



Creating a “Call To Action” on Your Web Site

Call To Action How To



Creating a “Call To Action” on Your Web Site

*We are going to offer something “**FREE**” to our web site visitors so they will contact us instead of “Just Looking.”*

www.emeraldsupport.com



Call To Action How To



Determine Your Offer

- FREE** Financial Consultation
- FREE** News Letter
- FREE** Seminar
- FREE** Financial Diary

You may want to have more than one offer

For a **FREE Financial News Letter** on current economic times, **contact Woods Financial** Services, fill out the form and we'll be in touch.

For a **COMPLIMENTARY Financial Review** contact **Mike Woods** at Woods Financial and we will be in touch.

Once a month we present a **FREE Seminar** " How Are You Going to Achieve Your Goals." Click **Woods Financial** for enrollment information. It will be time well spent.

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Start by going to www.emeraldsupport.com. Click Log into your Web Site Admin, then type in your username and password.

The screenshot shows the StoneRiver Emerald website. At the top left is the StoneRiver Emerald logo. To the right is a search bar with a 'Search' button. Below the logo are navigation links: 'Web Site Admin Login', 'Contact Tech Support', and 'Home'. The main content area features a large blue banner with a 'Log Into Your Web Site Admin' button and a 'Click Here' link. Below the banner are four columns of content: 'Top Questions' with links like 'Getting started with Emerald Support' and 'Resize Your Images'; 'Marketing Ideas' with links like 'Google Webmaster Tools' and 'Search Engines'; 'WANTED' with text about financial training and a list of cities (Boston, MA; Sacramento, CA; Cleveland, OH); and 'Additional Support' with links like 'Copy/Paste from Word' and 'Interactive Help Map'. Each column has a 'More >' button. At the bottom right, there is an 'Upcoming Webcasts' button with a 'Click here for more information' link. The footer contains contact information: '800-233-2834 option 1 | helpdesk@emeraldtools.com' and '© 2009 StoneRiver, Inc. All rights reserved. StoneRiver is a trademark of StoneRiver, Inc.'

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Call To Action How To



Roll over My Company Info and click on Home Page Text

e-TOOLS® Web Site Administrator

Home | Site Basics | **My Company Info** | Custom Pages

Home [Help](#)

Messages

Welcome to the Web Site Administrator

This is where you define the content that is displayed on your web site is as easy as

- Site Title
- Site Subtitle
- Footer Disclaimer
- Home Page Image
- Custom Masthead Image
- Home Page Text**
- Office Name
- Office Address
- Office City

Call To Action How To



Type your text in the text edit box. You can use **COMPLIMENTARY** or **NO OBLIGATION** for your offer if compliance objects to the word **FREE**.

▼ New Contents (Edit this field here):

Save Changes

Source

B *I* U x² x₂ T

Font Size

Welcome to our Web site, where you'll find a wealth of information in the form of newsletter articles, calculators, and research reports.

For a FREE Financial News Letter on current economic times, contact Woods Financial Services, fill out the form and we'll be in touch.

We hope your visit will help you understand the opportunities and potential rewards that are available when you take a proactive approach to your personal financial situation. [Company]

created this Web site.

Call To Action How To



Format the text you want them to notice.

