

Your Web Strategy for Success

Building a successful web strategy is both an art and a science. You need to attract the right visitors, engage their interest, build their trust, lead them to take action and measure the results.

Get the right people to your site

If you're not attracting the right visitors you're not building your business. Don't rely on any one method. There are many ways to bring targeted traffic to your site including:

- Search Engine optimization
- Pay-per-click campaigns
- Email marketing
- HTML email newsletters
- Links to related, non-competitive businesses
- Real-world promotions, advertisements
- Online PR

Establish your credibility

Just as you would in the real world sales environment, start to build rapport with your visitors as soon as they arrive. Show that you understand their needs (wherever they are in the sales cycle) and offer the products and services to meet them. Your site must have a professional look and feel that reflects your company and market. The copy should speak to your visitors in an appropriate "voice" and emphasize benefits — "What's in it for me?"

Give your visitors what they need

Provide appropriate information and options at the right time. How do people make the decision to buy your product or service? Your site should support the personal and psychological variables by offering alternatives for visitors who:

- already know what they want
- have an idea of what they want but need more info
- are browsing and need direction

Motivate them to take action

When you persuade visitors to take the action you want them to take — signup for a newsletter, submit a form, or make a purchase — it's called a conversion. What can you do to increase your conversion rate?

- Make the steps obvious (in the text, color, style and position on the page).
- Minimize elements that detract from the action step
- Provide reassurance with your privacy policy, guarantee and testimonials
- Use web audio or videos to guide visitors through complex conversions

Measure the results

With web analytical tools like Google's free website optimizer, you can learn what's working and what's not. Make revisions and updates to address problem areas and keep testing.