

Top 10 Ways to Build an Effective Web Site

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- 1. Keep the landing page simple**

What are the three objectives for your web site? Have people sign up to receive a free gift, your e-zine (on-line newsletter), review your store or new service? Be clear – and cut to the chase. Allow them to bypass your objectives and enter the site as well.
- 2. Less information is more**

Too often, we overwhelm our web visitors with far too much information about ourselves and our businesses. Stick to your objectives, but allow them entry if they are uninterested in what you are clearly and simply suggesting.
- 3. Offer participants a freebie**

By providing a free something or other (article, tip sheet, top 10 list, etc.) to all folks who pay you an on-line visit, you endear yourself to the market. Everybody loves to receive something that's free of charge, and may leave them wanting more of what you have to offer. I've never been fearful of giving my prospects more information than they can chew on. The majority of the folks who make this request will do little or nothing with the information given -- unfortunately. Others will be left wanting more and can easily become valued clients.
- 4. Make it visually appealing**

Use font size and background colors that reinforce your off-line image and make it easy to read and understand. Use visuals and bullet points for easy reading and to draw attention to what you want them to focus on or respond to. Add a video clip for a more cutting edge technological image.
- 5. Project a consistent message on-line and off**

Discuss your proposed color scheme with a web designer to learn what colors are best on line. Try not to deviate too far from your existing corporate colors found in your logo, business cards, etc. Consistency is a key piece of effective marketing and creating a memorable impression on your prospect and client base.
- 6. Provide a call to action**

When you offer something as a give-away, you're enticing people to connect with you in a more meaningful and memorable way. It's also a great way to grow a database of prospects. I'm a big fan of e-mail, however, I like the old-fashioned approach to marketing as well – direct mail. So, be sure to request all contact information so that you have the ability in the future to contact them in whatever manner you choose. Sometimes, nothing is more powerful than the printed piece.
- 7. Make it content-rich**

Don't only give them something they can receive in the mail or e-mail for free, but make your site content rich and position it as a go-to resource for people in need of the information and service you provide. Be sure to alert the media to your URL address as well on all correspondence with the press. You never know when they might be working on a story idea and will remember you as an expert in your field and a reliable resource.
- 8. Keep it current**

If you haven't changed your website since you launched it seven years ago, you may have a very itchy site – desperate for an update. I attempt to update mine with a new offer every quarter. My e-zine is distributed twice per month, and that keeps it updated as well.
- 9. Make it easy for people to contact you**

Provide your complete contact information on every page. I'm in the process of sending someone I recently heard speak at an event a copy of my book, Perfecting Your Pitch. I've entered her site several times to search for her mailing address and can not locate it. Now, I've got my virtual assistant trying to "google" her to uncover where her offices reside. It's causing me a lot of frustration for something that is extremely simple to include on a web site.
- 10. Offer an e-commerce component**

There's nothing like seeing those notices from my on-line store informing me that money has been deposited into my bank account. It's that simple. Make it easy for people to do business with you both on- and off-line. I'm now committed to featuring one of my products or services in each e-zine to inform people of what I have to offer them and the benefits to their business growth and development. It keeps them informed of my other offerings and increases sales of my business at the same time. What a concept!