



Success Secrets for Notary Signing Agents

Designing your WEB Page from Click to Close

Presented by Liz R. Adams, 2008 Notary Of The Year





Advantages

- On the Internet, your website is out there for the whole world to see.
- A Web Page lends validation to your company just like the big boys @ IBM, Microsoft, Sears, etc.
- You can easily say “just go to my website” and see what I can do for you.
- A website can act as your resume.





Domain & Domain Names

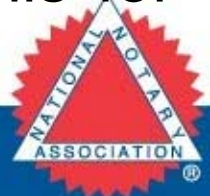
- Can be anything you want and must be unique.
 - Choose from .com, .net, .org, .biz, .info, .us, etc.
- A Domain name becomes your “*Internet Name*”.
 - For example:
 - ✓ www.ebay.com is for on-line auctions
 - ✓ www.nationalnotary.org is for all your notary information.
 - ✓ Your domain will eventually become a site for you specifically.
- You can go to www.whois.net and search domain names to see if the one you want to use is available for you to use.





Web Hosting

- This is a company that offers services to you...it keeps your site on the web 24/7.
- Without a Web Hosting Company you would need to have a computer connected to the Internet all day everyday (with a good solid fast connection – to be of any service to you). This would be called a Server.
- To be effective you would need another Server to be a backup in case the first one has problems. This can be fairly expensive so a Web Hosting company provides this for you.





Web Hosting

Cont'd

- Most web hosting companies now offer the purchase of your Domain name as part of the cost for web hosting.
 - For example: purchasing the Domain name through a web hosting company with a one year Hosting Plan, your Domain Name could cost you anywhere from \$7-\$10 per month.
 - Some of these hosting sites are: IPower, WEB.Com, GoDaddy etc. (there are many to choose from so do your homework).
- Look for the best price, don't settle for the first one you see, find out what services are **INCLUDED.**





Web Hosting

Cont'd

- The cost for web hosting can be found from as low as **\$4** per month based on your needs.
 - Please bear in mind that this is the low end cost, additional services will be added to the cost.
- Realistically you could expect to spend about **\$12-\$20** per month for a Domain Name **AND** Web Hosting Services.
- The key is to shop around and do your homework. Great deals are out there to be had.





Web Hosting

Cont'd

➤ Advantages of Hosting

- One of the hidden advantages of using Web Hosting Companies is **Statistics**. Hosting companies give you a behind-the-scenes control panel. The control panel will:
 - ✓ keep track of how many people visited your website
 - ✓ where they came from to get to your site.
- So you can tell if they came to your site from your NNA profile, Google, or anywhere else.





Hosting Services

➤ E-mail

- Having a domain name will give you access to having your own e-mail address. Example: lizadams@mydomainname.com)
- Most often e-mail accounts are part of basic service.
- As many as 2500 e-mail accounts
- This many email accounts may not be available in the \$4 per month plans but more likely in the \$6-\$9 per month plans.





Hosting Services

(Cont'd)

➤ Growth

– After you have gotten used to having a domain and using the Hosting Service you may wish to dabble into one or more of the following areas

✓ Chat

- ❖ It provides a venue for communities of users with a common interest to communicate in real time.
- ❖ Most chat rooms don't require users to have any special software.
- ❖ Chat room users register for the chat room of their choice, choose a username and password, and log into a particular room.





Hosting Services

(Cont'd)

- ❖ To chat, users type a message into a text box. The message is almost immediately visible in the larger communal message area and other users respond.
- ❖ Chat rooms can be found that focus on virtually any aspect of human endeavor or interest: there are current communities based on classic movies, Irish ancestry, baton twirling, psychic readings and the list goes on.





Hosting Services

(Cont'd)

FTP

- File Transfer Protocol (FTP), a standard Internet [protocol](#),
- is the simplest way to exchange files between computers on the Internet.
- Web page files from their creator to the computer that acts as their [server](#) is for everyone on the Internet.





