

7 FATAL WEBSITE MISTAKES COSTING YOU SALES!

1 YOUR WEBSITE COPY IS **LONG AND WINDED!**

2 YOU'RE USING A CHEAP BUT SLOW **WEB HOST!**

3 YOU HAVEN'T DESIGNED **TRUST AND CREDIBILITY** INTO YOUR WEBSITE!

4 YOU DON'T HAVE AN EFFECTIVE SALES **CONVERSION PLAN!**

5 YOU'RE NOT GRABBING THEIR DETAILS **BEFORE THEY LEAVE!**

6 YOU'RE NOT TELLING THEM **WHAT TO DO!**

7 YOU DON'T FOLLOW THROUGH WITH **SMART EMAIL MARKETING**

#3 YOU HAVEN'T DESIGNED TRUST AND CREDIBILITY INTO YOUR WEBSITE!

First impressions matter. If your website is ugly and confusing, your visitors will take one look and head off to somewhere less dodgy.!

When we're building a website for a client, we know that they're not just paying us to throw a few attractive pages together. We're there to build the company's Online image.

TIP: Some of the things that help build credibility and trust include: great design, customer testimonials, professional membership logos, returns policy information and contact details. !

#4 YOU DON'T HAVE AN EFFECTIVE SALES CONVERSION PLAN!

We call the page with your key call-to-action the 'goal page'. When the web visitor leaves without hitting a goal page, we call that 'a leak'.

An effective conversion plan focuses on the kinds of things that reduces leaks, such creating good first impressions through great design, easy navigation, benefits-driven copy, accessible pricing and a highly visible call-to-action.!

TIP: The conversion plan should also consider the sales funnel to pull your web visitors from an initial simple action, right through all the stages of engagement to becoming a customer.!

#5 YOU'RE NOT GRABBING THEIR DETAILS BEFORE THEY LEAVE!

So... you've got all these hot web visitors looking through your well-designed website with the bang-on web copy and fast load times. But how do you get their attention?!

Easy. You offer them a bribe " a 'lead magnet'. Something they're willing to hand over their email address for. Give away a bunch of free resources and tools. Checklists. Cheat sheets. Your brother's phone number.!

TIP: Make sure you include a 'request a quote' button or link with your lead magnets. Give them an easy way to get in contact with you.!

#3 YOU HAVEN'T DESIGNED TRUST AND CREDIBILITY INTO YOUR WEBSITE!

First impressions matter. If your website is ugly and confusing, your visitors will take one look and head off to somewhere less dodgy.!

When we're building a website for a client, we know that they're not just paying us to throw a few attractive pages together. We're there to build the company's Online image.

TIP: Some of the things that help build credibility and trust include: great design, customer testimonials, professional membership logos, returns policy information and contact details. !

#4 YOU DON'T HAVE AN EFFECTIVE SALES CONVERSION PLAN!

We call the page with your key call-to-action the 'goal page'. When the web visitor leaves without hitting a goal page, we call that 'a leak'.!

An effective conversion plan focuses on the kinds of things that reduces leaks, such creating good first impressions through great design, easy navigation, benefits-driven copy, accessible pricing and a highly visible call-to-action.!

TIP: The conversion plan should also consider the sales funnel to pull your web visitors from an initial simple action, right through all the stages of engagement to becoming a customer.!

#5 YOU'RE NOT GRABBING THEIR DETAILS BEFORE THEY LEAVE!

So... you've got all these hot web visitors looking through your well-designed website with the bang-on web copy and fast load times. But how do you get their attention?!

Easy. You offer them a bribe " a 'lead magnet'. Something they're willing to hand over their email address for. Give away a bunch of free resources and tools. Checklists. Cheat sheets. Your brother's phone number.!

TIP: Make sure you include a 'request a quote' button or link with your lead magnets. Give them an easy way to get in contact with you.!

#6 YOU'RE NOT TELLING THEM WHAT TO DO!

! Contrary to popular opinion, people like being told what to do. They don't want too many options-either.!

! Don't give your web visitors 13 options. Give them one straightforward call to action that tells them what to do next. It could be an image, a button or a line of text that prompts your visitors to take action! .

! TIP: Make your call to-action big and bold. Without a strong call to -action, your website is just a pretty brochure Site that does nothing for your bottom line

!

#7 YOU DON'T FOLLOW THROUGH WITH SMART EMAIL MARKETING!

! Email marketing is a vital part of any website strategy. Many people forget this. The brand new prospect that just handed over their email address then disappears into the deep dark abyss. !

! Email nurturing is a great way to build trust " a way for you to connect. It also helps them work out whether or not they want to do business with you.!

! TIP: You might need to contact them at least 10 times before they'll become a customer. But keep at it " email marketing works... !

!

So... how does your website rate?!

! Is your website making one or all of these seven mistakes? Do you feel as though your Business is losing out on valuable income?!

! Claim your free website audit today.!

! Simply click on the big orange logo below and we'll give your website an expert critique and identify the specific things you need to change to make it more profitable. Some of them you can do yourself. Then see your website inquiries double, or even triple, in a under week. !

CLICK

COMPANIES ATTRACT MORE CUSTOMERS.
CREATING QUALITY MEDIA THAT HELP

TOM
DOYLE
MEDIA 

