3 WEBSITE MISTAKES THAT LOSE CUSTOMERS

(AND HOW TO FIX THEM)

IMMIX specializes in helping brands use the **right words** on their website and in their marketing, so **customers pay attention** and **take action.**

IMMIX STRATEGIC

3 WEBSITE MISTAKES THAT LOSE CUSTOMERS

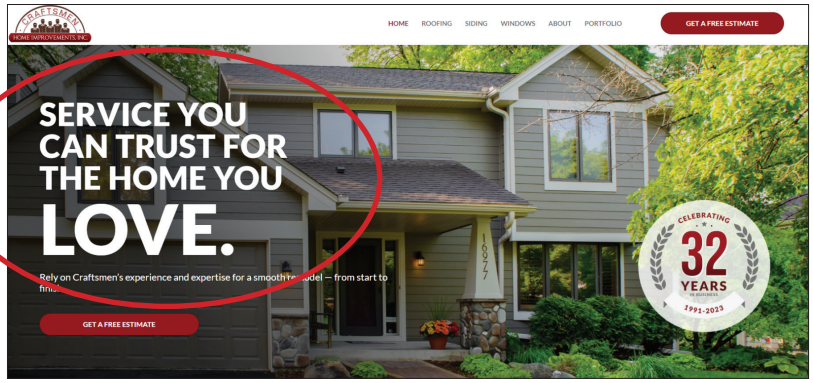
(AND HOW TO FIX THEM)

Your website is your 24/7 marketing and sales engine and it has about 30 seconds to make an impression on a visitor.

If you're using the right words, it will generate leads and sales.
If you're using the wrong words, you're losing customers right now.
So, what are the RIGHT words?

The secret sauce for a website that sells is C-L-A-R-I-T-Y. The human brain is drawn toward clarity and moves away from confusion. If you present a clear message that potential customers can understand quickly and easily, you will win.

Here are 3 website mistakes that are costing you sales:



1. Your website header is confusing.

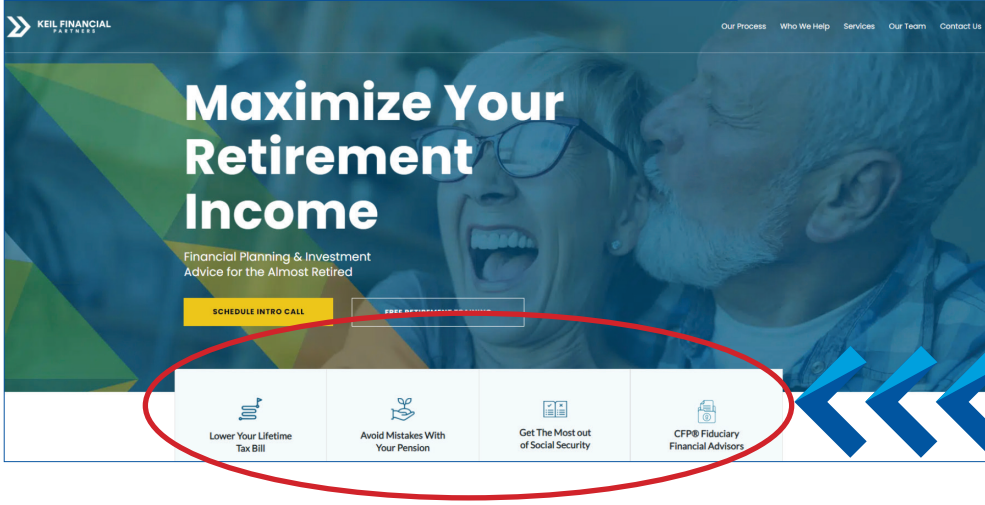
The header is the first thing a visitor sees when they land on your website. It should clearly explain the product or service you offer using short and simple words. A clear header helps potential customers know they're in the right place and encourages them to stick around to read more. Make your website header bold and place it front and center, above the fold. Resist the temptation to be cute or clever or use taglines that are vague. BE CLEAR.

For example, consider a website header for a Financial Planner.

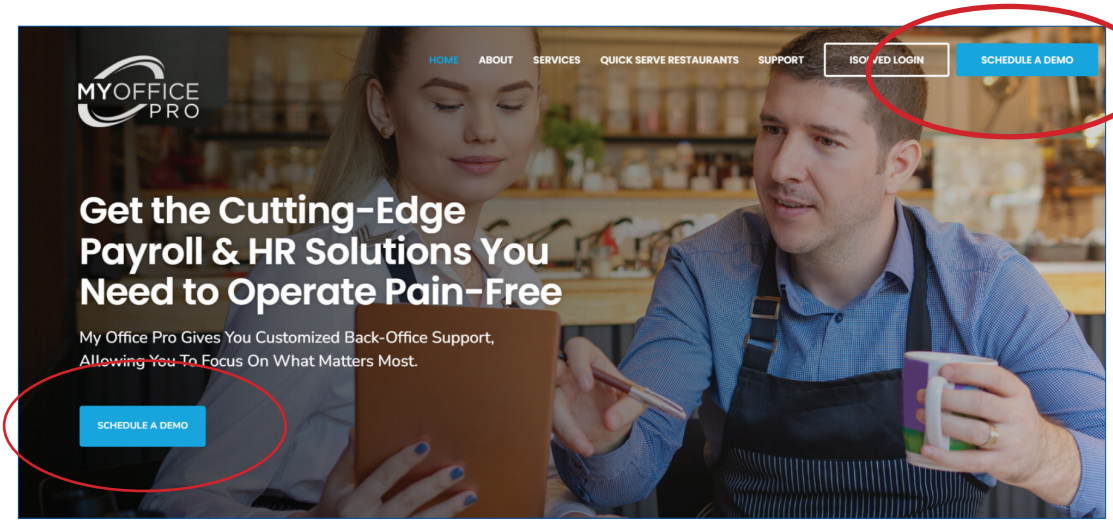
Confusing header: Providing a solid path for your future
Clear header: We create financial plans giving you peace of mind for retirement

