

The effective website for your business



**ASSIGN
BUSTER**

paper: The Effective Website For Your Businesspaper: Anyone that aspires to do well on the Internet needs to have a website that is well designed and performs for them everyday. It is not possible to have an online business with a website that does not convert. It is a mistake that will lead you to failure. Finding out what is wrong with your website is essential, and instant feedback can help you accomplish this. More than likely you will have a high bounce rate (people leaving within seconds) if your site is poorly designed. You will notice that your conversions for your offers that you send via e-mail will also be dismal. You can turn everything around if you believe, and work hard – anything is possible! Many times, when your website visitors arrive, you will want them to do many things. Also, there is the idea of the most desired action, MDA, you want your visitors to do.

Becoming more familiar with a call to action statement is how you can change this for the better. It is important that you make everything as easy to understand as possible. There really are no rules. This is not the time to be wimpy about it, either. It is important to tell people exactly what they need to do once they arrive.

Dont worry about your writing abilities – as long as you convey a simple message, people will follow what you are asking them to do. Tie up all the easy and simple loose ends on your site so you do not lose visitors for not very good reasons. For instance, make sure visitors are able to find your contact information easily if they have questions. Depending on what youre selling, you may also want to include your terms of service, or even a privacy policy if you expect people to leave information on your site. People are also naturally curious about who the person behind the website really is. Let them

know exactly who you are on a separate About Us page because you know people really will want to know.

These are very basic things anyone can do, but they will have a positive effect on increasing trust for your business. The more invigorating your content is, the more likely it will be that your readers will come back to read what else you have to say. Perhaps there are other ways that you could share content with your visitors, something that does not have to be read at all? You might want to create some videos. People like to watch those! You can use a variety of options in your testing, such as adding video with your text. Your readers will be the best judge of what you have done, and you can modify based upon their reactions. People can produce podcasts, which many like to download and listen to at their leisure. And if you have a newsletter, you can fill it with old newsletters and podcasts for them to download. If you are able to create a plan of action, and execute it the right way, you will have a successful web business on your hands.

Two separate things are usually required – the knowledge of what you need to do, and the ability to implement what you know. After you read about something, then you have to get the experience by actually doing it. To succeed online, just follow this path, and you should reap the rewards of your efforts. ? -X