

Top 10 Tips to Improve your Website to Attract More Business

Improve your site to make more money!

1. Elaborate on Your Products and Services to Include Benefits, Not Just Features

All too often, business owners will easily add to their websites the products and services they offer, but neglect to include the benefits that these products and services provide for their customers. By taking the extra step and including the benefits these features offer, your potential customers will be more apt to buy from you.

For example, if you sell baseball hats and you just list the following features, you may miss some potential sales:

- “Custom logos in a day”
- “UV protection”
- “Upgraded adjustable strap”

If you now add the **benefits** these features provide, you will most likely gain more sales:

- “Custom logos in a day” = “fast turnaround time for you to wear your custom hat right away; you will be able to wear your custom hat tomorrow”
- “UV protection” = “our hats protect you from getting skin cancer”
- “Upgraded adjustable strap” = “our hats are very comfortable and fit most heads!”

You can even take this one step further by providing the **benefit behind the benefit**:

- “Upgraded adjustable strap” = “our hats are very comfortable and fit most heads!” = “you will be able to wear our hats all day and forget they are even there!”

2. Introduce Advances in Technology in Your Business

People love to work with companies that are on the cutting edge of technology. If you have something in your business that is ahead of the competition, don't be afraid to highlight it. For example, if you own a pool cleaning company and you have the most advanced cleaning equipment on the market, make sure you include that information on your website. If you know for a fact that you are the only one that owns this equipment in your target area, make sure this is included on your website and prominently displayed.

In addition, keeping the first tip in mind, explain the benefit that this equipment provides your customers - the best cleaning equipment means the cleanest pools and the shortest amount of time needed to clean the pool. The benefit behind the benefit may be something like: “Your pool will be the cleanest one in the neighborhood” or “Your neighbors will be jealous of your clean pool”!

3. Make it Easy for Potential Customers to Find You

This includes a couple of important points:

1. **Include an interactive map** on your site so potential customers know where you are if you have a physical location. This should be a map from Google Places. You can sign up for a **Google Places for Business account** here: <http://www.google.com/business/placesforbusiness/> as this helps with **Search Engine Optimization** (SEO - see below)
2. **Make your overall site easy to find in search engines** by using **original, honest, transparent and value-added content** that includes phrases you believe would be used by someone trying to find a company like yours on the Internet. There are over a billion articles on the Internet alone that discuss search engine optimization. There are many reputable companies that provide great SEO services, but you should be very careful as there



are just as many that are not reputable and do not provide what they promise. If you would like more information on SEO services, [please contact us by clicking here](#).

4. Clearly Show Your Contact Information

This may sound ridiculously obvious: **don't forget to include your phone number and a contact form on your site that is prominently placed to make them easy to find almost immediately.**

Also, unless you want to have a lot of spam coming into your emails, it is better to have a contact form than show your email address on your site. The contact form can be designed to include any information you want, but most people do not like to divulge much more than their names, email addresses and a brief comment of why they are contacting you.

5. Share Testimonials From Enthusiastic Customers

Everyone wants reassurance that they are doing business with a reputable and well-liked company. Nothing does this better than a rave review from a happy customer. If you can get a **video review** of your customer talking to your website visitors, even better - you will truly set yourself aside as a leader in your industry. [Sign up for content-rich emails](#) if you haven't already done so to learn how to get your customers to create a review video for you.

Once you have the video from the customer, it's a great idea to place that video on **YouTube** and **tag it** with your company's website and keyword phrases. By doing this, you have just dramatically increased your chances of getting more traffic to your site.

6. Explain Your Unique Selling Point (USP)

In this day and age, it is no longer a matter of "build it and they will come"! Putting up a website with a great domain name, applying all of the search engine optimization rules to the site, and even heavily marketing it offline still does not guarantee that people will want to buy from you. Potential customers are surfing the Internet in order to find out who provides the best products and services at the best price for what they need or want. The "best price" does not have to be the lowest price. It has to be the best price for the value that you provide. You really need to be able to show them in a fraction of a second why **you** are the right choice.

For example, if you were a **personal injury attorney** (a competitive field to say the least) practicing in a highly competitive location, how would you stand out from the rest?

- The first thing to consider is to fine-tune the people you are trying to reach (or, your *target market*). Do you represent ALL personal injuries or just, for example, motorcyclists who have been injured? A common mistake is made when business owners try to target "everyone". You need to find out who your typical customer/client is and build an entire profile for him or her. Imagine that person is standing in front of you - give him or her a name and a personality that makes sense for your targeted specialty. Actually write down his or her name, profile and maybe even a representative picture of that person. Include what they would like about your type of products and services.
 - For the example given, it may be something like this: "Doug is a 45 year-old professional that drives a Harley and was hit by someone who claims to have followed the traffic rules and is blaming Doug for the accident. He is clear it was not his fault. He has a smartphone and tends to surf the net most of the time from his phone." Now, that's specific! By having this profile for your website or, at least, for a particular service on your site, it makes it easier to showcase certain things on your site that may stand out for Doug:
- The next thing to consider is what makes you unique that will appeal to your ideal customer/client now that you know who they are and what they look like, figuratively and literally? From the above example:

- You have a mobile site with your phone number and services prominently positioned on this site.
- You have made it clear that you are an expert in representing motorcyclists.
- You have positive testimonials and have listed a value of your “track record” of winning Doug’s type of case clearly posted on your site.

Spend some time discovering what your unique selling point is and who your ideal customer/client is. See Appendix One for a sample worksheet.

