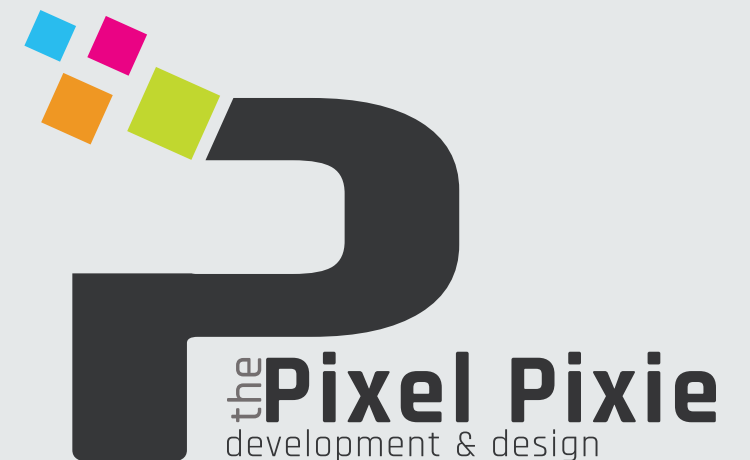




4 MISTAKES You're Making on Your Website that are Costing You **MONEY!**

Discover how solving these 4 Deadly Mistakes can add \$\$ to your bottom line every month.



BOTTOM LINE

“Websites promote you 24/7: No employee will do that.”

– Paul Cookson, Ad Army Group Marketing Services

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01

Your Website Does Not Generate any Sales Leads

YOUR WEBSITE IS THE MOST IMPORTANT TOOL YOU HAVE FOR MARKETING YOUR BUSINESS, SERVICES OR PRODUCTS. PERIOD.

Think about it - any time you want to learn more about a company, product or service, what's the first thing you do? Pull up your search engine of choice (67% of search share goes to Google btw) and start typing. What you find (or don't) often immediately shapes your perception of the company or brand you're researching and weighs heavily on your decision-making.

- 1. Does the website look trustworthy?**
- 2. Can you learn all of the details you're after, quickly and easily?**
- 3. Is the site easy to use and is this truly an indication of what doing business with this company will be like?**
- 4. Can your potential customer immediately see how you will solve their immediate problem?**

WHAT IT'S ALL ABOUT

“Your customer doesn't care how much you know until they know how much you care.”

– Damon Richards, Business Consultant

Your website speaks volumes about your company, for better or worse!

In-fact, so much information (inferred & tangible) is gained by your prospects and existing customers through your company's website that it absolutely should be considered the cornerstone of your brand and marketing. Your website is **THAT PLACE** where you have a captive audience and an opportunity to communicate your brand, culture and maybe most importantly, your story. This is often where your prospects will make the decision to interact with your company further and take the next step in the marketing cycle to immediately purchase a product, opt-in to receive regular content or pick up the phone and call you. This is true for both B2C and B2B websites.

“Almost half (45%) of the 250+ marketers surveyed for Gartner’s poll cited the design, development and maintenance of a corporate website as the most important to a successful marketing campaign, beating out both social media marketing and online advertising.”

from a Gartner Survey from 2013

I want you to think about what keeps your customers up at night.

1. What one thought causes their gut to clench at the mere thought?
2. What fear or worry occupies their mind late at night?
3. What are your customers losing sleep over at night?

Now...how can you solve that problem?

Tell them what their problem is, and then tell them how
you can help. **AND DO IT FAST.**

They don't have time to waste!

Then hit them with an immediate **CALL TO ACTION!**

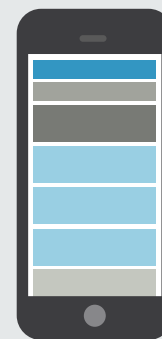
02

Don't Make Me Zoom!

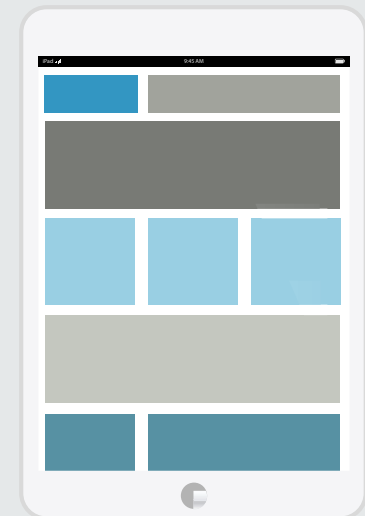
Is your site mobile optimized?