❖ Bold

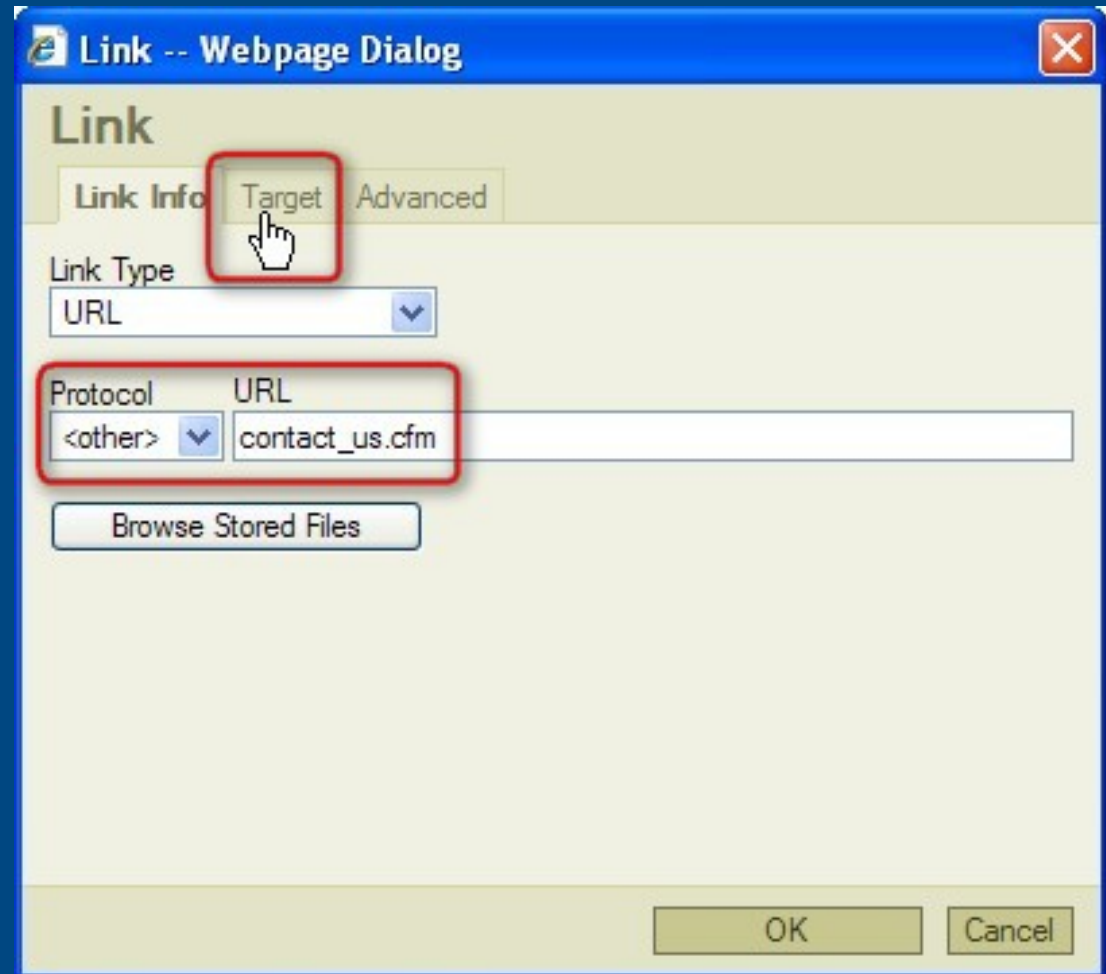
❖ Red font color

A screenshot of a web editor interface. At the top, there's a section titled "New Contents (Edit this field here):" with a green "Save Changes" button to its right. Below this is a rich text editor toolbar with various icons for text formatting (bold, italic, underline, strikethrough, subscript, superscript), alignment, bulleted and numbered lists, indentation, link, unlink, anchor, image, table, and other functions. A color selection palette is open, showing a grid of color swatches under the heading "Automatic". A mouse cursor is pointing at the red color swatch. Below the toolbar, there's a preview area showing a photograph of pink lotus flowers. To the right of the image, there's text: "Welcome to our Web site, where you'll find a lot of information in the form of newsletters, calculators, and research reports." Below that, a line of text is highlighted in blue: "FREE Financial News Letter". Further down, there's more text: "In economic times, contact Woods Financial Services, fill out the form and we'll be in touch." At the bottom, there's a paragraph: "We hope your visit will help you understand the opportunities and potential rewards that are available when you take a proactive approach to your personal financial situation. [Company]". The text "created this Web site." is visible at the very bottom left of the editor area.

Call To Action How To



- ❖ From the Protocol dropdown menu, select <other>
- ❖ Type in `contact_us.cfm` in the URL text box
- ❖ Click the Target tab

