

Get an affordable, results-driven website in 21 days.



Six Reasons Why Your Business Website Probably Sucks (..and how to fix it)

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Foreword

This report will tell you what probably sucks about your business website, and how to fix it (regardless of the size of your business).

I understand the title of this report may be a little confrontational, but the truth is, most business websites are leaving so much money on the table by not implementing the things you will find in this report.

The worst part is - most of this stuff isn't even hard to implement. You could literally send this to your web designer and have (at least) half of these things changed today if you really wanted to.

A lot of it comes down to common sense, and some of these points you might read and agree with them in your head – but you have to ask yourself – AM I ACTUALLY DOING THIS – and – IS THIS ON MY WEBSITE RIGHT NOW?

It's one thing to know internally that this would be a good idea, but at the end of the day, if you're not doing it, then you're not enjoying the benefits of it either. So we truly recommend you take action on these things and start enjoying results immediately.

If you aren't doing most (or all) of these things, that's okay, because you can fix most of these things pretty easily and you can be well on your way to having an awesome website that supports your business – instead of just one that sits there and seemingly does nothing for your business.

We created this report to point out the fundamentals that you need to get right, and make your website be designed in a smart way – so it attracts more ideal clients.

We hope you enjoy, and if you have any specific questions about your website in particular, feel free to email info@kr2.com.au with your question – we'd be happy to help you out.

#1

It's not clear what you do

When people arrive at your website, statistics show that on average, your visitors will stay for about 5 seconds before they leave.

That means you got 5 seconds to tell them what you do.

When you first load up your website, what do you see? Can people tell exactly what you do straight away or do they get a general vibe and need to keep scrolling?

The area of your homepage that people can see without having to scroll is an area called 'above the fold'.

This is important real estate, and you need to communicate straight away what you do. You can't hope they will scroll, because the bulk of people will just click the Back button and you'll never see them again.

Below are a few ways to be totally clear on what you do, and how to communicate it succinctly.

How you fix it:

- Put a big headline across the page saying exactly what you do. Be direct and keep it short. This is probably the easiest and most effective way to assure visitors that they have arrived at the right page. Avoid using industry jargon, the plainer English you use, the better.
- Use your *Unique Selling Proposition (USP)* in your headline (more on this in point 5)
- Get some people to visit your website and ask them what they think you do based on what they can see initially. Try asking people who don't know exactly what you do, so they truly have to try figuring it out. Their comments are likely what other visitors are thinking when they arrive.

#2

It's not obvious how to contact you

This one is so basic, yet so many businesses fail to do this.

If people have arrived at your website, there's a very good chance that they want to buy, or about to buy the very products or services that you sell.

If they have any questions about your service or would like to work with you, they should be able to instantly find a way to contact you.

Don't make them look for it. It should be very obvious, and typically it is a contact phone number or email address in big font in the top right corner.

Having this information in the header means that regardless of which page they are on, they can always see your contact details.

In addition to this, you could add a chatbox to your website, so if visitors have any questions they can chat instantly with one of your customer service or support team members or (if you're a smaller business) easily send you an offline message to your inbox for you to respond later.

How you fix it:

- **As mentioned above, put your main contact details in big font up the top of the page (usually top-right)**
- **Try using a chatbox on your site and see how you go. LiveChat is our preferred chatbox option but it's a paid service around \$35 per month. If you have a Wordpress website, also try out these two free options - FlexyTalk and ClickDesk.**
- **If you have multiple offices, be clear on the 'Contact Us' page which number to call. If there are different email addresses or numbers for Sales, Support, Media etc, then state that clearly so visitors don't get confused and not bother at all.**

#3

You don't capture leads through your site

On average, less than roughly 2% of your website visitors will even buy or enquire.

That means about 98% of people that come to your site leave without spending a cent.

And there's a good chance you'll never see these people again.

Seems like a waste doesn't it?

Well the best way to combat this, is by capturing the email addresses of people on your website.

You basically offer something cool that your visitors would like - a free report, ebook, free training video – in exchange for their details.

The whole point of this is to create a list of people who are likely to be interested in what you're selling.

It's a much better strategy than hoping your website visitors will return one day (that ain't gonna happen).

That way you can start to build a strong relationship with these people over time, and eventually sell them your stuff later on.

One quick general rule – try sending 4 helpful (ie. don't try sell them stuff) emails for every 1 email that sells something.

It's a great way to make sure people stay on your list, you'll make more money long-term and your subscribers will love you.

If you're unsure what free gift to create, just ask your existing (or your potential) customers.

What questions do they always ask you?

Maybe you could make a video for them addressing that common problem.