7. Reveal Yourself (“Transparency”)

Social media has made it all but impossible for companies, large and small alike, to hide behind their corporate identities to attempt to protect themselves from public scrutiny. Be forewarned, with so many people on Facebook, Twitter, LinkedIn and Google+/Places, and armed with the knowledge of how to leave both positive and negative reviews on these sites, it is impossible to stay hidden. Your reputation is at stake. Don’t lose heart, however. This is another opportunity for you to shine - be VERY transparent about who you are, what you represent, and how you will correct any negative reviews. You must not, under any circumstances, misrepresent this information. When you are honest, upfront and open about you and your company, your followers will respect you. Admit mistakes, correct misconceptions, immediately address customer service problems, and show your human side - these are all ways you can reveal yourself.

8. Make it Easy to Find and See Your Site on Mobile Devices

According to a recent article in TechJournal, the number one use for mobile devices is not talking, but searching the Internet for local businesses. That is a key statistic and carries a tremendous amount of importance for all local businesses. The message is clear: ***make sure your site is optimized for mobile devices.***

Here are a couple of ways your web designer can make sure this happens:

- Make the site “responsive”, which means the site’s appearance will be maximized for the format of the device.
- Have your web designer (or, hire a mobile site web designer to) design a separate mobile site for your desktop website.

There are pros and cons for each. Mainly, the first option saves you money, but may offer less search engine optimization and has no special features for mobile devices. The second option will be more expensive, will possibly require a separate hosting account, but may offer a feature-rich platform with value-added services that will increase traffic to your business.

9. Create an Email Signup Form for Customers to Receive Your Valuable Content

Creating a signup form for your site is not as daunting as you may think. You will need to sign up using one of the leading email blast campaign websites listed below. Somewhere on each of these sites is a place to create a web form for you or your web designer to place on your site. Contact KISSyourWeb.com if you would like us to create one for you. You may also want to look into software like [LeadPages™](http://LeadPages.com) (*this is an affiliate link*) to look more professional and increase lead capture.

Recommended eMail campaign companies:

- Aweber.com: (*this is an affiliate link - I will get paid a small amount if you sign up through them, but you will not incur added fees*)
- ConstantContact.com

- MailChimp.com
- iContact.com

Each one has their pros & cons. Check them out to see which one best fits your company’s goals.

Here are just a few ways to use an email list to increase business:

Inform current and/or potential customers about:

- *Innovations in your business* - technology, new products & services - make sure you include the BENEFITS of these to customers.
- *News about your business* - think about anything that may be new about your business, eg. New employee that may offer a new benefit to your customer, a new product or service you are now offering, etc.
- *Something that is unique about your business* - what do you have to offer that your competition doesn’t? Remember to always include the benefits to your email list. Include pictures that showcase this uniqueness.

Offer a deal

- Entice your visitors with a discount coupon if they visit your business within a specific time period.

Include an instructional video

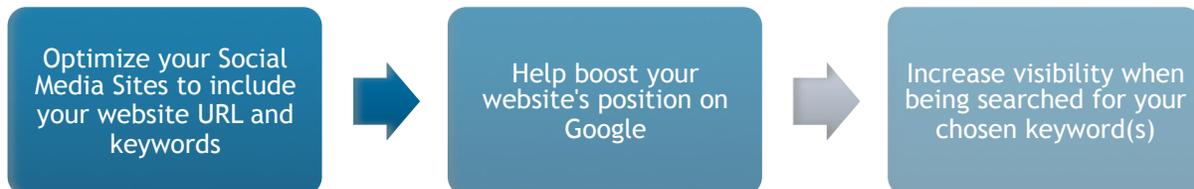
- Teach your email list something useful that will benefit them. For example, if you are a guitar shop, include a video for beginners showing basic guitar chords.

10. Include Your Social Networking Sites

There is no doubt about it - you need to get your company involved in social media. You can’t watch a television commercial, look at a printed mailer, or see most websites without seeing these ubiquitous social media.

Don’t get left behind. If you haven’t created your accounts yet, start TODAY. At the very least, open and optimize your social media accounts on Facebook (creating a company page and a personal account - keep this professional), Google (account and page), LinkedIn, Twitter and Pinterest. Once you create these accounts, add them to your website. Make sure you engage people on a regular basis on these accounts (that’s the topic of another article) to get followers that trust you and are willing to recommend you.

Another good reason to create social media accounts is to help boost your company site’s rank on Google as long as you optimize these sites to include your website.



Conclusion

It is no longer a matter of “build it and they will come”. You will want to create your company’s site with the intention of maximizing its usefulness in order to “be found” by Google and get the attention of your visitors to the point that they want to take some sort of action. This action may be to buy something online from your site or to visit your physical location to purchase some product or service you have to offer. The bottom line is this: don’t settle for a

mediocre website with little to offer its visitors. Make sure you become a rich resource with valuable information and provide an engaging experience for them.

Finally, include some or all of the aforementioned elements and truly try to imagine who your ideal customer is (see the worksheet below) and listen to his/her needs, problems, pains and/or passions then try to fulfill them, solve them, relieve them and/or support them.



Appendix

Appendix One: Target Market Profile - Your “Online Avatar”

Use this form to create your ideal customer/client (known as an Avatar in the online marketing business) to help you fine-tune your Unique Selling Point:

Fictitious Name: _____ Age: _____

What result from your product(s) or service(s) are they looking for? What is their pain or unfulfilled desire if they don't get that result? _____

What is keeping them from getting what they want unless they utilize your product(s) or service(s)? _____

Location (area of the country, choice of living arrangements, anything you think would help you narrow down your customer): _____

Occupation (be as specific or as general as you think is helpful): _____

Avocation/Hobbies: _____

Use of Technology: _____

Miscellaneous: _____
