May 7, 2020

Why Isn't My Website Bringing in Business?

@curioelectro | curioelectro.com

Nicole Heymer

Owner and Creative Director

Curio Electro

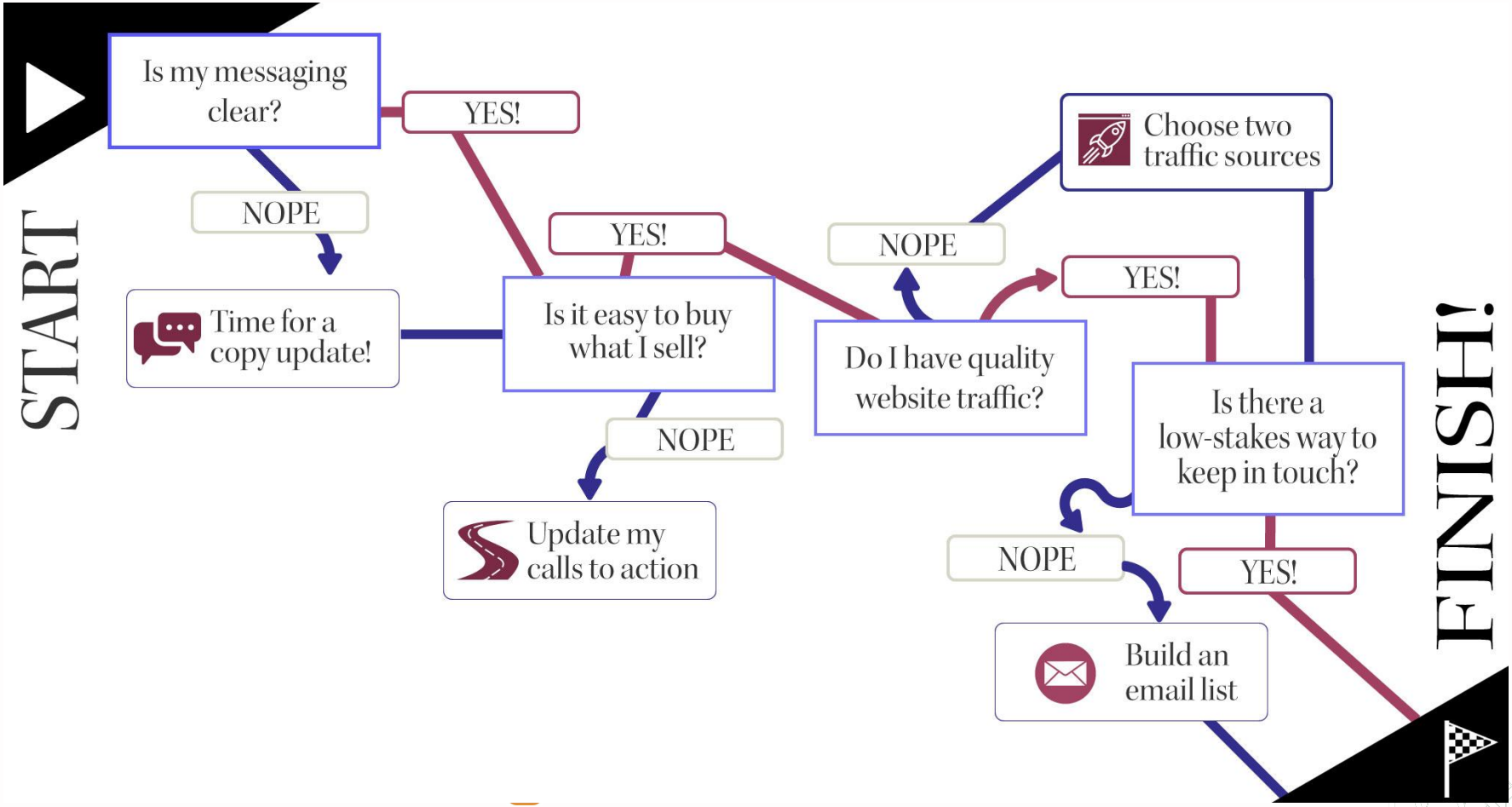
@curioelectro | curioelectro.com

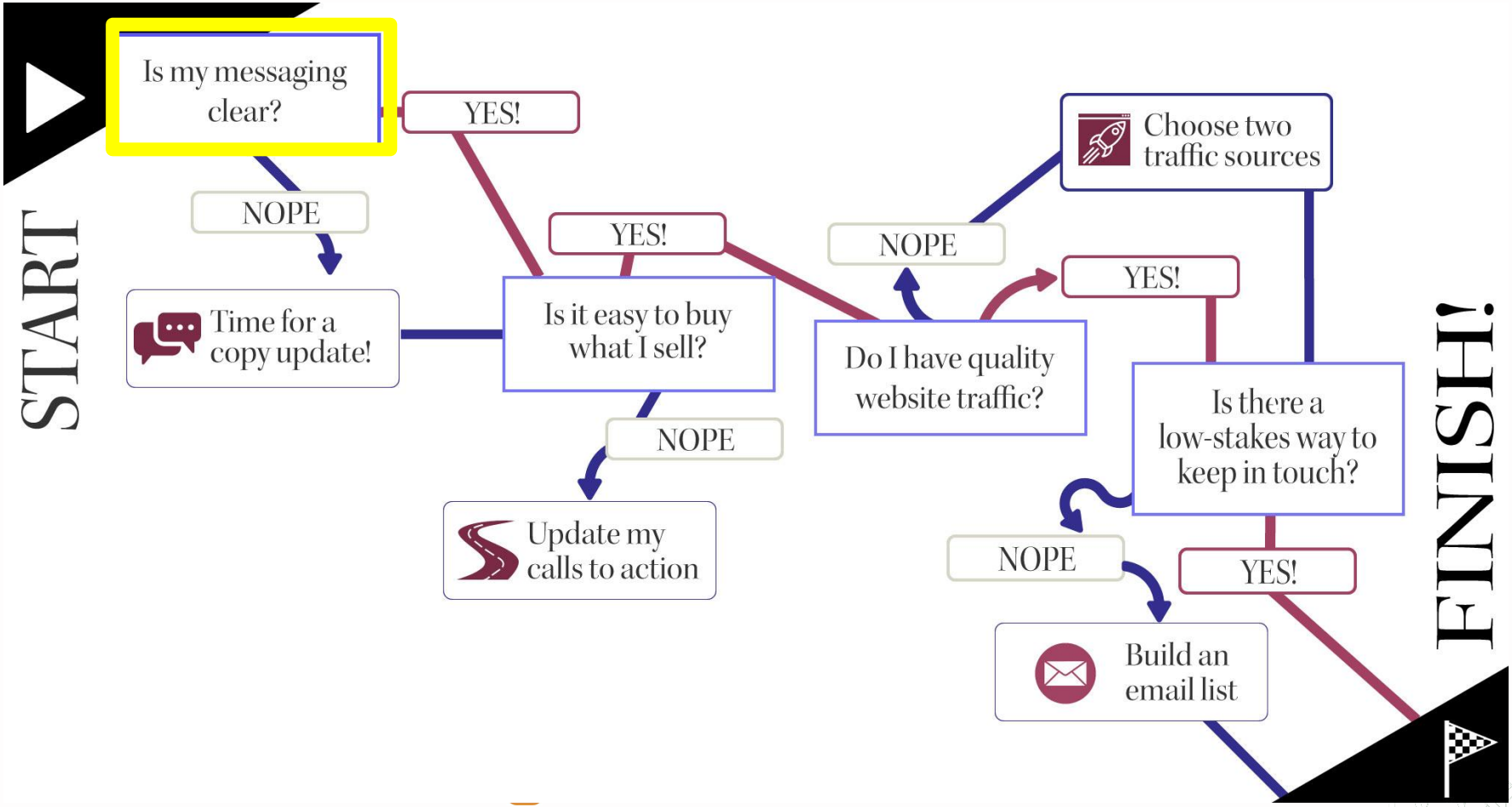
Agenda

- 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!
Is it easy to buy what I sell?
YES!
NOPE
Update my calls to action
Do I have quality website traffic?
NOPE
Choose two traffic sources
YES!
Is there a low-stakes way to keep in touch?
NOPE
Build an email list
YES!
FINISH!


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?
YES!
Choose two traffic sources
Is there a low-stakes way to keep in touch?
NOPE
YES!
Build an email list
FINISH!

