



OnlineBusinessBuilder

Five steps to a website that works

Websites that work.

Amazingly 60 percent of small businesses still don't have a website. Of those that do, few get more than 100 unique visitors a month.

The majority of small businesses miss out on the multibillion pound online market, because, despite what Wix, GoDaddy and the rest tell you, it is not that easy developing a website that works.

It's not the technology, that is relatively straightforward nowadays. It is the content, design, and above all the strategy that are difficult without professional help.

So where do you begin?

Here are 5 pro tips to getting a website that works.

Get the basics done first .

A business website should do three things:

Tell potential customers what you do – your value proposition

Provide proof to build trust – testimonials and reviews

Tell them how to contact you. – contact form and call now button

Don't over complicate things.

If you just do the basics, you can get a site online in a day.

Your value proposition.

Put some real effort into describing what your business has to offer and why you are different from your competitors.

Discuss your value proposition with your customers and get their feedback.

Keep revising your value proposition until you are happy with it.

A strong value proposition is the first vital step towards developing a winning brand.

It needs to be front and centre on your website.

Provide proof.

Ask your customers for testimonials or reviews on Facebook or Google.

Honest reviews drive website conversions and are the bedrock of your online brand.

Put a link to your Google My Business page on your website so customers can easily leave reviews

Consider using a service like www.provenexpert.com to collect reviews.

Always reply to reviews quickly. It is both good manners and good business.

Call to action.

Tell prospective customers what to do next.

Providing a clear call to action such as a contact form or “call us now” button will help drive new business leads from your website.

Don't be afraid to put your call to action in several places on your website.

Make sure you get back to potential customers in a timely manner. Don't burn valuable leads.

You can use a service like www.jotform.com to easily create a form on your website.

Write a blog post.

I know, nobody wants to do this. However, in really is easy and you will quickly see the benefit.

Simply answer one of the questions your customers ask you regularly. The result will be to establish yourself as an expert in your field whether you are a florist or a dentist.

If you follow the five steps above, you will be well on the way to building a website that works for your business. Even if it is a bit basic at first, it can be amended and improved in the months to come.

Work Smart.

OnlineBusinessBuilder takes all of a pain out of developing a website that works for your business.

For just five pounds per day we will design a fast modern website and deliver fresh leads with local search engine optimisation and daily social media post.

There is no software to learn and no time commitment.

You can benefit from a predictable stream of new customers by showcasing your business on the internet and have the time to concentrate on growing your business.



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