

Ten Simple Tips for Website Response

It would be great to know that 'if you build it they will come'.

Unfortunately that isn't the case with your website - bringing the right people in requires a well-planned mixture of strategy, design and messaging; and then of course you have to get them to act the way you want once you get there.

There are so many factors affecting the responsiveness of your website, but the ten steps below will help you to evaluate your site in the context of some crucial criteria.

So, have a quick review of your site, answering the questions below. You'll end up with a very clear idea of where your site is working, and where it needs some refining:

- 1. Take a Quick Glance.** On that first impression, does your website look professional? Is the design clean and uncluttered? Do the colours fit in with your image and branding?
- 2. Identify a Landing Spot.** Glance back at the screen and see where your eye first lands. Accustomed as we are to reading books and newspapers, the eye tends to automatically move right from that landing spot and then from left to right again in an 'F' or 'E' pattern. So, it makes sense to put your landing spot in the top left corner of the screen, with your main message directly to the right.
- 3. Imagine Navigating Your Site for the First Time.** Is your navigation clear? Every page should be easily accessible and clearly named.
- 4. Ask The Same Questions as Your Prospects.** Have you given all the information your prospect needs to convince them to take action? They have come to your website for information and if you don't provide the answers they seek, they won't respond.
- 5. Check for Headlines.** Does every page of your website have a headline? The headline is a crucial introduction to your sales message and plays a vital role in persuading your prospect to read on.
- 6. Glance at the Copy.** When you look at the copy do you see large, boring blocks of text? Your copy should be in short paragraphs, with a ragged right margin (rather than right-justified) and lots of white space.
- 7. Define the End Result for your Prospect.** Does your copy start out by describing you, your company or your product? Your prospect isn't interested in you until you establish what you are going to do for them, so make sure your message is focused on benefits – the end result your visitor will enjoy if they buy from you.

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8. Read the Copy Out Loud. How many times do you use the words ‘I’ or ‘we’, compared to the number of times you use the word ‘you’ in your copy. ‘You’ should win by a ratio of at least three, because that means you are describing what your prospect wants out of this relationship, rather than just talking about yourself.

What about the tone? This is not a business plan, or a technical document. It’s a sales piece and people buy from people they know, like and trust. Write in the friendly, conversational tone you would use in a face-to-face meeting with your prospect.

9. Check What Jumps Visually Off the Page. Have you employed such devices as bullet points, underlining, colour and so forth to draw the visitor’s eye to your most important sales points? Use bold or underlined sub-heads to highlight your benefits, or list them in bullet points.

10. Evaluate the Call to Action. Is it obvious what you want your prospects to do next? Look for a call to action that encourages your prospects to respond and reinforces the reason why they should, as well as contact information that is easy to find.

How did you do? I hope you found some ideas for quick, simple things you can do to make your website more compelling and more responsive.

Want to find out more? Call Wendy Zak on **403-279-3606** to talk about making the most of your web marketing, or email wendy@wordsbywendy.ca

Wendy Zak is a freelance direct response copywriter and internet marketing specialist. She helps growing companies build a powerful, responsive presence online. Her experience in direct response copywriting and strategic planning give her a unique edge when it comes to planning and executing an effective, integrated web marketing program:

- **Website strategic development, and project management**
- **Direct response copywriting**
- **Search engine marketing consultancy**

In other words, Wendy can take the guesswork out of developing your strategy and planning your website; she writes web copy designed to keep people clicking through your site, reading and responding; and she can manage your web development process, working with the web builder to ensure that the final product is strategically designed to achieve your specified objectives.