



10 REASONS WHY

Your Website Isn't A Sales Machine

(And What You Can Do To Fix It)

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The number of people buying products online is booming but is your website ready? If not, no worries. The amazing thing with building a business website with WordPress is that you can change them, fast. What's not so easy is identifying the problems with your website

When my first website was launched. I was excited. That is, until 4 months went by without making any money. I thought I did everything I was supposed to and just couldn't understand why my amazing WordPress website wasn't getting Clients and generating Cash Flow.

I tried finding solutions by investing in books, lead generation systems, social media books and on-and-on... and it got to the point where I was more confused than I was when I started.

However, There was a much faster and more practical way to get the help I needed. **Mentorship and coaching.**

But investing into a high level Mentorship would cost big bucks. \$5,000 to \$10,000. So I struggled for a while until I was able to hire a professional (**Adam Taha**) who is one of the best marketing and sales engineer on the planet.

I look back years later and cringe at my efforts and how I wish I just asked for help. But also, the positive side of acquiring the knowledge and information I needed from Adam. The same knowledge you're going to get in this eBook, in the words he pounded in my head for so many years.

I hope you enjoy this reading!

Why Your Website Isn't A Website Sales Machine

The beginning is the source of all the problems why your website isn't converting. We're going to cover what these problems are. We'll treat them as a checklist of sorts.

#1 - You Don't Know Who Your Targeted Ideal Customers Are

When you're designing and building your Business website with WordPress, you're also creating a customer buying journey. It's a journey with an emotional language. Everything, from the strategy of your website, concept, the goals, the content, images, the message, sales process - is all designed and built around the desires, fears and hopes of your "targeted" and ideal potential customer.

When your visitors land on your website, they are confused on what you offer. It's not clear what's going on and what you're selling. Your offer needs to be clear the minute they land on your website. You only have about 3 seconds OR less to transition your prospects to the next stage. Leads!

So look at your website for a moment. Do you have an offer in the very beginning of the process like a free trial to test your product or valuable information to optin and download? Does it focus on the goals they desire to achieve?

#2 - You Don't Have A Strategy

Strategy isn't video marketing, seo, writing articles and social media techniques. Yes, strategy works hand in hand with these tactics but they are very different. Strategy is asking, - how are you going to position your offer in a competitive unique valuable way within the market.

Strategy is how you're going to help your customer in a valuable unique way, which your competitors are not doing. This will help differentiate you from your competition. Very important, though...It's not about focusing on your competitor but on your targeted ideal customer needs.

Imagine, you have a company with a large team and different departments - and you start talking about 10 different strategies. You're going to confuse everyone. It must be **ONE** strategy so everyone can easily remember. The rest are goals, objectives, tactics for each department. Each team in these departments has a specific job to do so that your company achieves its ultimate purpose.

#3- You Haven't Defined Your Goals

Defining the wrong goals doesn't just impact conversions but also your entire life. Will this business model give you the time to enjoy the fruits of your labour? Will it build the lifestyle you want? Is it a business you'll sell or a business you'll continue to build as a family legacy? If you're going to sell it, then what is your exit strategy?

In regards to questions on conversions...

What are your short-term and long-term goals for your websites? What actions do you want your targeted audience to do when they land on your website/landing page? How much traffic, leads, subscribers and how many sales a week/month/year do you want to achieve? What are you going to do to achieve these goals and when are going to do them?

#4 - You Aren't Measuring Anything

By now, there isn't any clarity and without clarity, there is a lack of direction. It's just actions propelled by fear. You're not responding but reacting.

You're unsure what you are doing and worst of all - you're asking people social media about what to do. But here's the problem with that: They do not have an emotional investment in your business or success in life.

Asking other businesses on social media platforms: "what product should I sell? What content should I create? Is it better to sell one product or multiple products?" is a sure way to fail. These are also not the right questions to ask and if you need to ask these questions then the answers have to come from measuring and testing.

Know how to gather data, know what it says and know how to use it.

#5 - Your Customers Can't Make It Past The First Step

I don't know how many times I see a business website and I don't know what they are selling, their optin form doesn't work, and their online sales process doesn't exist. Your customers can't make it past the first few steps because they're not in place.

Then I hear, 'I tried everything.' Really? *Everything...* or not enough of the right actions?

Either the optin form works but the confirmation email doesn't get sent out. Sometimes the optin form works but the promise of the free gift isn't available. Sometimes the buying process is too confusing or non-existent.

It creates mistrust and reveals lack of seriousness and pride in the business. If you don't have your sales process in place or if you haven't measured, tested and checked for dead links....then now is the time to do it. I have unsubscribed and changed my mind from making a purchase from a website because of these simple problems.

