



7 Signs

**Your Website is Losing You
Thousands of Dollars
(Every Year)!**

This probably isn't news to you, but a website is 100% necessary to doing business in 2019. Not just any website, either — a good website, and a really good website at that. For many businesses their website is the primary way that clients contact them and get important questions answered. It's a company's brand story encapsulated, a place to showcase and display products, and their main platform for digital lead generation.



So, what happens if your website isn't up to 2019 standards?

Nothing. That's the problem.

If your website frustrates, confuses, or even puts-off potential clients, your business can and will suffer for it. People say that a website is a digital storefront. So, is your digital storefront friendly and inviting — or is it dimly lit, canopied with dangling wires, and leaking water from the ceiling (figuratively speaking, of course)?

We put together this list to help every business owner take a good, hard look at their website. These are 7 signs your website is actually costing you thousands of dollars in new and recurring business every year!

If this list gives you peace-of-mind about your current website, that's fantastic. On the other hand, if your current site resembles a seedy storefront — then the good news is that redesigning your site is easy! Let's dig in...





It's a Challenge to Use on Phones

For every person that comes through the door, you hired a bouncer that tosses the next person back out into the street. An exaggeration, sure, but that's what the user experience is like when your website doesn't work properly on smart phone browsers. Our numbers aren't far off either.

Approximately 50% of all web searches take place on a smartphone – and that number is only growing.

If your site doesn't work well for half of the people who visit, you're losing countless customers. Now, you might tell us that your website was built to be good on mobile and that technically it's responsive. We're going to tell you that there's a big difference between being kind of good on mobile and being GREAT on mobile. Smart web design accounts for ALL of the users who find your site – no matter their device.

Common Mobile Failures

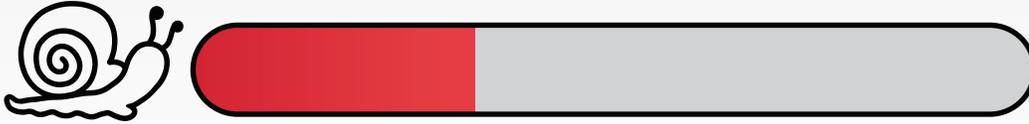
- ✓ Unclear Menus
- ✓ Wrong Sized Images
- ✓ Hard to Use Forms
- ✓ Hard to Read Text
- ✓ Must Pinch & Zoom to Click
- ✓ Can't Click to Call



Key Takeaway

Approximately 50% of internet use takes place on mobile – make sure your site is designed accordingly, or else you'll pay for it later.

2 Your Site is Slow to Load



For better or worse, people are accustomed to instant gratification in 2019. If your website is old or improperly built and loads slowly as a result, it's going to cost you.

Firstly, only the most-devoted potential customers will wait around to see what your business can do for them, rather than scouting out any of the countless other competitors with fast loading quality websites. Plus, for most sites with page speed issues, it's not just the homepage that lags — every other page is slow to load, too. Not only will this make a bad first impression, but it all but ensures your prospective customers won't make it too far into your website.

Secondly, people aren't the only ones who make harsh judgments about websites that load slowly. Site speed is an important factor that Google and other search engines take into account when ranking your site on a search engine results page. If SEO is a component of your marketing strategy, then a fast website needs to be the foundation.

Nobody Likes a Slow Website

- ✔ **73%** of mobile internet users have encountered a site that was too slow to load
- ✔ **47%** of consumers expect a web page to load in 2 seconds or less
- ✔ Bounce rates increase by **50%** if your website takes 2 seconds extra to load

Key Takeaway

A few extra seconds of waiting can cost thousands in missed opportunities.



It Wasn't Custom Built

Pre-built website templates. You might think you've never heard of such a thing, but you've probably seen a Superbowl spot for them in recent years. Made by companies like Wix and Squarespace, these DIY template sites allow you to set up a personalized website in around an hour and only for a few dollars. As the celebrities who do the Superbowl commercials explain, you can't get a website for cheaper and in less time, making these templates the perfect solution for businesses working on a budget. If only these templates were as good as they sounded...



THINK TWICE

While it's true that these template sites are cheap and easy, they create a lot of issues that make them a detriment for businesses. Despite what the commercials show, these sites are difficult to customize and to rank. So not only will your site look identical to other templates, but you'll struggle to add needed features and customizations that will earn you business online.

In addition, search engines punish these template sites. Since SEO is one of the most essential, most cost-effective marketing channels to pursue, losing out on that because you built your site using a template isn't a smart play — even if Kylie Jenner says otherwise. Spend a little more up front and you'll enjoy a long-term return on your investment.



Key Takeaway

Your website is an investment, and unfortunately the rules of "you get what you pay for" are in effect.



It Has Broken Links & Contact Forms

One of the best things your website can do to grow your business is to serve as a way for potential clients to contact you. Whether it's a prominent phone number, an easy to use form, or a live-chat option, your website needs to make it easy for interested parties to reach out.

