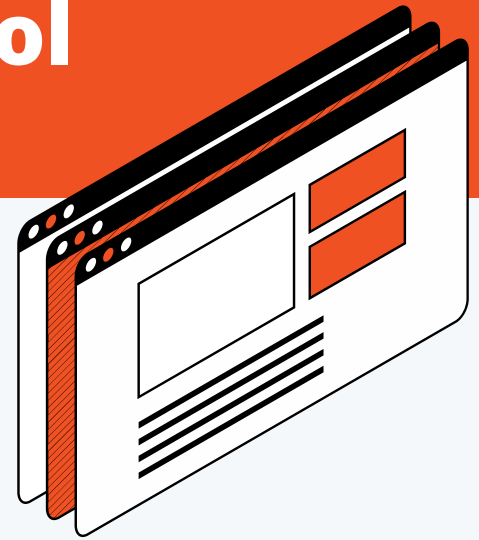Eight Game-Changing Ways to

Make Your Website The Ultimate Sales Tool

SWFL inc.

Do You Want to Increase Sales?

Your website is probably the only part of your business that's open 24/7. If designed correctly, your website can generate leads for you around the clock, long after you head home from work.

Does your website sell your services to a prospective customer without them having to call your business? Do key product pages on your website generate conversions without your help? For most businesses, their website may be a business card of sorts, but it's not a fantastic sales resource. In this guide, we'll teach you eight game-changing ways to turn your website into the ultimate sales tool.

Make it a Funnel

Your website's number one goal should be geared towards generating leads.

Grab Their Attention

From the moment a user visits your home page, your value proposition should be enticing and easy to understand in order to quickly engage the viewer.

Landing Pages

Create easy to navigate landing pages to create conversations and encourage your customers to convert.
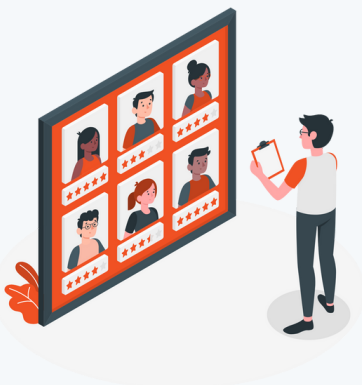
Highlight Benefits

Make sure all of your products and services have their own landing page to improve your Search Engine Optimization.

Pro Tip

Engage your viewers with pictures and videos of your products and services in action.

Testimonials

Reviews not only have the power to influence a consumer decision, they can also strengthen your company's credibility.

Utilize Existing Sources

A great place to start gathering positive reviews is your Google My Business or existing social media pages.

Don't Be Afraid to Ask

Video testimonials from your customers can be a great tool. Take advantage of a happy customer and capture their excitement and engagement.

Content

Marketers leverage content for a number of reasons, from increasing website traffic to growing their brand awareness. The main reason however, is to get more of their audience to convert into customers.

Pro Tip

Try to create engaging pieces of content that differentiate your content from your competitors. For example, you can create engaging videos, engaing ebooks (just like this guide!), informative infographics, and even interactive quizes.

Know Your Audience

Are you writing content for your audience based on their needs and wants? As a business, you need to ask yourself a simple question and create content around the answer: What problems are my customers facing and how can I help them solve those problems?

Optimize for Keywords

You can have the most beautiful website design, but if your ideal prospects can't find it through an online search, like Google, it's of no value to them or you.

One of the most important aspects of content marketing for a new or updated website is making sure it's optimized for search engines.

Do research for relevant keywords by finding the problems or questions your customers have, and include them as keywords in your page titles, descriptions, and in your content itself.

FAQ's

Have a list of frequently asked questions so potential customers can learn more about your business.

Ask Your Sales Team

Your sales team interacts with your customers on a daily basis. Ask them what your customers common questions are and add them to your website.

Give Them Resources

Expand on a question by linking internally to another respective resource page on your website.

Contact Us

You'll have a hard time converting potential customers into clients if there isn't an obvious way to contact your business.

Pro Tip

Live chat allows you to improve your customer service, increase potential sales, and can also help you understand your visitor's behavior on your website.

Make it Easy

Make sure you have click-to-call enabled so users can connect with you instantly on mobile.

Meet the Team

The phrase 'people buy from people' still holds true today. Take advantage of it by showcasing the culture and personality of your team.

Build Relationships

Creating this page is an easy and effective way to give your business an accessible face and give prospects an idea of exactly who they'll be working with.

Get Social

Share employee social media pages to build brand advocates.

Accolades

Showcasing your company awards and certifications is a great way to reiterate the value you can add to your customers.

Stand Out

Certifications are a great way of differentiating your business from your competitors.

Pro Tip

Improve your business's credibility by promoting your membership to a local Chamber of Commerce like SWFL Inc. If you haven't already, **join for free today!**

Start Converting

Follow all of these steps and your website will be converting potential customers into clients in no time!

Put Customers First

The focus should always be on your customers. Turning your website into the ultimate sales tool will help take your customer experience to the next level.

We've outlined the blueprint on how to achieve success for using your website as your best sales tool. Now it's time to start implementing the tactics above!

Want to Learn More Ways to Maximize Your Website?

Living in the digital world, a website is crucial for any business. If you have a poorly run and un-optimized website, you are losing out on opportunities for more potential revenue.

Join us on Tuesday, August 9, 2022 for an upcoming Digital Marketing Course on websites and search engine optimization. We'll talk about what makes a website an effective sales tool, best practices for maintaining a website, and even explore some of the most popular website building tools you can grow your business on.

Register Here

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