



# WEBSITE IMPROVEMENT GUIDE

## 19 Ways To Increase Sales From Your Existing Website

Practical tips to help you succeed in connecting with  
today's digital consumer.

## FIRST IMPRESSION

Can visitors unfamiliar with your company easily tell what you do, who you do it for, what problems you solve, and how you make their life better in a matter of a few seconds?

\_\_\_ **It's Clear Who Your Customer Is**

*Can a first time visitor quickly identify as a customer?*

\_\_\_ **The Customer Is The Hero Of Your Copy**

*Does your copy make the customer the focus of attention?*

\_\_\_ **Your Products /Services Are Obvious**

*Can visitors quickly see and get to those individual pages?*

\_\_\_ **You're Using Customer-Friendly Language**

*Is your copy written using the words and phrases of your customers?*

## GETTING TO KNOW YOU

People work with people, not companies or logos. Showing faces of your team helps people identify with the people they'd be working with.

\_\_\_ **Can I See Your Faces**

*Is your team profiled on the site so visitors can see their faces?*

\_\_\_ **Do You Showcase Your Skills & Experience**

*Do your team profiles have professional bios?*

\_\_\_ **Are You Showing The Human Side**

*Does your team page have personal interests, skills, or hobbies?*

\_\_\_ **Is There Someone Specific I Should Talk To**

*Are you providing a directory of who can handle specific inquiries?*

## YOUR EXPERIENCE

Hearing it come from you is far less effective than hearing it from other people. Especially when those businesses are relatable to the customers you're looking to connect with.

How are you showing what you've done, why you've done it, and what the positive outcomes were?

### \_\_\_ Testimonials

*Does your site have comments and reviews from customers and clients?*

### \_\_\_ Case Studies

*Do you demonstrate the problem, solution, and outcomes of previous work?*

### \_\_\_ Associations

*Do you showcase memberships, certifications, or affiliations on your site?*

### \_\_\_ Awards & Achievements

*Is there a spot on your site to highlight and profile milestones you've earned?*

## HELPING VS SELLING

Today's customers are doing more independent research than ever. In fact, surveys show as much as 80% of the buying decision is made before a customer connects to a sales person. To earn business with today's savvy consumer, we must first earn their trust.

Are you helping build that trust by helping the customer make their decision?

### \_\_\_ Answering Common Questions

*Are you thoroughly answering specific buyer questions you regularly receive?*

### \_\_\_ Explaining Price

*Does your website address price of your products or services in detail?*

### \_\_\_ Utilizing The Power Of Video

*Are you using video to explain your story, answer questions, or demonstrate products?*

## CONNECTING WITH YOU

Perhaps the greatest frustration voiced by website visitors today is difficulty finding essential contact information.

### \_\_\_ **Clear And Obvious Contact**

*Is there a "contact us" option clearly visible on all pages & devices?*

### \_\_\_ **Doing Business With You**

*Is it obvious to a first time visitor how they engage with your company?*

### \_\_\_ **Can We Date First**

*Are there ways of capturing information from visitors not ready to buy?*

### \_\_\_ **What Happens Next**

*Can I see what your process is or clearly understand what the 'next step' is?*



## CONNECTING WITH ME

I hope this guide helped you look at your website through the eyes of your customers.

Making simple changes to add clarity and value can significantly increase the impact of your site as a sales tool for your business.

### **Questions or comments?**

I'm always happy to chat.

Here's how we can connect:

### **LinkedIn**

[www.linkedin.com/in/caryweston](http://www.linkedin.com/in/caryweston)

### **Email**

[cary@sutherlandweston.com](mailto:cary@sutherlandweston.com)

### **Phone**

Office: 207-945-9999 | Direct: 207-951-6779

### **Website W/Video Introduction**

[www.sutherlandweston.com/team/cary-weston](http://www.sutherlandweston.com/team/cary-weston)



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