

## How do I Know if my Business Needs a Website



In the current era of reduced face-to-face interactions and increased reliance on mobile devices, coupled with significant changes in the social and business landscape, not upgrading your website is like living at the bottom of the Mariana Trench. It'll be cold, lonely, and the bottom feeders will pick you apart.

Firstly, launching a modern website enhances your credibility, establishing your position in the industry and allowing you to make a great first impression on potential customers. From an aspiring business perspective, there are a variety of ways to support your business goals that will be ignored without a modern website. Launching a modern website increases your credibility, establishes your position in the industry, and allows you to make a great first impression. More to the point it is often the best place to burnish your brand in the psyche of your target market. It is by far the best place to showcase your products and services and support your sales funnel.

### What's this About Telling my Story

You have probably heard the adage: It's five times harder to find a new customer than it is to keep a customer. Your website can serve you heaps in customer retention. It used to be that customer loyalty happens when buyers love your products/services. That trend has given way to a new reality: Buyers are loyal to brands that match their personal values.

What differentiates your offering from your competitors is the story behind the brand, who do you serve and why. At a time when customers are bombarded with a multitude of comparable offerings, creating "mindshare" is now a fundamental must for business.

### What About Social Media Integration

We know that 89% of B2B and 86% of B2C companies use content marketing, i.e. social marketing, as their first point of contact. When an existing customer wants to refer someone to your company, do you think they will give them your phone number or tell them to visit your website? You guessed it, your website.

Of course, if you are running a socially integrated website, you should know who you are trying to reach. And I am not just talking about a superficial level here, I am talking about understanding the persona of the buyer and their journey. Website surveys can help you a lot in this regard.

### Social Isn't Hard but it isn't Easy Either

Integrating your website with social media is not that hard. Like most savvy business leaders, you just need to commit to doing it. First, understand that the term social media marketing means nothing more than using social connect tools in your content array. It gives your audience more ways to connect with and share your content.

At the very least, you should place social networking sharing buttons in your posts, using tools like:

- a. addThis
- b. SocialSnap
- c. EasySocialShare
- d. Shareaholic

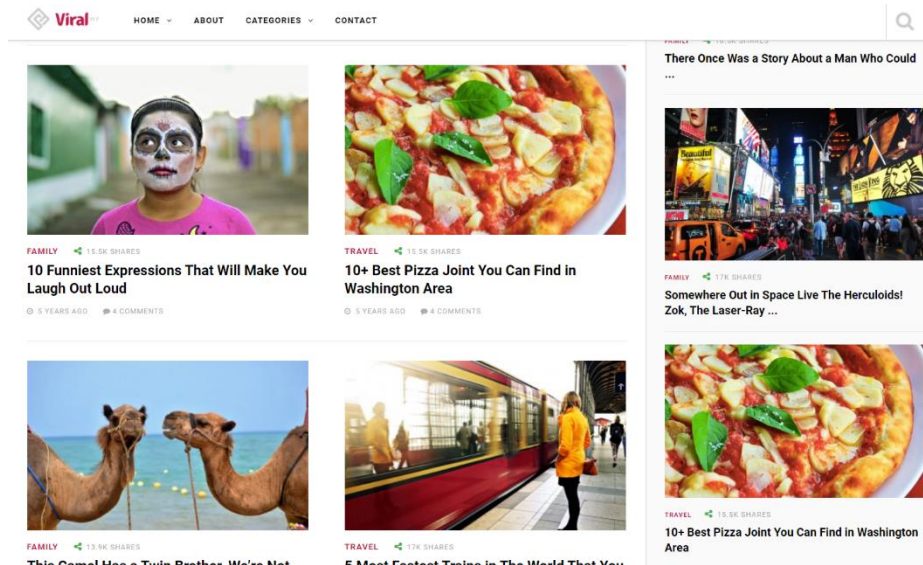


These tools make it much easier for curious prospects to help you create awareness about your brand on your website.

Another popular technique to keep your website relevant and up-to-date is to add a social feed. The content you share through your social touchpoints can be automatically integrated into your website. Imagine not having that boring online presence that just sits there hoping someone visits, but you can make it the life of the party with feeds, comments, and feedback, What...!?

And with WordPress, you can do that so easily with WP plugins like:

- a. Instagram Feed Pro
- b. Walls.io
- c. Curator.io



### Ok, I Get it. But How can my Website Support my Business Goals, Hmmm?

Stahp...! This is too easy. First understand that there are about eight goals your website can help you with. These include:

1. Brand Awareness, i.e., social media integration
2. A product/service portfolio, i.e., a brochure page
3. Lead generation, i.e., generally means landing pages
4. Email collection; gotta have interactive features with forms
5. Search engine marketing, i.e., consistent SEO blog posts
6. Generate income, yup, an e-commerce site, cha-ching, and
7. Community support, i.e., a FAQ or article library will best support this
8. Press Relations, i.e., exclusive subscription services

Understand that goal setting is by far the most important activity for any business leader. Yet far too many fail to do this, especially when it comes to their online presence. The vast majority of websites, especially the older ones, are simple brochure-ware with a contact form. A modern website means you need to constantly support, maintain, and entice your customers with new and creative content.

We know that a company's goals change. And your website should be able to change with the needs of your business. Or you may have different levels of customers, and your website should be able to relate to each of them, with well-defined goals. This might require you to have more than one landing page for each of your customer niches. The bottom line is that it's best to start with the goal in mind. What are your customers' problems and how can your website help solve them. If you know your business needs 10,000 visitors, 200 leads, and 6 new customers per month, then let us define the content library, build out the

features, and set up your social array to support that specific goal. Makes sense?

### **Why Can't I Just use Social Media for my Online Presence**

Really? And all this time I thought we were bonding. Okay, listen to this. I remember one time a friend I had not heard from in a while called to reconnect with me. He mentioned that he was having a party and that I should stop by. Sure thing I told him and asked him if I could bring this amazing girl I was trying to impress. We hung up, I secured the date and later that week picked up my hot date and headed to the party. When I arrived at my guy's house, I found that first, he had moved and second, he had a different phone number. This was before the days of smartphones, so I am dating myself; don't hate. Needless to say, my date was not impressed with my goof. Sheesh.

I share this little ditty because while Facebook and the other social giants do not change their address, they sure as heck change their algorithms all-the-time. Followers and fans on social platforms are not your people. They are Facebook's, Instagram's, or LinkedIn's people. You can post to connect with them on Zuch's terms. The short of it is, do not build your empire on someone else's land. There's nothing like building a huge following only to have it wiped out or throttled with no way to make up for the loss.

### **So, Bottom Line it for Me**

K, I'll be brief. A famous bank robber was once asked, 'Why do you keep robbing banks?' He replied because that's where the money is. Go where the money is, a modern website my friend.