



13 Top Tips for Evaluating Your Website

We thought it would be useful for you if we explained some of the key aspects we always incorporate into our client's online businesses so you can assess your website and see where the gaps are, if any! This should give you a useful development pathway for your own business.

Here are some ways to evaluate the effectiveness of your online presence:

1. A quick and easy question to start with. Is your **phone number visible** within **20 seconds** of someone landing on your home page? If not, the chances of anyone spending time on your site and therefore (more importantly) spending money with your business is very limited. If you are thinking that people will never call you, you are probably correct.

"Having your telephone number displayed prominently is not about getting people to call you... it is about establishing that you are a real credible business... safe to do business with. Showing customers they can easily contact you."

As an aside, we recommend using a landline, not a mobile. You can rent a landline number very cheaply if you don't use one at present. Take a look at Skype www.skype.com where you can buy region specific numbers for all over the UK and, come to think of it, all over the world!

What about buying a specific online number so that you can track how many leads your website generates? We recommend it's best to keep your local area code, unless of course, you are thinking of a free phone 0800 number or a local rate 0845 number. Skype charge £40 per annum for UK regional landline numbers.

We understand that the type of number depends on your business type and your customers' expectation. However, they are all real examples of how we track the performance of all types of marketing and you can too.

I rate my site here as ___/10

Notes:- _____



2. Connected with the point above; is your **business address** on your website? Apart from needing to be in your Privacy Policy, Cookies Policy and Terms and Conditions, you will find that people are increasingly reluctant to deal with businesses that do not have a "bricks and mortar" address.

As above, if you need to, rent an address. People will rarely write to you but they will do business with you! So...where does your address appear?

| | | | |
|-------------------------|-----|----------------|-----|
| Main Footer to Homepage | ___ | Contact Page | ___ |
| Privacy Policy | ___ | Cookies Policy | ___ |
| Terms and Conditions | ___ | | |

I rate my site here as ___/10

Notes:- _____

3. Are you clear on **the objectives** of your website? This is a fundamental issue. Some websites we have built are solely to establish the credibility of the owner; they are designed so that people who have met the owner at networking meetings can check out their qualifications, background, and track record. Some of the sites we build aim is to sell a variety of products to a warm market. Others aim to sell increasingly higher value services to their key clients, ending up with purchasing their flagship offering.

There's one thing for sure here...you need to be 100% clear on your objectives for your website or you can't possibly evaluate how effective it is.

To look at it another way, when was the last time your website made you some cash?

That cash might have entered your business by way of a direct product sale via your site or, it may have been that your site generated an appointment that you then closed soon after. Either way, it should be doing one of these for you!

I rate my site here as ___/10

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4. Do you know **how many visitors** your site is attracting? Where they came from? Which pages they visited? How long they stayed on your site?

One major advantage of the internet is that it's straightforward and FREE to collect this data. You can then decide where to put your efforts to increase the traffic and conversion rate, and hence the profitability of your business.

If you don't know the answer to those questions check out Google Analytics.

I rate my site here as ___/10

Notes:- _____

5. Can you **identify your visitors by name**? We usually suggest that our business owners offer something of value (*like this evaluation!*) in return for the details of their visitors.

You can then use these details in future marketing campaigns; to keep in touch about new services, offers, request feedback, answer surveys or give them news about your business. Clever stuff!

I rate my site here as ___/10

Notes:- _____



6. Does your site talk about the **benefits** of the service/product you offer?

It is very easy for business owners to talk about the features of their product or service. Usually, this is of no interest at all to your prospective clients.

For example, as a prospective client of Business Accelerator, you probably have no interest whatsoever in the coding language our guys use to write your website. You are, however, interested that we have access to a vast array of components we can incorporate into your site, such as a calendar, comments box, feedback surveys, banner adverts and so on.

I rate my site here as ___/10

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7. Building on the idea of benefits, does your website clearly state the **benefits of buying from your business** above all your competitors?