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?_____

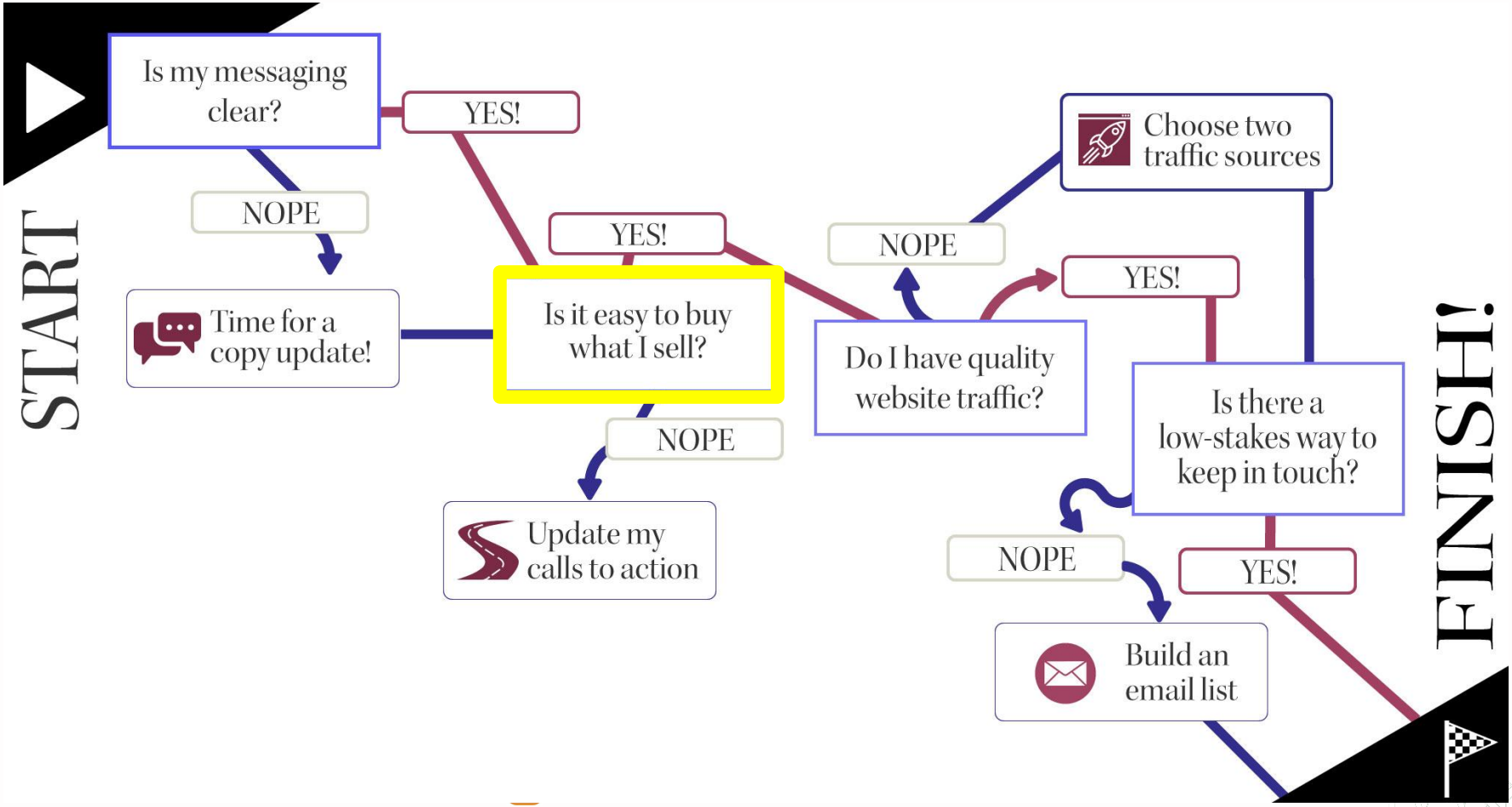
Messaging

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.


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!

