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Why Isn't My Website Bringing in Business?



 @curioelectro | [curioelectro.com](https://www.curioelectro.com)



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Agenda

- Diagnose the reason why your lovely website is not bringing in leads
- Come up with a plan of action
- Give you access to some of my favorite tips, shortcuts and tools to make this (*relatively*) easy
- Q&A!

WHY ISN'T IT WORKING?

(Let's figure it out!)

START

Is my messaging clear?

YES!

NOPE

Time for a copy update!

YES!

Is it easy to buy what I sell?

NOPE

Update my calls to action

NOPE

Do I have quality website traffic?



Choose two traffic sources

YES!

Is there a low-stakes way to keep in touch?

NOPE

YES!



Build an email list

FINISH!

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Messaging

Is it clear what you do, where you do it and why you're the best choice?

Is Your Message Clear?

1. What do you do? _____
2. What areas do you serve? _____
3. What are you known for? _____
4. Do you work with a specific type of client? _____
5. Do you offer a particular aesthetic? _____
6. What words do clients constantly use to describe you? _____
7. Is there something special about your process? _____
8. Does your brand have a clear voice? _____





Messaging

So it's not 100% clear why they should hire you? Answer the questions on the previous slide and start communicating more clearly in your website copy and image selection.

Considerations

1. “What you do” may be in flux right now. Make sure it’s clear on your website and on social media.
2. Image quality can be challenging in the window treatment industry. Use partnerships and vendor images to source good quality photos.



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An Easy Path to Purchase

Is it extremely easy and delightfully pleasant to book a consultation with you or purchase a product?

Is the Path Clear?

1. Does every page have a call to action? _____
2. Is it clear how they can start working with you? _____
3. Does your website work like a charm on mobile? _____
4. Are you being contacted via your preferred method? _____
5. *If they visit the website...are they taking action?* _____





An Easy Path to Purchase

Not so sure that you've cleared a path for your website user?
Let's take action to fix that.

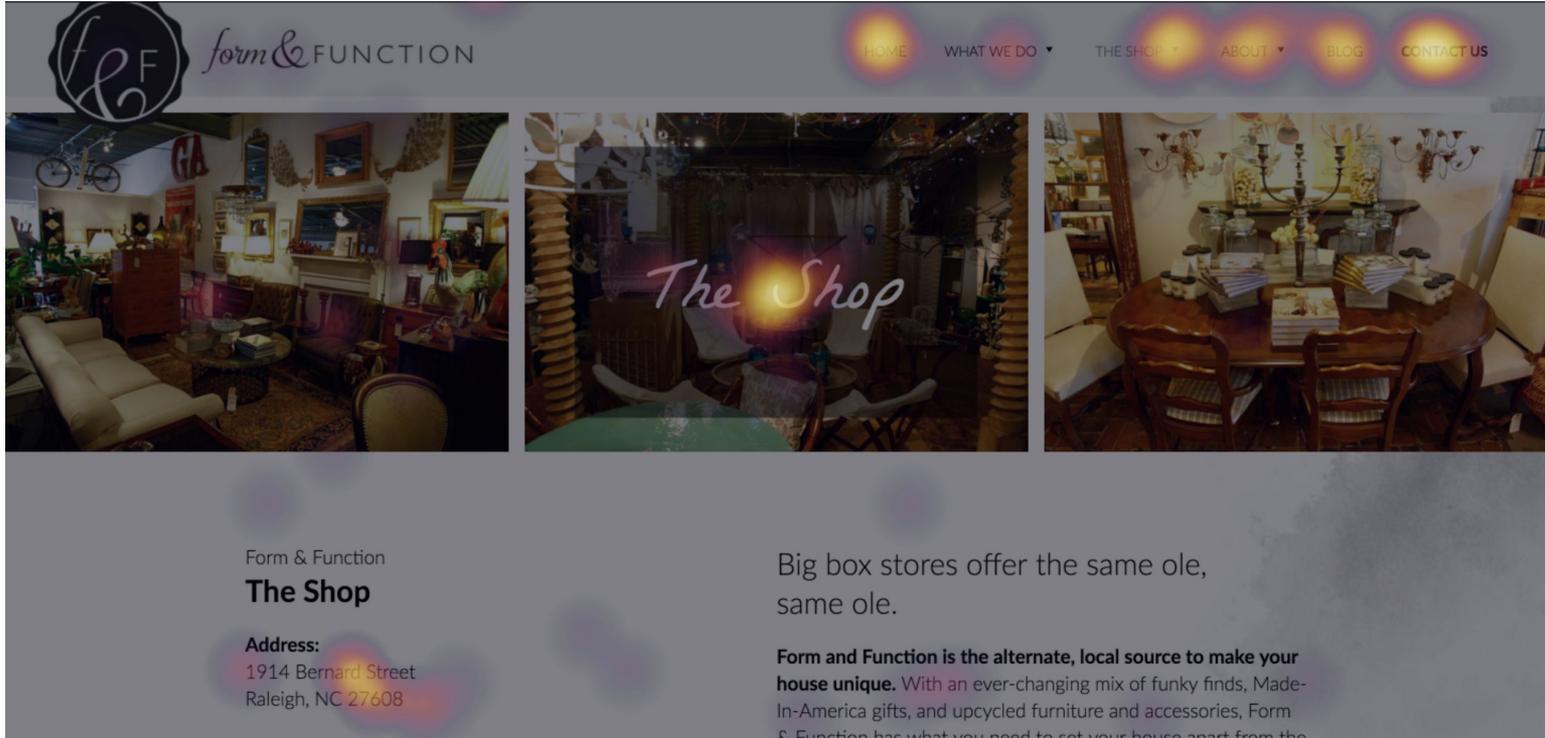
Ask a Human (a.k.a. Conduct User Testing)

