



6 REASONS YOUR WEBSITE IS NOT WORKING FOR YOUR BUSINESS

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01

What moves your customers?

We know that your products and services are exactly what your customer needs, but what will motivate them to purchase? Which of your customer's qualities or insecurities do your products and services satisfy: vanity, functionality, community, charity, or something else? Whatever it is, **your images, videos, descriptions, and calls to action should speak to those customer's needs**



02

Now What?



Your Customers are on your website looking around but are they moving to make a purchase? Don't be shy about what you want your customers to do. **Tell them clearly and succinctly with "calls to action."** Use buttons, links, and pop-ups on each page.

BUY NOW | BOOK TODAY | SIGN UP | RESERVE YOUR SPOT

03

What is the hold up?



How Many Steps to Make a Purchase?

Your customers made it to your website because they are interested in your products and services. Make it easy for them to make a purchase. Nothing is easier than clicking a button, one button. No one wants to navigate through a bunch of steps to get to the purchase, and you do not want to lose a sale because your customer got distracted or frustrated by the process. **Do everything you can to make sure that it only takes one click to make a purchase on your website.**

04

Are You Still In Business?

Does your Website Look Abandoned?

If you want customers, especially new customers, to believe that they can trust your business to deliver, **your site must look up to date.**

Update the look and feel of your website with fresh pictures and formatting. Make sure all of your links work, blog posts are recent, and you do not have any outdated information.

05

How can you be contacted?

Prominently display your basic business information, like your phone number and location.



Worried about being too accessible?

If you do not have a brick-and-mortar location for customers to visit, don't display an address. Use a separate business phone number. And answer questions directly on your website via chat.

06

Does Google Recognize Your Site?



Is your site optimized for search engines?

Search Engine Optimization (SEO) gives you a better chance of driving potential customers to your website. When you find and **include the right keywords in your tags, titles, and content**, search engines like Google will rank your website higher in search results, and potential customers are more likely to find your business during their search. Without SEO, your website will not be recognized as a reliable place to get your products and services

Overwhelmed by the thought of upgrading your website?

Let ANHC PRO help you. We are beauty business website experts. We can build you a new site or upgrade your current one. Contact us to learn more.



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