An Easy Path to Purchase

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

@curioelectro | curioelectro.com

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?*_____

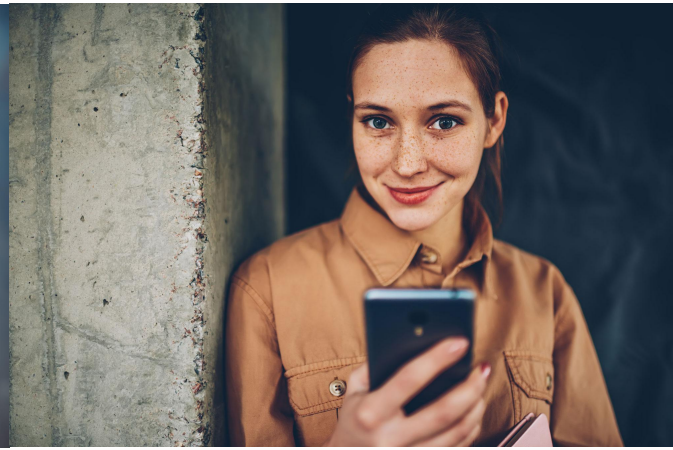
An Easy Path to Purchase

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

@curioelectro | curioelectro.com

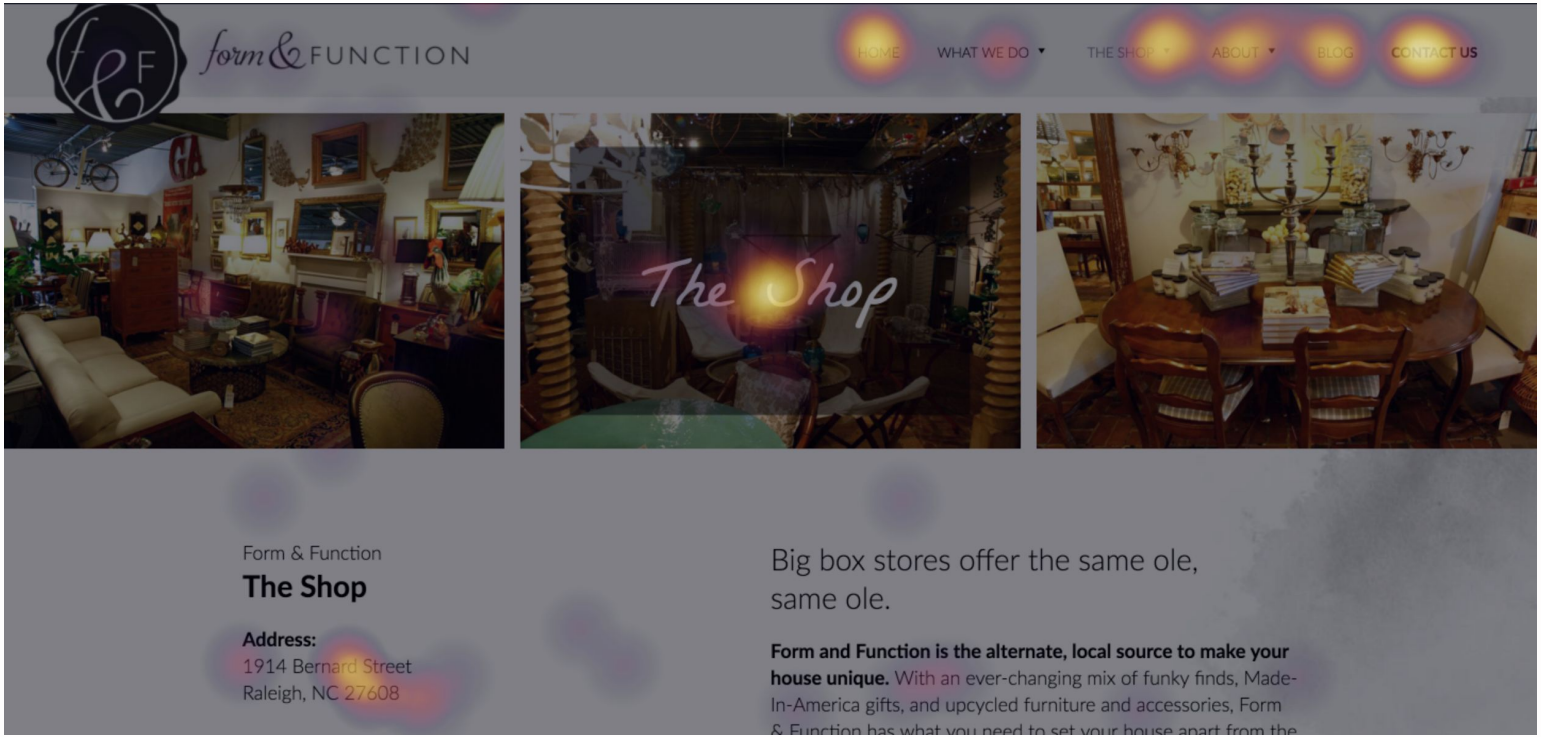
Ask a Human (a.k.a. Conduct User Testing)

