

# 5 Simple Ways You Can Improve Your Website Today



Helping People with Purpose be Impactful.

VIM + ZEST



Are you looking to improve your website? Then you're not alone. Almost every client we speak to needs and or wants their website worked on. The problem lies in the fact that while everyone has a website, not everyone has a Powerhouse Website.

### **What is a Powerhouse Website?**

A Powerhouse Website is a website that acts as your Hardest Working Team Member. One that doesn't need lunch breaks or sleep! If your website isn't constantly building up your list of customers and converting leads into sales, then it's not working. It's that simple.

There is a textbook of advice that can be written on building a Powerhouse Website. But that's the problem. Most advice leads to and gives off the impression that to do so is a time consuming and expensive job – but they're wrong.

To prove this, we've come up with five tips you can apply today that will improve your website and help turn it into a powerhouse marketing tool.



## Tip No.1

### **Make your website a one-way ticket to purchase.**

A website is an essential element in a buyer's purchase-decision journey. If you understand what step the buyer is on in their purchase decision when they land on your website, then you can give them everything they need to make the final decision to buy.

#### **Ask Yourself:**

**How did they come to my website? From an ad, search or referral?**

**Are they looking for info on my brand or products before buying?**

Knowing your customer's purchase decision journey means that you can optimise every page of your website to convert leads into sales.



## Tip No.2

### Rewrite your 'About Us' page to be more about your customers.

Yes, it's your website. But nothing about it should actually be about you. Even that section we so commonly call 'About Us' should actually be about what you do that offers your customers an ultimate benefit they can't say 'no' to.

#### Ask Yourself:

What is the one reason why customers would choose my product or service over my competitors?

Do I tell my customer how their world will change because of my business in plain, conversational language? Make it short and sharp. Online readers don't read - they scan.

Do I write from the point of view of the customer? It's too easy to fall into the pattern of writing about the features of your product/service. Instead put yourself in your customer's shoes and write about how your product or service will benefit them.



## Tip No.3

### Swap your imagery with ones your customers will relate to.

Choose images that immediately make the viewer relate to your website. They need to see themselves (or the aspirational version of themselves that they want to be) in your hero image.

If they don't, you've lost them.

**You have approximately three seconds to convince an online user to actually read something on your website.**

**So the images you choose need to grab their attention without letting go.**



## Tip No.4

### **Keep adding new content to your website.**

Adding new, original content to your website will help your search engine optimisation, keep what you do at the front of your customers' minds and build loyalty.

Don't just write blog articles for the sake of it, though.

**Create thoughtful, quality content. Write about the questions and answers that your customers are seeking out, instead of interrupting them with pedestrian content they won't bother reading.**



## Tip No.5

### Test your website. Then test it again.

Your website should never be finished – EVER.

The way your target market interacts with information changes. In fact, your target market itself can change.

Re-write key titles and calls-to-action. Introduce product benefits differently. Try new images. All the while observe what is happening. Act upon the results your website is getting.

**Your website can be your most powerful marketing tool, but if not updated and maintained it will get you nowhere.**

## And there you have it – you now have 5 easy ways you can improve your website RIGHT NOW!

It really is that simple – a new hero image can actually make a customer stop and read your website.

So can a rewritten homepage that communicates how their life will change if they buy your product/service today.

**It takes less time than you think to improve your website.**

**And it will deliver greater results than you could have ever imagined.**







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