

Recession proof your website

10 most important questions every website owner should ask themselves at least once a month

When was the last time your website actually attracted a paying customer?

To gauge your site's success, ask yourself the following simple questions:

1. What is your site's purpose?

Does your site have a single, obvious purpose? Or, are you trying to accomplish too many things at once?

2. Why should visitors read on?

Do you "welcome" visitors to your site like most, or do you offer an engaging headline that promises them a benefit for reading?

3. What's the desired action?

Do you make it obvious what steps your visitor should take next? What action do you want them to take? How will they benefit from taking it?

4. Do you track traffic statistics?

Are you analyzing your web traffic statistics regularly to see how much traffic you get?

5. Who are your visitors?

Do you know who is coming to your site and how they get there? You should!

6. What are your best keywords?

Do you regularly check the effectiveness of your primary keywords? They can make or

break your site's effectiveness.

7. Is your site easy to read?

Make sure your site is easy on the eyes. Well balanced design features such as the colors and typefaces used will make it easier to read. Many sites are so "busy", there is no focus, and it's difficult to know what to do next. Keep it simple.

8. Do you update your content?

Fresh content does two things. It gives the user new information and also gives the search engines something new to index.

9. Is contact information right?

I am amazed at how many sites I see where the contact information is either missing or just plain wrong. Readers need to contact you.

10. Do you capture leads?

Autoresponders will automatically capture email addresses and other data so that you can follow up with them easily. Your prospect list is a goldmine **only if** you have one.

Call me at 603-686-5140 or email to get my **FREE 1-Hour Website Review (\$100 value)**.

After reviewing your website, I will present you with a report detailing 10 areas of potential concern, plus my recommendations.

Merrill Clark at Crestview Marketing Services

No BS Copywriting, Website, and Marketing Consulting

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