

Is Your Website Killing Your Business?

A 19-Point Analysis On Website Effectiveness

Most professionals would agree that having a website is a no brainer. Some might even argue that a website is a glimpse of a company's credibility, thus not having one, or having a poorly designed one, causes some suspect. Unfortunately for many businesses, their website falls short of the hopeful goals that once sparked the momentum of creating it in the first place.

If you have ever wondered whether your website was turning away would-be customers unbeknownst to you, then read on. The 19 points outlined in this report are sure to help you rekindle your enthusiasm about your website and help you re-think your website's overall effectiveness.

1. How important is your website in your overall marketing strategy?

Today, your website must be a pivotal component in your overall marketing strategy if you intend to serve a broader range of customers and do not want to be limited to geography for revenue.

2. Who is most likely to visit your website?

Unlike previous times, visitors are likely to be any combination of the following types of people:

- ❖ Prospective customers
- ❖ Existing customers
- ❖ Representatives of various media/press outlets
- ❖ Job seekers
- ❖ Competitors
- ❖ Research gathers/analysts

3. Who walked through your website before it went live?

In order to get objective feedback about potential user experience with your website, you'll want to include clients, colleagues, and associates on your list of reviewers. Limiting your list to family and friends will not represent a good cross section of website experiences or levels of relevance or appropriateness for different types of visitors.

4. Do you regularly review your web statistics?

Paying attention to the metrics behind your website can be wildly valuable in determining where to make adjustments to your website. By reviewing your web stats weekly, you'll be able to track the number of unique visitors, how many pages on your site were viewed, which pages were viewed more frequently, how long the average visitor spent on your website and what the referring url/site was that got the visitor to your site. This type of information helps you measure your overall website effectiveness and adjust your strategy.

5. Does your website actively generate (and/or screen) leads for the business?

The effectiveness or not of your website is directly related to your purpose in having a website. If you want to use your website as part of your overall marketing strategy (and you should be), then, it's critical to incorporate strategies to make your website work for you. There are many techniques to generate leads that can be incorporated into your website, and depending on your type of business, any number of them can be used - even simultaneously.

MARKETING INSIGHTS*A 19-Point Analysis On Website Effectiveness (continued)***6. What is your primary reason for having a website?**

The primary reason for having a website should be to:

- ❖ Maintain a presence on the Internet
- ❖ Promote the goods/services that you offer
- ❖ Educate potential customers and existing customers
- ❖ Demonstrate your competitive advantage in the marketplace

7. What can visitors do at your website?

Website visitors should be able to do a variety of things on your website in order to keep them on your site longer, keep them engaged, catch their attention and be of value. Typically, you will want your website to be able to:

- ❖ Help visitors find potential solutions to existing problems or pains
- ❖ Learn who you are and what guiding business principles shape your company
- ❖ Get a sense of the company culture
- ❖ Understand your competitive advantage and what makes your company different
- ❖ Invite visitors to contact you for more information

8. Does your website help you stay connected with your existing customers?

If existing customers never go back to look at your website once they become a customer, then you aren't doing something right. This is why it's important to "put a fresh coat of paint" on your website (at least quarterly). Website visitors (even existing customers) want to see information that is fresh and timely. Nothing ruins a visitor's experience faster than having outdated information - like a list of specials from last year, or an expired coupon. You must think of interesting, creative and meaningful ways to get all of your customers (existing and potential) to come back to your site on a regular basis in you are going to have and maintain an effective website.

9. How does your website promote interaction with visitors?

There are a few ways to entice visitors to interact with your company in a minimally threatening and anonymous way until they can comfortably build trust with your company. The easiest visitor interaction activities are inviting the visitor to sign up for your newsletter, requesting their feedback/comments to an article you've written, asking them to participate in a poll on your website or completing a short survey.

Who We Are: Since 2002 MKTG Consulting has been helping companies drive results through their marketing efforts. Our consortium of marketing and business professionals offer clients in-depth expertise and best practices from a number of industries and disciplines. Contact us today to help you rethink your website strategy.