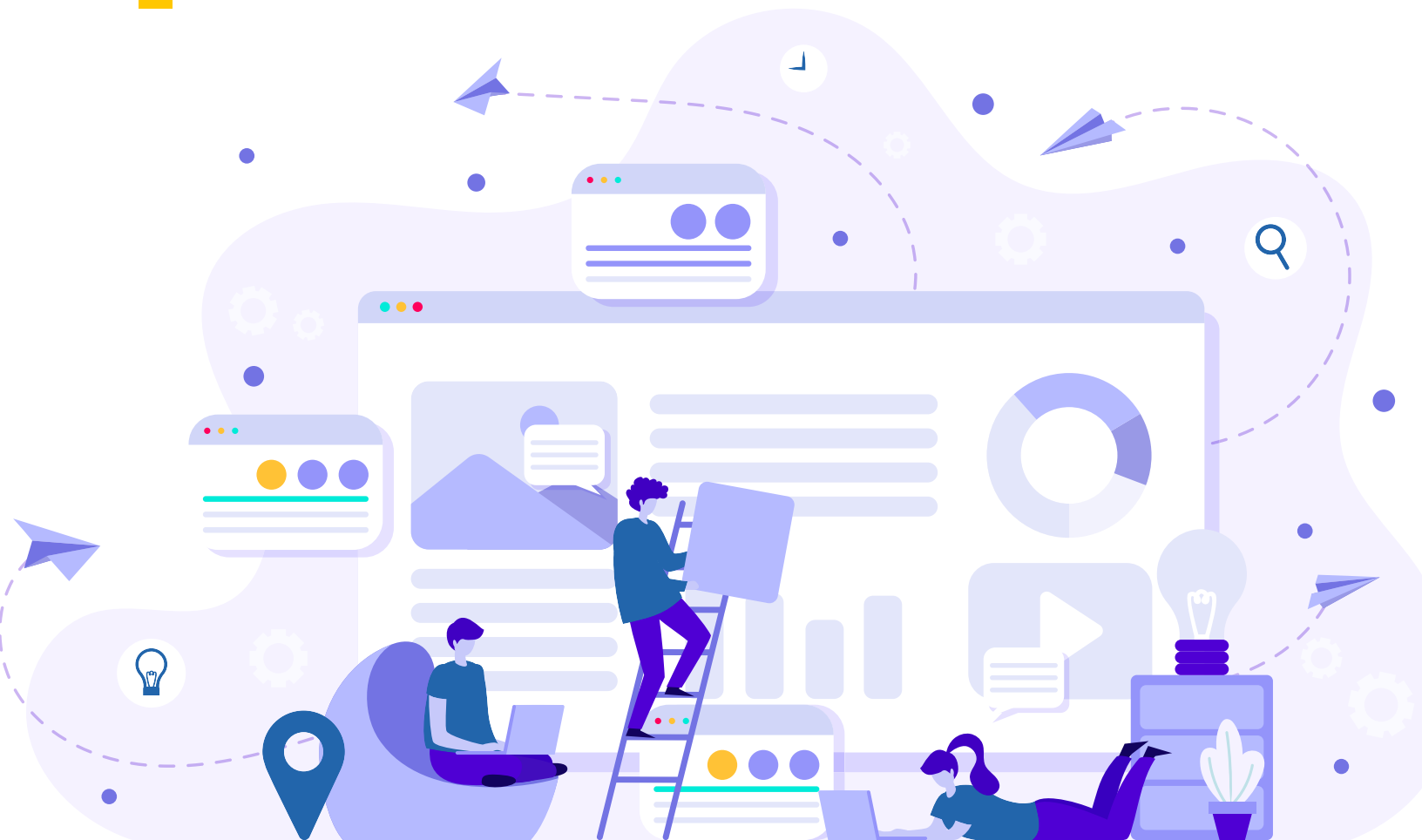




# The 6 Biggest Issues

Stopping Your Website From  
Attracting New Customers



Does your website struggle to bring in new leads and customers? Does it have a strategic plan? Is it based on a clear, laser-focused purpose, or is it really just a mish-mash of ideas?

