

Website Content is King - Turn Visitors Into Customers

By Alain Houle, president of Alco Web Design LLC

April 27, 2010, article source: <http://alcowebdesign.com>

Having visitors to your website is a good but making money with your website is much better. These days people use the web when shopping and a well designed website is often the final resource that determines whether you get the business or not. Google will bring visitors to your website but ultimately your website has a sales pitch to deliver. Here is how to turn visitors into customers:

Website content is king (everybody knows that): A useful and content rich website will convince your visitors about the seriousness of your business. Plan ahead and don't make your content an after thought. Work and rework the text of your pages.

Products and service: Provide information about your products and services, your intended market, the benefits to your customers, and on what differentiates you from the competition. Be concise but provide options for more detailed information. When possible, make this information printable or PDF so it can be shared or used later. Provide a phone number or an email address for personalized service.

Experience and expertise: There is no personal contact on the internet and your expertise is often what differentiates you from the competition. People trust experts. Make sure your visitors know about your expertise and about your willingness to help them.

Testimonials and success stories: With the Internet, your potential customers will also find your competitors. Potential customers look for help and value. If you have proven success stories, you already have one foot in the door. Provide testimonials, success stories, or case studies that are easy to read and can be verified.

About us, biographies, and team pages: Give people an insight into who you are. Use pictures, talk about yourself, your mission, the values of your company, and the reasons you started the business. Show your visitors that you are a real person, especially if you are targeting local customers.

Verify your work and make it perfect: Your website affects the image you project. Typos and careless mistakes immediately label you as sloppy and unprofessional. Make sure everything is perfect and fully functional prior to go live.

Alain Houle

Alco Web Design - <http://www.alcowebdesign.com>

N1337 Westgreen drive

Greenville Wisconsin 54942

920-850-4642

staff@alcowebdesign.com