

How To Boost Your Business Profits With A Website

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The Top Ten Reasons Why Your Business Needs a Website

You know your competitors have done it. You've thought about doing it, but you weren't sure how it would benefit your company. But now's the time to secure a web presence for your business.

Here are few a things a website will do for your business:

1. **Broaden your potential customer base to the entire online world.** You're not limited to local people picking up a phone book or reading your print ads in the newspaper. Anyone with internet access becomes a potential customer.
2. **Answer questions and explain the benefits of your business 24/7.** Your potential customers don't have to wait until office hours to call you. They don't have to wait for a return call if you're on another line. By searching your website they can find out exactly what you're offering to do for them, read your companies mission statement, see your answers to the FAQ section, and find out where to email or call your for more information.
3. **Make you an expert.** People go online to find out information from someone who knows what they're talking about. You can be that expert if you provide current, helpful information. It increases your credibility.
4. **Create an interactive environment for your customers.** Your site can have a place for comments or questions or even a survey asking what you're customers would like to see added to your page or to your product line.
5. **Keep your information current.** A website isn't like spending thousands of dollars to print full-color brochures that are obsolete before you finish distributing them. Websites can be set-up with reasonable fees and expanded when needed. You an update content whenever you choose to.
6. **Sell your services night and day.** Your page can be set up to directly process orders online. You get up in the morning to find out you made sales while you were sleeping.

7. **Explain your service in as much detail as your potential customer wants, or as little.** Some people want to skim web pages and read headlines or lists. Other people want all the details. A good webpage is set up to make both happy.
8. **Show you understand technology.** A webpage brings your company up to speed with other companies. It shows you're not afraid to use technology to improve your level of customer service.
9. **Increases awareness of your business to people who normally wouldn't seek you out.** People might not scan the phone book, but they do scan the web. And if your webpage is set up properly and optimized with the right content, you can pull in customers who weren't even aware they needed your service. Until your webpage explains to them why they do!
10. **Test new products and advertisements quickly.** Instead of sending out an expensive direct mail package to a few thousand people, and then waiting to find out the results, you can test new products and marketing ideas on the web cheaply and quickly. If it doesn't work, you can easily tweak the ads and try again.

A good web design company can give you a detailed quote explaining exactly how much a webpage will cost your company.

20 Questions You Must Ask Your Web Designer

Before you start writing checks to a web design company there are a few questions you should ask. Make sure the answers meet your requirements and you feel good about the company you're hiring.

1. **What kind of experience do you have?** Find out how long they've been in business how many webpages they've designed and built.
2. **Does your company have graphic designers as well as technical people such as programmers?** Your page needs to look great, but it also needs to work correctly.
3. **Do you keep up-to-date with current programming and software?** This industry is in a constant state of change. Does the company keep up with all the current advances?
4. **What size projects do you usually work on?** Have they done only small webpages or have they worked on large sites with many pages and features.
5. **Do you specialize in certain kinds of industries?** Some design companies choose to only work with certain types or sizes of companies.
6. **What size are the companies you usually work with?** If you're a one man business you want a company that understands your needs. A big company may

have different types of requirements. Find out if they have experience with a wide range of company sizes.

7. **Do you have a process that you and I will go through, step by step, as the project progresses?** You want to know that your needs will be the top priority as they plan your site. If they have a clear, organized system they use it will be less confusing for you to understand what will happen and when.
8. **How will internet searchers find my webpage?** Ask if they understand search engine optimization and how they use it when they set-up your site.
9. **Will I be able to process orders online?**
10. **How will the payment system work?** Find out which payment processing company they will use.
11. **Can I sell an ebook and have it automatically delivered?**
12. **Will my page have a way for potential customers to sign up for my mailing list?** Building a list is an important feature of any website. Make sure you have a way to capture names and email addresses.
13. **Do you require full payment up front or how does the payment schedule work?**
14. **Will I be able to add content to my page myself and how complicated will it be to do so?**
15. **Is there a list of your past clients I could talk to? Can I get a list of their webpages?** Look at other sites the company has set-up and see what you think. Let the company know if you like the design or format of a specific page.
16. **Do you test the website on various browsers? Which ones?** They need to make sure it loads and navigates in all the popular browsers.
17. **Do you offer any type of guarantee?** If you're not happy with the end result, will they make changes?
18. **Is hosting included? If so, for how long?** You need to consider this cost when you're comparing quotes.
19. **Do you handle the maintenance of the page?**
20. **How will you handle problems if they arise?** Find out how long you have to check out your page and request changes if there are problems.

