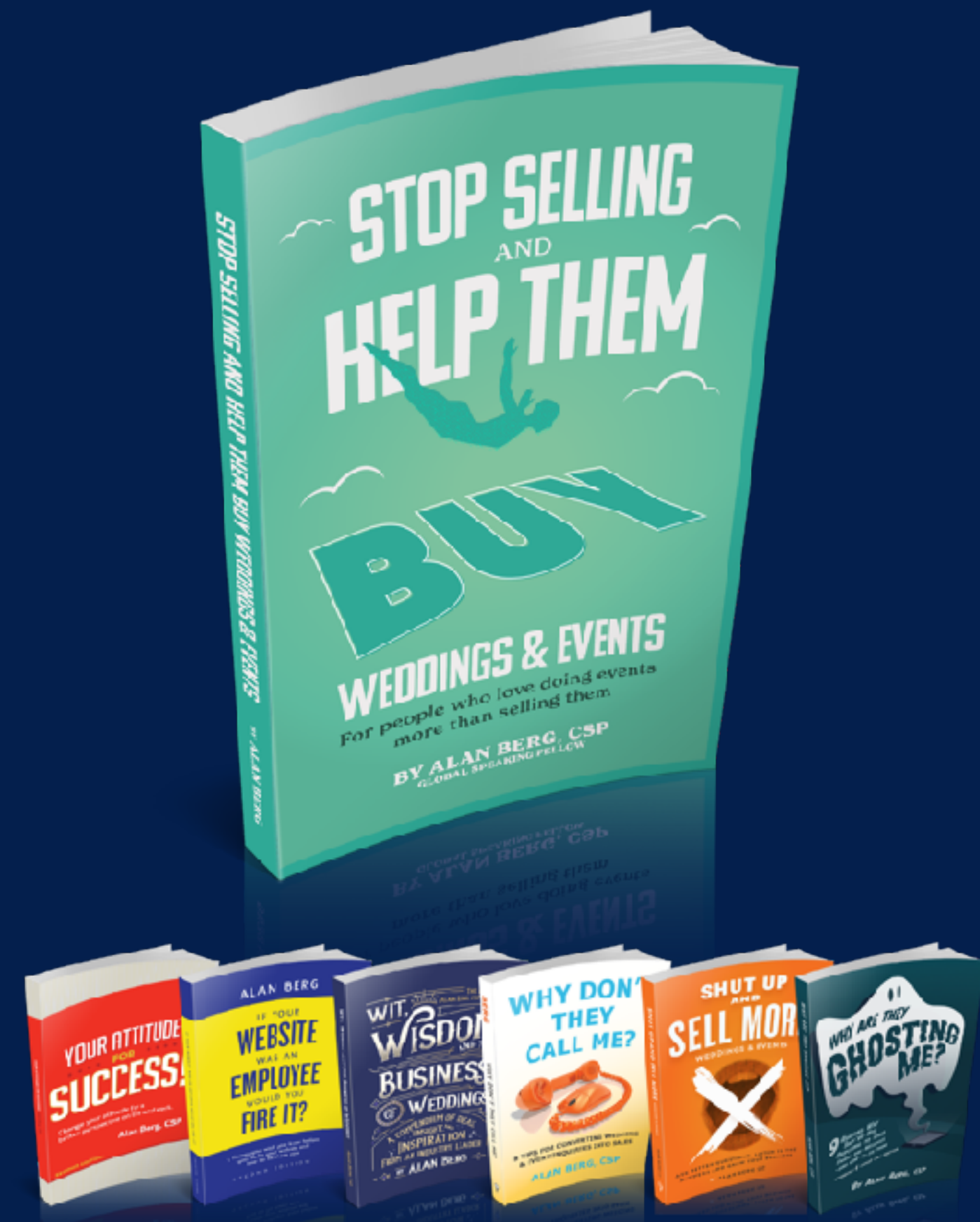


You've Been Shopped!

# Come to Alan's final presentation @WMBA:

---

- Donuts with Alan - Wed. 11am in the WeddingPro Booth



Get Alan's  
**Newest Book** and his  
other books at his **booth**  
in the **trade show**

**Have Alan  
Train your  
sales team!**  
**Stop by his  
booth for more  
information**



**Need a new website?**  
**See Brian Lawrence**  
**@ Alan's booth**



**Want the slides** from Alan's 3 presentations here at Wedding MBA?

**Scan this code with your phone's camera**

or go to:

**ConnectWithAlanBerg.com**



**Scan for Alan's Slides**



Wow!



