7 Reasons
Why Your Website DOESN'T Bring In Any Business

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Before getting a website created for your business, you must understand what the website will be used for. Many business owners think of websites as business cards which have to be nice and pretty. If you were to choose between a pretty website and the one that brings you business, which would you choose? The biggest problem that many people fall into is that they don't use their website as a lead generating source for their business and miss out on hundreds of potential clients.

If you already have a website, then you need to make sure that your website supports your business processes and serves its purpose. There are three main purposes as to why any business would need a website. The first purpose is to sell products and services. The second purpose is to expose contact information of your business, so that your clients can get in touch with you. The third and the main reason is to build a list. With a list of prospective clients you would be able to follow up with those prospects with your business offers and get business that you could have never had.

There are critical factors that affect your website's performance. In fact there are only 5% of websites that generate leads for businesses by bringing real clients. Firstly, all the visitors on your website must be targeted visitors, otherwise the leads that you are getting to your site are very unlikely to act on that you offer. Secondly, the call to action* information of the site has to be clear and visible. In fact it's best if it is placed above the website fold** and on every page of the website. Finally, it is important to have relevant and updated content and the mechanics to support that. By following these guidelines, you can be within those lucky 5%.

So, the 7 factors that impact on your website performance are:

1. Search engine friendly structure
2. Clear and visible call to action
3. Name and Email capture (optin)
4. Keyword rich, unique and updated content
5. 90% free 10% selling content
6. Analytics to give you statistical data of your website
7. Targeted traffic

Search engine friendly structure

In order to achieve search engine friendly structure, you must use clean HTML code, style sheets (CSS), meta tags (Title, Keywords and Description) and H1/H2 tags (Headings for your pages). Instead of designing from scratch, I would recommend using systems that have clear templates and content management systems (CMS) such as Wordpress.

Linking structure of your website must be flawless with no broken links. This means that when your visitor clicks a link, it should go to another page (none of that 404 Page Not Found stuff). The format of the links must reflect the keywords that a particular page is optimized for. Also the navigation must be clear and easy to follow.

Example:
http://www.fitnesstrainergrange.com.au/what-we-do/personal-fitness-training/

As opposed to

http://www.arakan.com.au/home.php?id=4&header_img=Arakan-Private-Group.jpg

A sitemap*** (XML****) must be created as a part of your website in order for the website to be frequently visited by search engines and indexed according to content.

Clear and Visible Call To Action

Include your contact information in the header of your website as well as footer and contact page. 80% of people who come to a small business website are there to find contact information.

If you have a special offer or a guarantee that differentiates your business from others, include that in the header of the site as well, so that every page displays it.

Example:
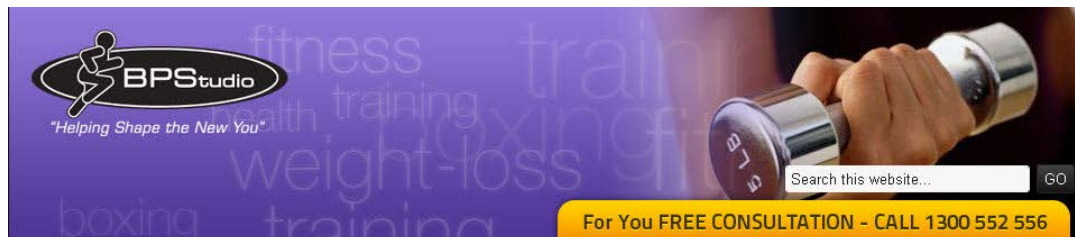
Make sure that all your call to action information is visible without people having to scroll your website pages.

By all means follow colour schemes to make sure that all of your content is easy to see and understand.

Name and Email capture (optin)

The optin is built to collect a list of people who have visited your website and are interested in what you have to offer. You will need to create a free report or a newsletter on your most popular service/product. This report is given in exchange for visitor's/prospect's name and email. You can then follow them up with a sequence of follow up emails to answer your Frequently Asked Questions and offers. This is created to build a relationship between your business and prospect without having to physically speak to them.

