



3 REASONS YOUR WEBSITE ISN'T GENERATING SALES

If you're sick and tired of a website that just sits on the internet collecting dust, then you'll love this stealth strategy.

Get proactive. Take your sales to the next level. Get a return on your website investment by incorporating a **Solid traffic**> **Conversion**> **Nurturing sales** strategy and turn your website browsers into buyers.

#1. YOU MIGHT BE THINKING THAT *MORE TRAFFIC* EQUALS *MORE SALES*

Search engine optimisation (SEO) and Advertising are important. Getting traffic to your site is one of three critical factors to being successful online.

But many people think that getting more traffic on its own is the trick to getting more sales. But website traffic will move on if you don't have a solid web sales strategy in place to convert potential leads into clients.

DON'T... keep on spending more and more money on just Google Ad words, SEO, advertising in the local newspaper, etc. There's no point driving traffic to a leaky bucket.

DO... make your SEO and advertising-spend part of your overall website strategy. Take the time to plan and implement a solid sales funnel that'll get your website visitors calling you.





#2 YOU'RE NOT GIVING YOUR WEB VISITORS A REASON TO GET IN CONTACT WITH YOU

Your website is nothing more than a pretty online brochure if you haven't factored in ways to get a web visitor's email address and then provide them an incentive to call you.

Targeted lead magnets are a great way to get web visitors to hand over their contact details. Think checklists, cheat sheets or a free tool. Then it's the job of the hands-on conversion tool – a free audit or strategy session – to get them talking to you.

DON'T... waste your time and money on a website that lets visitors come and go without any potential sales interaction.

DO... increase your website's potential return on investment (ROI) by giving away your tools and resources, demonstrating your expertise and capabilities.

#3 YOU'RE FORGETTING TO INVEST TIME INTO BUILDING RELATIONSHIPS

Sometimes people won't buy on the first contact with your business, but that doesn't mean they aren't interested. They may need a bit more time, a bit more convincing, to know more about you and what you do.

This is where 'nurturing' comes into play. Often done in the form of a series of automated emails.

DON'T... don't blame the lack of time, not knowing what to write or any other excuse for not utilising this highly successful sales growth tool.

DO... spend time getting the content (e.g. success stories, common questions, blog links) and tone of voice (ToV) right to leverage your web visitor's initial interest in your business.



So... does any of this sound familiar?

Are you focusing on just online traffic and not looking at the bigger sales funnel picture? Do you have the tactics in place to capture and nurture visitors into buyers? Do you feel as though your business is losing out on valuable income?

Claim your free website audit today.

Simply click on the big red button below and we'll give your website an expert critique and identify the specific things you need to change to make it more profitable. Some of them you can do yourself. Then see your website enquiries double, or even triple in a under week.

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