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**Alan Berg**  
Certified Speaking Professional  
Global Speaking Fellow

**Listen or watch on your favorite app**



podcast.alanberg.com

**SCAN ME**

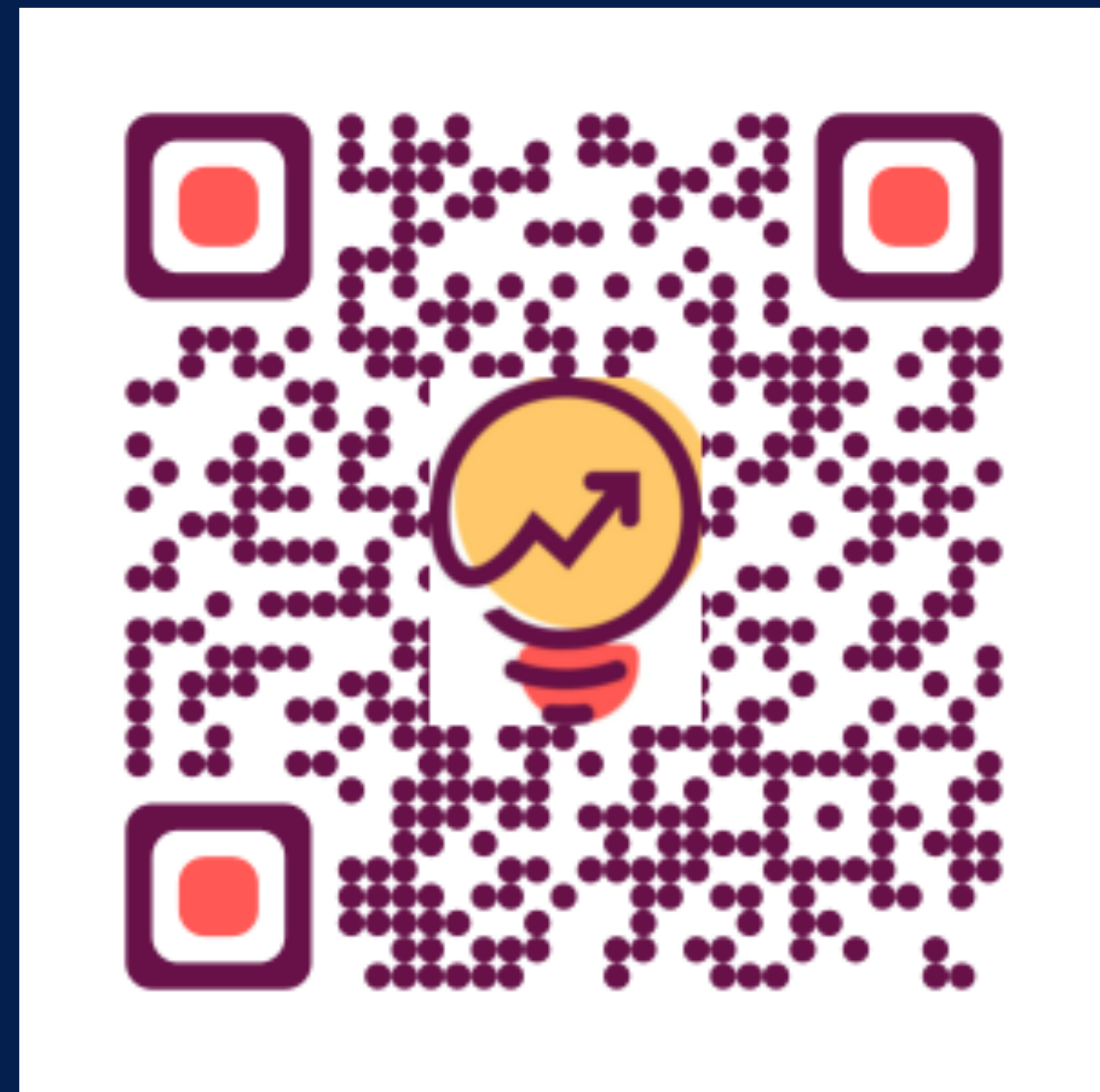


# Thank you!

Alan@AlanBerg

+1.732.422.6362

[www.AlanBerg.com](http://www.AlanBerg.com)



Scan to Connect  
with Alan