The Top 3 Changes To Your Website That Will Increase Results

moveupfaster
websites

We turn broken, outdated websites into high-performing marketing machines

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There are many more critical elements to a high-performing website but these 3 will immediately help you convert more visitors to sales.

The first few seconds when a potential customer lands on your website are the most critical moments. People don't read websites any more, they scan them. If you don't have these 3 elements working well on your website you are losing sales.

Do people know what you want them to do when they land on your home page?

At Move Up Faster Websites we have developed a system that enables you to quickly engage your customers in a way that helps you drive more sales. Visitors to your site want to quickly understand if you can help them or not, so the sooner you provide them with the information they want, the higher potential you have of converting them from a visitor to a customer.

1

Your website must include a compelling reason why a visitor needs to do business with you!

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P eople are moving faster and faster today and they want to quickly know why they should do business with you. They don't want to hear a bunch of stuff about you and how great you are, they want to know how you can help them with their problem.

What problem are you helping your customers solve?

In today's fast communication and texting environment, you have very little time to catch the attention of a visitor to your website. The best way to do this is by showing them you know what's on their mind, what their thinking about, you need to let them know you understand what they're going through and what they want. You need to get right to the point.

2

Your website must have a clear Call To Action (CTA)
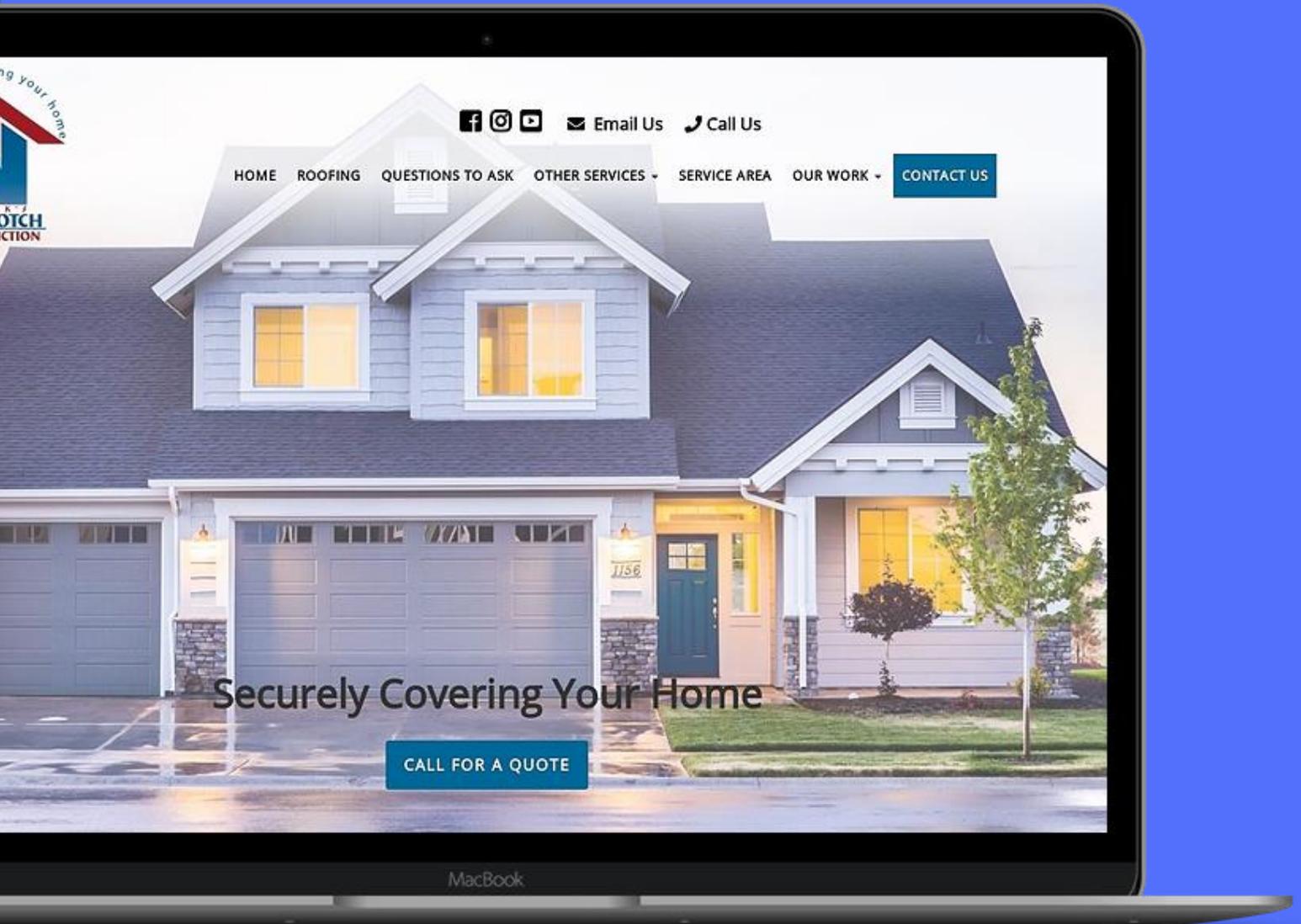
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Y ou know a lot about your products or service and because you do, you may have a tendency to talk too much about the parts of your product or service that are important to you but may not mean that much to your customers. There are usually a few top problems on the mind of a potential customer.

You need to quickly show your visitors that you know what those problems are and why you are the right company to help them solve their problems.

After you have provided them with a clear and compelling reason to do business with you, you have to make it easy for them to actually do business with you. This is best achieved by having a clear way for the visitor to connect with you. A click-to-call button should be present on your website and the upper right have corner is a great place to start.

You can place your phone number on a button that says "Call Now" or you can have a "Contact Us" button that takes the customer to a page that provides them multiple ways to contact you including email and schedule a call.

3

Your website must have a Mobile Friendly Interface

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More than 55% of all searches start on a mobile device of some sort, either a mobile phone or a tablet. Visitors to websites that are not optimized for viewing on a mobile device will typically "Bounce" within a couple of seconds. Why? Because people are moving fast and you are making it too difficult to do business with you so they just move on to another company, a company who:

- Makes it easier for them to do business with.
- With a website that changes based on the type of device the visitor is on.
- Who understands what they need and gives it to them quickly and easily.

Be sure your website is mobile-effective and optimized to create a great experience for your visitors and <u>more sales for you!</u>

We all do it. When we decide to research something we want answers fast! If we don't get it, we move on to something else, to another provider, another website. Visitors to your website do the same thing. The more you make them think or the harder it is to navigate your website, the more likely they are to LEAVE and go to a competitor.

Move Up Faster's system for success has helped over 4,000 business owners get better results from their websites and they can help you too. They can make you a website that streamlines your messaging and enables you to quickly communicate with your potential customers in a way that will get you better results, *FASTER*.

Let Move Up Faster become your internal web team so you can focus on your business and your customers.

Call Now to speak with one of our experts to help you win online.

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