This is a vital component often missed by people and is important because, if you develop reasons for buying a service without building the argument for **buying from you**, then you've just created a market for your competitors!

As an illustration, we are clear that we combine our experience of business along with our ability to build great websites. This gives us a huge advantage over our competitors (*a major differential benefit*). 99.999% of Website Developers simply build sites with little or no focus on how the business can and should be using the web to generate cash.

This is where our expertise and years of experience selling products and services online directly really comes in handy.

I rate my site here as ___/10

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8. Is the **reputation** of your business protected on your website?

For example, we always include in our websites a piece of software that monitors any feedback your business receives. We've even developed this software so the programme can identify keywords that might link to negative feedback. This is then identified and instantly forwarded to you, the business owner, to deal with directly ensuring those customers views are considered and dealt with promptly. We've found that most unhappy customers can easily be converted into raving fans if you listen and deal with their concerns professionally and promptly.

More importantly this prevents those comments reaching your website and damaging your online reputation. Any business can make a mistake and people accept this as long as it is dealt with quickly and effectively. The real mistake is allowing several hundreds of prospective clients read all about it before you have had the chance to fix it.

I rate my site here as ___/10

Notes:- _____

9. Is your business taking advantage of the various **Social Media** platforms? It will depend on the type of business you are running but for most businesses these days, Twitter, LinkedIn, Facebook and YouTube offer fabulous opportunities to reach a huge audience and let people know the benefits you offer. Invariably, we incorporate Social Media as part of our clients' websites...as part of their business.

However, it's much easier than you may think.

If you are new to "all this social media lark" then you can simply allow people to share your site with their friends and contacts by offering Share Buttons, like the ones below, on your pages and special offers. This makes it super easy for them and encourages third party engagement.

Share with your friends...



Business Accelerator

"Growing your business on-line and...growing your on-line business"



I rate my site here as ___/10

Notes:- _____

10. Can your visitors **buy something**? In a very small number of cases, it is not appropriate to offer visitors the opportunity to buy something. However, for the vast majority of businesses, it is a missed opportunity to allow visitors to leave your site without giving them the chance to buy something from you.

If your business does not currently have an entry level engagement product to sell on your site then you're missing a trick. *There are some key rules to quickly and easily set these up, just give us a call on 01865 600 282.* For example, we often set up deals where we sell relevant products on behalf of other businesses for a commission, whilst also capturing the visitors' details for future promotions.

I rate my site here as ___/10

Notes:- _____

11. Does your business make use of all the **multi-media** channels now available to show your products and services?

A quality video clip can either demonstrate your product or introduce people to you and your business in a very effective way. Imagine the advantages a short video has over a written description in showing the work of an architect or builder.

I rate my site here as ___/10

Notes:- _____



12. Is your website written in such a way that all the features are available to people browsing via mobile devices? Grab your phone, your friends phone, an iPad and a Samsung Tablet and double check it now. If you can't access these pop into any branch of Curry's, Dixons or PC World and take 5 mins browsing around. How does it look and operate?

We are always really disappointed when we come across an engaging site that we're interested in buying from and then can't download some information or watch the video clip.

With the technology available today, this is just not necessary. Your website must be mobile ready and completely compatible. Mobile browsing is seriously on the up...it's time to be on-board otherwise there will be some serious catching up to be done.

I rate my site here as ___/10

Notes:- _____

13. The final question (lucky number 13!) is the one all these have been examples of. It is the question that our clients can answer with a resounding "yes"! And that question is :

"Is your website an integral part of your business?"

Or, have you got a glossy brochure website that doesn't really do anything for your business just because you think you 'should' have a website for some reason?

I rate my site here as ___/10

Notes:- _____

Above we've given you some great tips that we hope you've enjoyed reading through and applying to your website. There are loads more that we've developed whilst we've been selling well over £360,000 worth of products online over the last 3 years.

Simply call us on 01865 600 505 and let's arrange a chat over a coffee.