Hosting Services

(Cont'd)

➤ FTP

- It's also commonly used to [download](#) programs and other files to your computer from other servers.
- Using FTP, you can also update (delete, rename, move, and copy) files at a server.
- You need to [logon](#) to an FTP server.
- However, publicly available files are easily accessed using [anonymous FTP](#).





Hosting Services

(Cont'd)

➤ Blog

(short for [weblog](#)) is a personal online journal that is frequently updated and intended for general public consumption.

- Blogs are defined by their format: a series of entries posted to a single page in reverse-chronological order.
- Blogs generally represent the personality of the author or reflect the purpose of the [website](#) that hosts the blog.





Hosting Services

(Cont'd)

- Topics sometimes include brief philosophical musings, commentary on Internet and other social issues, and links to other sites the author favors, especially those that support a point being made on a post.
- The author of a blog is often referred to as a blogger.





Hosting Services

(Cont'd)

➤ **Purchase/Sales (Carts)**

- Just like purchasing products from Sears.com, you can also add products to your website for “the world” to purchase.
- They can make their selections and then finalize their Order (called a Cart) and then pay by Credit Card.
- You can use PayPal to do the credit card transactions for you. Of course you have to have a product or service to sell.





Hosting Services

(Cont'd)

➤ Advertising

- Have you ever seen websites with advertisements for Amazon.com?
- You can request from Amazon.com to allow their link on your website for the purchase of a book that you might reference on your website.
- Amazon might pay you \$.15 per Internet Surfer that makes a purchase from Amazon.com that used the link on your website to get to theirs (**remember the Hosting Hidden Advantages**).





Hosting Services

(Cont'd)

➤ Advertising

- The more advertising agreements you have the more links you have and potentially the more money your website can make for you (**while you are sleeping**).





Hosting Services

(Cont'd)

➤ Templates

- Hosting companies have pre-prepared outlines that you can use to create your website.
- Some companies offer upwards of hundreds of these to
- You can choose the best “look” that will best suit your business.
- Go through the list of their outlines, called templates, and select the one you like and the color scheme, then just add your content to it.
- The hosts “template” will do the rest. It will format the text, the font and the layout so that it looks professional,





Hosting Services

(Cont'd)

➤ **Graphics**

- On websites you can essentially put anything you want. websites can accept almost any kind of graphic format you wish to use.
- What this means is you can add .jpg, .gif, bmp, mpg, flash, Quicktime, .Avi, etc to your websites.
- These are all different formats of graphics.





Hosting Services

(Cont'd)

➤ *Graphics*

- The most compelling issue is graphic size.
- Mpg, Flash, Quicktime and .Avi are movie type graphics.
- They are rather sizable, sometimes as much as 2 MB for a 2 or 3 minute movie.
- You can have identical pictures in .jpg, gif, and bmp formats. The bmp could be 2 MB, the .jpg could be 754 KB and the gif could be 78 KB.





Hosting Services

(Cont'd)

➤ **Situation:**

A user goes to your website and it appears to take forever to load on the screen. It is because there are too many large graphics being downloaded.

□ **Result:**

Most users get frustrated and decide to move on to the next website. They never wait long enough to see the content of your site. This is especially true of users with slower internet connection speeds, like dial-up or weak DSL connections





Hosting Services (Cont'd)

➤ Colors

- You can have most any color of Template and or font color on your website.
- Be selective as to the colors you use. If you select a bright bold harsh color, users will quickly become agitated or discouraged by your website. The colors can be “hard on the eyes”.
- When using colors be considerate of the reader.





Hosting Services (Cont'd)

➤ *Content*

- The content of your website should be clear concise and informative.
- Make sure you organize the content of your site in groups of information and that you do not ramble.
- Think of other sites you have been to. In most cases you can have at a minimum the following pages:

* *Home*

* *Contact Me/Us*

* *Fees*

* *About Me/Us*

* *Services*





Hosting Services (Cont'd)

➤ ***Content (cont'd)***

- The preceding pages are common and understood.
- Now you can divide your content into those categories and your information will fall into place.
- As you start with this basic function, you may decide to add additional pages that contain other information that is either too lengthy to add to the pages or are different all together from the content of the pages.

