



3 Ways to Make Your Website More Appealing

One-sided conversations are seldom interesting. Why? Because nobody wants to listen to some guy ramble on about his high school football days or his new sports car. They want to have a conversation.

The same is true for marketing. If your website is all about "me, me, me," you will bore visitors. On the other hand, a good, balanced website can become a lead generation machine. Think about these four principles when you decide how to revamp your website:

1. People are egocentric.

While they're viewing your website, people are subconsciously thinking "what is this company going to do for me?" So instead of boasting about your latest product enhancements, talk about how it will improve the lives of your customers.

2. People love to be entertained.

If visitors find your site to be unique and entertaining, they will stick around. Spice up your site with compelling quotes, graphics, pictures, blog articles, interactive widgets, etc. Not only will this help you capture and convert more leads, it will increase traffic thanks to word of mouth.

3. People want (valuable) free stuff.

Give your visitors something for nothing, such as FREE hints and Tips, a report, ebook, video, or coupon. As visitors begin to interact, you can gather information like name, email, and phone number. Guess what you just got? A qualified prospect who is engaged in learning about your product or service. It's a sales dream come true.

For more information visit our website or give me a call to book a FREE 30 minute online marketing consultation.

Warm regards;

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