Is Your Website
Helping
or
Hurting?

<5 Tips to Generate More Leads with Your Website/>

WIDENET
DIGITAL MARKETING AGENCY

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<Introduction/>

Every day, nearly
3 billion people wake up
and **connect to the Internet**.

That's almost half the
world's population.

In this day and age,
having a website
isn't a privilege, a novelty,
or some a-la-carte item
to tag onto
your business for fun.

It's a necessity.

A must have.

**A simply non-negotiable aspect
of modern day business.**

Luckily, most businesses today
understand this and have
staked their claim somewhere
on the virtual landscape.

What many business owners may NOT realize, however, is that websites have a shelf life.

TIME TO UPDATE!

Times change, as do people and the trends that follow.

Having a website is only **step one**.

Learning to see your
website as a living, breathing
organism that needs to be
nurtured, cared for,
and consistently monitored
is **step two**.

A website that was
CUTTING EDGE and
MASSIVELY EFFECTIVE
in as recently as 2010
carries only a fragment
of that clout today.

Hence the question poised in the title of this eBook.

Is Your Website

Helping

or

Hurting?

Are visitors getting a modern day experience, or are you taking them *back in time?*

These are exactly the kind of
questions we're going to help
you answer in this brief eBook.

We'll tell you exactly what
visitors expect when they
come to your site and
how you can give it to them.

**You'll learn how to make
the most out of your website,
attract consumers, and convert
them into paying customers.**
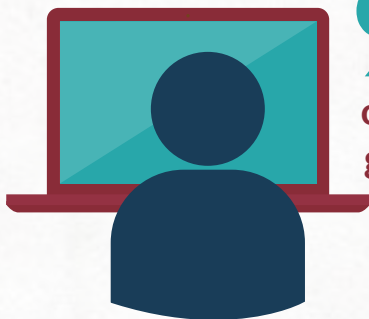
<Chapter 1/>

Look Like You Belong in the Present

It's 2015. Do you know where your website is?

Whether we realize it or not, the design of your website plays a massive role in **attracting and holding** the attention of potential clients.

A whopping **94%** of people, NINETY FOUR, say that design is THE contributing factor to whether or not they trust a website.
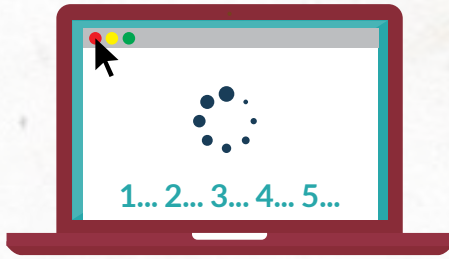
94%
of people say good web design = trust

Unappealing, out of date design kills business. And it's not just aesthetics. Design has a lot to do with load time, and web users are not patient.

1... 2... 3... 4... 5...

If your page takes **longer than 4 seconds** to load, it increases your bounce rate by

150%.

So why does design
have such an **impact** on trust?

Because relatability is
VERY important to consumers,
and you can bet that
online users are **up to date
on every trend**.

If your design isn't on their
level, they can't relate.

If they can't relate,
they won't trust you.

And if they don't trust you,
they certainly aren't
giving you any business.

Bottom line:
You cannot
afford bad design.
Period.

Overall, your focus needs to be
on a few key aspects:

Simplicity

Easy Navigation

Crisp, Clean Images

Powerful, Informative, Concise Content

Big

Simplicity:

· ··

Don't over complicate things.
Simple colors.
Few pages as possible.

Easy Navigation:

Every page,
every button, every link
should be easy to find
in just a couple clicks.

Crisp, Clean Images:

....

**Imagery is a big deal,
and these days, people like
their pictures big and pretty.**

Powerful, Informative, Concise Content:

· ··

Giant blocks of text
are a dealbreaker.
Keep written information
short and simple.

Big:

People like big websites that stretch across the entire screen with giant background and header images. It's what's in.

Your **first impression**
with the user is crucial.

The **design** of your site
needs to be a top priority,
if not THE **top priority**.

<Chapter 2/>

Answer the Right Questions

Let's take a look at two VERY **important** statistics:

85%

of consumers **search** for local businesses **online** before visiting.

66%

of major **purchase** shoppers did **online** research before buying.

These numbers should tell you something. People today are more likely to search online for a business before making a purchasing decision. Which means that when people come to your website, they're looking for answers.

So give them what they're looking for.

Who are you?