If you're not sure about the answers to these questions, no worries - we'll help you take a closer look at the six biggest issues stopping your website from attracting new customers and generating leads for your business. Outsourced Marketing specializes in the kind of strategic thinking it takes to build North America's best websites. But before we begin, let's define what it is we mean by a strategic website.

# What Is A Strategic Website?

**A strategic website is a place where everything has a specific purpose, based on a clear goal. Strategic sites drive relentlessly toward customer satisfaction and company profitability.**

From the moment a new visitor first lays eyes on your site, all the way through their customer journey, to purchasing and beyond, a strategic website maintains a cohesive look, voice, and experience that serves a strategic goal.

When a website is this focused, it produces results that are consistent and predictable. You won't have to tinker with it based on the latest trends, because it's already a superstar site. The proof can be found right in your metrics, with strong conversion rates, sales figures, and customer loyalty.

This isn't some dream world - Outsourced Marketing sees it happen every day. Our clients succeed because of our three core beliefs:

- Marketing is a system, not an event.
- We put strategy over tactics.
- Marketing should be simple, practical, and affordable.

Unfortunately, too many businesses have websites that are designed scattershot, with no driving purpose in mind. These sites can't produce reliable results because they were never set up for reliability. They don't convert, because they weren't designed for conversion. Like the



majority of sites, they ultimately fail.

Within this guide, you'll discover the flaws in your current site and learn what's going wrong. You'll get an issue-by-issue analysis of common website problems and find out how you can solve them with strategic thinking.

ISSUE 1:

# It Has No Driving Strategy Or Goal



**This is the single biggest mistake we see business owners make when it comes to their website.**

When a site has no driving strategy, visitors consistently hit dead ends. The experience seems scattered and directionless. There's no cohesive vision. This often happens when a website is created too early in the business-building process, before the company has a clear web identity or goal.

Let's take a moment to examine what, exactly, your goal should be. If you're thinking "make money," well, yes - that's true. But let's not get ahead of ourselves.

Your website goal, in general, is conversion

- turning interest into customers. This means your site can't just be a static thing, like a digital brochure. It has to be a lead-generating and lead-converting machine that drives real revenue for your business.

Lead generation and conversion is a complex task, but it boils down to solving problems for customers in a way that's smooth, helpful, and maybe even a bit fun. When customers are converted, they view your brand as a trusted resource they enjoy spending money with.

In fact, they might even begin to view your company as a friend - which we'll discuss in a bit. But for now, keep in mind that your website must have an overarching strategy, with a clear goal. That's a crucial part of systematic thinking.

ISSUE 2:

# It's Too Pretty To Be Practical

A website should look good, but not at the expense of being effective. Strategic web design is a careful balance of aesthetics and utility; bad web design might look pretty, but it doesn't deliver real results.

One thing many business owners don't realize is that it takes a blend of two types of technical knowledge to create a website - a duo of front-end development (the aesthetics) and back-end development (what makes it work). In the effort to keep the aesthetics right, many businesses sacrifice the strategic back-end work that supports a pleasant user experience.

**Or, to say it a different way, some sites are too pretty to be practical. Here are some red flags that your website has this issue:**

- People are impressed when they first see it, but their time on your site is low.
- The creative professional who designed it was more of a graphic designer than a web expert, and/or aesthetics were the #1 priority when it was created, rather than functionality.

- Social media followers "like" your brand, but your site isn't converting them into paying customers.
- Your site gets people to visit your service pages, but you have a high bounce rate, and no one is filling out your forms, or calling your business.

Although it's possible to take an existing too-pretty site and add functionality, it's not recommended. The best - and most profitable - approach is to go back to the drawing board and redesign the entire site with a systematic plan in mind.



ISSUE 3:

# It Has No SEO



## Was your site built for maximum SEO?

If your answer is anything but a resounding yes, your website needs a redesign. Search Engine Optimization is a huge part of attracting new business - without it, you're never encountering potential customers, and you're leaving money on the table every single day.

