

Virtual Marketing Blueprint

Website Optimization

Addendum:



Addendum: Online Legal Compliance



We, or any parties associated with the Virtual Marketing Blueprint training series - are NOT legal advisors of any kind. You are responsible for seeking out your own legal council and advice.

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Introduction to Online Compliance

Good Website Practices

- Does your squeeze page have Navigation? Can your customers learn about you without opting in?
- Does your website have a “Contact Us” Page with a support form or email?
- Does your website have an “About Us” page that provides a brief description of your business?
- Does your website have “compliant sales language”? This is a “grey” area and it depends on what your selling so consult an internet attorney if you’re unsure.

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Introduction to Online Compliance

Legal Pages

- Terms of Use
- Privacy Policy
- Disclaimer
- Full Income Disclaimer if you're in a "make money" market



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Introduction to Online Compliance

Email Opt In

- Is there a logical reason a prospect would give you their email?
- Do you tell prospects how their information will be used?
- Does your opt in form communicate what happens after the prospect opts in?

**Will you
opt-in?**



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Other Suggestions

- Be careful with third party website providers that don't display their information or link back to their sites
- Have a phone number, physical address and site map at the bottom of all squeeze pages and website pages.



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Driving Traffic

Objectives:

- Introduction To Driving Traffic
- Top Paid Traffic Strategies Overview
- Top Free Traffic Strategies Overview
- Addendum: Online Legal Compliance

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VMB: Driving Traffic Homework



Prior to the start of the next session, you should complete the following tasks:

- 1) Choose Your Traffic Strategies & Develop A Plan To Learn & Implement Them**
- 2) Use FreePrivacyPolicy.com to add a privacy policy to your page.**
- 3) Seek out legal advice if you feel you need more disclaimers on your website.**

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Thank You!



*We look forward to seeing you on the next
Virtual Marketing Blueprint Q & A Session!
Dani Lynn, Flip, Tucker and Sasha*

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