What is a Responsive Website?

A Responsive Website is one that is fully functional on all browsing devices, including:



Smartphones



Tablets

IN A NUTSHELL

“If your company depends on its website enough that losing the business it brings to you would be a serious blow, getting a responsive website before the end of the year should be your #1 marketing goal.”

– Joshua Steimle, [Forbes.com](https://www.forbes.com)

7 REASONS to Go Responsive

A Responsive Website:

1. Accommodates how customers use websites.
2. Ensures your content is universally accessible.
3. Integrates your online marketing.
4. Makes site updates efficient, reducing costs.
5. Improves your SEO
6. Puts all your site analytics in one place.
7. Increases On-Site Conversions

03

Your Website Hurts My Eyes!

Poor Design Sends Potential Customers Running

Dude, the '90s called and they want their blinking, scrolling text back!

Is this the BEFORE picture?

This site is so horrible that my mind feels like it was in a Cheech and Chong movie!



Did anyone look at this site before it went live?

THE NITTY GRITTY

“If you think math is hard, try web design.”

– Trish Parr, Internet Specialist

But I can't afford a professional website designer or developer

Maybe you've gotten a quote of several thousand dollars for a custom website and you don't have that kind of cash. So you decided to design your own website using one of those 'easy to use' website builders that your webhost offers for free.

The site builder with the templates from 1998?

The site builder with clip art so old and ugly even Microsoft won't include it with their software?

The site builder that uses wallpaper better suited as a test for color blindness than sales pages?

Yeah, that site builder. The one that lets you, the person with no fashion sense or matching socks, pick colors & graphics for your website

I'm sorry I have to tell you: Your website is uglier than this dog.

*Note: I actually think this dog is cute in crazy sort of way



How is that Cheap Website Design LOSING YOU MONEY?

You may think that your website is merely one extension of your business, but in today's day and age, it plays a vital role for your overall brand. If you aren't prioritizing website design and user experience, then you're messing up big time.

1. Shopping Cart Abandonment - If your customer is frustrated with your site, they won't purchase.

2. Lost Productivity - If you and your team cannot easily update and maintain your website, productivity will wane and frustrations will mount.

3. Diminished Brand Reputation - Poor site design and user experience could end up costing you and your business significant money.

4. Visitors Leaving Without Making Contact - Even if a site visitor doesn't choose right away to purchase, their experience with your website will influence their ultimate purchasing decision.

Hiring a professional website designer enables you to focus on the important day-to-day aspects of running your organization - and ultimately **SAVES YOU MONEY!!**

04

No Social “Proof” What is it and Why is it Important?

PICTURE THIS SCENARIO...

You’re traveling to a new town and you want to experience the best pizza in that area. What do you do? The majority of consumers will start by searching the web from their smartphone for the best pizza. Next, they’ll read review after review and might even post a question to their social media networks asking for input. Beyond delicious tasting pizza, what is it that they are really looking for?