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

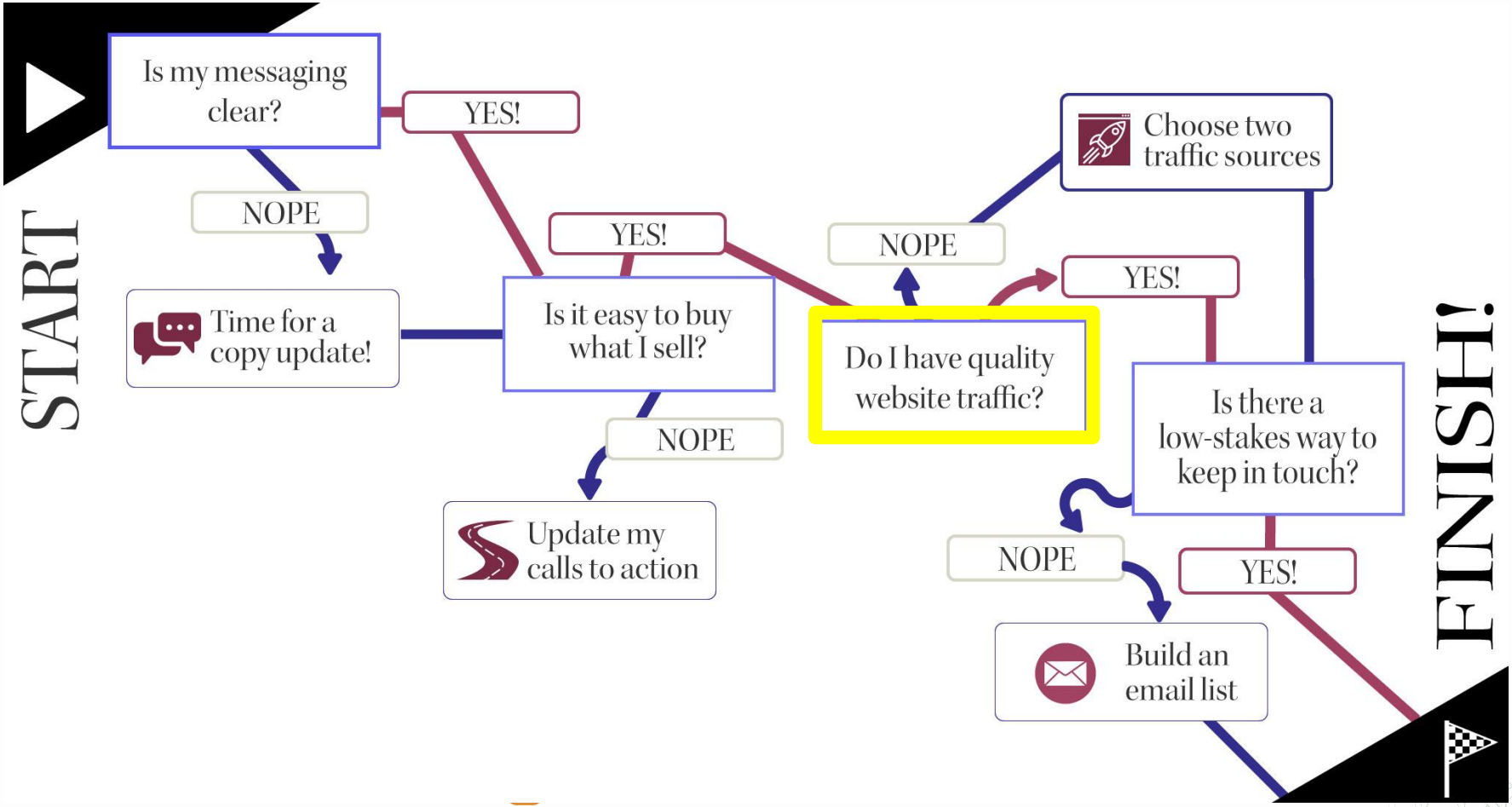
hotjar.com



@curioelectro | curioelectro.com

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.

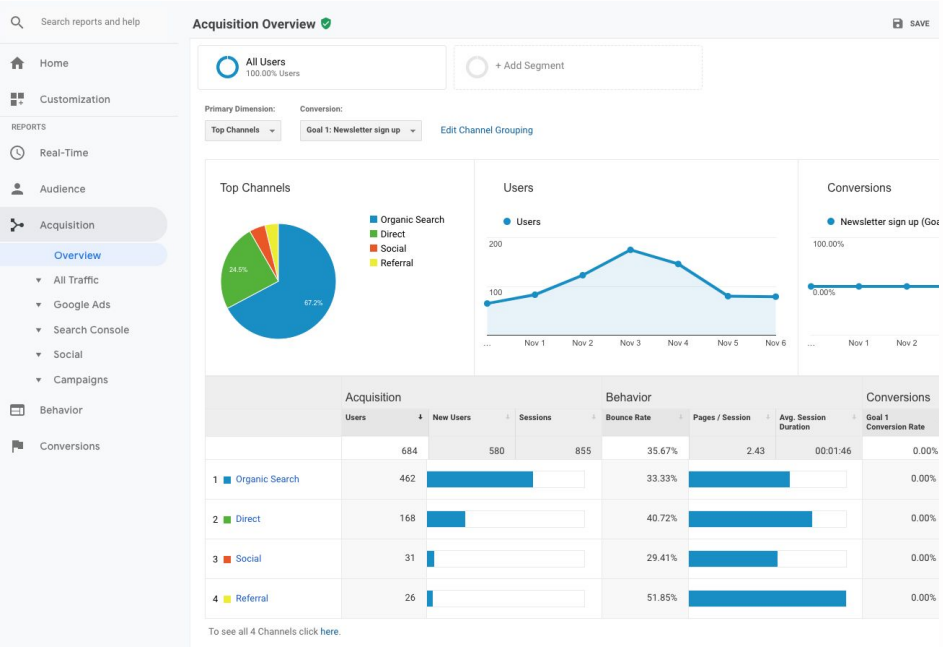

START
Is my messaging clear?
YES!
NOPE
Time for a copy update!
YES!
Is it easy to buy what I sell?
NOPE
Update my calls to action
NOPE
Do I have quality website traffic?
YES!
Choose two traffic sources
Is there a low-stakes way to keep in touch?
NOPE
YES!
Build an email list
FINISH!

