

ASSESSING YOUR WEBSITE



by ALEXEI KOULESHOV

Why Most Small Business Websites Fail – And How To Ensure Yours Doesn't

If you are running a small business, you would know that most of your leads do not come from your website. In fact, most businesses have no leads from their websites at all. Internet marketing specialist Alexei Kouleshov shows you how you can turn this around.

Most small business websites fail for two main reasons: their website structure, and the positioning of the calls to action throughout their website. By fixing these simple, yet not so easy to understand factors, you can turn your inactive website into a lead generating tool for your business.

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Why Your Business Needs A Website

Nowadays the majority of product and service searches are conducted through Google, so it is surprising that 80% of small businesses in Australia do not have a website. Most of their marketing is done via word of mouth referrals and leaflets. Many advertise via directory listings, such as Yellow Pages, that have long lost their search popularity.

When people want to find a particular product or service, they go online to find a business that is local, affordable and has good credibility. They would much prefer to see a list of services that a business offers before calling. This is why it is important you have a properly structured website that is found through search engines and has a clear call to action in terms of your contact information and what you offer. Furthermore, positive reviews and testimonials are vital to make your business stand out. A quick quoting system can also make it easy for customers to approach your business.

How To Improve On Your Current Website

If you have an existing website, it is important to track the activity it is generating. Google Analytics is an easy way to start analyzing your website's performance. It's a free service that allows you to see how many people are visiting your site, what keywords they enter in search engines to find your site, and how long they spend there. The results might surprise you; after installing Analytics many business owners find their traffic is completely irrelevant, or they have no traffic at all.

Once you know how your website is performing, it's time to improve. Step one is to optimize your website with keywords that will make it rank high in search results. This involves identifying

the keywords people use for products and services in your niche, and having these words present within the content of your website pages, without ruining the purpose of those pages. It is also important to have the keywords in the headings and your page titles. Google 'thinks' that if a webpage ranks for a particular keyword, its content must be supporting it.

Your next step is to improve on the calls to action throughout your website. People don't necessarily arrive on your main page when going through search engines, so it is important to have your contact information clear and visible on every page. The best way to do this is by including it into your header graphic – be sure to include your phone number and email address.

If you include a contact query form on your website, don't make the common mistake of requiring too much information from your visitors. Make your contact form as simple as possible – just name, email, phone number and a message field – or you will deter people from making the effort.

What to expect

By having a properly structured website that looks appealing to search engines and visitors and has good calls to action, you can get customers you may never have gotten otherwise. On average, a small business website should receive 10-30 visitors per day. A realistic conversion rate from those visitors (people calling you or submitting a contact query) should be 2-5%.

Here is what one of my customers wrote:

"I changed the keywords my so-called 'SEO specialists' had told me were the ones I needed to use. I simply changed them and changed my home

page content and now magic has happened. I am appearing on the first page in the local areas that I have used keywords for. No waiting to see, no having to spend X amount to get results.

Added to which, I had a call this afternoon from a prospective client from Melbourne who is coming to the coast for a couple of weeks for a holiday. Lisa will be doing 8-10 one-on-one sessions with me while she is here, plus an ongoing program I will provide her with for when she goes back to Melbourne. The dollar value is approximately \$2k, just from changing my keywords."

Matt W, Gold Coast

Once you know your website has targeted traffic (stats from Analytics) and generates leads, you can apply a number of other traffic-driving strategies. You can increase your traffic even further by pay-per-click advertising (Google Adwords) and by submitting your website to a number of business directories.

Helping people find what they are searching for

The process of lead generation really comes down to providing people what they are searching for online – making your business relevant to what people are searching for.

Alexei Kouleshov specializes in web design, internet marketing, traffic driving strategies and social media. If you are a busy business owner and would like to turn your hidden website into a lead generating tool, I would be happy to provide a free 15-minute critique of your website or a planning session, valued at \$97. The key thing is to understand the marketing process within your website and apply the principle, so that your site does not fail like 95% of websites out there. Visit www.youareeasywebsolutions.com.