SEO isn't just a buzzword, and building for SEO isn't a passing trend. SEO is the fuel your site needs to drive consistent traffic onto your pages, through your checkout process, and into years of customer loyalty.

## Confused about the characteristics of good site SEO? Here's what it looks like:

- Metadata and title tags are handled appropriately - with help from experts, as needed
- Fresh site content is added daily, including a variety of formats like blog posts, webinars, videos, infographics, case studies, and testimonials
- Content is meaningful and relevant, as defined by both Google and humans
- It's linked to social media accounts, which are also updated daily
- Images are high-quality and not overused
- Incoming and backlinks are designed carefully
- Users have a positive experience, which encourages them to follow, mention, link to, and return to your site over and over again.
- Keywords are used strategically, based on solid keyword analysis research

ISSUE 4:

# The CTA Is MIA

**A missing call to action (CTA) renders your site useless - it's as simple as that. When users are left thinking, "So... now what?" the entire site is underperforming for your business.**

Here's a startling fact: You have about 0 seconds to deliver a persuasive call to action. That's right - the average person will tolerate between 0 and 8 seconds of confusion before they decide what to do next on a website.

Without guidance, the vast majority of them will simply leave your site rather than spend time hunting for the next step. Don't leave them hunting. Offer a CTA.

## CTAs come in various forms, for example:

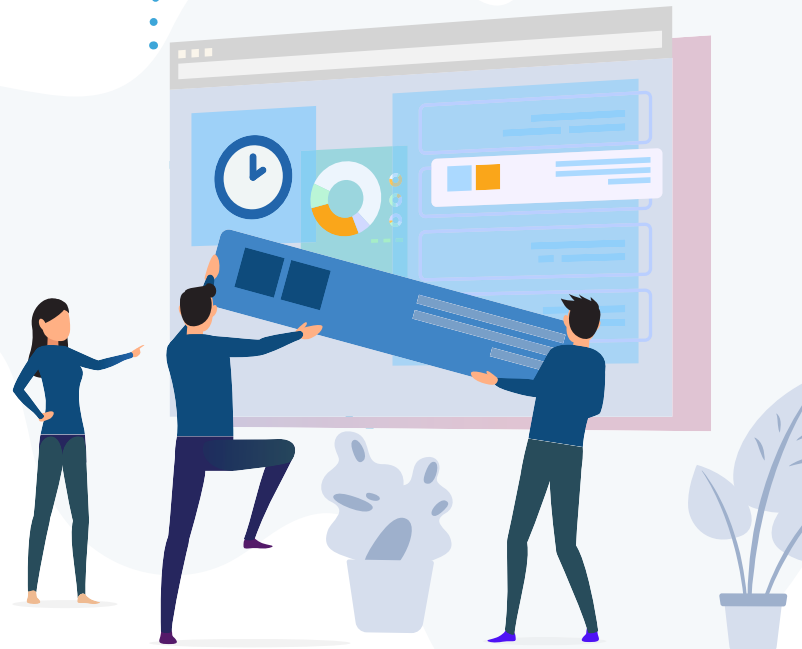
**Text** that prompts an action, like "Click For Your Free Report"

**Links** that go to downloads and additional information

**Images** that encourage clicks, like a picture of a shopping cart

**Forms** that request information or schedule appointments

**Videos** that continue the customer journey toward purchasing



Every page on your site should have a dominant CTA that drives toward your central strategic goal. In fact, having 3 or 4 small CTAs is less effective than having one colourful, eye-catching CTA that makes it clear what people should do next.

When in doubt, think of your CTA as a problem-solver for your customers. If their problem is a lack of SaaS knowledge, and you offer a free downloadable ebook about SaaS, your CTA can be a bright green button that says, "Download My FREE SaaS Guidebook."