Website Traffic

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

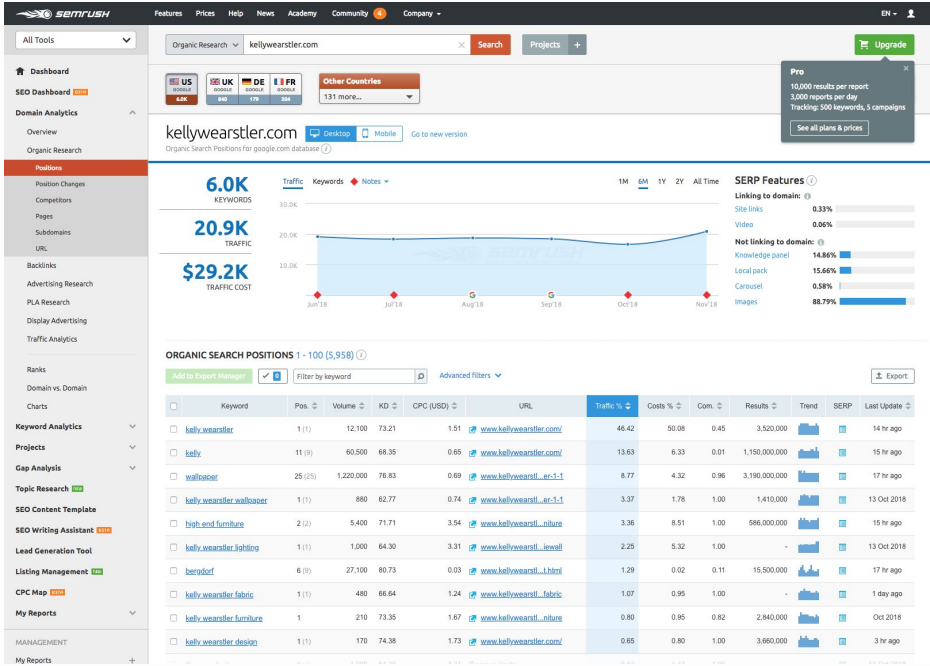
Install Google Analytics

(or just log in and take a look)