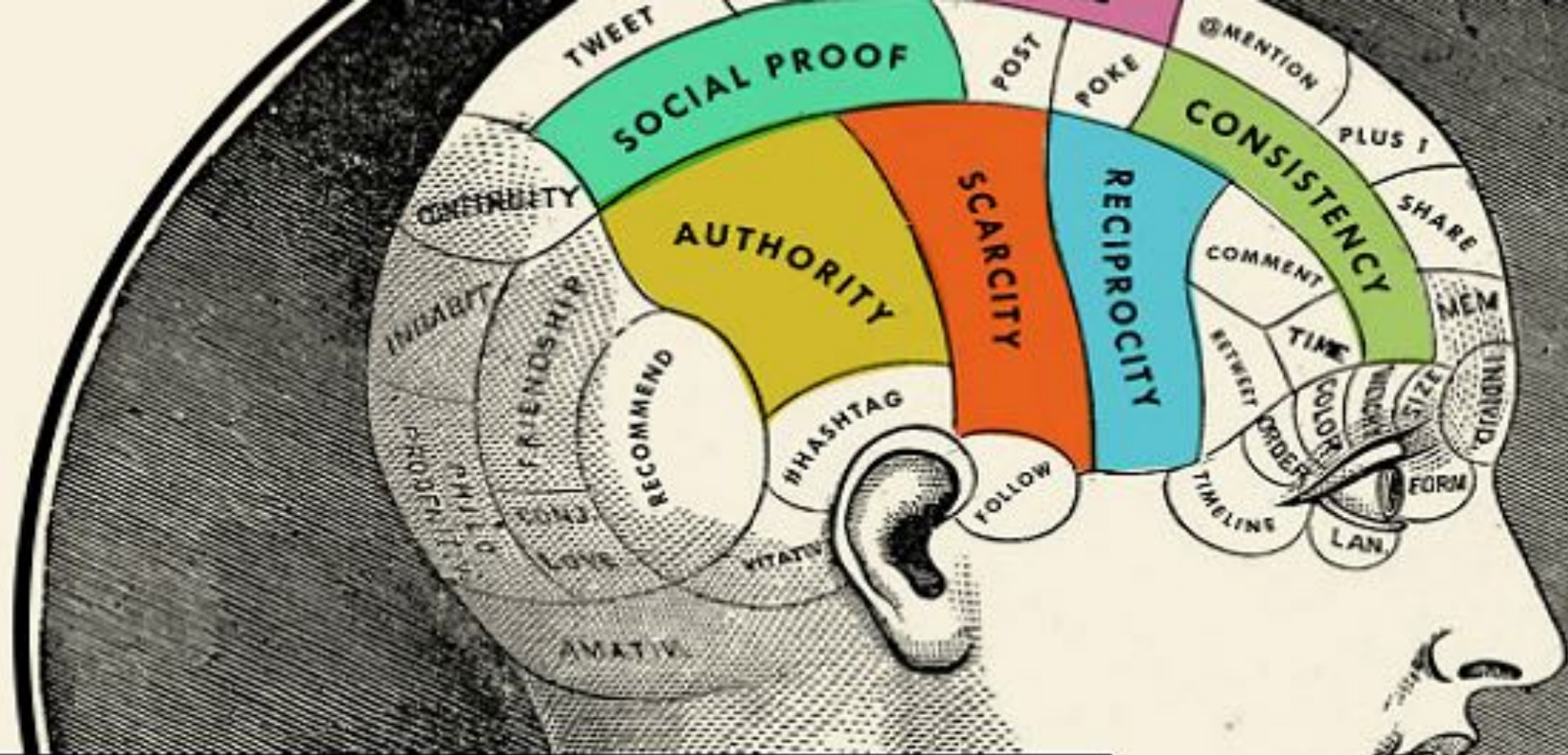
Social Proof.



THE NAME OF THE GAME

“Good social proof is useful for all landing pages because people trust other people more than they trust marketers.”

– Joanna Wiebe, Copy Hackers & Airstory



-SOCIAL COMMERCE- PSYCHOLOGY

The thoughts that underpin social shopping work at a fundamental level that plays with our cognitive biases. Psychologists have defined six universal heuristics (mental rules of thumb) that are evident in shoppers; here is how they are applied in social commerce.

See the full infographic describing how psychology enters into the buying decision of your customers.

they 6 types of **SOCIAL PROOF**

There are six types of social proof that you'll see, well, pretty much everywhere. You'll want to choose the type/s you use based on your specific industry, demographic and goal.

- 1. Case Studies** - Data-driven, in-depth analysis of the product or service you provided a current customer with.
- 2. Testimonials** - Simple, short-form recommendations from happy current customers
- 3. Reviews** - Think of reviews as testimonials' more objective cousin. Use these for products and events.
- 4. Social Media** - Praise from current customers and/or brand advocates in the form of tweets, Facebook posts, Instagram comments, etc.
- 5. Trust Icons** - Take a cue from movie and book landing pages, which often include snippets of reviews instead of just publication names / logos.
- 6. Data/Numbers** - Customers served, number of invites remaining, etc. Combine this type of social proof with another. By doing so, you're saying, "Not only have X people bought our product or service, but here's how much they are loving it."

thePixelPixie is here to help.

Do you need help with any of these website mistakes? Contact me today.



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