

10 Tips On Creating An Effective Website.

- #1 - There's an awful lot of "me too" clutter on the internet, in which marketing messages tend to blur together. That's because you can get free, cookie-cutter website templates from Yahoo and other website hosting companies, or you can buy one for around \$50. Many of those templates look pretty good, but they end up saying nothing. So, go to the time and trouble of creating a website that stands out from the crowd. In short, a good looking website that lacks focus, or which has the wrong marketing message is a wasted effort.
- #2 - The primary question your prospects have is: "What can you do for me that your competition can't?" If you don't immediately answer this question then you could lose a customer. So, build your website around a marketing strategy that has a Unique Selling proposition. One that delivers tangible benefits to your target market.
- #3 - You only have a few seconds to get the attention of prospects who visit your website, and so make every second count. Link your Unique Selling Proposition to a graphic that reinforces your message. People see graphics before they see text, and so let your graphic grab attention and then let your banner, headline, or slogan deliver the payoff. Oh, and don't forget to do it in a creative way, because you can't bore people into viewing your website.
- #4 - Instead of just looking at what you want for your website try and see through the eyes the prospects in your target market. What do they want, and what don't they want? For instance, it's amazing how many marketing people who dislike popups like to use them for their own website. The fact is, nobody likes popups, and so don't use them or other internet tools that will tend to annoy your prospects.
- #5 - There are a bunch of fancy graphic effects and images you can use on your website. You can have different background colors, all kinds of fun buttons, and things happening all over the place. Yet, the more you have going on the more confusion you create. So, keep your website clean and simple. Avoid clutter.
- #6 - Keep your text conversational. Avoid flowery, unbelievable phrases such as: "We are resolute in our unwavering commitment to our cherished customers." or "The crown jewel of our line resides on a pedestal of quality." Believe or not I had a couple of clients who actually loved those phrases.
- #7 - Don't try to say everything all at once. Don't overload people with information. Take your strongest message, your Unique Selling Proposition, and build your website around that message. If you don't have a strong message for your home page then you won't have a strong website.
- #8 - Some websites have too little text, and some have too much. Aim for somewhere in the middle. You want to tell your story, but if your story goes on and on no one will read it. So, quickly get to the point and talk about benefits that are important to those who are visiting your website.
- #9 - Use a form on your contact page. It makes it easy to gather information about the prospects who are interested in your products or services. Remember, keep it simple. Ask only for the information that is important. The more difficult a form is the less likely it is someone will take the time and effort to complete it.
- #10 - Offer something for nothing. People like free stuff and so consider offering a "free evaluation" or a "free CD". Remember, even if it's free you need to establish value in what you are giving away. The more valuable people think it is the more they will want it.