

# Does your website need an Extreme Makeover?

by Ivana Katz

**I**t was Friday night and I was enjoying a quiet dinner at home, when suddenly CRACK! - part of my tooth broke off!!!! "Damn" I thought, "Now what?" I immediately went online to see if I could find a dentist that is open on Saturday morning. So I searched and searched.

The good news was there were plenty of dentists in my area ... the bad news was that I couldn't find whether they were open on Saturdays. After looking through various websites for about an hour, I narrowed it down to three dentists, who were open on the weekend. But in the end there was no competition as only one of the dentists had a professional looking website!

Don't get me wrong the website wasn't flash, but it was clean, easy to navigate and most of all, provided me with the information I was looking for. I phoned the next morning, made an appointment and even got to see a dentist that day!

After that experience, it really hit home ... what difference a professional looking website makes! I am sure most of the dentists in my area are great at what they do, but none of their websites portrayed that. As a result they lost a customer who will spend hundreds, possibly even thousands of dollars on their services.

So if you have a website and are hoping it will bring you lots of visitors who will turn into paying customers, it is EXTREMELY, let me say that again EXTREMELY IMPORTANT that your website:

## 1. IS VISITOR FRIENDLY.

What this means is that your customers must be able to find what they are looking for easily and quickly. And that means a great navigational system. Most websites either display their navigation

bar on the left or at the top. And since most people are used to this type of navigation, it's best to stick with it. It also helps to include your navigation bar at the bottom of each page to save your visitors from having to scroll back to the top.

## 2. FOCUSES ON YOUR CUSTOMER'S NEEDS.

Rather than trying to "sell your business", let your prospects know how your product/service is going to benefit them. Emphasise the benefits and solve problems. Make this the focus of everything you write on every page of your site. Don't try to sell visitors your products or service, help them.

## 3. THERE ARE NO SPELLING MISTAKES.

Ensure there are no spelling or grammatical errors. Check that all links are working and graphics display correctly.

## 4. PROVES CREDIBILITY.

Include testimonials from your current customers to show your potential clients that you are trustworthy, reliable and that



## 5. CONTACT DETAILS.

Place contact details in as many places as possible. Make it easy for your customers to contact you. Create a special "Contact Us" page, include your details in "About Us" page and also at the bottom of each

page. Information to include: business name, physical address, mailing address, telephone, fax, email, emergency number, website address and most importantly, don't forget to include your business hours.

## 6. OFFERS A MONEY BACK GUARANTEE.

The longer the guarantee, the more effective it will be. It could be 30 days, 60 days, 1 year or lifetime. Remember you are trying to take the risk out of doing business with you.

## 7. PROVIDES INFORMATION THAT PEOPLE ARE LOOKING FOR.

If you don't provide it, someone else will. Content is still the king. You should include as much information as possible -

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