2.

You aren't showing and telling visitors how your product or service will make their life better.



Don't assume customers know the impact your product or service can have on their lives. Tell them with words and images. It's pretty obvious that a plumber can repair your leaky pipe, but explain how that same plumber will fix your problem fast, relieve your stress, restore peace to your household and get you back to living your best life. Add a photo of a happy customer in their leak-free kitchen and that's the plumber you want to take your money. When you connect the dots and explain to potential customers how you'll help them win the day, you're more likely to win their business.



3. You don't have a clear, obvious call-to-action.

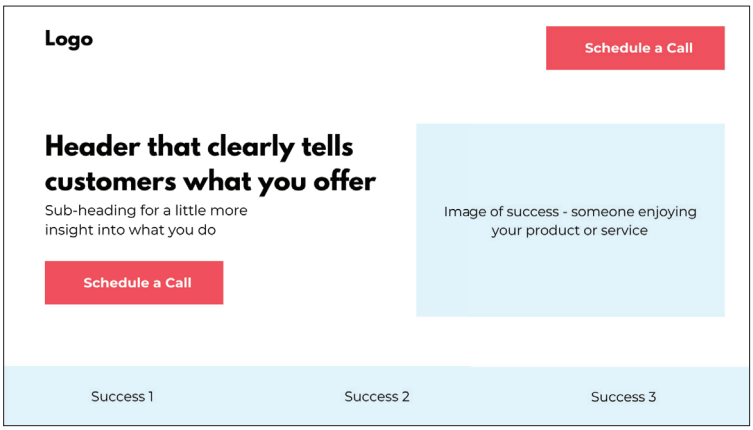
Now that your potential customer understands what you offer and how it can solve their problem and improve their life, give them a clear path to get it. **70% of business websites do not have a clear call-to-action.** Imagine having cash in hand in a store – ready to make a purchase and not being able to find the cash register. The call-to-action button is your website's cash register – don't make customers look for it. Create a button with a clear call-to-action, and place it above the fold on your website. Use strong action verbs. Make the button a bright, contrasting color so visitors can't miss it. Make it obvious, and repeat it often! If you want the sale, you have to ask for it.

Weak CTAs: Learn More, Check Us Out, Get Started
Strong CTAs: Buy Now, Schedule A Call, Book A Demo, Send Your Resume, Get A Quote

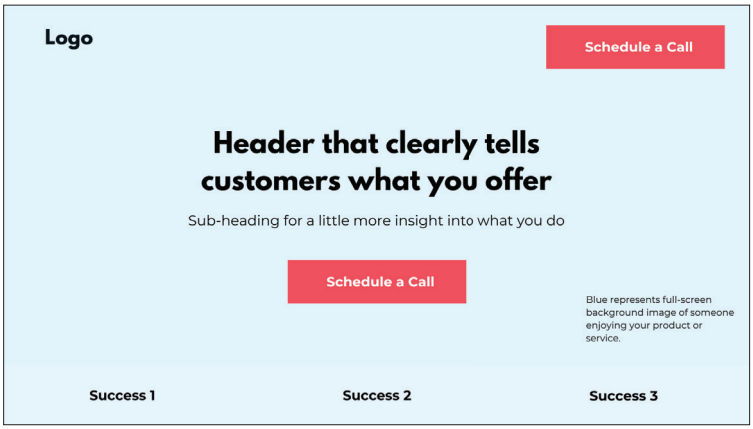
PUTTING IT ALL TOGETHER

Below are 2 different templates you can use to organize your clear offer, highlight your customer's success and give them a path to purchase with a direct call-to-action. All these elements should appear above the fold on your website. "Above the fold" refers to what visitors see on the screen when they visit your website, before they have to scroll.

WEBSITE "ABOVE THE FOLD"
EXAMPLE 1



WEBSITE "ABOVE THE FOLD"
EXAMPLE 2



Stephanie Greenwood
President, Immix Strategic
stephanieg@immixstrategic.com

IMMIX helps brands get their message right so they stop wasting money on marketing and, instead, grow their business.

If you need help getting the words right and creating a website that works for your brand, let's talk. Book your free consult call **here**, or scan the QR code to the right.

BOOK YOUR FREE CONSULT

SCAN NOW

Immixstrategic.com | 3001 Mill Street Mobile, AL 36607 | (251) 338-1833