

# 6 Strategies To A Website That Sells



Potential customers will judge you on the quality of your website. We believe if something is worth doing, then it's worth doing properly.

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Once upon a time, most entrepreneurs thought that building a website involved putting a few pages of text online and announcing to the search engines that they were open for business.

Those days have changed, however.

Now most entrepreneurs think that building a website involves putting a few pages of text online... and announcing to *social media* that they're open for business.

And can you blame them? Digital marketing moves at such a pace that it's hard to keep up with the latest trends and the freshest strategies.

The good news is you don't have to know the latest and greatest "bleeding-edge" marketing trends to succeed online, because the fundamentals are the same.

Understand these 6 Keys and you'll have the foundations of your online marketing success.



# Strategy #1: Measure everything—and make changes based on what you find

Today's entrepreneurs measure their efforts and their results, asking questions like:

- **How many visitors are coming to the site?**
- **How many of those visitors are becoming leads?**
- **How many leads eventually turn into sales?**
- **How much is each of those sales worth?**

This kind of data is usually called "analytics." (And you can easily get it by using software like magIMPACT's MyTools™.)

The most successful companies use analytics to find ways to increase their effectiveness in pursuit of a website that sells more... and sells to more people. Analytics can provide answers to the questions above, but they also raise more questions, such as "How can we get *more* visitors to the site?" and "What can we do to increase the amount of our average sale?"

And that's a good thing. It's seeking the answers to those follow-on questions that will drive real success. After all, if you're going to go to the effort of building a website that sells, it makes sense that you should check in regularly to see a) how it's working, and b) whether you can make it work even better.

Looking at your analytics will jump-start that process.



## Strategy #2: Use surveys to really understand your users

Data is the foundation of good decisions, but when it comes to your users—who, remember, are real people—nothing beats actually talking to them.

The easiest way to do this, of course, is surveying a group of them—for example, sending out an email with a link to some online questions, or asking them in-store to fill out a feedback form.

This approach—gathering up a random sample of your customers and asking them for their opinions—can give you the chance to explore their thoughts and feelings in a way you can't get with analytics.

If you want to build a website that sells, you should consider gathering this kind of “live” data to inform your decisions. Because when you have a better idea what your website visitors want and how they feel about your products or services, you'll know more about how you can use your site to make them happy.



### Strategy #3: Take what you've learned and create a “buyer persona”

After diving into your data, the next step is using what you've learned to develop a “buyer persona”—a fictional biography of a single, “perfect” customer based on market research and real data about your existing customers.

Creating a buyer persona will help you understand what motivates and enables your visitors to buy from you—why they do it, how they do it, and what makes you different (in their eyes, not yours) from other purchasing options.

Creating a persona will also help you think about how to target other buyers like your ideal customer. Where can you find them online? What do they like to do? What kind of mental and emotional state are they in before they buy from you, during the process, and after their purchase?

The answers to these questions will help you make choices about your website that are rooted in your customers' perspectives, not your own.

Looking at things from your customers' point of view is important because, after all, they're the ones who buy what you're selling. They'll buy more if what you tell them is presented with their needs in mind.



### Strategy #4: Create an amazing website experience for your persona

Using what you now know about what your perfect buyer wants and needs, you can make sure your website is not just attention-grabbing, but *worthy* of your buyer's attention.

Everything you put on it, from menus to graphics to content—right on down to the particular way you say “Contact us”—should be designed to engage and entice your best buyers.

By tweaking everything you can so it resonates with the buyer you defined in your persona, that buyer will come to know, like and trust you more easily. Which means, in turn that you'll be setting yourself up to make more sales.

Why? When presented with two otherwise equal buying options, people will choose the one that they simply feel better about.

In other words, make sure your site reflects your buyer's wants and needs and you can say goodbye to a site that simply takes up space on the web—and hello to one that actively grows your business.



### Strategy #5: Use your website to start—and nurture—a relationship

It's an old cliché, but still a valid one... doing business with a customer is a lot like being in a romantic relationship.

Are you using your website to ask first-time visitors to get married? Or are you asking for a date, then another, and so on—until the idea of a long-term relationship seems natural to you both?

Most companies struggle with the idea, but it's the reality of doing business online today—you need to use your site to start a nonthreatening relationship with potential buyers, then "nurture" them until they're ready to buy.

One of the simplest ways to do that is offering a valuable piece of content in exchange for contact information—for example, a download like the one you're reading now—and then using follow-up emails to try to entice your customer to buy.

It's a much more effective approach than, "Nice to meet you. Give me your money."

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### Strategy #6: It's okay to ask for help

Finally, here's perhaps the most important key to building a website that sells: realising that no matter how good you are on your own, the right partner can help take your business to the next level. There's a lot to be gained from tapping into the expertise of companies that do marketing for a living... Companies like The Amazing Website Company Ltd and their trusted business partners for instance.

From giving you the focus you need to dial in on the best goals for your business, to identifying your ideal customer, to determining what to measure and why, we can help.

We'll work with you to make your online presence as good as it can be. We can build you a beautiful website, an effective call to action strategy to work with your email marketing system, traffic-building systems to bring more visitors to your site, and lead-generation strategies to convert more of those visitors into buyers.



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Unlike traditional web design agencies you don't pay us thousands upfront. We run a technology that allows us to develop high end websites for less. You get a high end website, updated for you and hosted on a superfast server. You get genuine value for money, peace of mind and business growth.

However, what you'll get at the end of the day is more than just a website or a marketing system...

You'll have a healthy, vibrant business—and the knowledge that you built it the right way, with an expert at your side.

If you'd like to explore how The Amazing Website Company Ltd can help you get smarter about your online presence and grow your business, contact us today.

Let's get awesome.

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