One example – if you were a painter, you could offer a pdf report ‘*The 8 Things You Must Know Before You Hire A Painter*’. If someone were about to hire a painter, that kind of information would be very valuable to him or her.

You can also test different types of free gifts to see which gets more sign-ups.

So create a free gift, add the form to your website and let people sign up for your free gift.

See more detail below.

How you fix it:

- Set up an account with an ‘email auto-responder provider’. These services let you build an email database and send out bulk emails to your mailing list (amongst many other useful things). We use a service called AWeber, but there are many other options such as InfusionSoft, SendPepper, Office AutoPilot, iContact, Constant Contact, GetResponse to name a few. A good free option if you’re a small business with a limited budget is MailChimp. You can migrate to a paid service later as your needs grow.
- Once you have an email service, you can create a form and paste the form on your website (this is easy even for a novice, but your web designer will know how to do this too). Once that is on your web page, visitors can enter their details and join your mailing list. This list will become crucial to your business as it grows.
- Create a ‘free gift’, either an ebook, a free report (these are literally Word documents saved as a PDF), a training video etc. The more helpful/useful it is to your target market, the more sign-ups you’ll get.
- Get your web designer to set all of it up if this sounds too hard technically. It won’t take very long for them! Once it’s all done, it will run on autopilot, then you can just focus on getting more traffic to your site.

#4

You don’t get enough traffic

Regardless of how good your website is, if you have no traffic, you make no money.

Naturally, you want as much of this as possible to be ‘high quality’ traffic – as in people who are interested in what you are selling and are keen to buy.

Lots of random people won’t do you any good.

There are a few key ways to generate traffic to your website, both paid and unpaid.

If you’re just starting out, paid traffic can be a good way to get the ball rolling.

If you have the money hire someone experienced to do it for you, generally they will be able to get better results with the same amount of money.

Be careful though, hire someone with a proven track record or try getting a recommendation first.

This also applies if you want to hire someone to do Search Engine Optimisation (SEO) to get your site ranking better on Google.

See below for a few good ways to get more traffic to your site.

How you fix it:

- Pay-Per-Click advertising (PPC) – This pretty much means running Google Ads/Facebook Ads/LinkedIn Ads. You obviously have to pay for this traffic, but it can be highly targeted and results can happen quickly, unlike SEO, which can take time.
- Search Engine Optimisation (SEO) – This takes a little longer to see results, but it usually has longer residual effects (unlike PPC which basically stops working once you stop running the ads). For best results, you would do it ongoing with a reputable company.
- Create great content on your site – Some people don't like the thought of having to constantly be creating blog posts etc on their website, but it definitely has value to your business if people start visiting your website more often to see and share that content. If you hate the idea of writing blog posts, hire someone on Odesk.com or Elance.com, or if you want to do it yourself, just block out some time in your calendar and smash out 4 or 5 blog posts in a session. Then you don't have to worry about constantly thinking up new things each week etc.
- Guest blogging on relevant sites – This is a great free way to generate high quality traffic. Based on your customer research, find out where your customers 'hang out' online. Then submit an article to the blog/website owner, which (ideally) would be of great value to their readers. You'll gain credibility as an expert, and you'll drive high quality traffic too.
- Forum posting – Sign up to some forums that your target market frequent and post great content on there. Answer questions that people are asking in a friendly and helpful manner. Don't be salesy, just be helpful and include your website address in your signature. Build your reputation there and become known for being helpful.
- Social Media – Post your blog posts on your Facebook/Twitter/LinkedIn etc. This is a free and quick way to get people in your network to visit your site. Look into Social Media automation services such as [HootSuite](#) to minimize the time you waste posting these updates.
- Social Bookmarking - Also try submitting your posts on Social Bookmarking sites like Digg, Delicious and Reddit. Those sites have something like 8 million unique visitors every single month so it can be a great source of traffic.

Try a few of these techniques and see how you go.

As with all things in marketing, test them on a small scale – then scale it up if it works!

Soon enough, your website will no longer be an online ghost town.

If you are just starting out, be aware it can take time to build up the amount of traffic your website gets, but if you stick with it and put in the work you will start

to reap the rewards.

#5

It's not clear why you're unique

When people visit your site, they are there because they have some sort of problem.

They may need to hire an accountant, or maybe they need to find a new fridge.

Regardless of what it is – when they're doing their research online, they will check not only your site, but also a bunch of your competitors.

You have to avoid blending in with these competitors.

If you all seem the same, your potential customers will simply go for the cheapest price.

This is obviously a bad place to be in.

To fix this you need to have something different about you.

This is called a Unique Selling Proposition, and it basically says what is different about you.

