

10 Reasons Your Website is Failing



Introduction

Do you get a sinking feeling every time you look at your website? Are you not seeing the results you were promised and keep reading about? It's time to accept that your website sucks. Acceptance is the first step—but now what?

Today's digital marketing strategies are rapidly evolving, and, just like any evolution, there will be those who respond to this progress, and those who will drag their knuckles into extinction. To keep up with the e-Joneses, you really need to evaluate your website every 18–24 months. Is your website boosting your business like it should be, or is it failing, falling short and costing you leads?

To know where your website stands, make sure you're not making any of these 10 website mistakes that cost even the best businesses.

1. You Don't Have a Blog

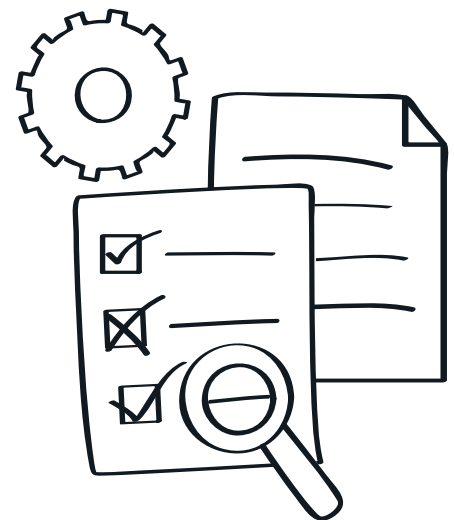
Blog - what a boring, blah(g)-of-a-word, right? Maybe so, but you have to have one to properly format, post and archive your content. Anything you write, photograph, shoot video of or whip up in an infographic holds value to your visitors, and having a blog is the fastest, cheapest and most effective way to distribute your work so your visitors can celebrate (and share) it. This is your platform to advance SEO, become a thought leader and add substance to your social media presence.



2. Your Content Strategy is Non-Existent

Your content lives in your blog, but are you creating this content with a fully-focused, repeatable approach? Posting is one thing, but consistently posting with a purpose is another. You need to know your target audience, buyer persona, your brand's voice, your SEO objectives and your distribution channels in order to craft compelling, fresh and accessible content that visitors will crave.

Remember, when carefully choreographed, "content is king."



3. You're Missing an SEO Strategy

75% of Internet users do not click past the first page of search results - and without a search engine optimization (SEO) strategy, you'll never get there. Ever. You can't just keyword-stuff either. Google's algorithm is smarter than that now. Today, an effective SEO strategy is a complex, ongoing process, structured around quality.

You need careful keyword research, detailed linking and tagging strategies, focused social media approaches, well-executed conversion stratagems and dedicated distribution methods.



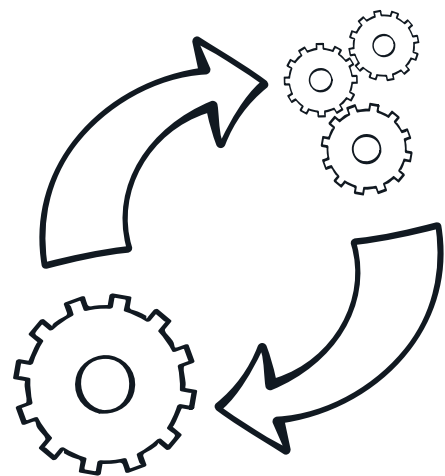
4. Your Social Media Strategy is Crap

I can feel you resisting this one - "Psh, my business isn't about tweeting and liking." But seriously, every business can benefit from a social media presence that is integrated into the brand's website. This attracts followers and invites them to share your content. Done correctly, a robust social media strategy will feature: a feed from your social media networks to your website, social media share buttons in your content, a repeatable process in place for sharing content from your website to social media and an established method for having your team share content from your website to their social media networks, too.



5. You Don't Have a Conversion Strategy

Every website should serve a purpose beyond being brochureware. Your website needs to be a welcoming environment where visitors are encouraged to evaluate you, become informed and then naturally “convert” into a lead. To do this, your website needs integrated calls-to-action (CTAs) to drive the right conversions in the right places. You need to know when an on-page action (or micro-conversion) should be solicited, and when a revenue-driving conversion (or cha-ching conversion) should be offered. This is how the conversion funnel functions, turning visitors into leads.



6. Your Website Isn't Responsive

Today, every business needs their website to be fully functional and accessible across all platforms, screens and devices - smartphones, tablets and laptops. So, you've got to modify your site for the ideal layout based on the viewing device by building on a responsive grid system. This will enable your website to be available to a much wider audience, boost your SEO and help "future-proof" your site. Score, score, score!



7. You Can't Update Your Own Website

CMS refers to a content management system, the tool used to make site updates, such as adding new pages. But not every CMS is accessible and easy to use - and we all know what that means: no one in your company knows how to access it, make updates or fix a dang thing. So, you're either constantly calling in (and paying in) to your developer to do these should-be simple tasks, or you've given up altogether and your website's content has become frozen in time, while your Google ranking plummets.

The right CMS will be user-friendly and empower you, much like WordPress or Hubspot.



8. You Don't Measure the Analytics of Your Website

Understanding how visitors interact with your website is paramount. With Google Analytics, Sprout Social, HubSpot and Moz, you can measure every metric that matters - traffic volume, traffic sources, bounce rates, exit pages, top pages, time spent on pages and on and on and on. The key is not only looking at your analytic reports, but also knowing how to effectively evaluate and respond to these metrics to meet the expectations of your online marketing campaigns



9. You Don't Have an Updated or Appropriate E-Commerce Platform

Everybody's got something to sell online, or should at least. But not everyone's going about it the right way. You need an e-commerce platform that you can update yourself; has integrated analytics; supports product structure, organization, and categorization in a manner suitable to your needs; supports specific payment and shipping methods; and allows room for growth.



10. You Don't Update Your Website's Visuals Enough

The goal of today's website redesigns is to "future-proof" them with full-bodied and expandable core functionalities, but design sensibilities change culturally every 2–3 years. This means your website's aesthetic layers need consistent attention. A good example is how gradients on your CTA buttons might negatively impact your conversions by dating you visually in the eyes of your users. Be sure there is a constant push to improve UI design, plus the bi-annual design touch-up to keep your website fresh—this is no different than how your house's foundation will likely remain for years, but its interior will see new paint and furniture as time goes on.

To capture more leads and stay ahead of your competition, use this blog's checklist to identify what your website is missing. Then strategize how you will fill these gaps. Or, if you need help from a few professionals from a digital marketing agency, we encourage you to reach out to us—we're always here to talk shop.

