



# Is your website an asset or a liability?

Not all websites are created equal... in fact, your website could just as easily be HURTING your business as it could be helping your business, so it's vital that your website is set up in the right way, and working for you (not against you) 24/7.

## Why is your website so important?

Regardless of whether you sell accounting services, run a pizza restaurant, paint houses, exterminate pests, are a personal trainer, or have any other kind of business where you sell something to someone, your website should be an asset.

At minimum, it's the face of your business. For people who search for you on the web, it's the first impression they'll get, and has a MAJOR impact on sales.

Secondly, it's an information hub. Maybe your prospect already knows who you are, but needs to find contact information, or to know your operating hours, or to find specific details about the services you offer... failure to provide succinct information in an easy-to-find way will hurt your business.

Thirdly, and at least as important as the other two things we've mentioned already, the way your website is configured will impact if people can even find you in the first place.

Let's talk about why these things matter in a little more detail.

## 1 The face of your business

Assuming someone can find your website online when they search for your business or for services you offer, you've got a matter of seconds to make an impact, and keep the prospect engaged.

Most websites do a terrible job of this, and they lose sales as a result. Your website needs to:

- Establish credibility
- Convey your message and what you stand for
- Provide solutions for what the prospect needs

- Show social proof (if applicable, which it is in 95% of cases)

- Advance the sale

Advancing the sale is a matter of providing the information required to get the prospect closer to buying, or indeed actually allow them to buy whatever you offer then and there.

Social Proof is normally stories of happy customers, but can also be other points of interest, such as how many people you've helped over the years you've been in business, how many burgers you've sold, and so on and so forth.

Providing solutions for your prospects needs might sound obvious, but most websites aren't set up to do this, because most website owners just GUESS as to how their visitors found them (is the visitor searching for pizza delivery, or a pizza restaurant, most websites owners don't know the answer, so they guess).

Furthermore, most websites have a high level overview of what they do and that's it... some might go one step further and have a service specific page, but these are NEVER optimized the way they should be, which has a huge impact on conversions (from website visitor to buyer).

Your message, the way your business is positioned (high end, low end, customized, templated, etc), and your credibility all directly impact what you can charge for whatever it is that you offer, and what your conversion rate will be. If your website does a poor job of conveying these things, then you're leaving money on the table in lost sales, or sales that don't give you as much profit as they could.

## 2 Your information hub

The easiest way to lose a sale is by not giving your potential customer information about your business. Conversely, one of the easiest ways to MAKE a sale is by ensuring your customers have the information they need. The basics include, but aren't limited to:

- How to contact you (address, phone, email)
- Opening hours (if applicable)

- Services offered
- Pricing (not always published on the website, depends on what you offer)

In addition to this, strategic data analysis fills in the gaps and identifies the exact information you need to display, where to display it, and any potential holes your website may have.

### **3** The KEY to getting found

Long gone are the days of simply building a website and waiting for people to find it. In 2019, every element of your website needs to be precisely configured, otherwise your entire web strategy will be stuck in first gear, you won't get the rankings you wish for, and your traffic will be almost nonexistent... in which case, why even bother having a website!

There are dozens of factors that need to be considered, and they all build upon one another to ensure your website gets the maximum exposure possible. A few of the main factors include:

- Mobile Friendly Pages
- Contact & About Pages
- A Logo That Search Engines Can Read (not just an image)
- Optimized Pages For SEO (meta info, layout, etc)
- Strategic Internal Link Placement
- Retargeting Pixels
- Load Time Optimization (and page caching)
- An XML Sitemap
- Robots.txt File Setup
- Smart Site Architecture
- An Optimized 404 Page
- SSL Certificate
- Image Alt Attributes
- Scheme.org Structured Data
- Correct <h1> And <h2> Tag Usage
- Strategic Outbound Site Links
- LSI Keywords
- Social Sharing Integration

There are many more elements, and we could write a book about each one of these, the point is, if you don't have all of these things taken care of, you're not setting yourself up for maximum results from your web strategy (and if you've had a website for a while but felt you never got results from it, this is probably the reason why).

Hopefully it's clear, your website is an important marketing asset that you NEED to strategically optimize so that it can bring more sales to your business.

### What can we offer you?

Unlike most companies who might try to sell you a website, we not only have 15 years of experience building websites, but we're also at the forefront of Search Engine Optimization, and you really need both if your web strategy is going to succeed.

A pretty face helps, but what's under the hood is just as important, and we're experts who can provide you with both pieces of the puzzle so that you get the results your business needs. Our all-encompassing solution includes:

- A fully optimized, mobile friendly design
- WordPress powered website
- Installation of WordPress plugins – so your site will run as efficiently as possible
- Google Map – for directions to your office
- Installation of Google Webmaster tools and analytics

### How much does it cost?

Different businesses have different requirements, and as such, the website development price varies depending on exactly what your business needs are.

To give you an idea, 90% of the websites we design and build for our clients fall in the \$1,500 - \$3,500 range, with a few exceptions at lower prices (where minor modifications are needed) and higher prices (where more complex integrations or more content/pages are needed).

### What next?

The next step in having us build or upgrade your website, is to reach out to us and request a free consultation. Once we know what is required, we'll be able to give you a quote.



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