

The 4 Biggest Website Mistakes

There are so many fatal mistakes that you could be making, which could be killing your business! So what exactly should you be avoiding?

1. No Website

- ✓ To have credibility, you need one! It is like having a business card.
- ✓ Without a website, you are missing out on inexpensive marketing opportunities to grow your business.

2. No Plan

- ✓ Most people go right into the process of building their website. Questions like “What colors do you want?” and “How many pages?” is a poor way to build a website. Think of your website like a building – without blueprints, you can’t build a strong foundation!
- ✓ It’s important to understand who your ideal client is, what challenges you face, and to create a plan for your site so that it effectively addresses the pain points of your clients and shows them how you will provide their solution. With a plan, you ensure that your website has a secure and successful structure.

3. No “Stickiness”

- ✓ “Stickiness” is a way to capture your visitor’s information such as their name and email address by offering something valuable in return.
- ✓ The most important thing you can do is capture people when they come onto your website. They may not be interested right now, but if you keep following up with them you can be there when they are ready to buy!
- ✓ This could be a free report, inside tips, a quiz, a survey where you compare results with others, an online quoting system, coupons, contests, invitations to VIP events, etc.

4. No Marketing

- ✓ The concept of “I will build it and they will come” is a myth!
- ✓ Instead, it’s vital to spend time and money putting together marketing strategies to utilize your website as your strongest marketing tool.
- ✓ Your website should be part of every marketing strategy in your business.
- ✓ If designed properly, your website should be able to do automatic marketing – so that you can focus on growing your business.

Quick Review of Your Website:

1. Can you easily capture people from your homepage?
2. Does your site have “stickiness”?
3. Does your site have a call to action on every page?
4. Does your site allow your visitor to interact (other than the search function)?
5. Check the top 3 inches of your website. This is your prime real estate. It should have at least one or more of the following: a call to action, a “sticky” element, and/or your business contact information.
6. Testimonials are one of your biggest assets. 92% of Internet users study online reviews and testimonials before choosing a business! Do you have these on your homepage and on their own dedicated interior page?
7. Is your website structured with user-friendliness and marketing in mind? Is the navigation clear with good flow? Do you have all of the pages and content that you need to attract and convert prospects?



(800) 764-8528
info@artofonline.com

Next Steps

If you're wondering how your website can meet these key 13 standards, don't worry! Let us take an in-depth look and provide important recommendations on how to improve your site and increase the success of your business online based on the key points discussed above in an exclusive audit.

[Click here](#) to get your website audit today and you'll get it for **just \$99** (normally \$249)!