Ask your tester to complete a task—like choose a product or service and then try to purchase—and see how they do. Are they clicking in weird places? Not sure where to go? Slowed down by your contact form? Unsure of what will happen?



Install a Heatmap

hotjar.com



The screenshot shows the homepage of the website 'form & FUNCTION'. The logo is a circular emblem with 'f&F' inside. The navigation menu includes 'HOME', 'WHAT WE DO', 'THE SHOP', 'ABOUT', 'BLOG', and 'CONTACT US'. The main content area features three images of interior spaces. The middle image has the text 'The Shop' overlaid in a cursive font. Below the images, there is a text block with the following content:

Form & Function
The Shop
Address:
1914 Bernard Street
Raleigh, NC 27608

Big box stores offer the same ole,
same ole.

Form and Function is the alternate, local source to make your house unique. With an ever-changing mix of funky finds, Made-In-America gifts, and upcycled furniture and accessories, Form & Function has what you need to set your house apart from the

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Avoid Common Mistakes

1. ___ Make sure your phone numbers and emails are clickable
2. ___ Only ask *easy* questions on your contact form
3. ___ Provide as many options for contact as you can, but make your favorite one the most prominent
4. ___ Always tell them where to go (they want to know)
5. ___ Always let them know what will happen next!
6. ___ Always find out where they heard about you.



