

7 Things You Can Do RIGHT NOW To Make Your Website "SELL"

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In today's marketing age, most business owners (or is it the web designers they have hired?) have turned their websites into "business cards" instead of the "marketing machines" they could be. Your website should be designed to sell, pure and simple. Are your prospects calling you? Are they engaging you? Are they moving forward in the sales process? Or... are they just looking at your site and moving on to the next viable prospect that offer's the same service? Is your phone ringing?

If you answered no to any of those questions (and I'm sure even the most savvy business owner most likely said no to at least one) there are a number of things you can do to make a big difference. I've narrowed the list down to seven things you can do TODAY to start making that change.

1. Make your site easy to navigate

One of the first things you can do, and should keep in mind throughout the design process, is to make it a site that is easy to navigate. Your prospects should hold the keys to the design process. After all, they are the ones who will (or, in a worst case scenario, will not) browse through your site. Step back for a minute and look at it through someone else's eyes, or have an outside person offer their impressions. It's easy to get so close to a project that you don't see the forest for the trees.

2. Why should they do business with you?

Having a clear definition of your goals is an important aspect of your business as well as an important part of the user experience of your website. Unfortunately, this is where most websites fail. Getting your prospects to want to do business with you rather than your competitors should be a key focus for most businesses. So should getting repeat customers and increasing the lifetime value of a customer. Those goals should be aligned with you website. In order

to achieve your business goals you need to anticipate your prospects needs and in doing so delight your prospects expectations.

Why should your prospects do business with you above and beyond any of your competitors? Once you answer that, make sure your prospects know. Once they know, get them to act. The process by which you get them to act could include a newsletter, an email, a free download or a phone call. It could also be something as simple as getting them to click to the next page. Engage your prospects enough to get them to follow the path you want them to take in order to achieve the response that meets your business goals.

3. Know what your website is doing

There are a lot of great tools in the industry today for tracking your websites. Google Analytics is probably the most popular, but certainly not the only one. This kind of tracking is not only important it's essential. The best tracking comes from applying the results from #1 and #2 above into every facet of your website continually and consistently.

Aspects of your website should include more than one of the following:

- Registrations
- Downloads
- Sales Contact Pages
- Blog with sharing and comment components
- Free Trials
- Social Shares
- Increased Page Views
- Increased Time On Site

Getting the user to engage with any of these characteristics is the result of having made your website easy to navigate and creating a user experience that realizes your business goals. In your prospects mind they have also achieved their goal of finding the business that can provide the service they want or need. Prospects who can achieve THAT goal on your website will convert in higher percentages.

This goes beyond the initial interaction. When your prospect does or does not engage in these things you have a pretty clear picture of what is and is not working on your site. When you can get them to TELL you this, you'll start creating relationships.

4. Deliver value

Once your prospect determines that you can offer the service they need, the next question is, "Why should I do business with you? What's in it for me?" It is important to create a reciprocal relationship on your website. Just creating a page that explains, "why they should" isn't enough. Prospects aren't just going to pony up their contact information for nothing. When you ask for their information ask yourself if you're giving enough in return. When you deliver information that actually benefits your prospect you position yourself as the expert in your field.

Some of things you can offer in return for their information are access to helpful content, newsletters with coupons, a free online tool, a free report, etc. There have been exhaustive studies done on the subject and the end result is clear. If you offer a person some "thing" with no expectation of monetary reimbursement, that person feels compelled to give you something in return. That exchange can come in the form of their contact information or an agreement to do business.

Also keep in mind that in order to make your prospect feel comfortable about giving you their information, let them know how you are using it. This is often times overlooked and many times understated, but people feel better when they see it in writing. Let them know that their information is for your use only.

5. Listen, then react

One simple way to find out from your prospects and customers what is and is not working. One simple way to do this is to solicit and listen to feedback. Once you get their response, determine if it matches your business goals and, if need be, make the changes to accommodate. More importantly, whether you make a change or not, let them know that you are listening.

Respond. If you don't have time, hire someone to do it. If your prospects know that they're being listened to, they will be happy to tell you their opinion. And don't just settle for the obligatory auto-responder. Let them know that their feedback is important to you and your company.

Show that you are listening by recapping what you have heard. This lets the prospect know that you understand their wants/needs and allows you to have a clear picture of their expectations. This way, you can make sure you have the

knowledge to not only make the customer happy, but to ensure that you deliver with quality.

6. Create ongoing dialogue with your customer

In today's social media age a shift has been made from the old style of "telling and selling" to actually creating and building relationships. It is vital to your website to be able to interact with the visitor and create an ongoing dialogue.

Keep the prospects moving forward on your website by creating relevant information based on what they have already done and said on your site. Add a share bar to content that you provide so your prospects can share it with their sphere of influence as well. The bigger your sphere of influence, the more people you can get in front of, the more chances you have at gaining new customers.

Several services like Facebook, Twitter and LinkedIn assist in making this happen. If you don't have link to your pages in these forums you should. If you don't have accounts with these services we highly recommend doing so as more customers are turning to social media platforms to find goods and services.

You can use these forums to talk about specials or new things happening with your business. However, your customers and prospects want to know that you're a person, just like them, with a family and a dog or a cat and a life outside your business. People want to do business with people they know and trust. If all you talk about is business your prospects won't be able to connect with you on a personal level.

7. Marketing is a system of testing

This is Marketing 101, but the same concepts need to be applied to your website. You should constantly be testing which marketing concepts are the most effective. Try using A/B split testing to see which designs, landing pages or calls to action are working. Use different combinations or variations of content to determine which ones are the most effective. Keep an eye on which messages are resonating stronger with your prospects. When you run marketing campaigns, track the results so you can recreate the good ones and scrap the bad. Create a single marketing management platform that incorporates your web analytics, content management and marketing information so it's easier to

test and optimize your marketing efforts. Without testing and continual changes, the same mistakes will be made repeatedly, resulting in excessive spending on marketing campaigns and possibly the demise of your business.

8. Get Started Today!

Don't procrastinate! Every day you wait is another day that your competition has to get the edge over you. Most business owners don't get these seven simple things done because they fear what they don't know. You're not a web designer or a marketing expert. You've probably got just enough time in your day to do what needs to be done to keep your business running. You are spending your time working in your business instead of on your business (even if that is only part true, and you do spend time working on your business, your web presence always takes a back seat to other forms of marketing).

Genesis Unlimited is a full service web design, web marketing and sales consulting firm that specializes in helping businesses create relationships with their customers online that result in life-long repeat business. Start making a change today in the way that you do business online. Call us for a free no-obligation consultation about your web presence and find out how to make your website one that will attract, convert and retain prospects and clients at the highest possible profit margin.

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