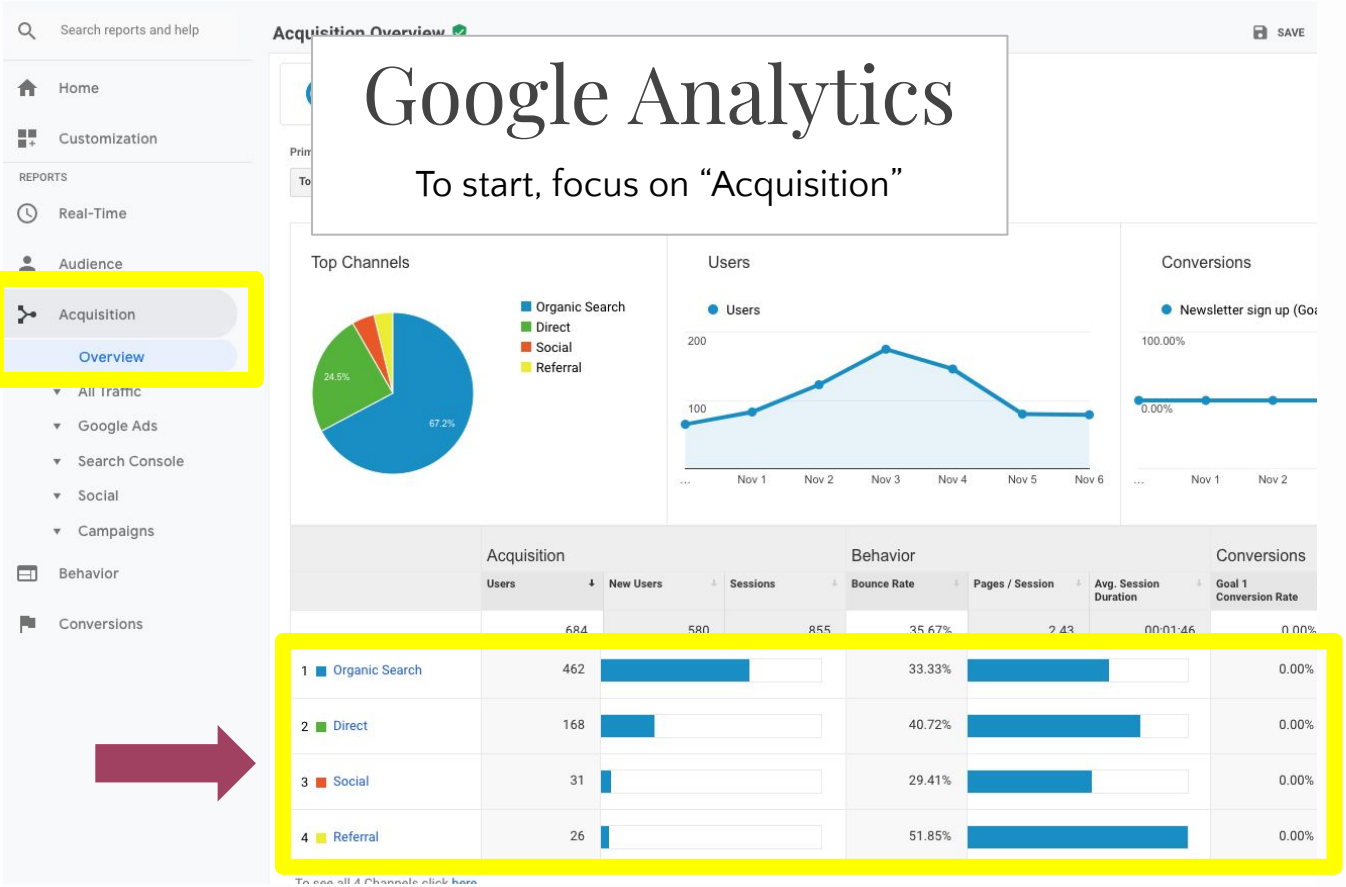
Check SEMRush

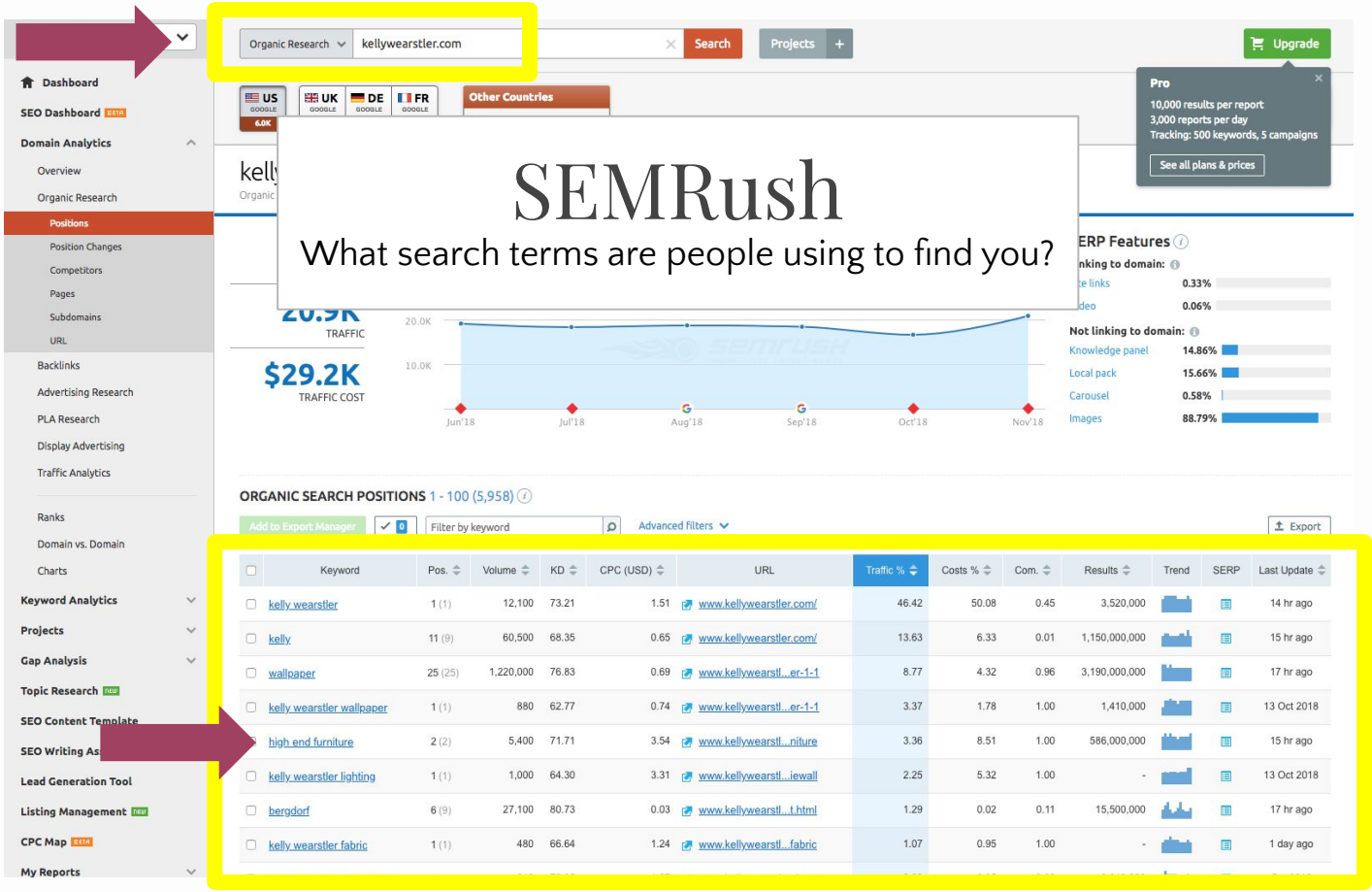
(the free version)