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Website Traffic

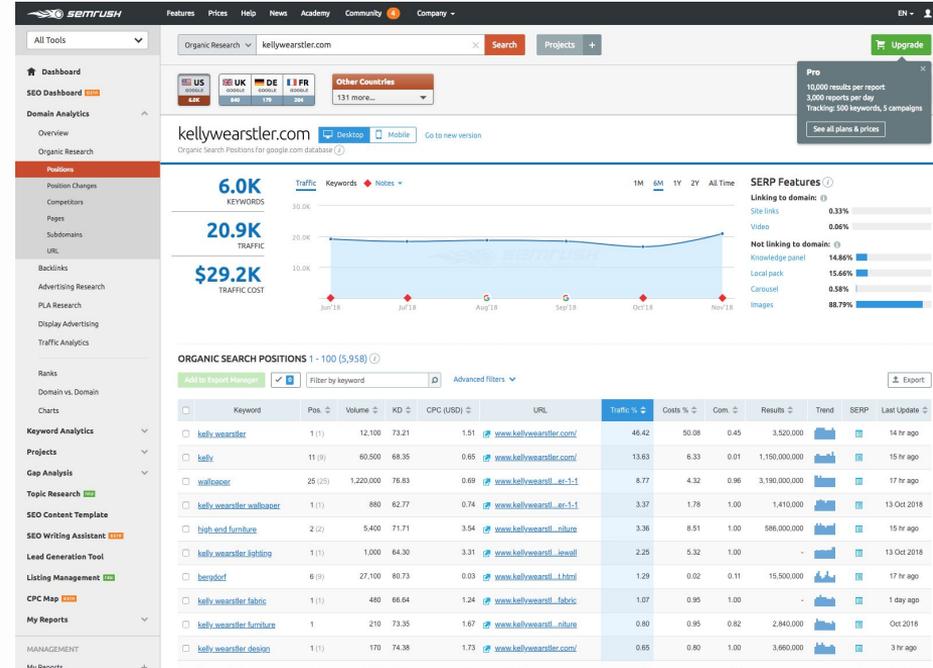
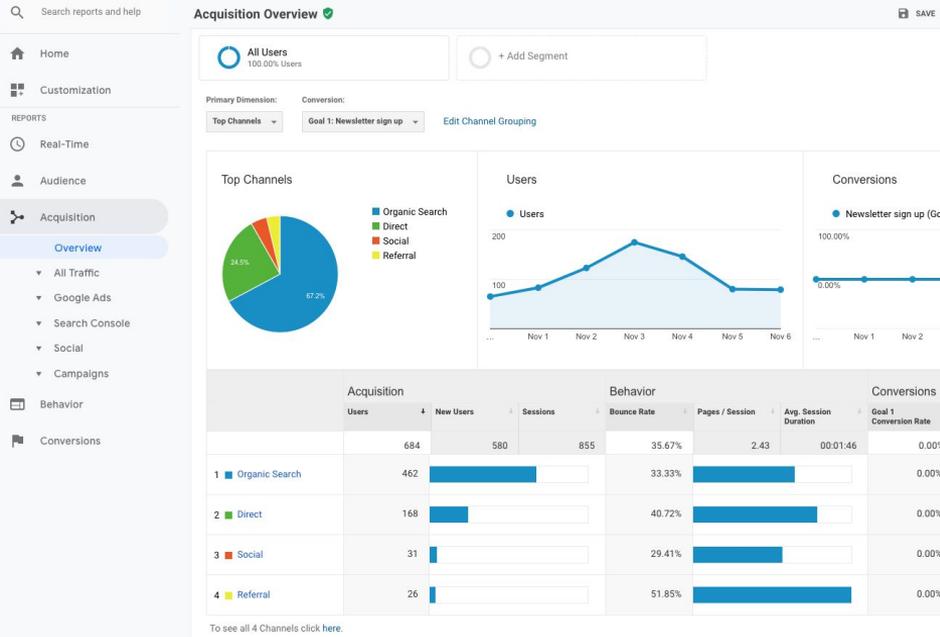
Do you have any? And where are these people coming from?

