5 QUESTIONS THAT ~~CAN~~ WILL IMPROVE YOUR WEBSITE

Over the past 6 months, we've designed, coded, and implemented over 500 webpages. And we have reviewed well over 10,000 pages during this same 6-month period.

And if I'm completely honest,
MOST PEOPLE'S WEBSITES ARE MISSING THE BOAT!

It's not that the websites we review are horrible, or completely out in left field... they are usually off by only a little bit. BUT, this little bit is like having your stove turned to 211° and wondering why the water isn't boiling.

You're probably providing excellent products or services to the market through your website, but if no one is taking action...then it really doesn't matter.

3 simple questions to discover if your website is reaching its full potential:

1. *Am I happy with how my website is performing today?*
2. *Is my website helping me capture leads and make sales?*
3. *Is this how I envisioned my level of success when I first launched my website?*

If you had to give your website a grade based on those three questions, what grade would you give it?

And now for the tough question:

If I told you that I was going to send 1,000 qualified prospects to your website tomorrow, would you – and your website - be ready for them?

If you answered "No" to any or all of these questions, then you need to revise your website's plan of action. The best place to start is with the three fundamental elements of good design.

1. **Contrast** – The look and feel of your website.
2. **Composition** – The structure and page flow of your website.
3. **Content** – The message your website delivers (and your call to action).

You'll need to get each of those elements correct to have a successful online presence. But one of those elements packs more punch than the other two combined. Which do you think it is?

Yep, it's the content. The saying, "Content is King" has never been more true. (For proof, check out Seth Godin's blog. It's ugly, sorry, Seth, but it's one of the most-read business blogs in the world – and one of my personal favorites.) When designing (or improving) a website, you've got to start with content.

There are five questions that will help you craft content that not only persuades, but also helps generate a favorable response from your audience.

1. WHO'S HERE?

Before crafting your message you've got to understand who will be "listening" to your message. Is it a prospect? Is it a customer? Is it an employee?

2. WHAT ACTION SHOULD THEY TAKE?

What action do you want them to take? Contact you? Learn more? Share with friends? Complete an application?

3. WHEN SHOULD THEY DO IT?

When do I want them to take the action? Today, tomorrow, at some point in the future?

4. WHY SHOULD THEY TAKE IT?

WIIFM? The visitors on your website are asking, "What's In It For Me?" Sorry to break the news to you, but they really don't care about you. They are only interested in meeting their needs, or fulfilling their desires. Be sure you communicate WHY they should take action.

5. HOW CAN I CONVINCE THEM?

What story, or message, can you communicate to your audience to persuade them to take the action you'd like for them to take?

If you're ready to put your website to work for you, then start with your content. Let your audience know what step(s) you want them to take next and what will happen when they take those steps, and before you know it your website will start pulling its own weight.

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