Let's look at some examples...





Example A/Discussion

Example A Document Services, LLC



In-Home Mortgage
Closing Specialists

Nationwide Coverage

Document Services provides residential mortgage loan closing services to title insurance companies and direct lenders. We are a family owned business founded in [REDACTED] in 1997 and we have over 25 years of experience in the mortgage and title industries.

[Schedule a Closing Today!](#)

Notary Signing Services

Mobile Notary Services
Nationwide Notary Service
Notary Public Signing Agent

Signing Agent & Attorney Employment

Notary Agents
Closing Agents
Title Signing Agents

★ Home

About Us

Loan Signing
Service

Notary Signing
Services

Signing Agent
Employment

Testimonials

News

Contact Us





Example A/Discussion

Discussion:

- ❖ **White Space** – there is a lot of white space on this page
- ❖ **Placement** – It appears that the Navigation bar is in the middle of the page
- ❖ **Plain** – does this page reach out and grab you?





Example B/Discussion

Example B Mobile Notary Services Mortgage Loan Closers

Serving Suburban Maryland and Northern Virginia

We travel to your preferred closing location.

Home

Services

Testimonials

About Us



**Call us at
202 [redacted]
to schedule an
appointment.**

- **Experienced, reliable, accurate and mobile**
We travel to your client's office, home, preferred closing location or your site.
- **Mortgage refinances**
- **Home Equity loans and lines of credit**
- **Reverse mortgages**
- **Purchases**
- **Construction loans**
- **Bilingual closer – Spanish/English**

Service Areas **Virginia**

- Alexandria (all zip codes)
- Arlington county
- Fairfax county
- Fredericksburg (city)





Example B/Discussion

Discussion:

- ❖ **Harsh font** – do you feel that the font is easy on the eyes?
- ❖ **Spacing** – they could have filled empty space better by creating multiple columns rather than everything in a single column





Example B/Discussion

Welcome to....

Example C.COM
New Jersey Mobile
Notaries
██████████
SCOTCH PLAINS, N.J. 07076
Tel: (732) ██████████
Fax: (732) ██████████
Web Site: www.██████████.com
██████████@yahoo.com

Mission:
To provide professional notary services in New Jersey
Our Motto "COMPLETE THE MISSION"

Profile
██████████, President
N.N.A. Certified Signing Agent
BACKGROUND:
Education:
BBA Finance
Graduate School Management
Military:
U.S.M.C. Platoon Leaders Course, Aerial Navigation School
Business Experience:
30 years Corporation CEO

Products/Services
All Mobile Notary Services
EDocs accepted
More than 1000 signings completed to date
Coverage for entire state of New Jersey

Note:
Fed Tax I.D.No. ██████████





Example C/Discussion

Discussion:

- ❖ **Let me count the ways** - this notary decided that some of the pages on his/her site were no longer needed
- ❖ **Graphics** - were deleted from his website,
- ❖ **Links** – he/she left the links to the graphics and did not edit the main page.





Example D/Discuss

Discussion:



EXAMPLE D MOBILE NOTARIES, INC.

██████████ CEO

OFFICE LOCATION:
3291 NORTH ██████████
CINCINNATI, OH 45239-8601

MAILING ADDRESS:
P.O. Box ██████████ 5
Cincinnati, OH 45231-7725

Toll Free Phone: 800-██████████

Local Phone: 513-██████████

Fax: 513-██████████

E-mail: orders@██████████notaries.com

[7-9 Year Old Girl Area Affected - Pennsylvania \(Click for updates\)](#)

Background

██████████ Mobile Notaries, Inc. has been serving northern Ohio since 1999 providing on-home or at-office mortgage closings to banks and signing agencies, notary departments, revenue statements, auto title services, and more. In March 2004, we expanded our services into the Commonwealth of Kentucky.

Our fees are competitive with other signing agencies in the ██████████ area.

All fees are based upon the traveling miles from our home office located in Cincinnati, Ohio.

