

**90%+ of all small business web sites
DO NOT generate a single dollar in sales..**

It's true. Many companies believe that by putting up a simple, brochure type of web site they will flood their business with new customers. Unfortunately, this simply isn't true...

**The *reality* is that most visitors who come to your web site
don't care about your company!**

Your web site needs to do one thing and one thing only:

**SHOW VISITORS THAT YOU CAN SOLVE THEIR PROBLEM OR
FILL THEIR NEED.**

NOTHING ELSE...

Me, Me, Me is Boring, Boring, Boring...

Your site can and should have information about your company, but that should never be the main focus of your site or your site's content (text and pictures). Small business owners fail to realize that their web site's needs to offer a compelling reason to do one of three things:

1. Call and schedule an appointment
2. Make a purchase (if you're selling products or services online)
3. Register for a monthly newsletter or promotions list (this is VERY important)

Let's talk about the "how" part of the above items...

Appointment scheduling: By offering a promotion for first time visitors or an incentive for calling and making an appointment right now, you're motivating them to take action. People like incentives to act. It's marketing 101 or what they refer to as a "Call to action". You can offer a discount or a free consultation...it doesn't matter, as long as it has value and helps them address their need or solve their problem.

Make a purchase: If you're selling online, offer a discount from an in-store purchase or maybe even reduced shipping costs. We all know how much people want to buy online. Just think of yourself for a moment. People live busy lives. If you can offer them an incentive to make an online purchase, they will **IF** you are selling something they want and perceive to fill a need or solve a problem.

Register for a Newsletter or Promotions list: This is the single most important item in this entire article. Most of the traffic you'll get to your site is from people who are somewhat interested, but are still "on the fence" so to speak. These are what we refer to as "maybe" prospects. They're interested, but not ready to buy...YET. Don't waste the traffic to your web site by believing that every visitor must act immediately and that is your only goal. That's a foolish perspective. Sure, some visitors are impulse buyers and will make a decision to call or make a purchase, but

most will not. Instead, the savvy small business web site owner focuses on positioning themselves to be able to market to this prospect on a regular basis. Not as a nuisance, but as an authority on whatever industry you represent.

Here's how to capitalize on those "maybe's" and convert them to a customer..

Every page of your web site should have a section for collecting email addresses. Now, people just aren't going to voluntarily give you their email addresses for free. With the proliferation of SPAM as we've seen in this day and age, it's just too risky.

Unless, of course, you offer an incentive such as a free monthly newsletter or special monthly or weekly promotions...

Newsletter Subscription: The reason for creating a newsletter is to represent yourself and your company as an authority or source of information and assistance in your industry. If you create a newsletter, it needs to truly be an educational medium. If it has too many sales pitches and not enough useful content, they will unsubscribe. However, if it addresses their needs and is easy to read, they'll think of you when making a purchase related to your industry and what you provide. Remember that your newsletter can't be filled with boring information related to your industry that the reader won't care about. You need to think from your customers' perspective. What are the problems that you help solve? What do your customers come away with when they do business with you? You need to fill your newsletter with articles that help them do exactly that. Don't overwhelm them with technical mumbo jumbo or statistics that will put them to sleep. Educate them and solve problems. It's okay to place subtle offers and discounts in there, but don't dominate the newsletter with these. And, sure, you can still email special offers and promotions by themselves separately.

Special offers lists: If you can't do a newsletter due to time, lack of ability, or some other reason, you can offer weekly or monthly promotions only. The only word of caution here is to make sure you don't come across as too needy or emailing to frequently. If you do, your message will become less effective and seen as an annoyance.

Differentiate yourself from someone who is trying to "sell" to your customers and instead someone who is trying to help solve their problems or fill their needs.

**Your competitors aren't doing these things...
Take action and make more money!**

For over ten years, we've helped more small businesses create web sites that generate sales than any other company in North America.

Mention this article when you call and receive 10% off any web site project (regardless of size) and free search engine submission each month.