Example:

If you are interested in setting up list and optins on your website, I would recommend investing $19.95 per month into aweber software.

On your contact form, do not ask for too many fields. Excessive amount of fields makes it harder to make a query. You only need Name, Phone and Email to initiate sales process or simple query. Chances are you will never use their mailing address anyway. Majority of websites make contacting them very difficult because of complex contact form.

Example of complex contact form:

http://www.cipt.com.au/

You could lose last name and address and make your contact form more effective.

Keyword rich, unique and updated content

It is important to have your web pages with unique and keyword rich content. Search engines (Google) look at your website and rank it by relevance. Duplicating content from

other websites, does not get you any good ranks. The key is to regularly contribute to your website, that is why having a blog***** or your entire website setup as a blog is a good idea.

Having a combination of good website structure and relevant content will get you ranked high in search engines.

Make sure to have your copyright years updated. There are about 80% of websites that do not update their copyright year at the bottom of their pages. This makes the site look old in the eyes of Google. As a consequence, it thinks your website is outdated and not as relevant as other sites around you keywords.

90% free 10% selling content

Imagine every website as the answer to someone searching by their question that they entered into search engine. The content of your website should answer the question and not offer any irrelevant information.

Try to support people who are doing the searching with advice, program and free information. If they see you as the expert in the niche, they will come to you for service.

Analytics to give you statistical data of your website

Without having tracking on your website you can not clearly see how your website is performing. You can not see where the traffic comes from, what keywords they find you by and how long people spend on your website.

I recommend Google Analytics. It is a free service ran by Google and is very easy to install.

Targeted traffic

Driving traffic websites is probably the most important issue, considering that you have all the right website structure and call to action set. There are many ways to drive traffic, however the traffic that you need is not just any traffic, but targeted traffic only. This means that you only want people coming to your website who can potentially become your clients.

Here are some methods that you can use to drive traffic to your website:
- Pay Per Click Advertising (Google Adwords, Yahoo Search Marketing)
- Search Engine Optimization
- Video Marketing (Youtube)
- Directory Submissions (TrueLocal, StartLocal)
- Article Marketing (ezinearticles.com)

Each of those methods requires dedication and its much easier to do it wrong than right. However I would recommend first investing into Google Adwords to see which of your keywords actually convert into business. I strongly recommend getting professional help with Google Adwords, as setting up your Adwords campaign incorrectly can be expensive.

Effective Websites

Here is a website that I did for a personal trainer Amon Re Bradford.

http://www.FitnessTrainerGrange.com.au

This site ranks on the first page of Google for highly relevant keywords such as:

Personal trainer grange	Boxing training grange
Fitness trainer grange	Personal boxing grange
Fitness training grange	Weight loss grange
Training grange	Body challenge grange
Personal fitness trainer grange	Group training grange
Trainer grange	Outdoor training grange
Fitness grange	Supplements grange

Whilst searching, if you replace Grange (suburb) with another surrounding suburb like Wilston, Stafford, Newmarket, Windsor, Herston, Ascot or even Northside, you will still find that site on the first page of Google.

Clearly by now you should see that there are problems with your website. If your website has some of these factors covered, that's great. However by covering the rest of the factors, you can really turn your site into a lead generating machine.

By following the guidelines that I have given you, you will make your website more effective, however do not forget that without the right structure and targeted traffic your site will still not perform as a lead generator.

I strongly encourage you to change your website and turn it from a business card into a business generating machine.

If you think that you need a website that works or just need advice and direction in terms of changing your website, please email with your details and I would be happy to provide you a 15 minute free consultation on ways of improving your existing site or setting up a new one.

Glossary

* Call to action - your contact information, name and email forms and email addresses. It's a message on your site that would create the action towards your business.
** Website fold – The way your website looks without having to scroll. Sitemap*** - A full list of pages of your site, makes your site easy to navigate.
**** XML – Extensible Markup Language - Format used for sitemaps. Very small and easy for search engines to read. XML sitemap is a sitemap that is designed specifically for search engines to index your site and keep their databases up to date.
***** Blog – Dynamic website that is setup in an easy to update manner. Mainly used for online journals.