[TITLE AGENCIES, LENDERS, & ATTORNEYS CLICK HERE FOR FEES](#)

[SHOWING AGENCIES & REALTORS CLICK HERE FOR FEES](#)

TO GET THE CORRECT FEE CLICK HERE AND OBTAIN THE TRAVEL DISTANCE [CINCINNATI, OH 45219](#)

ONLINE ORDERING

[ONLINE ORDER FORM CLICK HERE](#)

PAYMENT TERMS:

TITLE AGENCIES, ATTORNEYS, LENDERS, & SHOWING AGENCIES PAYMENT TERMS NET 15
INDIVIDUALS: PRE-PAYMENT REQUIRED, UNLESS APPROVED FOR NET 15
PAST DUE PAYMENTS ARE ASSESSED A 2% (24% APR) PENALTY CHARGE PURSUANT TO OHIO LAW.
NON-PAYMENT OR DEBAUCHING AN OHIO NOTARY IS A CRIME.

All notaries are protected by \$1 million in errors and omissions and liability insurance.

MOBILE NOTARIES, INC. IS NOW HIRING NOTARIES

IN SOUTHWEST OHIO, NORTHERN KENTUCKY, & SOUTHEAST AND NORTH CENTRAL INDIANA.

[CLICK HERE FOR DETAILS](#)

States & Counties Served

Ohio ([Click here to see a county map of Ohio](#))

Cincinnati, Ohio office: Hamilton (4), Butler, Warren, Clermont, Brown, Adams, Highland, Preble, Montgomery, Greene, Pike, and Clinton.

Kentucky ([Click here to see a county map of Kentucky](#))

Cincinnati, Ohio office: Kenton (1), Campbell, Boone, Grant, Gallatin, Owens, Carroll, Bracken, Mason and Pendleton.

The number in parenthesis () indicates the number of employee notaries residing in that county.

INDIVIDUALS: PRE-PAYMENT REQUIRED, UNLESS APPROVED FOR NET 15
PAST DUE PAYMENTS ARE ASSESSED A 2% (24% APR) PENALTY CHARGE PURSUANT TO OHIO LAW.
NON-PAYMENT OR DEBAUCHING AN OHIO NOTARY IS A CRIME.

██████████ MOBILE NOTARIES, INC. gladly accepts Payment for you payment of Notary Services



Powered by NotaryPad

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since January 15, 2003

© Copyright Global Investigations, Inc. 2003





Example D/Discussion

Discussion:

- ❖ **Font Size** – this site appears to be IN YOUR FACE
- ❖ **Content** – too much on one page, info could have been organized differently
- ❖ **Navigation** – No navigation bar, just links to other pages, again organization
- ❖ **Wasted space** – everything is laid out in a column nothing is beside anything else.





Example E/Discussion



Home

About Us

Frequently Asked ?s

Lenders
Nationwide Network
Request Info
Order Form

Notaries
Nationwide Network
Notary Invoice
Notary Resources
Notary News & Notes
Notary Board

Mobile Notary Public Signing Agent Network for Loan Closings in the United States

provides certified mobile notary public closing agents for loan closings throughout the United States. Lenders and title companies use our signing agent services to their advantage, saving borrowers hundreds of dollars on closing costs.

We provide signing agent services for two types of loan signings:

Witness-only without attorney supervision

Our mobile notary signing agent services also include witness-only signings for loan closings without attorney supervision. These loan signings require witnessing and notarization. Our notary public signing agent would verify the identification of the borrower, make sure the documents are executed properly, signed properly, notarized completely and the loan package returned promptly.

We can answer some [Frequently Asked Questions](#) about services by our moible notaries public and signing agents!

As a complete signing agent services company that provides certified notary public closing agents for mobile loan closings, we meet your loan closing needs in **all 50 states**, including weekend and after hours closings. We provide loan closings when you want them, where you need them and at **half the price** of traditional closings. Most orders for





Example E/Discussion

Discussion:

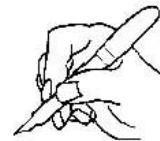
- ❖ **Home Page** – Not lengthy
- ❖ **Navigation Bar** – to organize info
- ❖ **Colors** – easy on the eyes
- ❖ **Font** – easy to read, NOT IN YOUR FACE
- ❖ **Graphics** – Does not overpower the layout of the page

Nicely Done!





