

5 Ways Your Website Is Costing You Customers

Simple changes you can make today



SAY WHAT YOU DO

Keep it simple.

SOLVE A PROBLEM

What problem are you solving?

COST OF SUCCESS

What happens if I don't use your company?

CALL TO ACTION

What do you want your customer to do?

WHAT TO EXPECT

Help your customer with steps.

Our Goal



We're here to be the guide. You are the HERO. We want to help you better communicate your message, and create more customers.

1. Say WHAT You Do

You have 5 seconds or less

Cute = Confusing

We are too close to our own business sometimes that we don't realize that we are speaking another language to our potential customers. We can use cute word phrasing that is actually doing more damage than good.

Be simple. Be loud. Be CLEAR.

"Dentist in Orlando, FL"

"We Sell Flowers"

"Real Mexican Food"

"Learn How To Surf"

"Organic Juices"



2. Solve A Problem

Identify your customer's pain

Relatability

What problem are you solving for your customer or the world? Can you put yourself in their shoes and think about what they may be facing or help them understand what someone else is facing? YOU ARE NOT THE HERO. Stop talking about yourself, and put the customer first. You can talk about yourself later, but the first impression of your website should be that you are going to help me with my pain point.

If you can solve a problem, you're in business.

charity: water WHY WATER? OUR WORK ABOUT US THIRST BOOK

DONATE FUNDRAISE SIGN IN

The Spring

100% of your money brings clean water to people in need.

Join our monthly giving community and transform lives for families around the world. Every single penny will help bring clean water to communities in need.

GIVE MONTHLY

219.053

Browse our holiday gift guide.
This holiday season, honor the people you love with a gift that transforms lives.

SEE GIFTS

3. Cost of Success

What's it going to cost me if I don't choose you?

It's a business, right?

This is communicating to your potential customer the cost of not doing business with you. It may feel strange to talk about yourself that way, but I need to know why it's important that I use your company vs. your competition.

This is not fearful language, it's informative and helpful. You are in business. Tell me why you're the right choice, and why I should take action today.

Who have you worked with?

Why should I trust you?

What sets you apart?

Top three reasons to hire an agent when buying



As a buyer, you don't pay your agent anything, but they are there to represent your best interests.



Top notch agents have a deep understanding of the market and the buying process.



Having a top agent allows you to focus on your day-to-day life while they work hard on your behalf so you don't miss an opportunity.

[OUR BUYER QUESTIONNAIRE](#)

Proud to have worked with GREAT clients from:

4. Call To Action

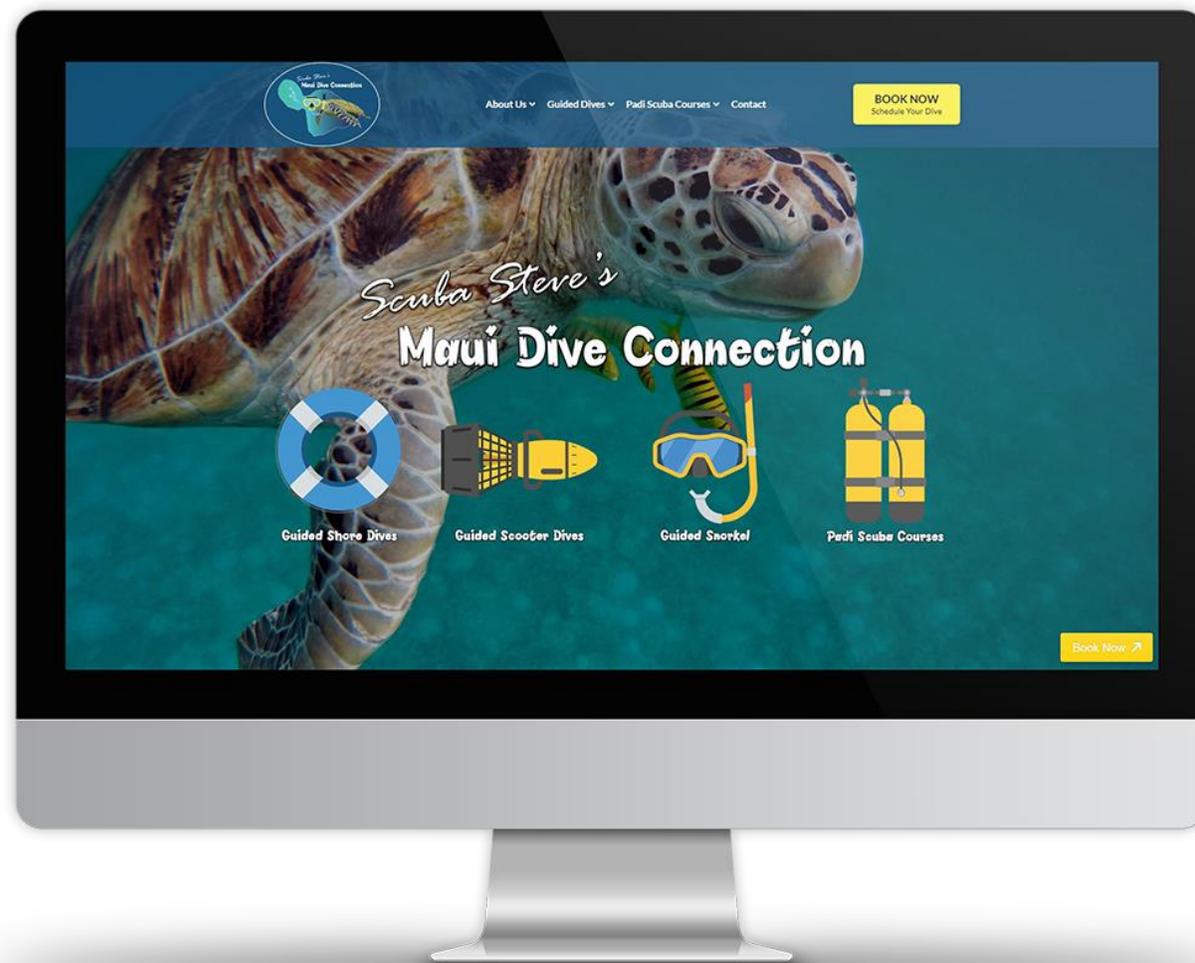
What do you want me to do?

