

7 Reasons Your Website Isn't Making You Money

... even though you have spent thousands of \$\$\$ creating and promoting it ...



Websites 4 Small Business

Tel: 02 9907 7777

web4business.com.au

 **websites**
4 Small Business

Hi I'm Ivana Katz, a professional website designer with 15 years of online experience and I help new entrepreneurs get their business online without the overwhelm and at an affordable price.

I do this through website design / re-design, website audits and one-on-one Skype / phone website design & marketing strategy consults, so you can take your website from just looking pretty to actually making you money.

The '7 Reasons Your Website Isn't Making You Money' Report (part of my website audit checklist) has been responsible for converting many 'pretty' websites into highly converting money making machines.

Without it you will continue to throw money at a website that may be visually appealing, but is just not working.

With it, you'll discover secret website creation strategies that most entrepreneurs miss when creating their online presence. I will share with you tweaks you can make to your website today to start turning your website from a pretty brochure to a high converting website.

x
Ivana



Creating a successful website which not only brings a lot of traffic, but also converts visitors into paying customers takes time and effort ...

Having an effective website is not just about the perfect layout, it is also about the content and credibility.

You need to show your potential customers that you are trustworthy, reliable and that you will deliver what you promise.

If your website is not bringing you customers and making you money, chances are that your website is missing some key elements.

Reason #1

Poor Navigation

Your website needs to be well structured and easy to navigate. Your visitors must be able to find what they are looking for within a click or two.

Ensure your navigation bar is at the top or the left handside, as most people are used to that. Also consider including a navigation bar at the bottom, especially if your pages are long.

It is also important that your navigation system is mobile responsive, so your visitors can easily browse your website on mobile devices.

Reason #2

Assuming People Will Buy From You on First Visit

98% of visitors won't buy from you on the first visit, so it is important you capture their details and then stay in touch to build trust and credibility. This can be done via a pop-up form linked to your favourite email software such as Mailchimp or GetResponse.

You will need to give your visitors a reason to leave their details, so offer them something that provides value and a possible solution to their problem, eg. a downloadable report with tips, checklists or worksheets, a quiz, a guide, mini training series or a competition.