One of the most unfortunate ways your website is sabotaging your business is by making it difficult or confusing for customers or by including broken links. Whether they want to ask a question, buy something, schedule a quote, or something else, your website needs to facilitate that relationship. As is the case with the other signs on this list, if your website frustrates a customer, they'll find a competitor of yours whose site doesn't annoy them. Losing clients here is especially disheartening because you were so close to closing their lead — they had every intention of doing business with you, but your website prevented the transaction.

Imagine the frustration of this loyal and interested prospect. Even though they have to give you a pass on the outdated site style and put up with long load times and rough looking mobile design, they still decide they want to do business with you. However, when the time comes to fill out a form or click a link to schedule, it's broken. For many customers that's the last straw. Your website just snatched defeat...from the jaws of victory.

Web Users Least Favorite Things

- ✓ Broken Images
- ✓ No Click to Call
- ✓ Broken Links
- ✓ Contact Forms That Don't Work
- ✓ Missing Products / Missing Pages



Key Takeaway

If people want to do work with you, make it easy to contact you. Otherwise, they'll find someone whose website allows them to make unproblematic contact.



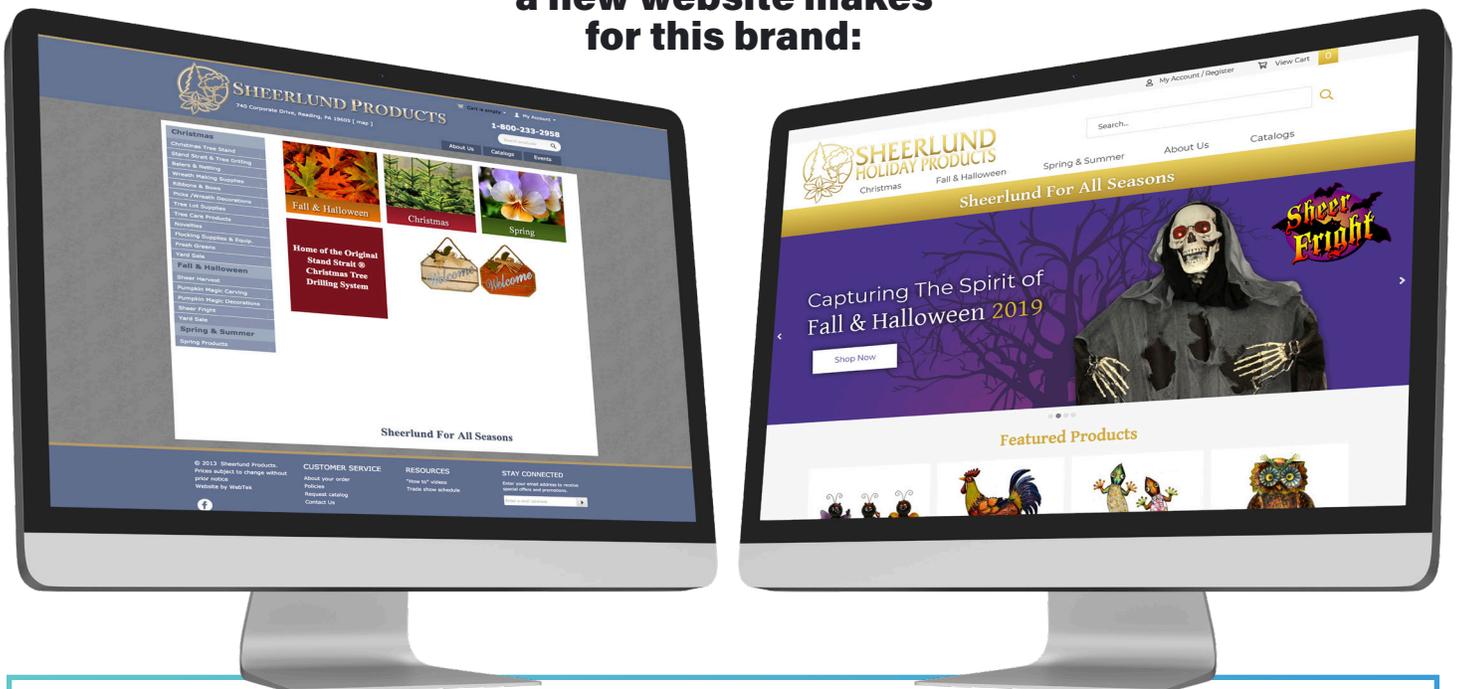
Your Site Looks OLD

First impressions are everything, right? For so many potential clients, your website is your business's first impression — and you only have one chance to make it. So, what does your current website say about your business, and can you afford to leave a bad impression? Before you answer, consider this statistic:

57% of internet users say they would not recommend a business with a poorly designed website.

