

Is your website Self-Focused or Client-Focused? Poor text/copy drives potential clients away from your business.



## How to Avoid Driving Potential Clients Away from the Your Website



Dear Subscriber,

In this edition of MarketingMail we have a look at one of the most common, unwittingly made mistakes when writing content for a website - one that drives visitors away. The title of the articles is 'How to Avoid Driving Potential Clients Away from the Your Website', the sub-title could well be '**On How to Retain Potential Clients on Your Website**'.

### **Poorly Presented Copy**

How many times have you arrived at a website and promptly hit the back button or the exit button, coming away thinking, 'That was a waste of time'? Unfortunately, this happens all too often.

**The Wrong Approach.** A primary cause of this 'arrive and escape' is due to poorly presented copy. (Mind you, a dated and/or badly designed website can also contribute.) The website may well have the information the potential clients are seeking, or be able to provide the assistance they are looking for, but, and it's a big **BUT**, the website seems to be written by a company only interested in itself. The potential client arrives at the page that interests them

only to discover that the company persists in talking about itself - about what it has achieved, with scarcely a mention about what they can do for the potential client.

### **Visitors Are Self-Centred**

Make no mistake visitors to any website are very self-centred. They are only interested in one thing – what you can do for them. Yet many websites fail to acknowledge this.

Visitors, including potential clients tend to be looking for solutions for their problems. If they are unable to see solutions or benefits then they rapidly leave the page they land upon.

### **How focused is your website on helping potential clients?**

**Focus on Clients.** So, when writing copy for the website, write for your target audience stressing benefits: by saying what you can do for them, in their own words. Make sure you have client-focused as opposed to company-focused text on your website. Although it is of course, OK to talk about your company and what it does on the About Us, News, Meet the Team and similar pages.

### **Are you sure the firm's website is not driving business away?**

### **Do You Have 5-Minutes?**

**DYI.** Here's a quick and easy self-assessment that you can do. It'll take 5 or less minutes to conduct. Open your website's home page. Count the number of personal nouns and split them into two groups - one set relating to 'We' and one set relating to 'You'. Make sure you include the company name and brand names in the 'We' list. If the number of 'We' exceeds the number of 'You', then the page is clearly not client-focused and a re-write is indicated for this page and possible other pages (About Us and related pages, exempt).

## **Marketing/SEO Review**

It is beneficial to have a specialist to evaluate a web content's content. Our analysis considers how sticky the website is (marketing message, usability techniques), conversion techniques and search engine optimisation factors.

**A second pair of eyes?** Consider having a formal **review of your website**. Please give me a call on **027 460 3902** to discuss the options.

**Visit Our SEO Service**

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Regards,

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