

# 10 STRATEGIES to Gain More Customers with Your Website

In today's fast paced technological world of accessing information 'on-the-go,' your website is a critical part of your businesses image!

A great website can help your business soar! It effectively communicates 24/7, 365 days a year, doesn't need meal breaks, and works without supervision. It answer questions, provides important product or service details, and generates new leads to conversion.

Over the past 10 years, we've built a few websites (hundred's actually) and gained a little knowledge about what works and what doesn't.

Here are 10 strategies to implement with your websites to help you start gaining more leads from this valuable asset.



# 1 YOUR HOME PAGE MESSAGE SHOULD BE CLEAR WITH A SIMPLE HEADLINE

Statistics show a website has 6 seconds to grab the attention of the viewer, so your message needs to be clear and engaging.

**First impressions matter.  
Make them count.**

Is Your  
Message  
on Target?



# 2 DESIGN MATTERS - Your digital identity is a valuable company asset!



**75% of consumers admit to making judgments on a company's credibility based on the company's website design.**

Who would think that the credibility of a company is so powerfully linked to the aesthetic quality of its website. But it's 2019, and a website serves as a window into the way a company operates.

**Your website should exude credibility in every sense of the word!**

### 3 CALL TO ACTION BUTTONS

Driving traffic to your website is wasted effort if you don't have steps in place to engage and capture the visitors information. Call to Action Buttons allow you to guide the visitor to the next step, ie., redeem a coupon offer, to schedule an appointment or fill in a form to receive a value-added service.

**No matter the action step, this feature creates greater potential for converting them into a sale.**



### 4 CONTENT - Good content is king



King of great search rankings, that is. If you haven't updated your website content in a while, you need to. Freshinformative content helps your sites overall ranking in every search.

If you want your visitors to respond to your "Call To Action Buttons", you must have engaging content that creates value and a yearning for more information.

## 5 CONSIDER A BLOG OR NEWS PAGE

Websites with a blog have 55% more traffic than those sites without one. But a blog is only effective if you make regular weekly or monthly posts.

Infrequent blog posts (less than 1 per month), can have a negative effect, like conveying you aren't passionate about your business or your customers.

Blogging regularly helps the credibility of your business and positions you as an Expert in Your Industry. And a great way to keep fresh, relevant content on your website!

Don't have time, but want the benefit of a blog? We have some ideas on how to help you.



## 6 CUSTOMER REVIEWS



Potential customers love to see peer reviews or social proof that your business is providing a quality product or service, just like you say you do!

Reviews are vitally important in this fast-paced technological world we live in.

Items 7 - 10, are core features required to create solid, consistent traffic and great search ranking!

## 7 RESPONSIVE - Does Your Website Function Easily on All Devices?

Your website should look great and be easy to use on all devices, i.e., smartphone, tablet, laptop and desktop. (That means no pinching to zoom in and out)

Responsiveness is also **CRITICAL** to achieving good placement on Search Engines.

**83% of online searches are done with a smartphone. If your site is not responsive, you are just helping your competition!**



## 8 SECURE - Make Sure your Website is Secure



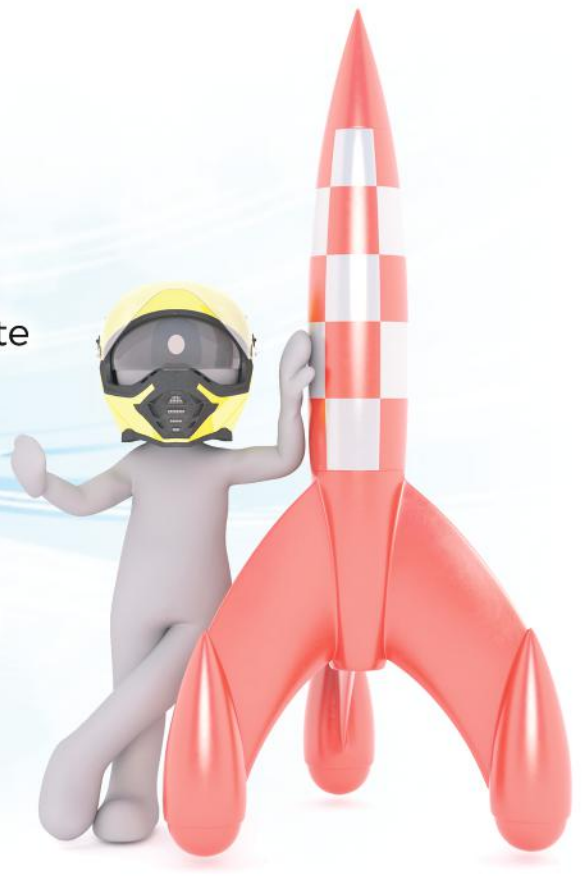
When your website is not secure, the viewer will be less likely to enter personal information on your site for fear that it may not be kept private.

And an unsecure website could have been hacked, creating all sorts of potential dreadful outcomes for the visitor.

## 9 FAST- Does Your Website Load Quickly?

No one sticks around waiting for a slow website to load. The average website visitor will wait 2-3 seconds to see a site is loading quickly, if it's slow-then they're gone.

No one likes to wait for a cumbersome slow website to load. And in fact, **a slow website is one of the top ways to Reduce new customer acquisitions.**



## 10 High Quality Search Engine Optimization (SEO)

If you expect to be found in searches, there are many things that must be done properly on every page of your website. Here are a few; Key Word Phrases, Page Titles, Alt-text on every image (a fancy way of saying keywords for images), and so there's much more. **But most importantly, make sure you're working with a company that you trust.**



**Check their reviews!** Don't just take their word, ask them to show you the work they have completed. Even if you don't fully understand it all, this will hold them accountable!

We find **this is an area that countless business owners are blindly scammed** and it's very upsetting. Companies that are paid hundreds or thousands per month must be held accountable. Make sure you know exactly what they are doing to earn your business!

## REMEMBER 3 CORE ITEMS:

1. If your website is not setup to turn visitors into customers, you're wasting time, effort and resources trying to drive traffic to your site.
2. Your website is a magnet for judgment, and this judgment isn't limited to the website itself - it carries over into the way users perceive the company as a whole. Make sure you maintain your website.
3. A bad website can tarnish a company's credibility significantly- but a quality website can help a company extend its sphere of influence and create leads.

We are here to help- even if it is a simple consultation to steer you in the right direction, or to help you rescue your hijacked website from a designer you have not heard from in years!

**GIVE US A CALL TODAY!**

WE ARE PASSIONATE ABOUT HELPING SMALL BUSINESSES IMPROVE THEIR ONLINE IMAGE AND GROW THEIR BUSINESSES!

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