MOST IMPORTANT

A Call To Action is what you want potential customer to do on your website. Do you want them call you? Do you want them to fill out a form? Are you trying to sell a product?

A lot of beautiful websites are cute with their language, yet don't ever get to the point. These sites put too much focus on looks and don't tell me how I can contact them...

CTA's are the MOST IMPORTANT part of your website. They need to be always accessible. Top right, between sections, header, footer, etc.



5. What To Expect

Do you have a plan?

Count on Us Every Step of the Way

When you're ready to buy a home, we'll guide you through our simple and hassle-free mortgage process.

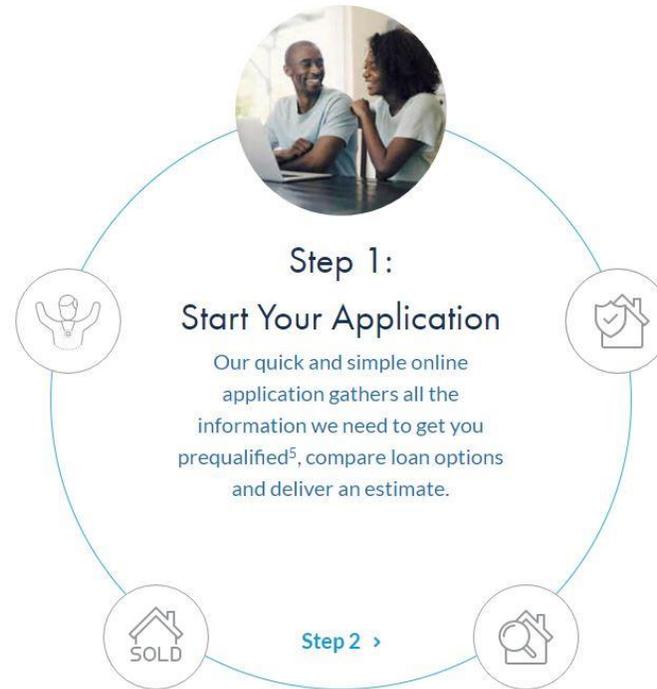
Set My Expectations

If you can help customers understand that you have a plan to get them where they want to be, you eliminate confusion in their mind. This builds trust, and allows the customer to understand that you know what you're doing, and will be more likely to click on your Call To Action.

Give them steps 1-5 OR 1-7. As long as you are holding their hand through the process.

For Example: If I buy insurance from you, how do I start? When do I pay? How long does it take? Etc.

Breakdown the process.



[Dig in to the Details](#)

Would you like a personalized video review of your website?

Call us @ **530.276.8183**

OR fill out the contact form on our website
and tell us more about your company.

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