If you're not happy with the answers you receive, move on to a design company that has the answers and expertise you need.

Five Ways to Increase Your Business Profits with a Website

A webpage is quickly becoming a necessity for every business. But having a site isn't enough. You have to know how to use your web presence to build your business.

Here are five ways a webpage can increase your business profits:

1. **Broadens your exposure with the right SEO** - A website can reach potential customers world-wide or across town. But they must be able to find your site first. Be sure your page is search engine optimized to reach your target audience. Research the keywords you need to use. Spend some time learning to market your page. Write articles, send out press releases, start a newsletter. If you don't know how to do this or don't want to spend the time; invest some money and hire a professional.
2. **Displays your products and services** – A web page gives you the chance to explain each of your products in detail. You can show pictures and give features and dimensions. But best of all, and the key to marketing success, you can show how your products help your visitors.
3. **Take online orders night and day** – It's a great feeling to wake up and realize your webpage has been taking orders for you all night. Make sure you have a web site that automates the purchasing process. Your page needs a clear step by step way for customers to place orders.
4. **Be sure you webpage is well designed** - It needs to be user-friendly so your visitors can find what they need quickly. If they get confused or frustrated they'll click away and find another site that's easier to navigate.

Add a search feature if you have a lot of products on different pages.

Put informative articles on your site to brand yourself as an expert in your field. Prove to visitors that you and your company know what you're doing and are leaders in your industry.

5. **Tell your visitors exactly what to do next – Your page needs a clear call to action.**

Not every potential customer will want to place an order on their first visit. But if they sign up for your mailing list you have a chance of winning their business in the future.

To get visitors to sign up for you list, you can offer a free ebook that offers specific information pertaining to your industry. Or you can give them a free subscription to your newsletter. The only way to keep people from unsubscribing later is to give readers useful information in each edition.

A follow-up email campaign can convince people to eventually buy. But your emails can't sound like sales pieces. A mini-course is s way to get future

customers to read your emails. As long as you're giving them something of value they'll read your mail. And when they're ready to buy they'll have your company's name fresh in their mind.

Another option is to have a phone number where they can call if they want immediate help, need to receive a quote, or make an appointment.

The point is: Make sure they know what action to take next. Don't leave them guessing or give them so many options it confuses them.

These are only a few ways your business can increase profits through a webpage. Spend some time talking with a good webpage design company and they will explain many others. This is only the start.

7 Ways Your Web Design Company is Robbing You Blind

Finding a good web design company is the difference between having an adequate webpage or a killer webpage that increases your businesses.

You don't want to skimp on costs when it comes to web design. A first-class design company that knows what they're doing will make you far more money in the long run than trying to cut corners with a cheap company.

But if you've never worked with a design company before you need to be sure you're not overpaying. Here are a few things to ask about in advance.

Find out if your design company is charging you for:

1. **Your first consultation** - You should be able to sit down with the design company and explain what you want and need from your webpage. They should then formulate a plan to execute that and tell you how much it will cost and how long it will take. You shouldn't have to pay to get a quote for web site design.
2. **Services you don't need** - Find out exactly what you're paying for when you start working with a design company. They may offer services that you don't really want or need. Make sure you understand everything you are being charged for.
3. **Hosting fees** - At one time there were hefty fees for web site hosting. This has become such a competitive market that fees have dropped substantially. Be sure you're paying for fees that are fair for today's market.
4. **Writing poor content** - Some design companies are whizzes at technical set-ups but then charge you for poorly written ineffective copy. Find out if the company has competent writers who understand the importance of engaging readers and giving them a clear call to action. If not, hire your own copywriter or learn to do it yourself.