ISSUE 5:

# There's No Story, No Journey, No Experience

**Well-designed websites make an instant emotional connection to the viewer, and that connection is just the start. The site guides each customer through a journey that feels familiar, enjoyable, and meaningful to them. It's not just about making a purchase; it's about making friends with the brand.**

And what do good friends do? They listen. They help. They assist you with problem-solving and join you in new experiences. They're a part of your life story - and that's why storytelling is an important part of good web design. Every step of using your site should feel like part of a cohesive tale.

If all this sounds a little silly, consider that it's backed up by solid research. People strongly prefer doing business with brands that feel friendly and aligned with their core values - particularly Millennials, who lean toward companies that are ethical and sustainable. 60% of Millennials and 55% of Generation Zs will stick with a brand simply because they like them.



When people like organic products, they look for brands that seem eco-friendly. If they're a young female entrepreneur, they might prefer sites that seem female-friendly. A person with strong volunteerism and donation preferences seek out brands known for philanthropy.

For your customers, the story - your visual identity - is part of the experience. It adds to the value of buying from you, as opposed to your competitors. Make sure storytelling is built into your site.



ISSUE 6:

# It Has Technical Problems & Doesn't Convey Trust

**No discussion of web strategy would be complete without examining the aspects of your site that could be eroding trust. Technical issues are at the top of this list, but it's not just about glitches.**

Trustworthiness in a website is a complex issue that involves smooth functionality, good usability, and key trust indicators people look for - often without really thinking about it. When people don't trust your site, they might not be able to put their finger on exactly why, but it's often because of seemingly small issues like grainy images, links that go nowhere, and a lack of security badges.

**Here's a list of things that will interfere with your site's effectiveness:**

- Bad hosting that causes error messages and page load failures
- Pages or images that are slow to load
- Image and graphics problems - pictures that look too much like stock

photos, graphics that are pixelated, fuzzy, or annoying, and images that don't have embedded links

- Not being mobile-optimized, so it looks and functions poorly on mobile devices
- Lacking critical trust-building pages, like About Us, Contact Us, Testimonials, and Case Studies
- Missing basic info, like a physical address and phone number
- No badges or certifications that show affiliations with well-known organizations and security companies
- No links to social media, blogs, videos, and other content for social sharing

Nobody feels comfortable sharing their credit card information with a site that has constant glitches, and today many people expect a reputable company to be active on social media. The issues above interfere with people's ability to trust your site and rely on it for purchases.

BUILDING STRATEGIC WEBSITES:

# The Bottom Line

**Developing a strategic website involves doing some hard work behind the scenes while keeping an eye on what's happening on the main stage.**

It requires stepping into the shoes of your customers and taking a hard, realistic look from their point of view.

## What do people see in your current site?

- Does it seem cluttered and disorganized?
- Or is it pretty but not practical?
- Does it drive toward a clear goal?
- Did you optimize it for SEO?
- Is there a clear CTA?
- Does it tell a story?
- Is it trustworthy and free of technical issues?

Only when you have clear answers to all of these questions can your website become the kind of lead-converting machine that truly drives revenue for your business. If your company is struggling to develop a strategic website, Outsourced Marketing can help.

We build custom marketing strategies for companies big and small, using a systematic approach. We help companies create the kinds of strategically-sound sites that get found, get engagement, and get new customers.

## At Outsourced Marketing, we use a tried-and-true six-step approach to systematize your marketing:

1. Discovery: A deep dive into your strengths, challenges, and opportunities
2. Competitive Analysis: A look at your landscape and competitive market
3. Strategic Development: The heart of your system, which includes buyer personas, the customer journey, your content plan, and your year-round marketing calendar
4. Production: The creative and content development phase
5. Execution: Launching your marketing plan and developing leads
6. Optimization: Fine-tuning your system to drive consistent, profitable results



# OUTSOURCED MARKETING

If you would like to schedule a Free 20-minute website consultation and have your biggest website and marketing strategy questions answered, please **call 855-281-4415** or access our calendar to set an appointment that works for you at [OutsourcedMarketing.ca/Schedule-a-marketing-discovery-call](https://OutsourcedMarketing.ca/Schedule-a-marketing-discovery-call)