Reason #3

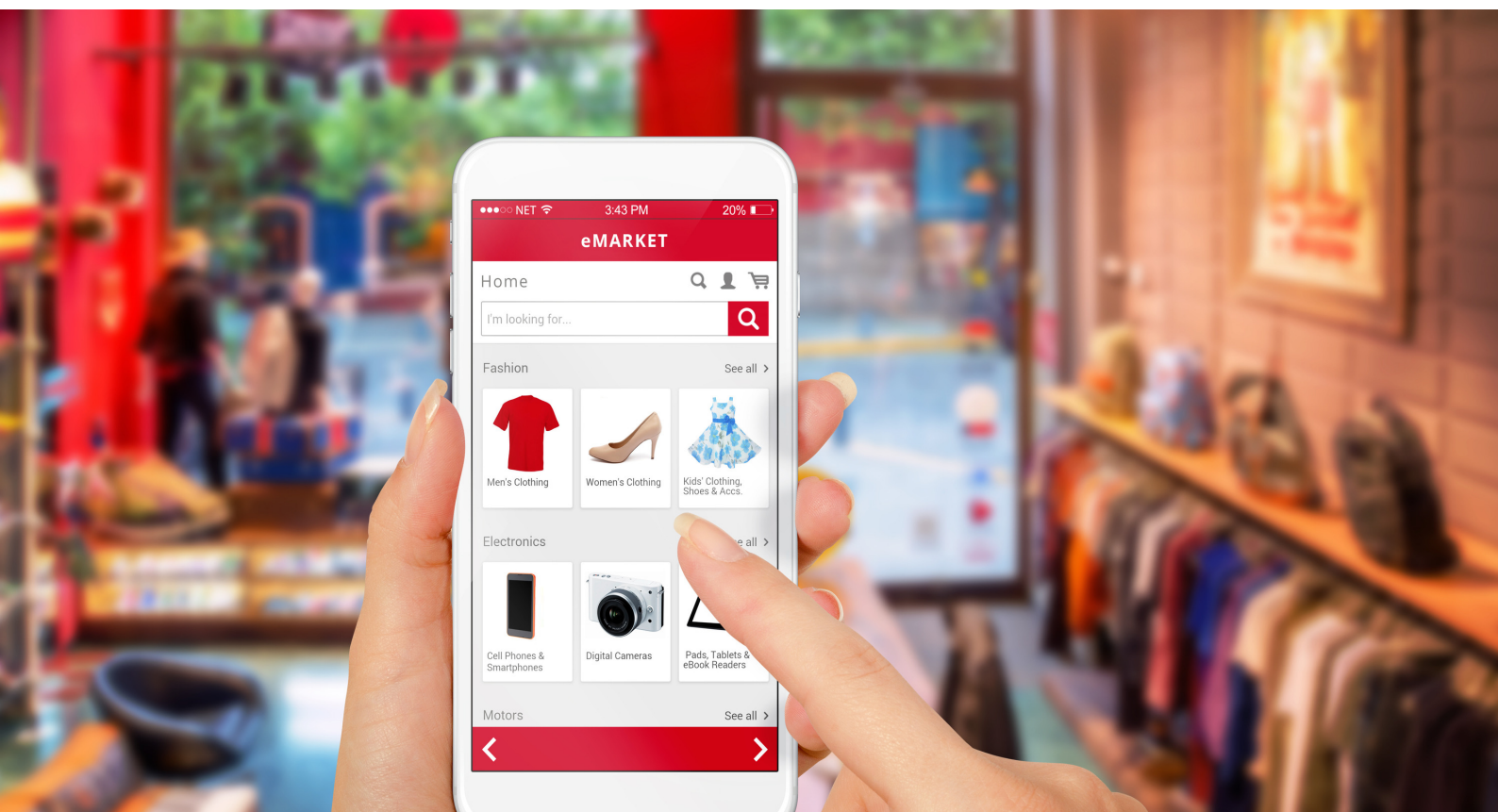
Not Enough Information

When people are looking on the internet, they want the information right there and then. They don't want to have to wait until they can email you or speak to you on the phone to get more details, so make sure you have as much information about your products and services as possible.

Remember your visitors may be looking at your website out of business hours and if they don't find what they are looking for, they will go elsewhere.

Consider including the following pages on your site:

- ✓ Home Page (your sales page),
- ✓ Product/Service Details,
- ✓ Pricing,
- ✓ Frequently Asked Questions,
- ✓ Contact Us,
- ✓ About,
- ✓ Testimonials,
- ✓ Blog
- ✓ Guarantee,
- ✓ Privacy & Refund Policy,
- ✓ Media Information,
- ✓ News and Resources,
- ✓ Portfolio or Photo Gallery
- ✓ Links
- ✓ Product/Service Reviews
- ✓ Online Store



Reason # 4

Lack of Credibility

Many website owners fail to prove their credibility. Remember you are competing with thousands, if not millions of other websites and if people don't trust you, they will never convert into paying customers. By adding:

- Testimonials from happy customers,
 - Before and after photos,
 - Articles that have been printed or published about you or your business,
 - Details of awards you have won, and
 - Industry associations you belong to
- all help to show your customers that you are trustworthy and reliable.

Reason # 5

Limited Contact Details

Many website owners only include a contact form as a way to reach them. This is a big mistake - make sure you include as many contact details as possible:

- Your street and/or postal address,
- Email,
- Phone and mobile number,
- Skype details
- Links to social media profiles.

These give your visitor a sense of security that you are a solid business.

Reason # 6

Forgetting to Include Call to Action

Make sure you tell your customers what you want them to do as soon as they arrive on your site. If you want them to download a report, tell them where and how. If you want them to join you on a webinar, show them where to go.

Include only one or two calls of action per page, otherwise your visitors may get confused and not take any action at all.

Reason # 7

You Are Not Solving Customer Problems

If you are only focusing on getting people to buy your products or services without solving their real or perceived problems, you are in for a lot of hard work.

But if you can truly understand what your target audience's problems are and if you can resolve their pain points with your products or services, then your products and services will sell themselves.

It is therefore important that your website needs to visually display the future success your customer can expect to achieve.

To find out what your customer's real pain points, ask why, or what the context is behind making the choice.

When first meeting with a client or customer, think of how to engage them at a higher level, where solutions to chronic issues or discovery of new opportunities are more easily found.

Why are they in need of assistance?

Focus on that above all for increased engagement and accelerated business success.

If your website is not making you money, chances are you are missing some key elements. Check your webpages and add the details you are missing to make sure your website converts current visitors into paying customers.



You are in possession of a tool that can get you massive results when implemented correctly.

But unless you understand website design trends and strategies, it'll only remain an under utilised tool that sits in your toolbox.

It's like having the keys to a gorgeous car, but not knowing how to drive it.

So if you'd like to use this report to its fullest potential, I want to show you HOW, through an in-depth website audit and design & marketing strategy phone / Skype consult in which I take you behind the scenes and share with you what most website designers keep secret.

[Click Here to Book a Website Audit & Strategy Session >>](#)

And if you need my help with a professional logo, website (re)design give me a call on 02 9907 7777 or go to www.web4business.com.au to see how I can help you with your business.

Ivana Katz

Ivana Katz