5. **SEO that's poorly researched** - If your design company has a basic knowledge of Search Engine Optimization then you should only be paying for "basic" knowledge. Some design companies stay up-to-date on the latest SEO changes and can advise you on the correct keywords you need to use on your site. If they don't have a clear idea of the importance of SEO then hire another company to optimize your site. A great looking website doesn't do you any good if it can't be located in the search engines.
6. **Calling to ask questions** - We all know customers who can take this to excess. But normally, you should be able to call and ask simple questions without having to pay for each call.
7. **Additional or hidden fees** - Make sure it's clearly drawn out in your original quote what you're paying for and what will require additional fees. Find out if the company will be maintaining your site and if that's included, and for how long.

By asking the right questions and being diligent in receiving the answers you need, you can be sure you're not overpaying your web design company.

How To Market Your Small Business On-line to Bring Traffic and Visibility.

Small business Internet marketing just isn't what it used to be. When the Internet first started becoming standard in homes, just a pay per click ad would be your entire on-line marketing strategy. Now, marketing and bringing traffic to your website is much more important, and much more complicated. There are many more options, all of them easily doable. You will be able to bring in high traffic to your business if you just take advantage of all of the ways you can market your business on-line, many of them for free.

There are numerous ways in which you can market your small business on the Internet, such as

- Search Engine Optimization, also known as SEO,
- Pay per click advertising
- Blogs, articles, forums
- and Social network marketing

By investing a little bit of time and money into these marketing ideas for your small business, you can communicate with your customers and stand out from your competitors. Once you have your website set up with all of the information that your customers will be looking for, you can begin to direct traffic to your small business website.

The most important search engines to target for search engine optimization are Bing, Yahoo, and of course, Google. This is usually the first step small business owners take

when it comes to bringing traffic to their business websites. You should make sure that consumers will find you when they search for key terms related to your business. When users make a search request, they receive a number of links relevant to their search terms. You want your website link to be as close to the first result as possible. There are many ways to improve your ranking, such as using META tags in your website coding.

Purchasing pay per click ads is another way to create traffic for your small business website. You can usually pay a few cents for every time someone clicks your ad. Paid placement and inclusion are other paid marketing strategies that can help you rank higher in search engine link results or host sites.

One of the more recent, and most successful methods of small business marketing using the Internet is to utilize social networking. Facebook and LinkedIn, Twitter and MySpace are all great social media websites that will help you connect with your target audience. You will be able to ask questions and answer them, and take feedback and suggestions from your customers. You can also tell your customers, fans, and followers about any special promotions or events your business has so they can get a head start on your deals. Social networking also helps you create a bond of trust between your customers and your business.

How To Blog For Marketing Purposes

Starting a blog can be a huge boost for your business. If it's done correctly. A blog is a big commitment in time and energy so make sure you use it to its full advantage.

Here are some ways to market with your blog:

Keep your customers updated on current changes in your industry – This shows you're a leader in your field because your business is on the cutting edge of improvements and new products. It also gives you a chance to promote discounts or value added sales you're running.

Build relationships by writing in a personal voice – Writing a blog should be like telling your friends about your company. Try to think of one person when you write your posts. Just one person that you're trying to explain a new product to or explain a change in the industry. Don't try to write to the masses. Pick a target audience and try to connect with them.

Put a picture on your blog. People like to do business with other people not faceless companies. This is especially true on the internet where businesses can be set up one day, take your money, and be gone the next. It's not like walking into the corner store and knowing that if you don't like the product you buy you can take it back the next day. The store will still be there.

