

Websites That Work... For You

Think back a few years. How hard was your website working? Did it look pretty? Inform others? Generate leads? Drive your marketing? Give input? Simplify your life?

More than likely, your website was slacking off! For many years, a website was nothing more than a glorified online brochure. Pretty pictures, happy text, and not a whole lot more. The web just wasn't quite the staple that it is now.

Today - people Google to order takeout.

So, you can pretty much count on them researching your organization before they buy anything bigger than tonight's dinner.

Why do they look you up? Well, because the web creates instant credibility. A sleek clean site that is well organized will create an instant stamp of approval with your site's visitors and scream of your legitimacy.

However, if you aren't careful ... this can backfire. Your brief moment to shine may be pass you by if your site looks ugly, dated, or cluttered, sending potential customers retreating to their browser's back button. Do yourself a favor. Use us! :)

Now. We know that an attractive website will definitely help your reputation ... but you should aim to put it to work. Make that investment work for you in as many ways as possible.

A good web firm will work closely with you to uncover repetitive or strenuous daily chores rooted in your business and find solutions. The whole point is to make your life easier! Eliminate the redundancy and free yourself of clutter ... all with a few pages of code.

So in this spirit, here's several useful methods to make your website a more useful tool for your business and your clients. Implementing even one of these strategies into your website can make a big impact. It's time to simplify your business and harness your own "lean mean sales generating machine!"

Make Contact. Make It Easy.

1) Contact forms can be routed to separate departments to streamline the communication between a prospect and your staff. Getting the point to the right person as swiftly as possible is the best way to speed up the sales cycle.

Giveaways. Get a Lot More.

2) Regular giveaways draw repeat visitors and traffic while allowing you to capture important information and leads for future marketing efforts. Hopefully, your lone investment may yield several new clients down the road, simply due to interest in your drawing. After all, who doesn't like free stuff?

Documents & Downloads. Set them Free!

3) Provide download areas on your website dedicated to the specific niches of your business. Doing so will allow clients or vendors to obtain important documents, catalogs, files whenever they need them.

Adding this "Download Center" will keep your site clean and organized and more useful for you. Plus, with a centralized location for your documentation, future changes and updates to information will be a snap. Simply upload it and everyone's instantly on the same page.

Feedback Is Back In A Big Way.

4) Use polls and surveys to reach out to site visitors and get instant feedback. Gain insight on policy-related questions, industry movements, and trend forecasting in a fun and unobtrusive manner.

Show Them. Don't Bore Them.

5) Use video or other forms of media to show why you are such an expert and why you deserve their cash! Remember a picture is worth a thousand words.

Speak Out. Regularly.

6) Being proactive with a website is one of the best things you can do for boosting business. Update content. Add a blog

and spread the word. Or, even use a podcast to get visitors informed and entertained. If you have a sale, the first place it should be mentioned is your website. If you have a new product. Bingo. It should be on the website leading your other marketing efforts.

Websites are evolving tools; Re-adjusting infinitely to the needs of its parent business and industry. And these tips and tools barely scratch the surface of web possibilities. Give us a call and we can create a customized plan to simplify your business and finally put that website to work!