

What's Wrong With Your WebSite? How To Fix What You Didn't Even Notice Was Broken

By: Jennifer Horowitz, Director of Marketing
www.EcomBuffet.com • jennifer@ecombuffet.com • 562-592-5347

This paper answers the common question "What's wrong with my website?" Here we explore the common problems website owners often don't know how to solve, and provide solutions that can be easily implemented.

Is Your WebSite the Sales Machine You Want It To Be?

After building a website, and often paying a lot of money to a web designer it can be infuriating to find out your designer had no SEO or marketing experience and your site has some inherent flaws that could hinder your success.

You've run the gamut from being excited about having a site and loving the look of the site to wondering if you've made a big mistake by sinking a lot of your hard earned money into a website that just isn't making the big bucks you expected. Then you pass wondering and go right into fear and anger.

Even if you designed the site yourself, it may still have flaws that are holding you back.

The good news is there are ways to identify the problem areas and take swift action to correct the situation and generate the revenue you were hoping for when you started your site. Your website is not doomed to eternal failure. You simply need to find the right help to identify the problems and turn your site around.

Don't Condemn Your WebSite Quite Yet...

There is still hope. There is no need to scrap your site and start from scratch. You can work with the foundation that has been built and repair it.

You need to start by reading the statements below, and determining which of them are true of your website. Which type is your website?

Type 1: I don't know how many site visitors I am getting, but I know I am not getting sales.

Type 2: I know I don't get site visitors or sales.

Type 3: I have many site visitors, but no sales.

Type 4: I have visitors, and make sales, but don't get repeat business.

Now that you have established your website's problem area, it's time to look at the solutions available to you.

“An Apple A Day” and Other Health Tips (For Your WebSite!)

We aren't truly recommending an apple a day for your computer, but it's a good idea for you!

Now, back to your website.

Type 1 WebSite-itis: I don't know how many site visitors I am getting, but I know I am not getting sales: Most hosting accounts for websites come with website statistics. If your host doesn't come with stats, there are free and paid stats programs you can install. Step one is to gather the data and determine what is really going on. Your website stats are vital to your success. You need your stats to understand who is coming to your site and what they are doing. This is your primary tool for monitoring the health of your site. If nothing else, you need your stats to confirm your site isn't healthy and no one is coming to your site – and then you need to then read about Type 2 WebSite-itis.

More than 8 out of 10 Internet users look on search engines to find information and the products or services they want to buy.

Type 2 WebSite-itis: I know I don't get site visitors or sales: Before you can begin to look at marketing issues, like building a mailing list and converting visitors to opt-ins you need to drive traffic to the site. There are various ways to drive traffic. You can participate in Pay-Per-Click (PPC), you can buy ads in newsletters and on other sites, you can get links from other sites, you can get listed in the organic search engines, and more. Organic search engine optimization seems to deliver the most traffic and the highest quality traffic. Search Engine Optimization (SEO) is considered the foundation of website marketing campaigns.

Type 3 WebSite-itis: I have many site visitors, but no sales: Once your SEO and other marketing campaigns have kicked in, and you know you are getting traffic, now you need to make sure that the traffic is converting. If you can't convert visitors into sales, you should at the very least get them to join your mailing list, so you may continue to market to them even after they leave your site. One of the best ways you can identify marketing issues with your site and correct the errors is by having a successful website marketer review your website and provide a checklist of items that need to be fixed, along with an explanation of why they need to be fixed and the solutions for fixing the problems.

Type 4 WebSite-itis: I have visitors, and make sales, but don't get repeat business: Much like Type 3 WebSite-itis, this problem is best diagnosed by a marketing professional that can review your website and find specific problems. This is much more efficient than learning about marketing, and then fixing things yourself, or worse yet, guessing and blindly tweaking things with no reasoning behind it and no tracking of the results. You have your job or your business; you don't need to become a website marketer as well. Hire someone who can diagnose and treat your website.

Guaranteed Search Engine Optimization and a WebSite Surgery™

After hearing the 4 common website issues above, EcomBuffet went into the business of, not only designing sites, but also offering search engine optimization with guaranteed results, and a unique service called "WebSite Surgery." EcomBuffet will review your site page by page and make sure you have the correct calls to action, and make sure your most desired action is clear. The WebSite Surgery will also address usability issues, site appearance, credibility issues, your Unique Selling Proposition, copy critiques, list building and so much more. The WebSite Surgery cuts right to the chase and lays out point by point what is wrong with your site, and explains how to fix each item.

Make Your WebSite Work For You Now

With the problems outlined and solutions identified there is no reason your website can't work for you – and become the sales machine you envisioned. A healthy website can translate into healthy profits for you.

For questions about our WebSite Surgery and getting your website ranked in the top 20 (first 2 pages of results) contact Jennifer Horowitz at 562-592-5347 or jennifer@ecombuffet.com.