Is your website pulling its weight?
Dean Parker

Your company website is another member of your sales team.   If promoted correctly, thousands of potential and existing clients will view your website regularly. Is the information on your website convincing potential clients to purchase from you? The solution to converting web-based leads could be a lot easier than you think.

Many websites are weighed down with too much text. For most people, this is information overload. They switch off. Other sites contain too much industry jargon and terminology. The problem here is that most people do not understand your message.

Much of the text contained in websites focuses on the features of the product or service and not the benefits. This includes descriptions with generic' terms – "quality", "economical", "professional" etc. While you want your customers to understand that your product or service is produced with love, care and quality, it's a claim that most customers see as a "given" and not a point of difference from your competitors.

Instead of just listing the specification of a product or service as "we use 100mm pipes", dig a little further and tell the client what the benefit is to them. "We use larger 100mm pipes which means your drains can withstand huge storms and you don't need to worry about water damage." The latter has gained my attention and now I know the benefit of having 100mm pipes. Sounds simple? It is. Yet there are many sites where this technique has not been applied.

Most customers just want to know about the benefits - "what's in it for me" or "how will this make my life easier" "why is this product better than a competitors".

Here's 6 tips to maximise the benefits of your website

- Treat your website as another member of your sales team. Each day, your sales team answer many customer questions. What are the most common questions they receive? Ensure your sales team provide you with a list of common customer questions and check that your website answers these.

- Your text should be punchy, interesting and speak directly to your customers. It must tell them why they need your product/service and clearly highlight the benefits.

- Make it even easier for customers to contact you by having a contact link on each page of your website. To maximise its effectiveness, place contact links close to your product / service benefits text.

- Updated and benefit focused text will help gain customers interest. However, your website still needs to work hard to get them to contact you. Add a "hook" or incentive for customers to call. A web-site promotion will also help you monitor the number of leads generated.

- Update your website regularly so that existing clients are induced to click-on and see what's new.

- Include your website address on all of your business letterhead, e-mails and promotional material. Clients aren't going to visit if they don't know it exists.

By including all the advantages of purchasing your product, offering incentive to contact and making it as easy as possible for prospects to contact you, your website will become a more effective member of your sales team.

* ENDS *

Dean Parker combines 15 years of marketing experience with a Masters of Marketing degree to help small/medium business owners maximise their profit.

Four P's Marketing Solutions assists small business with all marketing activities including planning, corporate branding, website content, trade shows, advertising and various promotional strategies.

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