Ask yourself the tough question: is your website good enough? A website that is modern suggests credibility, efficiency, and trustworthiness. A website that is old and decrepit...well, you saw the above statistic.

**Consider the difference
a new website makes
for this brand:**



Key Takeaway

People judge both books AND websites by their covers. Make sure your website reflects your brand values.



You Don't Rank Well on Google

If you're like most business owners, you've Googled yourself... many, many times. You've run the gamut, searching every possible keyword term you can imagine that you'd like to see your site show up for. The logic is sound because after all, if you use Google, your potential customers do, too. If you don't see your own site when you conduct your research, that's a bad sign. However, if your site does appear for you, that's not a be-all, end-all sign of SEO health. Google knows location and is more likely to show a site that you've visited countless times before.

While this has just as much to do with SEO as it does with web design, a lack of SEO is one of the surest signs your website is losing

you money. In the 21st century, organic search engine marketing is one of the most-used, most-trusted channels to acquire new clients. You may have great word of mouth, paid commercials, and a stellar reputation, but if you don't have a website that ranks in search engines, you are losing a KEY opportunity to grow your business.



Do You Rank as Well as You Think You Do?

- ✓ **93%** of online experiences begin with a search engine — make sure you're there
- ✓ Google currently holds **90.1%** of the total search engine market share — Google is still the all-important search engine



Key Takeaway

If you can't find yourself on Google, then chances are, your potential clients can't either. Stop losing that new business and build an SEO-optimized website!



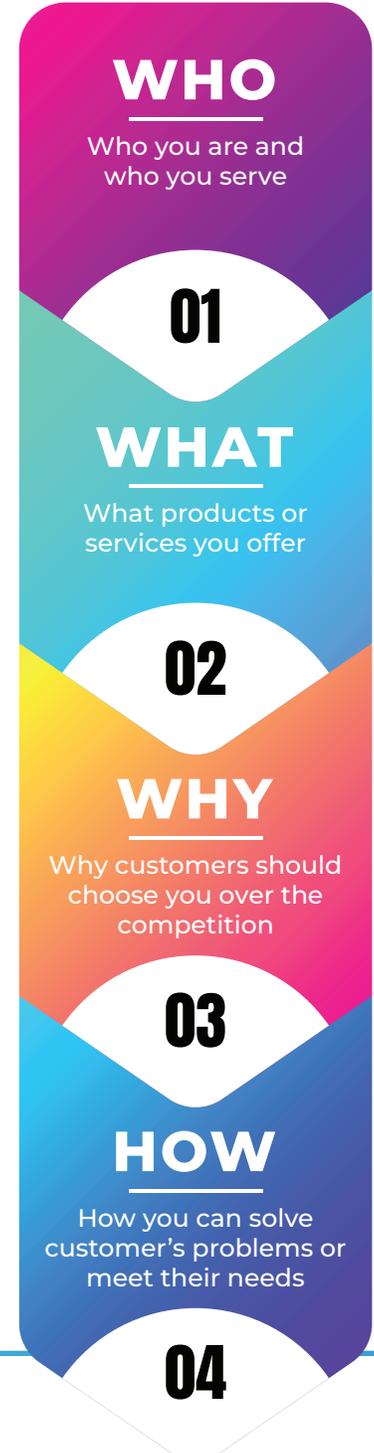
Not Built with Users or Marketing in Mind

Let’s think back to that imaginary dismal storefront — the one where everything’s falling apart right around the hapless customer. While no physical store would be legally allowed to operate in such a state of disrepair, it’s a common practice online. And customers hate it.

Not having a website that was built to support marketing makes it hard to appeal to your ideal customer when they land on your website. If your site is at the center of your lead-generation campaigns it needs to be easy to use, while making a clear statement about your brand persona. For example, if your site hides your key products or information, doesn’t illustrate your brand or is overall difficult to use, then it is working against the marketing dollars you invest.

A good marketing-designed website should feature convincing copy, attractive images, strategic calls-to-action — and enough information for your prospect to make their choice. Simply put, when two websites competing for the same prospect square off, the one put together with a marketing mind wins out every time.

This is the perfect time to involve a web design company like WebTek, that is equally fluent in the cutting-edge aspects of digital marketing. We help our clients design a site that works hand-in-hand with their marketing, not against it. If you’re wondering if your site is hurting your business and costing you money, just ask.



Key Takeaway

If someone is on your site, make sure they get the message of who you are and how you can help!

Free Website Consultation & Quote from WebTek

So, how much does this hypothetical site (or that storefront) resemble your businesses' website? Hopefully, you're in the clear. However, if you're not, we have some good news: website builds are our specialty. Your company can *absolutely* afford the website that illustrates your brand effectively and grows your online presence.

At WebTek, we begin every website project with a conversation. We'd like to invite you to have a consultation session with our team. Let's discuss your current website, the needs it has — and how we can together make it an asset that pays your business back for years!



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