By writing your blog consistently on a daily or weekly basis you gain staying power.

Add a video occasionally – This relates to people in a different way. Plus it connects to those who aren't readers. Some people prefer to see a person talking to them or

showing them how to do something as opposed to reading text. A video can be good change of pace for your blog and connects to a different group of people.

Increase your credibility – If you can write about your industry in a knowledgeable, informative manner visitors will start to think of you as an expert. They'll want to read your posts, buy your ebooks, or purchase your product. All because you know what you're talking about.

Answer questions - Encourage people to write comments on your blog. You'll want to edit what you allow to post so you can delete all the spam that blogs attract. But take the time to answer legitimate questions or respond to interested comments. Even controversial comments can add to your blogs visibility. Don't be afraid to have an opinion and stick to it.

Have a contest to increase responses. A free gift card can go a long way in encouraging visitors to make comments on your site.

Last but not least, search engines love blogs – Posting new content consistently using SEO techniques will help more potential customers find you.

If your web site doesn't currently have a blog find how hard it would be to add one so that all your web content is connected. Adding a blog to your marketing plan can be one more way to increase your web presence.

25 Mind-Blowing Marketing Strategies That You Can Do NOW!

1. **Create or update your webpage** –If you don't have a web presence, get one now. If your webpage isn't effective, then hire a professional who can add powerful content that assures people find your page,
2. **Create a marketing plan for the whole year** - Don't use a hit or miss approach to your marketing. Make a consistent week by week plan and follow-through.
3. **Start a blog** –This can change your image from an anonymous company, to a real person. Put a picture of yourself on the blog and write consistent posts with helpful information for your customers.
4. **Focus your niche** –Find a segment of your market that's not being serviced and create the product or service they need.
5. **Offer an incentive for referrals** – Create a bonus or discount for your current customers when they refer a friend or business associate.
6. **Set up a Twitter or LinkedIn or Facebook account** – These sites can be great to build your client or "friend" list and let them know of exciting events happening in your business

7. **Write articles** - Show that you're an expert in your field by writing helpful articles about your industry. Always add your website name in the author box at the end of your articles.
8. **Outsource mundane everyday tasks so you can create and implement your new marketing strategies.** Don't spend your day invoicing customers or filing when you could be writing business pulling emails or talking with clients.
9. **Hold a contest** – People love to win prizes. Offer a prize for anyone who comes up with a name for your new product or sends you the most referrals.
10. **Add testimonials to all your material** – You can never overestimate the impact of strong testimonials.
11. **Say "Thank You" to all your current customers** – Offer them an incentive or discount for additional products or services. You might want to start a customer loyalty program. If they buy 5 massages they get on free, etc.
12. **Improve your SEO to make sure the right people can find your webpage** – You need to know you're using the best search engine keywords and techniques so your page is found by the customers who need you.
13. **Set up a domain name that includes your business name or main business purpose** – You can forward it to your current domain.
14. **Create a new product or service based on customer feed back** - It's amazing how many companies refuse to listen to their customers. Don't be one of them. If you've had several people comment that they'd love to have a widget in pink instead of black, then create one. And make a big deal about the new product launch.
15. **Offer a payment plan for your high priced items** - Not everyone can afford a big upfront fee. But if you spread it out over several months you can reach a new level of clientele.
16. **Adopt a charity** - This works especially well if you're a local business supporting a local charity. It shows you contribute to the community and that your goal is to "give back" not just "take".
17. **Add video to your webpage** - Not everyone enjoys reading. This generation grew up watching television and playing video games. Sometimes presenting your information as a video helps you reach a new age group or explain something in a more understandable way.
18. **Hold a holiday party for the community** - Halloween or 4th of July are perfect for local events. Or something to honor Mom's and Dad's on Mother's or Father's Day. Or you could celebrate Earth Day or National Library Week. If you can show that your company supports literacy for children in your community you'll win local support.

