Grow Your Business
With Less Effort
On Purpose

Lisa Mininni
Business/Change Expert

Excellerate
ASSOCIATES

Is Your Call to Action Clear?

One of the first steps new business owners check off their list is designing their website. However, your website is more than just a static site that you create once.

Your website is a valuable piece of ever-changing marketing real estate. Yet, I often see business owners make it really difficult for others to do business with them by not including a clear first step.

Once you drive traffic to your site, you want to make it easy for your visitors to do business with you so it's critical that you have a clear call to action.

Imagine your home for a minute. Now, hide the front door. I'm sure it would be very frustrating for your visitors not to know how to reach you or do business with you. The same goes for your website.

Make it obvious to your visitors how they can do business with you by including "click here" or "start here" verbiage. If you have an electronic newsletter, make it obvious how they can sign up for it and remember to state the benefit. Simply saying "sign up for our mailing list" doesn't cut it. What is the benefit they will receive as a result of reading your enewsletter or ezine?

Websites are now part of the overall marketing system critical to any successful small business owner. Gone are the days of the static website. Search engines love sites that have regular updates and content so make sure to revise your website regularly by including a blog or vlog.

As your business changes, keep your website's content fresh so your site works for you rather than you for it.