They could have an enticing offer but the moment I check it out - I find myself stuck. The promise of free gift of valuable information or trial didn't happen. They got my email address but I didn't get past the first step. So I didn't go any further and later bought from somewhere else.

#6 - What Are You Known For?

When your aim is to be everything to everyone, you become no one. It takes time to be known for something that you are good at. It takes time to develop your track record, credibility - with evidence of a customer base that knows first hand, the one thing you're a master at. The success of one talent, expertise or product can be leveraged for future products and services.

A specialized skill and knowledge needs to make sense to the product you lead your prospects to. Being jack of all trades can be counterproductive to your website. It takes time, money, skill, and focus to make one business website work at the highest level and standards.

Stand for something! Give it the love, the passion, strategy, planning and resources that it deserves. Give it time it deserves to get the results you need to leverage for future products and services.

#7 - You Are Leading With Too Many Offers

Every offer has a marketing campaign. If you're Nike, Adidas, Coca Cola or have a \$10,000 a month budget for advertising then you're going to do great with an ecommerce website. However, if you are not these top player, you need to first win the minds of your prospects with one offer and blow their socks off to make an amazing 'first impression.'

#8 - You Don't Have Any Customer Testimonials

If your go to a bank for a loan to invest in some property or you go and apply for a job - you are asked a lot of questions about your track record. They want to see who knows you, who trusts you and/or financial stability.

They want to see what other people of a certain status or calibre has to say about you.

What you say about your character, your track record doesn't mean squat to them.

They want to hear it from someone they respect and someone the system sees as credible. This is why most people struggle in the world today.

They have a weak social standing in the world. They have never kept their track record in order. They have no friends or built real social proof and have wasted their life in taking instead of giving back. Then complain why their life is bad, romance is bad, they lack opportunities and can't access resources.

Your future new customer is going to look at who has bought from you, what they wanted to solve and what they found when using your product/service.

Whether you think customer testimonials don't work is nonsense. People make decisions at a subconscious level. People DO worry about what others think about them but don't admit it.

If you don't believe me, go online and see how men worry about simple things like approaching women. Most are too scared to ask a woman out due to the fear of rejection. So people's brains do put a lot of stock on customer testimonials but it has to be done in a certain way; and not in the superficial fluffy way that most businesses use them.

#9 - You Are Branding Someone Else

If you are leading with someone else's company, opportunity, product then do the consequences outweigh the benefits? Will you be branding you or someone else? What if something happens and their policies change...how will it impact you and your customers?

Will you own the website, the products, system, the email list, domains or will you lose everything?

An example, is using Squidoo as your platform which merged with Hubpages.

What if you didn't want Hubpages? You didn't have a choice except to take all your content and start all over again. You have helped the founder of Squidoo build an empire and you are left with nothing except content which loses the rank and all that you have built.

Build your business around you, your expertise, your talents, your products, your services and give time for your leads to know you as the face of the business. Make every web page and process prevalent with your brand identity. Take pride in your business.

#10 - You Sound And Look Like Everyone Else

There is nothing is new under the sun. That's true, but what is different... is your creativity, your personality, your quirkiness and the way you do things. This is the time to stand for something. This is the time to build a website for your business you can be proud of. A business you believe in and it has has your personality, your voice, your style and passion for what you do.

How to Quickly Fix Your Website So It Brings You Consistent Revenue...

You already know your website is not bringing you as many clients or revenue as you'd always dreamed it would. The challenging part is trying to figure out what's missing or how to best leverage what you already have.

That's where we come in. We help business owners just like you quickly fix their website so it brings them more clients now!

Step 1: Go to www.YourWPMadeSimple.com and request a quote for whatever problem that you may be having or whatever system that you want to be set up on your website.

Step 2: I'll get you a bid, in writing, on what it will take to fix your problem and will let you know how long it will take. We'll also make recommendations on simple things you can do to improve your website.

Step 3: We take it from there and implement the changes you want to be made. It really is that easy. Reach out to us and we'll make it super easy for you.

A lot of business owners try and make changes to their website, only to get frustrated with it not working the way they want or equally as bad, they don't get the results they want. As a result, they put off new revenue-driving projects and their business doesn't grow. Now you can quickly fix your website so it brings you more revenue or clients now. If you'd like us to help, simply visit: www.YourWPMadeSimple.Com and request a quote and we'll take it from there.

Meet the Author:



Wayne Hatter is the Owner and Founder of Your WordPress Made Simple. Your WordPress Made Simple is a WordPress support company that supports businesses all over the world with their WordPress needs.

Wayne is focused on delivering the best results for his clients in the fastest times.