- 19. Hire a copywriter who knows what they're doing** – All your printed material and your webpage content will work better if they're written by someone who knows how to write persuasively.
- 20. Rent a booth at a local festival** - Instead of always waiting for people to come to you, find a local festival or trade show and take your company to them. Make sure you have something at your booth to hold their attention and a give-a-away that they'll want to keep. (With your contact information, of course.)
- 21. Write a How-to book that you give away** - It should teach your customers how to do something useful, and have your name and information on the back in case they need further help or need to buy supplies, etc. It can be a print book or an eBook they download from your webpage. This is a good way to gain emails address for your list.
- 22. Teach a class or give speeches** - A lot of clubs like the Rotary Club or church senior groups are always looking for guest speakers. Make sure your speech is fun as well as informative. Don't drag on too long and bore everyone. Junior colleges with continuing education can be a great place to teach a class regarding your industry, too.
- 23. Have someone write a version of your webpage in another language and have them available to answer emails.** This can broaden your market to entirely new countries.
- 24. Accept competitor's coupons** – Depending on your type of business, this can be a way to use your competitors advertising dollars to help your business.
- 25. Hire a copywriter who knows what they're doing** – All your printed material and your webpage content will work better if they're written by someone who knows how to write persuasively.
- 26. Send out a ton of press releases every time you do one of the above!**

28 Publicity Ideas To Promote Your Business

Building a business is hard work. Sometimes it's frustrating to know what to do next to increase your visibility and bring in new customers. Here are a few ideas to gain publicity for your business without spending big bucks.

Press release are a great way to highlight what your company is doing. But it needs to be newsworthy, not a blatant advertisement.

Here are some newsworthy ideas that will show your business cares about your community, not just your bottom line.

1. Close the office for the day and have your employees work at the local food bank or soup kitchen.
2. Visit schools for career day and explain about your business and what it does.
3. Host a trade show for local businesses.
4. Hold a contest where contestants choose the name of your new product.
5. Start an internship program that trains local high school or college students in your business.
6. Go green in your office and tell the steps you took to do business in a more eco-friendly way.
7. **Start a rewards program** – This is a great way of saying “thank you” to current customers and creating customer loyalty.
8. **Give speeches at local organizations, service clubs, or churches.**
9. **Write an ebook** with helpful information. Then tell in your press release where people can go to get the free book. In other words, your webpage or blog.
10. **Hold a fund-raiser for charity** - Have a fun run, or a garage or book sale. Anything that raises funds that can be given to good cause. Stay away from anything political, though, it might alienate some potential customers. Stick to well-known organizations that people are familiar with and trust.
11. **Hire new employees** - In an economic client where most companies are laying employees off, showing that your business is helping the local economy by hiring becomes newsworthy.
12. **Write a story about how your business is surviving despite the recession.** Write it in a style that will help other business owners, not brag about your achievements.
13. **Throw a party to say "thank you" to all your current customers.**
14. **Hold a sale for a holiday such as National Literacy Week and donate the profits to a Literacy Organization.**
15. **Create your own holiday** - "Donate cans to the Food Pantry" week, or "Turn off the TV and read a book day".
16. **Donate something to a local school or children's hospital.**
17. **Publish a book with pictures and stories written by local children** - Place your company's information on the front or back. Parents will keep these books forever.

18. Write an article that debunks myths about your industry

After you write a press release announcing the above items; continue your publicity campaign by doing the following:

- 19. Twitter** - Announce your event to your twitter followers.
- 20. Facebook and MySpace** - Let your Facebook and MySpace groups know about product launches and events.
- 21. YouTube** - Video tape your event and post it on YouTube. Link it to your blog or webpage.
- 22. Blog** - Post about your upcoming events on your blog.
- 23. Guest blog** - Be a guest blogger on other blogs. This will introduce you and your company to a whole new audience.
- 24. Submit articles you write to local newspapers as well as online directories.** Make sure they include helpful information and don't sound like an advertisement.
- 25. Newsletter** - In your newsletter, write about upcoming events, and then add stories and pictures after the events take place. If it was a fund-raiser for a charity, let people know how much money was raised and if possible, how the money was used.
- 26. Newspaper column** - Offer to write a newspaper column for the local paper giving advice and tips. This could be about real estate, insurance and investments, or parenting and marriage tips, etc. Let people write in with questions that you answer in future columns.
- 27. Postcards** – This is an inexpensive way to get information into the hands of local buyers. Announce a grand opening, a sale, or offer a discount.
- 28. Genuinely care about your customers and your community** - In today's world this is a rare commodity. If you can show you honestly care about helping your customers and solving their problems, they'll talk about you to all their friends. And that's still the best publicity any business can hope to achieve.

Hopefully these ideas will be a starting point to help you brainstorm your own ideas. Make a step by step plan for the whole year and follow it consistently. It's the combination of many publicity campaigns, over a period of time, that will make your company known and build your business.

Ten Tips For Ranking High On Google

Google is growing larger and larger as a major source of local searches. More than a third of the millions of searches made daily by Google users are for businesses in the areas around them. As a business owner, where do you stand when it comes to your local business search term ranking?

These top ten factors will help you form a Google local pack listing.

1.Claim your business on Google local listings.

You can submit your business to Google local listings if it is not already listed. If it is, you can just click to claim it, and you will be given the ability to update information on it after you confirm it is yours.

2.Be sure you have a local address.

It will be useless to customers if your corporate address is listed rather than the address of the actual establishment.

3.Assure that you have the correct category tags.

You will be able to add tags to your business profile to help customers find you. Your tags should be simple, like “bakery” rather than “fancy pastries.” Use other search terms to your advantage. For a high-end French bakery, effective tags would be “cookies,” “cakes,” and “French.” Predict the search terms that customers might use to find your business locally.

4.Use your product or business category in the title of your business claim.

For example, rather than “Coco's,” use the title “Coco's French Cupcake Bakery.” This should help direct customers to your search result.

5.It helps to be close to the city center.

Sure, you can't do much about this, but it is one of many factors that affects search results.

6.Use relevant keywords in your Google Place Pages description

Fill out the description page to help customers find what they need to know about your business or products and services.

7.Add photos to your Google Place Page

Take photos of your products, your interior, and your exterior. Add a video if you can. This will turn views into paying customers. Consider this part to be mandatory! It is one of the more effective steps you can take to using Google to your business advantage.

8.Ask for customer reviews.

Good reviews will help build trust between you and your customers, even if they are making business with you for the first time.

9.Add a local phone number.

If you have business spots in more than one location, be sure to make certain that each has an accurate phone number. Also be sure that the main number listed on your website is the same as the Google map listing number.

10.Create or review your website.

Create a business website with a domain if you have not already done so. The information on your business website should have the same details as your Google maps listing. The address and phone number should be clearly listed on the home page, and photos and links

Local Business Email Marketing - The Secrets of an Effective Campaign

Start building a prospect and client email list NOW - A list that you buy will never be as effective as a list you've developed yourself over time. Plus, your own list won't have as many spam issues as one you purchase.

When a customer buys, or even inquires, about your business try to get their email address. This is true whether they've visited your store or your webpage. If you have a contest once a month and send out a gift card to the winner, you'll rarely have anyone unsubscribe from your list.

If your business has many types of services, then you might want to divide your list into different categories. Not everyone on your list has to get the exact email or the same offers. Target your offer to the right list.

The Subject Line – If your subject line doesn't speak to your reader than they won't even open your email. Be honest and tell them who the email is from. Then they'll know it's a list they've subscribed to and it's not spam.

Then tell them about the interesting offer or information you have in the email.