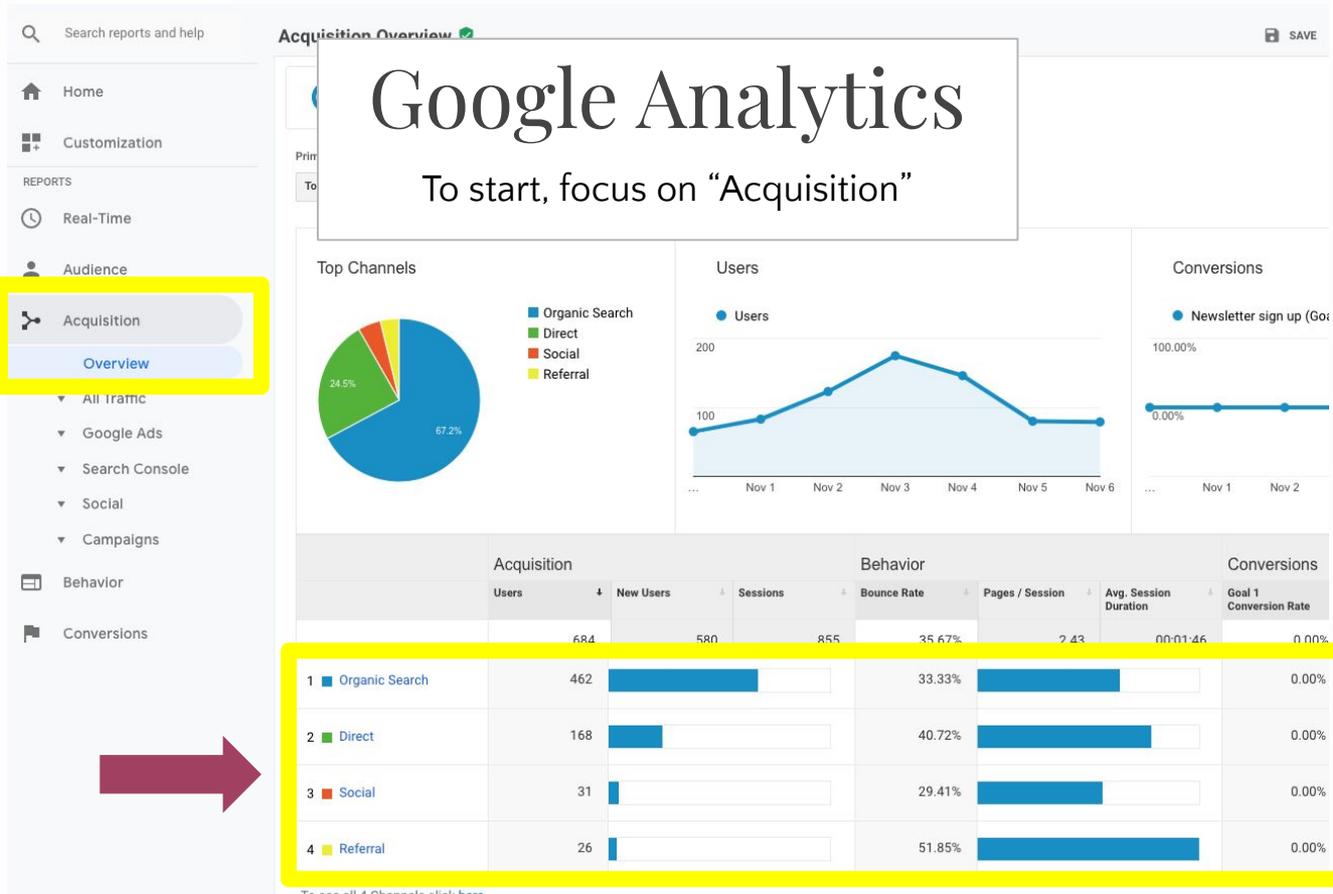
Install Google Analytics

(or just log in and take a look)

Check SEMRush

(the free version)





Organic Research Search Projects + Upgrade

US GOOGLE UK GOOGLE DE GOOGLE FR GOOGLE Other Countries

SEMRush

What search terms are people using to find you?

