

IGNITE YOUR WEBSITE AND GET MORE SALES

The main reason people do not buy is that they don't understand what you're selling. Yes, they can see you're offering a service or you're selling a product. Yet they cannot see why yours is clearly better than your competitors and why it's clearly what they need. Exponentiated by the fact that we have more distractions than ever...

In the process of browsing to buying people have three general responses; yes, maybe, no. 2 of these are no. The key to closing more sales is to make it extraordinarily clear what you're offering, why they can't live without it and how they can get it.

3 STEPS TO HELP YOU CLOSE MORE SALES

As we know there are more distractions than ever and only some of these distractions are within our control. The goal is to remove those distractions, identify what will give the browser certainty and how to inspire them to buy. Start by evaluating your website...

1. CLEAR

Objectively look at every single item on the webpage; every image, every word, every color. What is distracting the visitor from what you're offering and knowing it's what they need? Put each item in one of 3 categories (yes, maybe, no). The yes list is your good list. The maybe list is items that need to be refined. The no list is items that need to be removed entirely, at least for now. After you have completed this process all the distractions are cleared.

2. CERTAIN

They need to be certain that it's the best solution for them... This requires a clear representation of the product or service. In this step you need to create supportive images, share key benefits and have harmonizing colors, plus a way to build trust. What would make them feel comfortable taking the next step? How can they trust that it's right for them? An overall sense of congruency is key to creating certainty.

3. CALL-TO-ACTION

The call-to-action is telling them exactly what to do next. To be most effective it is big, bright and bold. Not over-powering. It's magnetic or attractive or inspiring. This area needs breathing room and is the clear focal point. Limited-time strategy session offer...

CALL 916.790.6574 TO SCHEDULE TODAY

Getting this right is imperative to increasing your sales. Save time and make more money by getting a one on one strategy session with Michelle. Its over-the-phone and you'll also receive a complete implementation document outlining what will ignite your website and get more sales. Call 916.790.6574 today with any questions or for more information.