

CONVERTING VISITORS INTO PAYING CUSTOMERS

This is one of the areas in which business websites fail. The main reasons are failure to:

1. Provide enough information

They don't provide information that their customers are looking for. For example, if you are selling furniture and your website only features a "general" category of products being sold, but not specific items, their prices and measurements, the customer will go somewhere else. If someone is looking on the internet for a sofa, they need to know whether it will fit into their home, whether it is within their budget and how it will look. The customer wants to know the information there and then. They are not going to wait until they can speak to someone on the phone or even drive to the store to find out. They will find another supplier (even an overseas one) who does provide the information. So when creating your website, ensure that you supply as much information as possible about each product and service, including its price (or price range).

2. Give the information clearly

They don't make it easy for their customers to find the information. It is important that your website is easy to navigate. This means placing your navigation bar at the top or left hand-side, as this is the first place majority of people look for. Contact details should be displayed not only on "Contact Us" page, but also at the bottom of each page.

3. Prove your Expertise

They don't prove their credibility. Sure many companies speak about themselves and how great their products are and why you should buy from them, but the reality is no-one really believes them. International Marketer & Author Darrell Berg-Smith (www.darrellberg-smith.com) says that you should "Forget selling; prove your expertise. Start to position yourself as the expert on your product or service. You don't do this by claiming to be the expert, or displaying your impressive CV. You do it instead by sharing your knowledge and giving your customers helpful, relevant information, without a sales gimmick and for free."

Another way to prove your credibility is by simply placing testimonials from happy customers on your website. If you don't have any, get some now!

3. Getting Visitors to Come Back and Purchase More

In order for your customers to come back to your website, your first transaction with them must prove flawless. Your products/services need to be delivered exactly as stated on the website and be delivered on time (or sooner). In reality, you should under-promise and over-deliver. Provide your customer with bonuses, such as free information. If for example, you sell baby products, you can send your customers tips on how to settle their baby, a list of child-friendly services in their area, advise on baby skin care etc.

You should also include as much information as possible on your website - free resources, articles, reports, ebooks relating to your industry, service and products. You can easily source free information on the internet. This will ensure that your customers will keep coming back to your website, even if it is just to get information. The more they visit, the more you will stick in their mind as an expert and the next time they are ready to order your products/services, you will be their first choice.

Another way of staying in touch with your customers is by sending them a regular newsletter. This can be done, weekly, fortnightly or monthly. You can do it manually if you don't initially have many subscribers, but as your subscriptions grow, you should consider using inexpensive mailing software, which will not only handle your mailing list, but also allow you to easily send out newsletters.