Where are you located?

What services/products do you offer?

When are you open/available?

What are your prices?

How can someone get in touch with you?

Not only should you answer these questions in detail, but visitors should be able to find them **quickly** and **easily**.

Don't make them dig.

<Chapter 3/>

Have a Purpose

What's the point of your website?

What are you trying to get people to do?

Are you selling a product?

Offering a service?

Supporting a cause?

Once you've answered those questions, answer this:

ARE YOU APPROACHING YOUR WEBSITE —— WITH A —— MARKETING MINDSET?

You can have **millions** of people come through your site **all day**, **every day**.

But if you **don't** know who they are, if you aren't **engaging** them, **interacting** with them, or keeping an open line of **communication**, then

what's the point?

Understanding your website's **purpose and executing with a marketing mindset** are closely related to the last chapter.

Say you've got all the right information, and someone comes to your site, looks around, and decides they're interested in what you're offering, or at the very least, interested to learn more about your business,

what's next?

You need a call to action.

CLICK HERE ➡
EXAMPLE OF CTA BUTTON

You need a way to capture lead information so you can nurture it.

You need a big button
right on a page that says
BUY NOW,
DOWNLOAD HERE,
SHARE THIS BLOG,
GET YOUR (X) TODAY.

Something that leads them directly to what you want them to do.

You also need a way to **capture visitor's information**. Nothing more than their **name and email** is needed. A simple signup sheet or modal pop up will work—**something non-intrusive** that gets the information you need.

Sign up for our newsletter

Your name

and your email

Subscribe

CUSTOMERS AREN'T STUPID.

They know what they want,
but YOU need to be
the one who **asks**,
the one who **nudges** them
towards **action**.

<Chapter 4/>

Mobile Compatibility

Hey look! More stats!

80%
of Internet users
own a smartphone.

Local mobile searches (85.9 billion)
are expected to exceed
desktop searches (84 billion)
for the first time in 2015.

MOBILE
85.9
BILLION

DESKTOP
84
BILLION

Global smartphone
use is expected to
reach **2 billion in 2015**
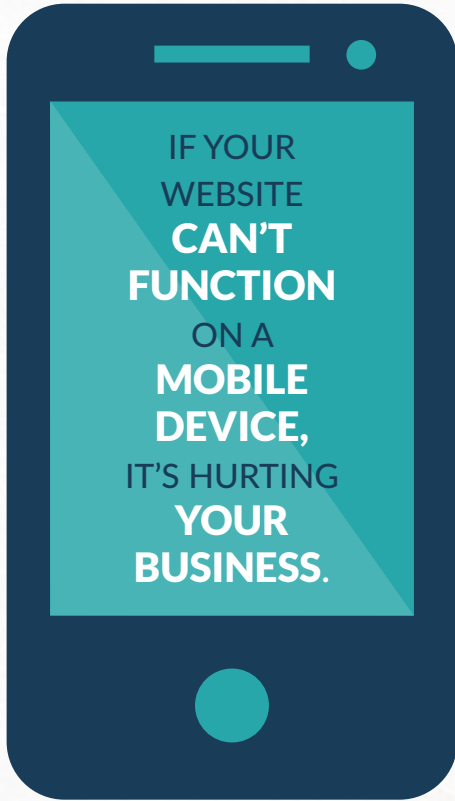
(ALMOST
EVERYONE
ONLINE.)

And here's the biggie:

Mobile traffic constitutes

60%

of online traffic.

Guess what...

IF YOUR WESBITE **CAN'T FUNCTION** ON A **MOBILE DEVICE,** IT'S HURTING **YOUR BUSINESS.**

Mobile compatibility
is as much a **necessity**
as actually having a website.

The **smartphone revolution**
is marching forward and shows
no sign of slowing down.

Today, people can almost
run an **entire business** from
the palm of their hand.

You NEED a mobile friendly site.

Currently, there are two ways to achieve this. Either a **separate mobile site** to which the user is automatically redirected when they search for your business on their phone, OR, <u>responsive web design</u>.

click here

How will it benefit you?

Cost Effective   SEO Friendly   Consistent to Each Device

Both are effective, but
RWD is quickly becoming
the **gold standard**
of web design.

However you approach it, these mobile statistics can't be ignored. You can be **100% guaranteed** that people are getting to your website through a mobile device.

Are they bouncing or are they staying?