Di



Signing Services provides mobile nationwide loan document signing [services](#) to the mortgage loan industry. We guarantee your satisfaction. All of our Notaries / Attorneys are certified by the National Notary Association. We will assign your document closing request within 60 minutes or less to a mobile notary who will handle the document closing in a professional manner distinguishing your company among the best

The Purchase or the Refinance of a home can be stressful time. Our mobile notaries can alleviate the anxiety by allowing your customers to sign their documents in comfortable/familiar surroundings (i.e. home, office or neutral location). The loan document signing times are flexible to accommodate your customers needs.

At , we...

- can accommodate your Purchase, Refinance (1st & 2nd), HELOC, Reverse Mortgage, ARM needs
- provide **Quality Control** of documents prior to them being sent back to the Title Company/Escrow Company/Lender
- provide **Technical Support** for the mobile notaries
- accept **Electronic (e-docs) / Overnight** and **Courier** Documents
- provide **Notary Training** for client specific needs
- provide **step by step loan document signing / closing status tracking**
- provide **Wedding Services** (state of Florida)
- **Much More!**

Disclaimer: We are not attorney's and therefore cannot and will not provide legal advice.

MY POWER MALL MY POWER MALL MY POWER

Earn Monthly Income

You want to Change Your Life and make a difference? Just Power Mall it !!

- [Home](#)
- [About Us](#)
- [Services](#)
- [Wedding Packages](#)
- [Request a Signing](#)
- [Completion Report](#)
- [Join Our Team](#)
- [Client Testimonials](#)
- [Notary Testimonials](#)
- [Helpful Web Links](#)
- [Forms](#)
- [FAQs](#)
- [Ambassadorship](#)
- [Contact Us](#)
- [Products](#)



- Become a Certified Notary Signing Agent
- Shop for Notary Supplies
- Join the National Notary Association

Mail everything without leaving home!

1. Download software

stamps.com

The way things should go





Example F/Discussion

Discussion:

- ❖ **Home page** – Not lengthy.
- ❖ **Layout** – This site was built using a Template.
- ❖ **White Space** – moderate but obvious empty space.
- ❖ **Navigation Bar** - is on the opposite side from other sites so far.
- ❖ **Information** – located in tabbed locations.
- ❖ **Graphics** – does not overpower the user or the content.

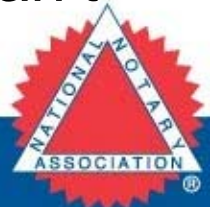
Nicely Done!





Tips

- ☺ Go to other websites of people or companies that offer similar services as you do and take a look at the layout, color and content of their website.
- ☺ Jot down the things you like and don't like about their sites. Use these likes and dislikes to help you decide how your site should look.
- ☺ Get a second opinion. Show your proposed site to a friend/colleague; see if they see your website as you intended it to be seen. Often we get too involved in our own websites and can't see the forest for the trees





Tips

- ☺ Be picky. If a graphic does not look good to you, then replace it. If it does not look good to you it won't look good to anyone else.
- ☺ Surf, visit your website from different computers and check to see how long it takes to load on these other computers.
- ☺ Check to see if everything looks the same on these different computers.
- ☺ You may hear resolution referred to as 640x480, 600x800 or even 1024x768. This is the number of pixels wide by the number of pixels tall on the screen.





Tips

- ☺ Different computers have different resolutions. That means, when you look at one computer you see a lot of things that appear small and then look at another computer that shows a lot less things but they appear bigger. This can affect the look of your website.
- ☺ Visit your own website often. This does not mean that you have to update it every day. Just go to it fairly often and check to see if the info is still valid update at least every 6 months,
- ☺ does it really look the way you intended (remember the guy who deleted pages).





Tips

- ☺ Is what you see the way you want your business displayed to the world?

Questions?

