

Is your website selling your services?



One of the biggest problems of many of the websites out there is that they spend a lot of time talking about themselves. 'But isn't that the purpose of our website?' I hear you shout. 'Surely to promote our company we have to talk about ourselves?' Unfortunately, while you might be proud of your site you may be talking to yourself.

People don't search for your company, people search for solutions

When people use Google or any other popular search engine, it may come as a shock to find that they are not actually all looking for you specifically. In many cases they may not even know that your company exists. They might not even care about your company, if they do know you exist.

What people are searching for is a solution to a problem. It may be that you have products that will solve their problem. Unfortunately, if nowhere on your website do you explain this, they will never find you.

Don't use technical or industry specific language

If your product is aimed at insomnia, your product might not appear if someone inputs 'can't sleep'. It might seem obvious but never underestimate the simplicity of search terms. 70% of all searches fail - that is a lot of people who might be looking for solutions to problems you could solve. Do your research to find out what keyword searches are used in your industry.

Find the Market that has the right problem

If your products and service solves a problem then do some research and find the market who have this problem. It is easier to sell to a market who knows they need a solution. You will never sell an electric car to someone who has no interest in living in an environmentally friendly way.

Of course it should be obvious why your products and services are amazing. Unfortunately, you probably don't have the brand recognition of Apple or Nike. You need to bring your solutions to your customers.

You and your staff can become experts

Social media is making it easier than ever to interact with your prospective market. Whether your preferred platform is Twitter, LinkedIn or Facebook, start building your connections and interacting with the online community. You can show off your knowledge and expertise within your industry without overtly selling.

Use the expertise in your company to become experts in your field

- You can use a blog
- Get involved in social media sites such as LinkedIn, Twitter and Facebook
- Answer questions and offer solutions to encourage traffic to your site
- Don't over sell, solve the problem asked. No one likes to be sold to, be straightforward and factual

Make it easy and obvious

Attention spans on the web are low. On average you have less than 15 seconds to capture the attention. Every page should have some kind of 'call to action'. Your buy buttons should be prominent and the invitation to contact you enticing.



Success = traffic x conversion

You may get a large number of visitors to your site but in the end the most important factor is how many of those visitors become customers. Often very small changes and creative thinking can massively improve the productivity of your site.

