



Your Website Score

I talk to SMEs all the time about the four stages of creating an online sale (help them find you; grab their attention; convince them; and guide them to sign up with you) yet often their thoughts don't go much beyond lead generation (seo, pay per click, email, affiliate marketing, and the like).

The thinking behind this is that they have a website already, so that's ticked off, and all they now need is a bunch of leads to the Home page and voila! job done.

They couldn't be more wrong.

The hard work comes later

In many ways, the hard work comes after lead generation in how you get visitors' attention; how you convince someone you've never met; and how to make them buy from you or sign up with you!

In tough times, everyone's marketing is stepping up a gear (if they're sensible) and there's a lot of website re-design and freshening up that's going on - and so it should.

But in the end, just how confident are you that it's actually going to boost to your sales?

What's your website's score?

Let's assume your website is well designed and navigates like a dream:

A good website will only score highly when:

- it increases the motivation of ideal customers, to work with you
- it's value proposition resonates totally with the one question ideal customers want answering
- it has a strong call to action for the one major action you want them to take
- every page has incentives, like videos, testimonials, free offers, discounts, articles to give away
- each page is a dream to read allowing the eye to flow serenely across the points you visitors to get
- it's friendly, welcoming, and builds trust so that it makes people want to have your babies

A high website score means high conversion rates. High conversion rates mean more sales. More sales mean less dependence on borrowing and increasing numbers of struggling competitors.

A low scoring website is one that is all about you or what you offer. These originate out of naiveté, lack of understanding or worse, laziness, in how you view customers. Websites score low because the visitor



may be unable to find the eye track across what's really important, and text may be so dense, unfriendly, or irrelevant, that they don't bother to read it. And never will!

Your website score is all about your customers, not optimising for Google (which you still should do).

The winning combination

A good website (see points above) score combined with a good advert, is a great way to make money.

A poor website score, combined with a good/poor advert, is a great way to blow your advertising pounds for minimal return.

Website scoring is accurate and removes those obstacles that make visitors stall and log off because you didn't design it with them in mind. There are good web designers around but get them to blend a good website score into the design.

It's a hard fact that you may have to look at your website performance in a whole new light!

How well does your website score?

Email me at: gerryw@flyingveemgt.co.uk or call: **01925 262 800**

Be prepared. Be persuasive. Make it happen.

Best wishes,

Gerry

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