20.5K TRAFFIC

\$29.2K TRAFFIC COST

Jun'18 Jul'18 Aug'18 Sep'18 Oct'18 Nov'18

ORGANIC SEARCH POSITIONS 1 - 100 (5,958)

Add to Export Manager Filter by keyword Filter by keyword Advanced filters Export

<input type="checkbox"/>	Keyword	Pos.	Volume	KD	CPC (USD)	URL	Traffic %	Costs %	Com.	Results	Trend	SERP	Last Update
<input type="checkbox"/>	kelly wearstler	1 (1)	12,100	73.21	1.51	www.kellywearstler.com/	46.42	50.08	0.45	3,520,000			14 hr ago
<input type="checkbox"/>	kelly	11 (9)	60,500	68.35	0.65	www.kellywearstler.com/	13.63	6.33	0.01	1,150,000,000			15 hr ago
<input type="checkbox"/>	wallpaper	25 (25)	1,220,000	76.83	0.69	www.kellywearstler.com/er-1-1	8.77	4.32	0.96	3,190,000,000			17 hr ago
<input type="checkbox"/>	kelly wearstler wallpaper	1 (1)	880	62.77	0.74	www.kellywearstler.com/er-1-1	3.37	1.78	1.00	1,410,000			13 Oct 2018
<input type="checkbox"/>	high end furniture	2 (2)	5,400	71.71	3.54	www.kellywearstler.com/highendfurniture	3.36	8.51	1.00	586,000,000			15 hr ago
<input type="checkbox"/>	kelly wearstler lighting	1 (1)	1,000	64.30	3.31	www.kellywearstler.com/lighting	2.25	5.32	1.00	-			13 Oct 2018
<input type="checkbox"/>	bergsdorf	6 (9)	27,100	80.73	0.03	www.kellywearstler.com/bergsdorf.html	1.29	0.02	0.11	15,500,000			17 hr ago
<input type="checkbox"/>	kelly wearstler fabric	1 (1)	480	66.64	1.24	www.kellywearstler.com/fabric	1.07	0.95	1.00	-			1 day ago



Website Traffic

So could you use a bit more? Choose two sources and focus on those.

Some Options for Website Traffic

1. **Search engine optimization** (also known as...good content)
2. **Shareable content** (if you serve a local client, think local)
3. **Social media with calls to action** (ABL—Always Be Linking)
4. **Networking** (charitable organizations, showhouses, etc.)
 5. **Mailers** (yes, mailers!)
 6. **Press** (again, with a call to action)
7. **Speaking and workshops** (where does your target client go?)
 8. **Email** (create bursts of traffic at will)
 9. **Sweepstakes** (give something away, etc.)



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Keeping in Touch

If a potential client isn't ready to move forward, can you still nurture that lead?

Do you have an email list?

A list is a *valuable* business possession.

Not everyone is ready to move forward right now.
Even referrals may need to warm up a little.



ActiveCampaign >





Keeping in Touch

So you're not currently using email to market your business?
Let's do something about that.



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First, pick an email marketing company.

MailChimp is free for up to 2000 contacts.
For fancier functionality, I love ActiveCampaign.



Then, figure out how to lure them onto your list.

Start with something simple, but truly—the possibilities are endless:

Checklist or Toolkit
Resource List
Calendar
Worksheet or Workbook
Inspiration File
Tutorial
Video or Video Series
Webinar
Email Course

Audio File
Sample Chapter
The Promise of Great Content
Quiz
Content Upgrade
Contest
'How We Work'
Discount or Special Offer
Waiting List



Any website platform works for this.

WordPress, Squarespace, Wix, etc. all allow you to embed signup forms that connect to an email marketing platform.

It Comes Down to these Questions:

- **MESSAGING:** Is it clear why they should go with my offer instead of another option?
- **PATH TO PURCHASE:** Is it clear what they should do and what will happen next?
- **TRAFFIC:** Is there traffic to my website? Are humans finding it?
- **LEAD NURTURE:** If they don't want to hire me right now, how will I keep in touch?

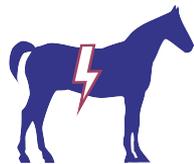


The goal?

Make it blissfully simple for them to understand your value,
hire you, find you and stay in touch with you.

Thank you!
Any questions?

To Download the Slides:
curioelectro.com/wcaa



WCAA
WINDOW COVERINGS
ASSOCIATION OF AMERICA