
Is Your Website Getting You The Results You Need?

With the incredibly tough economic conditions at the moment for most companies, it is no surprise that more and more people are looking for low-cost, low-risk approaches to help expand their business. This means then, that it is the Web and online business model that becomes the preferred vehicle time after time.

Whilst the Internet offers an amazing potential to reach new geographies as well as the ability to capture the attention of a marketplace that is orders of magnitude bigger than what is available to you, the appeal is irresistible. For many, the appeal of starting your own Internet business can be just so enticing that they jump into it feet first only to forget the lifejacket.

As exciting as it sounds and we hear of the Internet Superstars - self made millionaires, we don't hear about the failures. But there are failures. All of the time. Its when you analyse the failures that you begin to see patterns in the difference between what successful Internet entrepreneurs do and what the unsuccessful ones don't.

So, if your Website is going to get you the results you want for your business, then you need to continue reading to learn the 5 most common things that Online businesses do that causes them to fail and what to do about them.

Keep It A Secret

When they don't tell anyone, how are people expected to find them? A website exists for a purpose. Let people know. Share it with them, whether by encouraging word of mouth or through the search engines. If you don't let the world know your site exists, how can they possibly discover it?

Keep Yourself to Yourself

Website owners that refuse to talk to anyone about their ideas, and more importantly, refuse to listen to what people are telling them, fail. Successful online businesses get social. They engage in social media such as Linked In, Facebook, Twitter etc.

Forget that Your Visitors are Real People

Its amazing at how many websites present a cold and faceless image of a cold and heartless business. As every entrepreneur knows, people buy based on feeling right about the product so communicate in a way that lets them feel right. Tell your customers what's on your mind, why you're in business. Write about what you do. If you lack confidence, find someone who can compile your thoughts in a format that lets visitors to your website know there's a real person behind it.

Ignore Traffic Generation

In the physical world, if you don't divert foot traffic past your store, you're missing out on a golden opportunity to get customers. If you want customers, the last thing you want to be doing is actively avoiding them. Invest in traffic and lead generation because it is only then that you can explore ways of optimising the conversion ration.

Disconnect The Enquiries Line

Many online business failures are the result of poor followup processes. Imagine, someone is on your website and is interested in what you have to offer. Making it too difficult for them to get in contact with you means you will probably never get the opportunity to demonstrate to them how your product or service can really help. The 5th way to generate online success is to make it as easy as possible for visitors to contct you and this means (at the very least) making contact information clearly visible.

5 Surefire Ways to Online Success

Every successful Online business venture applies the exact opposite of the items above. It also seems that the more they embrace this the faster they achieve their successes.

So, to guarantee you a successful online business, approach these five simple tactics with reckless abandon.

- Share with Everyone. Tell others about yourself.
- Go social and participate in social networks
- Write articles. Let others know there's a person behind the website.
- Invest in lead generation.
- Make it really easy for visitors ot contact you.

As you think of opportunities to extend your online business' reach, which path will you take?

If you're taking the path to online success, then you'll want to read about how our online business packages might just fit. Or better still, just contact us and ask us to show you.