



4 WAYS YOUR WEBSITE IS LEAVING MONEY ON THE TABLE

It's time to get more from your website with these four money-saving and sales-generating tips.



When was the last time your website did something for you? If you're watching the expenses of website ownership stack up and feel you're not getting anything in return, you're not alone.



Questions or comments about this ebook? Call 1-833-4PIXELS today.

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Think back...

When was the last time your website did something for you?

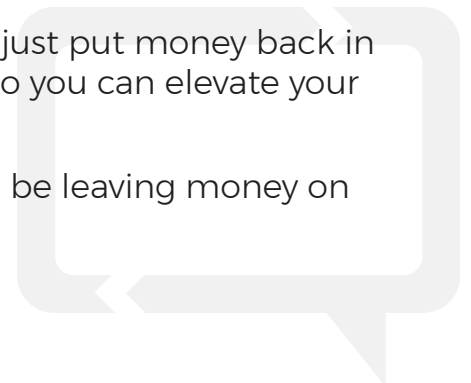
If you're tired of pouring money and time into your website and all you're getting back is crickets, you're not alone.



Each day money is left on the table by websites that just aren't working as hard as they should be. For many companies, a website is the most expensive marketing tool they will invest in and the expectation is that it will generate sales and engagement. However, somewhere along the way, a divide has grown between what websites are *supposed* to do and what they *actually* do.

We're here to fill that gap with a few tips that will not just put money back in your bottom line, but also supercharge your website so you can elevate your business, your way.

In this ebook, we'll cover four ways your website could be leaving money on the table.



NUMBER 1:

Poor design & missing brand experience

The appearance of your website is just as important as that of your office, store, or staff. Picture this: a salesman in cluttered, disorganized office, wearing a baggy, ketchup-stained suit, who—due to incomplete product knowledge—is babbling on to the customer about company history when they had asked about product servicing. An employee like this would be a 5-alarm nightmare for your business and your website must be held to the same standard.



Your website is the perfect opportunity to give your viewers the “Your Business” experience. When your customers visit or interact with your business, you want them to have a certain type of experience. For example, it may be about creating a welcoming, knowledgeable, low-pressure encounter. If you extend that sentiment into your website, you’re creating an experience that mirrors that which they would in real life. A positive experience like that builds trust with your business and users are much closer to becoming new customers.

**CASH IN:**

A good website experience shows users your business is capable, trustworthy, and dedicated. Who wouldn't want to do business with a company like that?

NUMBER 2:

Have a clear, succinct message.

The words you use on your website can make or break your website's success. While an attractive design is vital to a website's success, don't think for a second that a user will stick around because of it. If the text doesn't cut it, visitors will immediately cut out.

With an average of three seconds to capture a user's attention, your message must be super clear. If it is, you'll get another three seconds. This is not the time to be clever, cute, or use jargon. The spotlight is on and if you can't communicate what you sell and how it solves your user's problems in those three seconds, your user could be hitting that big ol' BACK button.

CASH IN:

Take the time to really understand the pain points your customers experience. Only by doing that can you show visitors how you can help them solve it.

Approaching page content from this angle will create effective text that will win with your users.

PRO TIP:

Take a quick gander over your website statistics. Pay particular attention to:

BOUNCE RATE: An average bounce rate is around 55%-60%. If your bounce rate is higher, one cause may be that users are coming to your page and not finding what they needed and hit the BACK button.

AVERAGE TIME ON PAGE: If the average time spent on your key pages (Home, Services, Products, etc.) is low, this is another indicator that users aren't finding the information they're looking for.



NUMBER 3:

Free up your staff for other tasks.

Your website can be more than a marketing genius, it can be the consummate multi-tasker. Have your website do some admin work, handle a little tech support, and a few other things while it's at it. Here are a few quick suggestions for how your website can take some of the load off your staff:

- **A comprehensive, strategic sales experience** means the users who reach out to you to buy will be a warmer lead and require less hand-holding. With less effort per sale, your sales team is freed up to develop the next great campaign, write blog articles for the site to get more traffic, or maybe just hit the links.
- **Create a stellar post-sale experience** by creating a support section with articles and/or videos for any post-sale questions your customers may have. Do you sell flooring? Perhaps a page on flooring care. Is your jam home renovations? An article on winter care for a new patio. The possibilities are endless.
- **Get your showroom online.** Even if you don't want to sell on your site, you can still use a shop-like feature to get your products online. If people are looking to buy your products, having them online and available to 24/7 brings users that much closer to the buying decision.
- **Free up your admin staff** by putting an appointment booking engine on the website and supercharge this by giving clients the option to pay for the visit in advance.



CASH IN:

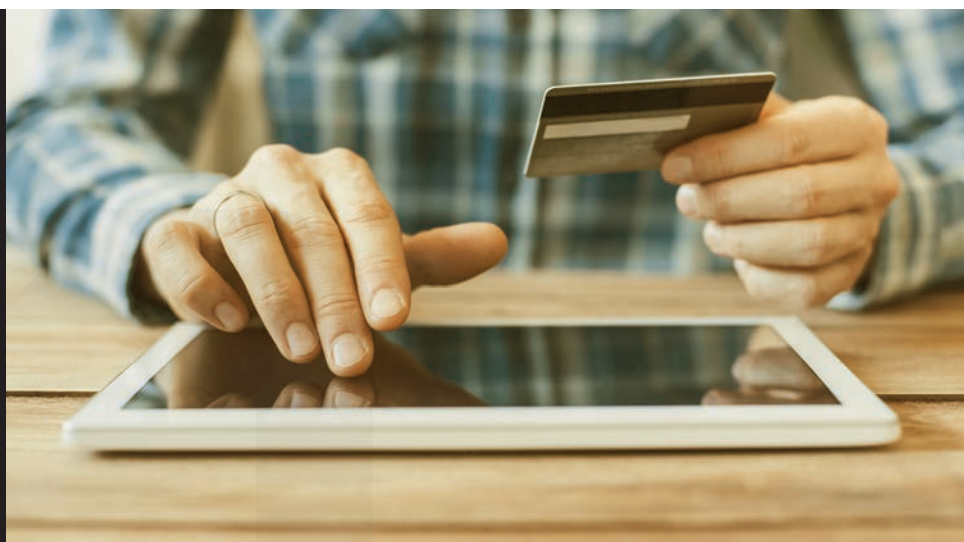
By offloading repetitive tasks to your website, you're freeing up staff for other uses. Payroll is one of the largest expenses for many businesses, so anytime you can make better use of staff time is like finding money.

NUMBER 4:

Make it easy for your customers to buy.

Put calls to action all over your site. And not passive ones like *Learn More* or *Read More* or *Get Involved*. Instead, try *Buy Now* or *Call Now*. Don't be afraid to be direct. It's not pushy, it's clear. If users are visiting your website, they are there for a reason, and that reason is because they have a problem and you are showing them how you can bring an end to that problem. Make it easy.

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CASH IN:

Don't allow too much time to pass between the moment when a user has decided to make a purchase and their ability to do so. Ensure that at every turn, your website gives the user opportunities to take the next step toward making that purchase.

We hope you've found some ideas here to implement on your website. If you'd like a free, 30-minute consultation for how HPX Media can help your website generate more leads, call 1-833-4PIXELS. It might be the most important half-hour you spend this month. **Call now.**