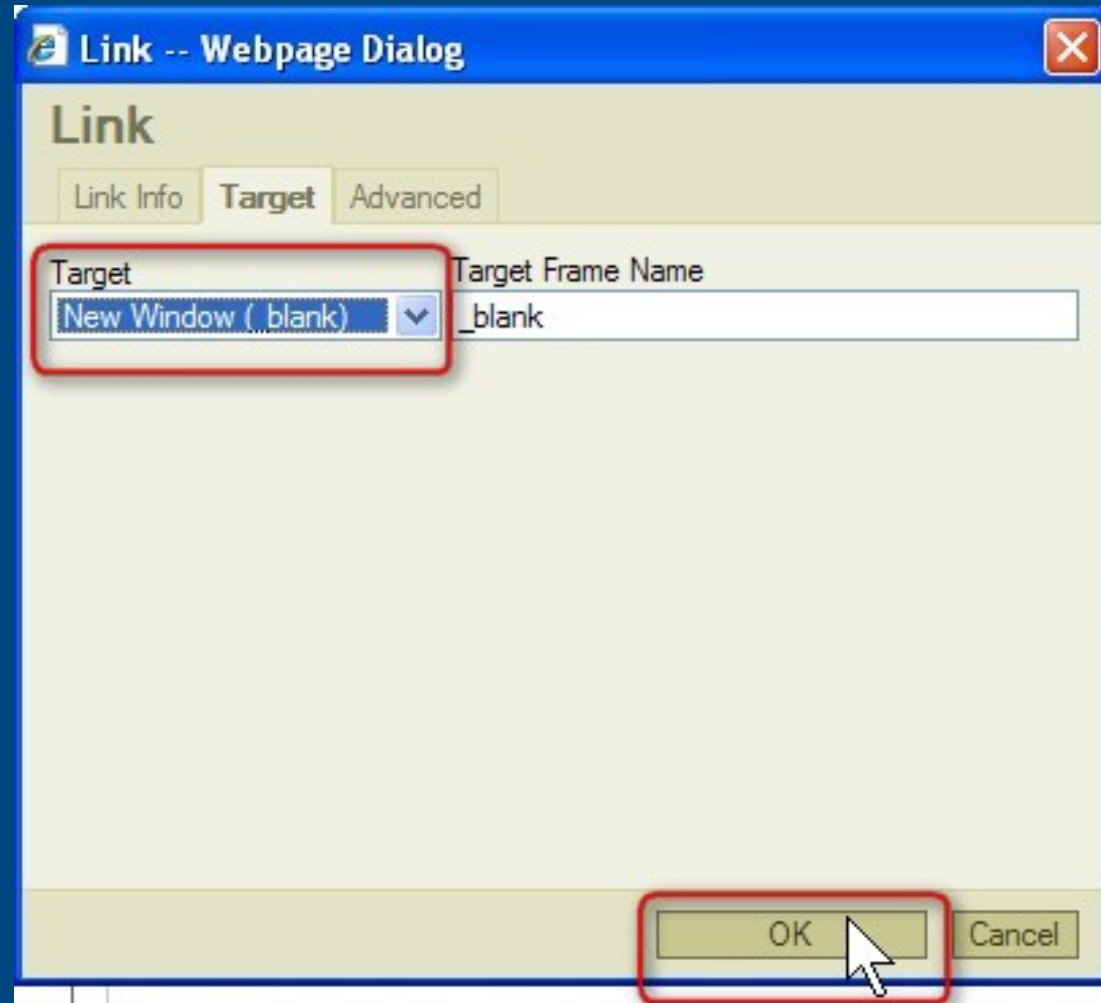


Call To Action How To



❖ From the Target dropdown menu, select New Window (_blank)

❖ Click OK



Call To Action How To



❖ Highlight the text you will be using for the “Contact Us” link and click the Bold icon

❖ Click Save Changes

▼ New Contents (Edit this field here):

Save Changes

Font Size x-small

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created this Web site.

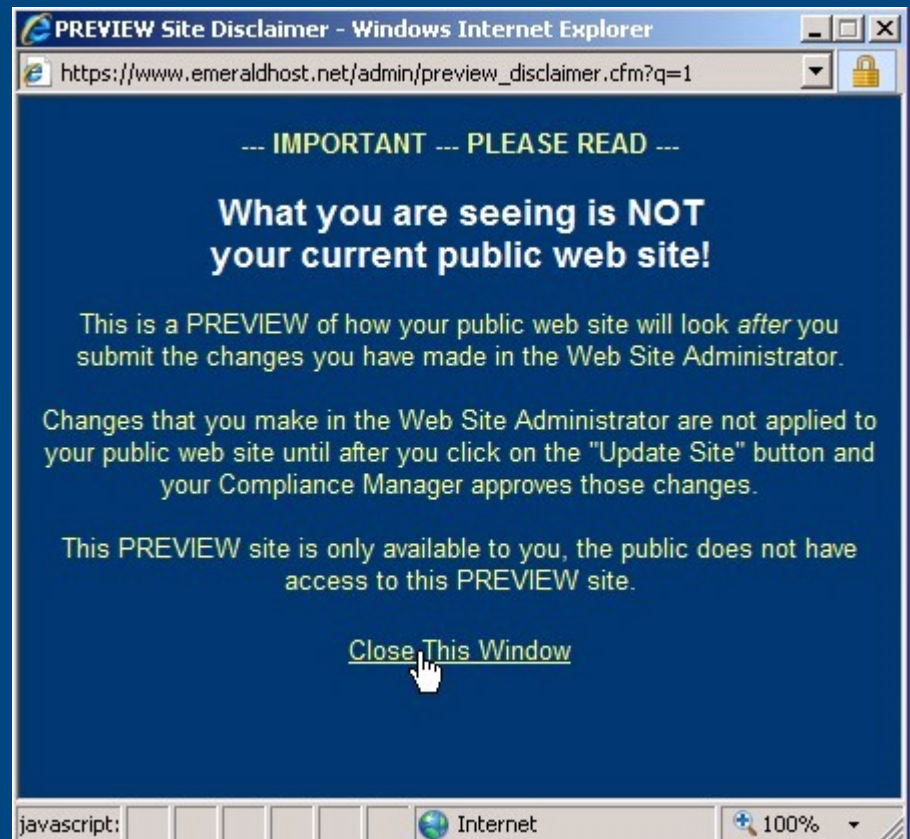
Call To Action How To



❖ Click


View Preview Site

❖ Click Close This Window on the PREVIEW Site Disclaimer



Call To Action How To



- ❖ View the Preview
- ❖ Make changes as needed.
- ❖ When you are happy with the way your Preview looks, Click  to send your changes to compliance

Welcome

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Poway, CA

Market Watch
July 27, 2009 @ 06:26 PM

| | | |
|-------------------|----------|--------|
| Nasdaq Composite | 1,967.89 | + 1.93 |
| Nasdaq 100 | 1,599.31 | + 0.25 |
| S&P 500 | 982.18 | + 2.92 |
| S&P Mid-Cap 400 | 624.49 | + 2.79 |
| S&P Small-Cap 600 | 291.79 | + 0.83 |
| Russell 2000 | 550.88 | + 2.42 |

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[Click here for retirement planning outline.](#)

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