<Chapter 5/>

Produce Great Content

Out of everything discussed in this book, your website content is probably the **biggest gun** in your arsenal.

Content is a broad term,
but it basically translates
to the meat of your website.
The **interaction**, the **information**,
and the **entertainment**.

It's the **closer**, the **clincher**,
the **hook** that snags the consumer
and reels them into the boat.

It's the most effective line
of **communication** between
you and the customer.

Your content is either your *best friend* or **WORST ENEMY**, because make no mistake, bad content WILL bounce visitors from your site.

Remember in the first chapter when we said keep content **powerful**, **informative**, and **concise**?

If people are met with nothing but long blocks of text, they're not going to waste their time.

Now, there are a lot of paths to take in order to create **incredible content**, but there are three tried and true methods that really sell the user.

1

Videos

2

Images & Infographics

3

Blogs

① Videos: People LOVE video.

They eat it up like candy.
Every day, **100 million users** watch
a video online. Next to Google,
YouTube is the number two
search engine in the world. Video
has not only been proven to
increase consumers understanding
about a product, but it makes
them 64% more likely to buy that
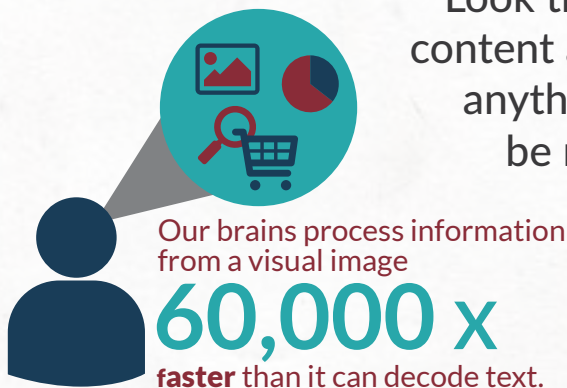product. Wherever you can feature
video on your site, **do it**.

Search Engines
#1 Google
#2 YouTube

64%
are more likely to
buy product after
watching a video.

② Images and Infographics:

Next to video, visualization of information through **images**, **graphs**, **charts**, or **infographics** is enormously powerful. There's a reason Instagram and Pinterest are so ridiculously popular. It's the same reason this eBook is full of pictures. It's basic human nature. **We're a visual species**. Over **90%** of our communication is practically non-verbal.

Look through your content and convert anything that can be represented visually.

Our brains process information from a visual image

60,000 x

faster than it can decode text.

③ Blogs:

Yes, blogs are the big long blocks of text we just told you not to use, but they're the exception to the rule.

The reason?
Because people who click on a blog are actually looking to read.

Bottom line: **BLOGS ARE POWERFUL**.

People like them, and they've been shown to drive up to **55%** more traffic to your website. There is a catch, however. If you're going to blog, you have to do it consistently. Whether it's every day, every week, or only once a month, establish a schedule and stick to it. Even the best, most informative blogs can bounce visitors if they haven't been updated in months.

Traffic to your
WEBSITE

Get cracking on your content.

When used effectively,
it WILL help your business.

1
Videos

2
Images & Infographics

3
Blogs

<Conclusion/>

Our purpose with
this free eBook is to
help you ensure that
your website is
**bringing people in,
not pushing them out.**

We hope this has provided you with something malleable, something you can take away and apply to your business that gets you on track to making your website work for you.

The only thing left to do is **GET STARTED**.

But before you do,
we want your feedback.

Email WideNet at
info@widenetconsulting.com,
and tell us what this
eBook has done for you.

Sources

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Change Everything in 2015

Infographic: 5 Data-backed Reasons Why
Good Website Design is so Important

Best Websites - 3Minute inc.

150 Smart Stats about Online Marketing

24 Eye-Popping SEO Statistics

Study: 81% Research Online Before
Making Big Purchases

What Makes Someone Leave A Website?

Bounce Rate: 14 Ways You are Driving People
Away From Your Landing Pages

The Effects of Blogging on Businesses

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Study Shows Business Blogging Leads to
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The Impact of Blogging and Online Influencers

Number of Worldwide Internet Users
from 2000 to 2014 (in millions)

Mobile Marketing Statistics 2015

10 Mobile Stats Every Marketer Should Know

25 Amazing Video Marketing Statistics

12 Reasons to Integrate Visual Content Into Your
Marketing Campaigns [Infographic]

Is your website hurting you?

CONTACT US TODAY
TO SEE HOW WE CAN HELP!

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