

# The Profitable Website Cheat Sheet: 14 Proven Tactics To Boost The Pulling Power Of Your Website

**There's no silver bullet for creating a profitable website.** But there are certain website tactics that research and experience have proven to help you attract more customers and boost sales.

**If you're frustrated because your website's not getting the results you want...** ... use this 14-point cheat sheet to assess your site. Note those areas where your website is falling short and make an action plan for improvements.

**1. Does your website answer the question, "What's in it for me?"** Yes  No   
Your website should focus on your customers, not on your business. Visitors want to know, "What's in it for me?" So tell them by communicating the key benefits of your product or service. Your website should position your company as a solution to your customers' problems. Use this online tool to rate your website's customer focus: <http://www.futurenowinc.com/wewe.htm>

**2. Does your home page dish up key content?** Yes  No   
Your home page is your company's face to the world. It must:

- Clearly and briefly explain what you do and who you do it for
- Present the most compelling benefits of doing business with you
- Include links that draw readers deeper into your site e.g. links to the most popular pages, key products/services and/or important news or promotions.

**3. Does your website tagline immediately communicate what your site is about?** Yes  No   
Online searchers are very impatient. If they can't figure out what your site is about in a few seconds they'll probably hit the back button. A clear and concise website tagline on every page tells first-time visitors what they can expect from your site. (Hint: if your tagline includes the word "solutions" it's probably not clear what you do!)

**4. Does every page have an attention-grabbing headline?** Yes  No   
Compelling headlines are crucial to the success of your website. They must work or nothing else matters. Headlines and sub-headings should:

- Be clearly differentiated from the body text
- Be clear, descriptive and unambiguous

- Contain the essential search engine key phrases for the page; and, most importantly,
- Entice visitors to keep reading.

**5. Is there a call to action on every page of your site?** Yes  No   
The main objective of your website content is to get readers to take action. Think of your site as a series of paths leading readers to contact you, buy something or register their contact details. Each page should include a clear call to action – even if it's only to read the next page – to move readers along the path.

**6. Do your product or service pages address ALL of your customers' questions and concerns?** Yes  No   
It's a simple fact: if you don't give people enough information they won't buy from you. Product and service pages should include clear descriptions of what you offer and answers to ALL frequently asked customer questions. Product pages must include all relevant specifications, warranty information, and clear images, including close-up views, enlargements, details and different angles.

**7. Does your website convey trustworthiness?** Yes  No   
Trust on the web is measured by a visitor's willingness to risk time, money and personal data on a website. To build trust, your website should have a professional design with clear navigation; customer testimonials and case studies; a privacy policy; comprehensive, correct, and current content; and complete and up-front contact details.

**8. Is your website content written for "scanners"?** Yes  No   
People don't read websites word for word – they scan the screen looking for the information they want. Therefore your website content should be written for scanners:

- Online text should have roughly 50% of the words you would use for print
- Include lots of bullets, lists and meaningful sub-headings
- Use links to break up longer information.

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## 9. Do you employ strategies to attract targeted traffic to your website?

Yes  No

The best business website on the planet is worthless unless prospects and customers see it. To attract targeted traffic to your website you need to employ one or more of the following strategies:

- Search engine optimisation (SEO)
- Pay per click advertising (such as Google AdWords)
- Drive to web campaigns – using email, direct mail, print ads, etc.

## 10. Do you include relevant search engine key phrases in all content?

Yes  No

Use Google's Keyword Tool to find out which key phrases will bring you the most traffic from the search engines:

<https://adwords.google.com.au/select/KeywordToolExternal>

Then place these key phrases in link text, headlines and sub-headings, meta descriptions and title tags (see below), and body text. This will improve your search engine rankings and increase traffic.

## 11. Do your title tags include relevant search engine key phrases? Yes No

The title tag is a very important factor in achieving high search engine rankings. (Tip: the text in the title tag is displayed in the blue bar at the top of your web browser.) Each page on your site should have individual title tags containing relevant search engine key phrases.

## 12. Does your site have a free offer to capture qualified sales leads?

Yes  No

Encourage visitors to register their contact details in exchange for a free report, guide, newsletter, consultation, e-course, seminar, catalogue, white paper, etc. Once you have visitors' email addresses, you can follow them up to maximise sales conversions. Almost every industry can use this approach with great results.

## 13. Is your website built on "cornerstone content"?

Yes  No

"Cornerstone content" is a valuable online resource for your target market. It could be a downloadable "how-to" e-book, self-assessment tool (like this cheat sheet!), online tutorial or industry glossary. This type of content positions you

as an expert in your field, attracts links and traffic, and promotes word-of-mouth. You can also use it as "bait" to build your email subscriber list.

## 14. Did you hire a proof-reader to check all your content? Yes No

Typos, grammatical mistakes, inconsistency and broken links on a website create a bad impression of your business. (Remember, many visitors will get their first impression of you from your website.) Hiring a proof-reader helps to minimise these errors.

### What about website design?

A professional-looking website design lends credibility and creates a positive impression. But despite what most website designers will tell you, the most important part of your website *isn't* the design or graphics.

It's the words. Because only your words will convince people to buy your product or service. If prospective customers like what your website has to say, and you can persuade them to contact you without insulting their intelligence, you're bound for success.

### Where to from here?

Did you know only 13% of Australian websites generate more business? (Source: 2008 Sensis e-Business Report.)

The problem with do-nothing websites is almost always weak content. If you're serious about creating a customer-attracting website you need persuasive content that motivates customers to take action.

If you answered no to any of above questions your website is probably not as profitable as it could be. To maximise the business value of your site, fix these basics first – before you spend any more money on web design.

That's where I can help. With over a decade's website copywriting experience I can help you get better results from your website. Call me today on (02) 9130 5839 for a no-obligation consultation.

**Charles Cuninghame**

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