10 QUESTIONS?

THAT WILL TELL YOU IF YOUR WEBSITE WILL CONVERT INTO

HOT

LEADS OR SALES

Your website is a virtual sales representative that you employ who works 24 hours a day 365 days a year selling your business and building your brand.

You Pay your virtual sales representative, domain registration fees, hosting fees, various memberships, advertising fees, etc. So you would expect like any other employee to get a return on your investment.

Your virtual sales representative just like a real person needs all the right tools and information to sell your products or services effectively.

By answering these 10 questions you will be able to determine if your virtual sales representative can generate leads and/or sales for your website.

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1. **At a quick glance is it clear what you are offering or selling?**

I want you to think about a time that you went retail shopping. You were surrounded by shops but could tell at a glance whether the shop that you were looking at was the right shop to meet your needs.

A shop will usually have three distinct features that makes it clear what they are selling, namely:-

- The name of the shop
- Relevant window display
- Style & Design

One, if not all of the above will entice you to enter into the shop to find out more.

Your website is your virtual shop front. The name or subtitle needs to be clear and in line with your product or service that you are selling. Visually appealing and have the correct style for your target market.

2. Are you bombarding your customers with too much information?

When you're selling face to face, you do not talk in detail about the history of your company. Nor do you describe in length every product or service that you sell. Neither would you introduce them to your team and generally overload them and bore them to death with irrelevant information.

The same principles should apply to your website .

You should keep it short, sweet and clear. There are ways of hiding more information which has its own benefits and should your customer choose to find out more information they can click visible links.

Also you should use **bold** and colours to draw readers to important points.

3. Is your website visually attractive, enticing to the eye?

PEOPLE IGNORE DESIGN THAT IGNORES THEM

First Impressions Matter - FACT!

You have less than 8 seconds to win over visitors to your website.

Remember, your website is reflecting your company, and your products & services. Your website may be the first, and only, impression a potential customer receives of your business.

Your challenge is to attract and keep your visitors attention, with the aid of:-.

- Good use of colour
- Text that is easy to read
- Meaningful graphics
- Quality photography
- Simplicity
- Lots of white space

4. Do you come across professional or amateurish?

If your website looks like a 10 year old has created it with lots of spelling mistakes, poor graphics and not mobile friendly your customers will deem you as an amateur and move onto your competitor.

Your reputation and creditability is key. Not only do you need a well-designed and professional looking website you also need to meet your customers' expectations and be consistent. If your website gives the perception of a professional business then you need to make sure that you deliver a professional service. You should have a professional email account and a telephone number that your customers can make contact. You should also have someone ready to answer any queries, reviewing all emails within a reasonable time frame, etc.

Whether we like it or not our Customers are Kings because without them we have no business.

**5.** Is your branding clear and consistent?

A successful brand helps to communicate what your core product is, what sets you apart from your competition and should be applied consistently across everything you do.

The Benefits of Branding:

- Helps you to differentiate your business, making you stand out in your customers minds
- Gives your business a personality and identity that people can relate to
- Effectively delivers and reinforces your key messaging
- Drives authority and trust in your business
- Drives customer loyalty
- Positioning your brand correctly can help you to achieve higher prices for your product or service

