

The Top 3 Problems With Your Website - And What To Do About Them

Introduction

Many business owners are disappointed with the results they are getting from their website. After spending a small fortune on getting their site built, they find that they're not getting the traffic they expected, that people are not buying or enquiring about their products or services and they may not even be able to find their website on Google.

1. Fancy Graphics and No Traffic

You can have the greatest-looking website in the world, but if you don't have traffic, it's just a waste of time.

Often web designers persuade their clients to pay through the nose for terrific graphics-based websites. The business owner is excited about their fantastic-looking website – but nobody comes to visit. The search engines don't seem to be interested, and the website languishes, gathering e-dust.

It's not that graphics are incompatible with high traffic volumes. But it is interesting that some of the most popular websites in the world are pretty plain to look at. Google, for example. Their main page is quite boring. But that hasn't had a dampening effect on their traffic.

Or take Facebook.



Not very exciting to look at – yet Facebook.com is the 4th most popular website in the world.

In fact, if you look through the top 100 (or top 1000) sites on the web, according to Alexa (<http://alexa.com/topsites>) you'll find very few which use all the graphical 'bells and whistles'. Most of them are clean, simple and easy to navigate, with an emphasis on written content.

Your website is only as useful as the number of people who visit it. Once you have a website up, don't waste time on fancy graphics. Concentrate on getting traffic – you can always update the graphics later.

2. No Follow-up

Out of every 1000 visitors your site receives, maybe 10 will actually buy something or contact you. That means that 99% of your visitors are looking at your website once, then leaving – probably forever.

Why is that? One reason is trust. It takes time to establish a relationship, and one look at your website just isn't going to do it.

How many thousands of visitors are you going to need to get a decent return from your site?

Some of those 99% might be interested in what you sell – but perhaps they're not ready to buy from you right now. You can hope that they'll bookmark your website and return someday – but do you really want to take that chance?

What if you could capture the details of some of the 99% who might buy from you once they get to know you better? One of the best ways to do this is by offering something for free in exchange for your visitor's name and email address. It doesn't have to be expensive, or complicated – a short report like the one you're reading right now will do the job.

But the last thing you want is to be up all night sending out free reports. That's why you need an automated system. You place a simple form on your website where visitors can enter their details, and the system automatically sends them a link to the download page for your report. The system also stores their details in a database so that you can follow up with them in the future – until they buy or unsubscribe.

3. No Search Engine Optimization

Search engine optimization is widely misunderstood. It's not about 'tricking' the search engines to place your website high in the search engine results. It's about making your website 'search engine friendly' – telling the search engines what each page on your website is about, in a way that they understand.

It comes down to three main things:

Keyword research

The search engines return results based on the keywords or keyword phrases that their users type in.

If your website doesn't contain the keywords that people are typing in, there's no way your page will show up in the search results for those keywords.

You should have a list of at least 100 keywords for your website. But not just any keywords – you need keywords that real people are actually typing in, otherwise you're wasting your time. And you should ideally have a page which is optimized for every keyword or keyword phrase that you have identified.

Fresh Original Content

Content is what the search engines love. If you write a short (300-500 words) article about every keyword in your list, it's almost inevitable that the search engines will find and index your web pages. If you can create one or two new articles a week, that'll keep the search engine spiders happy – they'll come back over and over again to check your new content.

The great thing about good content is that it keeps your visitors coming back as well. Write short, informative entries about your industry and about your products and people will come back time and again.

Blogging is a terrific way to create fresh, new pages on your website. And the best thing is that you don't need to pay your web designer every time you want to add a new page or make a small change. If you can create a Word document or set up a Facebook profile, you can add or edit a page on a blog.

Backlinks

Backlinks are the currency of the Internet. Every link you get from another website is like a 'vote' for your site. It's a referral and a recommendation, and like off-line referrals and recommendations, it's almost impossible to have too many. But just like offline recommendations, backlinks vary in quality. A link from your mom's website won't have as much impact as a link from the BBC's front page.

The search engines see backlinks as an important indicator of the authority or value of your website. Sites with large numbers of backlinks will inevitably rise to the top of the search engine rankings.

These days, it's easier than ever to get backlinks. News sites like Digg.com, article directories like EzineArticles.com and self-publishing sites like Squidoo.com rely on user-generated content. In exchange for your content, which brings in the visitors, they'll allow you to place a backlink on their high-traffic site. A win-win situation.

Conclusion

There's nothing in this report that you can't do yourself. In fact, we hold regular workshops to teach you exactly how to do that. But if you find it all too technical, or too time-consuming, we'd be quite happy to do it all for you.

I hope you've found this report informative. If you need help to get your website generating real business, please contact us.

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