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Tips to Make Your Web Site More Effective

In this economy, many companies are scaling back their marketing efforts. But don't forget one of the most important components of your marketing mix: your web site. It is your company's silent salesperson, always on duty, 24 hours a day, 7 days a week.

The web site is often the first impression that prospective customers get of your company. Here are some tips to make your web site more effective.



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1. Make your web site customer-focused. When people visit, they need to know what's in it for them. Your mission statement might be very good, but customers want to know why they should buy your product. Put yourself in their shoes.
2. Navigation should be easy to use and consistent on all pages. Broken links and confusing navigation cause frustration, and visitors will quickly jump to another site.
3. Use short, simple sentences. People read web sites differently than books or newspapers. They scan, and prefer small blocks of text and bulleted lists.
4. White space is important. Sites that are too cluttered are hard to read.
5. Provide a strong call to action. What do you want the visitor to do? Send an e-mail? Call? Purchase online? Make it easy for them.
6. Contact information needs to be on every page. Visitors don't always land on the Home page.
7. Put the most important information at the top. People don't always scroll down.
8. Proofread everything. A site with spelling errors gives a poor impression.
9. Include a section for news. Keep the web site fresh with updated content.
10. Start a blog. Keep topics relevant and encourage reader participation. Comment on current events and how they relate to your business.