It could be one big thing you do different, or it could be a combination of smaller things that you do differently.

Whatever it is, it needs to be something that makes your customer want to specifically choose you because no one else offers exactly what you do.

It will allow you to charge more, satisfy your customers better and stand out in the marketplace.

One note – this is not easy, but I guarantee it's worth doing.

The time you invest in really finding out what makes you different is extremely well spent.

See below for a few ideas on how you could start to define your USP.

How to fix it:

- Make a list of all the things that you do, that none of the competitors do
- Can you offer a unique guarantee? For example, if you were a mobile mechanic, could you offer an 'On-Time Guarantee' – so if you're late by 5 minutes or more you could give a 20% discount on the labour costs?
- Do you (or can you) offer a faster, cheaper, quicker, easier service than your competitors? Do you offer local personalised service, or are you the biggest company of your type in your city? Make sure you clearly state on your website what is different about you, and make sure you differentiate with things that your market actually wants. Again,

customer research is key to uncovering how to differentiate yourself successfully.

For further reading:

Check out this excellent [article](#) on one of our favourite blogs, Think Traffic.

#6

You don't add MASSIVE value for your market

Adding MASSIVE value for your target market is one of the best ways to get great results through your website.

Most websites don't ever make any content for their website.

They just have a few paragraphs about their company, a few pictures and maybe a contact number.

They set it up and forget about it, waiting for sales or enquiries to start rolling in.

There's little wonder why people don't go to your site.

The businesses that make the effort to create some really great stuff for their website usually get more sales, more opportunities, more exposure in the marketplace and they emerge as an authority in the industry.

Adding massive value means constantly providing really useful and interesting content for people in your target market.

Be the business that is always helping them out.

Help them first before you ask them for help (aka buy your stuff).

It's in human nature to want to reciprocate when someone helps them.

So when its time for you to promote your products, they won't really mind – because unlike the others, you have gone out of your way to help them before even promoting something.

Always aim to be posting up great quality free advice, training videos, interesting reports. Anything they would appreciate.

Regardless of what product or service you offer, there is ALWAYS something useful you could post up that your market would find helpful.

The kind of stuff you create will always stem from what your customers needs are.

Do your customer research and learn about your market. Find out all about them - their age, income, lifestyle etc.

When you truly know them well, you'll be able to create some really awesome stuff that they'll love.

The benefits of doing this are four-fold:

1. They'll keep coming back (lots of regular, quality traffic)
2. They'll get to know, like and trust you (which has to happen before they buy)
3. They'll rave to their friends about you
4. You'll sell more stuff

How to fix it:

- Schedule in some time in your calendar each month to create at least 1 useful bit of content for your target market. One month you could do a helpful blog post, another month you could create an interesting video, then the next month you could interview an important person in your industry. Get creative and you may actually start to enjoy the process (Sometimes it's a nice break from the usual workload). Remember, as with anything, don't worry if its not perfect the first time around – its about great content, not about how perfect you can film a video or format a word document. As long as people can benefit from the content, then you're on the right track. The content you create will naturally get better the more you do it, so don't fret if it's not world-class content straight away – just get it out there.
- Send out surveys every 6 months and get to know what your market wants. This is a good idea generally, but especially good for tailoring your content so it's super useful to them. There's a good chance you have knowledge on a topic that they'd like to learn about, so go ask them and start creating some stuff!
- Few examples - If you have a fashion label, you could do a blog post of upcoming trends, or maybe an interview with a prominent designer. Or if you were a mechanic, you could create a report on 'Five Secrets To Keeping Your Car Running Well'. A Sales Trainer could film a quick video on 'How To Increase Your Average Close Rate By 20%'.

Hope you've found this useful.

You might be looking at your website and thinking 'I haven't implemented the majority of this', and that's okay.

Like I said earlier, many of these things can be changed quite easily, it's just a case of taking action.

There are many more things to cover, but get these fundamentals right and you'll be most of the way there.

And of course, you can build on it from there with some more 'fancy' techniques.

If you'd like YOUR website reviewed by us during a free 30 minute Strategy Session, send an email to info@kr2.com.au and let us know what time you'd like to chat.

Get an affordable, results-driven website in 21 days.

It's no-obligation, so you are welcome to take the changes we recommend straight to your current web designer and get it fixed!

If you don't have a website yet, you are also welcome to contact us if you had questions about getting a website built, and generally how the process works.

It can be daunting with so much conflicting advice and so many technical terms flying around, but we believe any business can have an amazing website with the right guidance – regardless of the size of your business.

If you feel your current business website isn't cutting it, or you need a new one built – please visit.

To your success,

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