6. Can you find your Website?
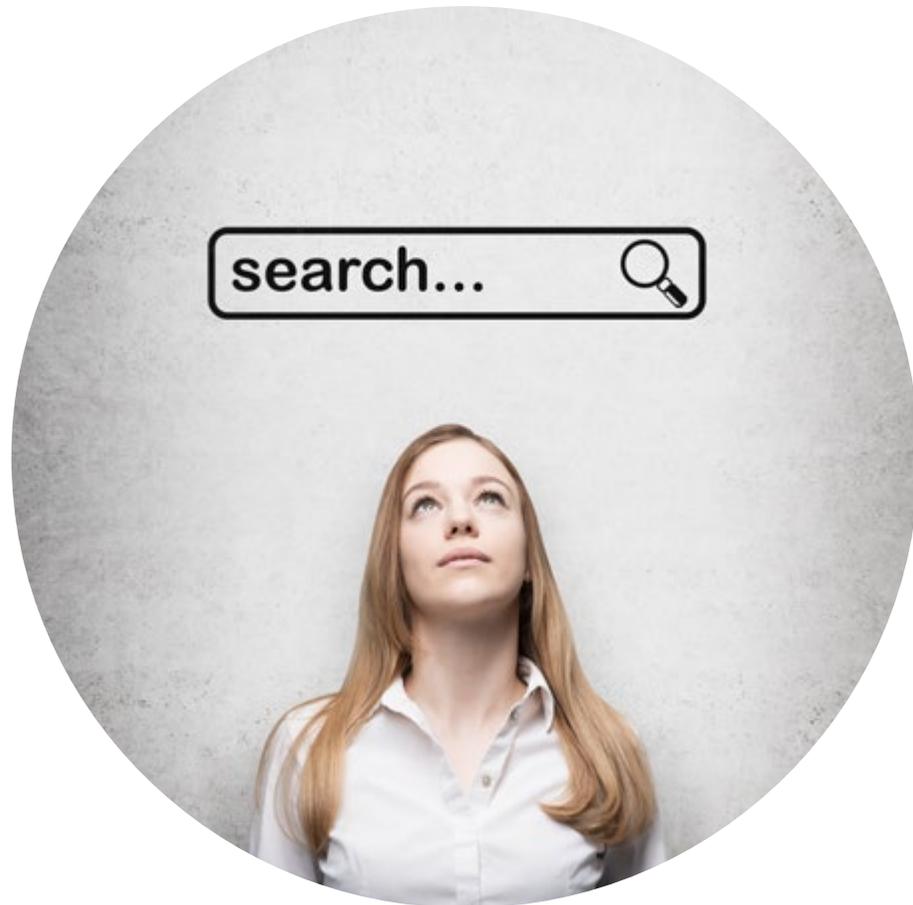
If you cant find your website how will your customers? New customers may not have heard of your products or services, therefore, you need to think like these types of customer and search for your business as you they would. Think about the different search terms they may use.

For example if you sell kitchens, customers searching online would probably search for:
"kitchen showrooms in Birmingham"

If your business does not appear in the search results your business is invisible and your virtual sales representative is twiddling their thumbs and costing you money.

Your website needs to flood the internet. As the saying goes "Out of sight, Out of Mind" and people will buy from those that are at the forefront of their mind. That needs to be your business.

7. Do your visitors engage with you?

When customers visit your website tell them what you want them to do or what you want from them. Your website should have a goal in mind or purpose.

This is known as Call To Action (CTA) which is an image or a line of text that prompts people to take action.

You may want your customers to download an e-book, signup to a newsletter, request that they contact you, etc.

By setting your CTA correctly you are encouraging your customers to engage with you.

If you gather the right information, everyone who engages with you is a lead or a prospect that has the potential to be converted into a sale.

8. Does your website flow?

Does your website direct your customer to a specific goal or task to complete? Try navigating around your website. If you're confused then so will your customers be.

Navigation is a key component of a website, relating directly to its success. For example, does your website lead a visitor to your popular product or service?

Navigation is the gateway into the different sections of your website, and there are some general rules to follow to design it effectively.

- Navigation Should Be Easy to Find (Very Easy)
- Keep it Consistent
- Use Obvious Title Names
- Less is More
- Remind the User Where They Are

9. Do you know how many people are viewing your website?

Like with any employees it's always good practice to carry out a monthly appraisal of your website which should be documented and evaluated to see if your website is performing or just blatantly wasting you money.

With your website your appraisal should assess your websites performance and productivity in relation to certain pre-established criteria and organizational objectives.

By evaluating your website you can find out:-

- How many people have viewed your website
- Who referred them to your site
- How many people keep coming back
- Their age, gender and location
- Length of time spent on your website

10. Would you buy from yourself?

So, after answering questions 1-9 my final question is - would you buy from yourself?

If you have answered yes to this question then you should be receiving a good percentage of leads or sales from your website.

If you answered yes, but are not securing any sales or leads then you need to get a friend or a family member to answer these 10 questions and see what their response is to these questions.

If you answered no, that you wouldn't buy from yourself then you need to seriously consider redesigning your website as you're missing out on valuable leads and sales that could transform your business and bottom line.

CONCLUSION...

At Designs by Tatty we understand business, especially designing goal orientated websites that get results.

Would you like a Professional Review of your website?

We offer a Raw Report® which is a 10-20 page report that is a very frank and honest evaluation of your website. This report is NOT for the easily offended as we will highlight the good and bad points about your website.

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About Designs by Tatty

Hi, my name, as you have probably already guessed, it's Tatty (like the name for potato, I like to think of myself as a Sweet Potato).

I am very passionate about the services that I offer at Designs by Tatty. I love business and I love working with businesses to help them reach their goals.

At Designs by Tatty we bring creativity and productivity to your ideas to ensure that all visual representation of your company is building your brand and generating you leads and/or sales.

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