For example:

ABC Co. - 7 Ways to Increase your Profits this Month

ABC Co. - The Winner of this Month's Gift Card

ABC Co. - How to Build Your List Faster

ABC Co. - Why Your Webpage isn't Working

Write emails that intrigue or interest your potential customers - A good subject line gets them to open the email, but then you must hold their interest. Make it short and sweet. People want to read quickly on the internet. If your information is good they'll keep reading. Don't ramble.

Break the information into small paragraphs or bulleted lists. Long blocks of text are overwhelming and harder to read.

Make it personal. Use their name at the beginning if possible. Talk about things happening in your local city. Let them know your company is community minded.

Put the most important information first - If they only read the first few lines before they're distracted, you've still made your point.

Have a clear call to action - Tell them exactly what they should do next.

Provide Links - Make it easy for them to click through to your landing page or web site.

Include your phone number and the physical address of your business - This is one of the major differences in email marketing to local customers. Not all of them will want to correspond by email. They may want to call or actually drop by your business.

Use a P.S. at the end - This is one hold over from direct-mail days that still works. A P.S. is your last chance to throw in an extra offer or reinforce your call to action. Even when people skip reading the email, they'll often read the P.S. at the end.

Don't send it on Monday - Everyone's busy, they're not happy to be back at work, and their email box is full. There's a good chance your email will get deleted before it's even opened.

Follow-up - Your email campaign can be the greatest in the world, but if you don't follow up on the contacts you've made or the interest you've generated, then you've done it all for nothing.

Have your follow-up plan in place from the beginning.

If you don't have the time or ability to write an effective email campaign, consider hiring a professional. The investment will pay for itself over time with increasing customers and profits.

Top Reasons Why You Need to Redesign Your Old Website

If your website isn't as effective as you'd like, maybe it's time for a make-over. A tired looking, static, site is not an effective marketing tool.

Here are the top reasons to redesign your webpage:

Your design looks out-dated - You may have set up a webpage several years ago that was on the cutting edge of technology. But the internet world changes quickly. Make sure that your site stays current with the fast-pace of technology.

Your site hasn't evolved with your business growth - You set up your webpage when your business started, but now you've grown and expanded. Be sure your webpage evolves with your business. If you've upgraded your products or services then keep your site current with all the changes.

It's not user friendly – If your site is hard to navigate visitors will click away. Internet searchers are not patient people. They won't waste their time with a poorly planned site.

It's not getting traffic – You need to rethink your SEO if you're not getting enough visitors. Effective keyword marketing can make a lonely site popular. If you don't understand search engine optimization consider consulting a professional.

It doesn't connect with your visitors - Does your site look like there's a real person connected with it, or a faceless company? Do you clearly explain to visitors how you can help them and how they'll benefit from your products and services?

It doesn't work properly - Do you have outdated links?

Does it load too slowly?

How does it look in various browsers? Have you checked all the popular browsers or just the one you use?

Does your order processing system work correctly?

It's boring – Let your website have personality. Write with a personal voice that relates to your target audience. A technical site will obviously need to be written in a different style than a guitar webpage or comic book web store. Show some excitement about your products.

It gets traffic but doesn't make any sales – If you're not getting any sales then there could be several problems with your site.

Do you explain how your products benefit your potential customers or do you talk about features only?

Does your site have a clear call to action?

Can visitors easily figure out how to place an order? Is there a buy button or similar way to make a purchase?

It doesn't build your list - Your page should have an easy way for visitors to join your mailing list. Have them sign up to receive your newsletter or a free ebook.

Keep your site current, workable, and readable. SEO techniques are constantly changing, so market your site armed with current strategies.

If your site has any of the above problems, then it's time to consider getting it redesigned. A good web design company can give you a quote and explain the process to you. Don't let one of your most effective marketing tools become obsolete.

As you may have noticed, a website can be a VERY EFFECTIVE marketing tool for your business.

Contact us today to see how we can help create a new website for your business or redesign an existing one. We have helped many businesses increase their profits and we can do the same for you.