Be sure your website has:

Headlines that capture your reader's interest...

Headlines are your opportunity to "grab" your reader and get them interested in your products or services. Don't overlook the important role a headline can play in generating sales. Use your headlines to get your reader to continue on to your descriptive text.

Customer testimonials...

Contact your clients for positive comments on your services and goods. Use any thank you letters you've received or customer service awards from your parent company. Potential customers want to know that you operate a trustworthy and credible enterprise. Testimonials are a great way to inspire client confidence.

Visitor friendly navigation...

If a visitor can't find what they want right away they will most likely exit your site. Simple and clean navigation is a key factor in keeping visitors on your site where they can purchase your products and services.

Updated content...

Keep the information on your site fresh. Sites whose information is fresh and changed regularly attract repeat visitors and remain listed with the search engines. Sites which do not change their content are often considered "dead" by search engines and do not appear on a search's results page.

Contact information...

Show people your here to stay. Give them all your contact information including phone, fax, e-mail and URL addresses. A customer who feels you are accessible will be more likely to do business with you than one who does not feel the same way.

An "About Page"...

It is is an absolute necessity to have an "About Us Page" on your website. Show off your business accomplishments. Let your potential clients know who you are and how to reach you. Every time a client sees detailed information about your business, who you are, and how to reach you, it raises their level of trust in your establishment. Your sincerity will be the factor that wins them over. There are also behind-the-scenes reason why your site should have an "About Page" and your web designer can explain that to you.

Code that gets results...

Make sure your website has title, description and meta tag information. These sections of code can determine whether or not you get visitors to your site. The relationship between code and the written text on your site is very important. They must be written to work together to get the most exposure for your site.

Something for free...

Offer your visitors free samples, free information, perhaps a free service. Anything that will keep them interested in your site will give you more time to sell your goods and services. Product and service guarantees are also a great way to get a client "off the fence" and onto making the purchase.

If you don't have a website:

- Potential customers are going to your competition
- Current clients are wondering why you don't have a website and may perceive you as "out-of-touch"
- You're not taking advantage of a still growing market
- You're not doing all you can to promote your business