Google Analytics

To start, focus on “Acquisition”





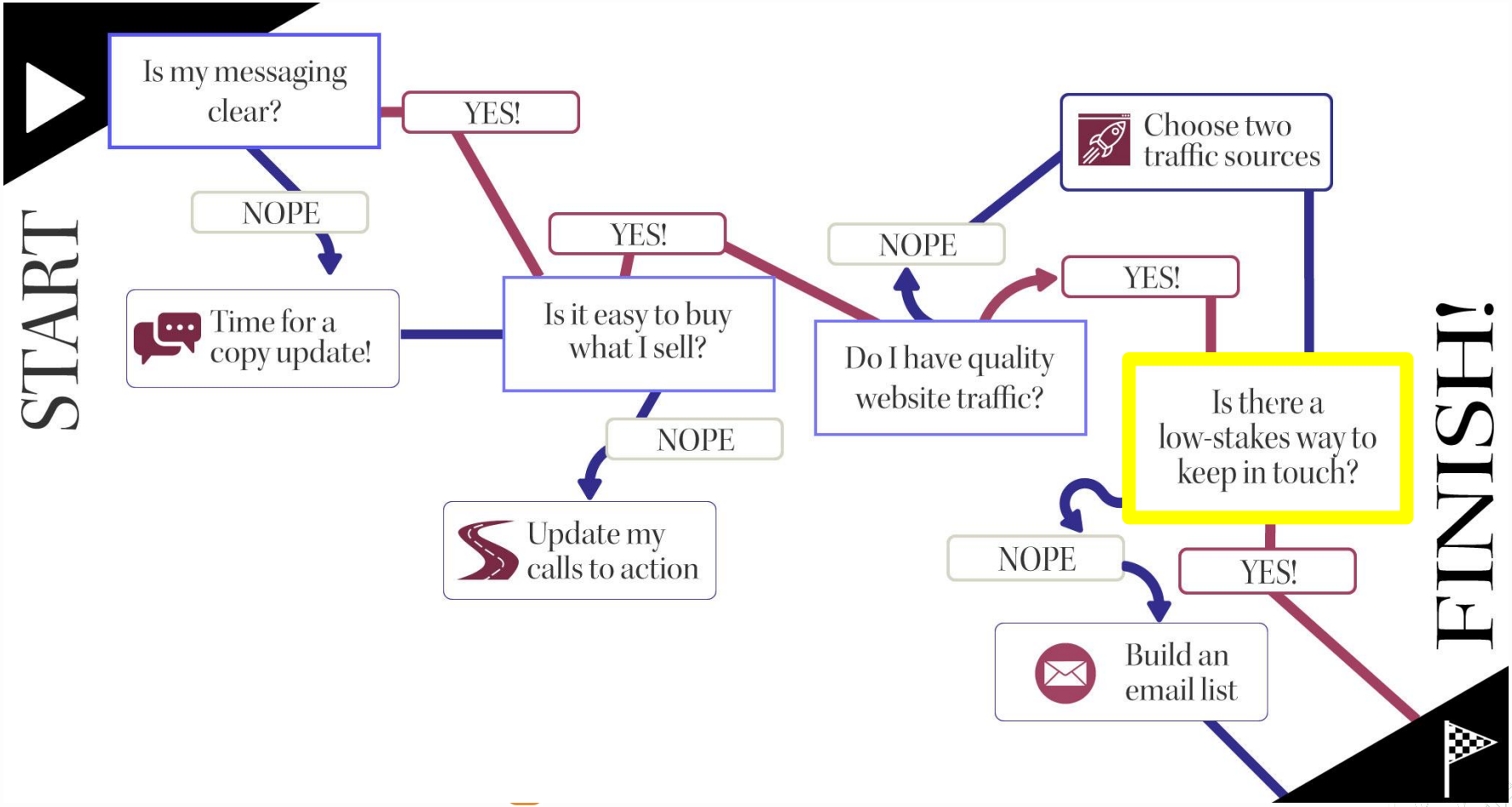
@curioelectro | curioelectro.com

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.)


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!

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.

Constant Contact

ActiveCampaign

AWeber

MailChimp

GetResponse

ConvertKit

@curioelectro | curioelectro.com

Keeping in Touch

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

@curioelectro | curioelectro.com

First, pick an email marketing company.

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

Constant Contact

ActiveCampaign

AWeber

MailChimp

GetResponse

ConvertKit

@curioelectro | curioelectro.com

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