



## **10 Simple Ways to Turn Your Website into a Marketing Tool**

Your website isn't just a place to list your business phone number and address. It can be so much more! Here are 10 easy ways to make sure your website is working for you.

### **1. Figure out the main goal of your website.**

A website can only do so many things. Ask yourself this: If my website could encourage visitors to do one thing what would it be? Make sure your website reflects this goal.

### **2. Make sure your hours and contact information are easy to find.**

When a business doesn't have their contact information easy to find I get the feeling that they are trying to hide from me. This is probably the simplest way to make your website more marketing friendly. Go to your website and if you can't see your contact information without scrolling down the page then you need move it. A common place for contact information is the top, right corner of the website.

### **3. Define your audience and speak to them.**

Every business has an audience or "target market". Your target market is a certain age, lives in a certain place, has certain interests and wants your products or services for certain reasons.

After you have a good idea of who your target market is, look over your website and evaluate whether you are speaking to that target market. If you discover that your target market is light-hearted but your website is staunch and boring then maybe you need to add some life and humor.

### **4. Develop videos directed toward your target market.**

This is one of my favorite ways to turn a website into a marketing tool. Creating helpful videos is easy and fun. They show your customers that you are a real person. Plus, they showcase your expertise in your field or industry. Videos are an all-around great addition to any website.

### **5. Reduce the information on your homepage to three main points.**

We humans have very short attention spans. It only takes a few seconds for someone to size-up your website. If they aren't impressed or can't find what they are looking for, they will leave. You need to organize your homepage so that visitors know exactly what you want them to do next. Limiting your homepage to three main points helps greatly.

## **6. Redesign your homepage to include a section for information that changes regularly.**

If your business has frequent opportunities to share information with your customers you may think about redesigning your homepage to make room for an area that's devoted to this information. Monthly specials, featured products and seasonal hours are all great candidates for this area.

## **7. Link to your Social Media accounts.**

Social Media has taken the internet by storm. It's a fun and easy way to communicate with your customers. By using Facebook's Fan pages you can create a gathering place for people who like your business.

## **8. Write a helpful booklet for your target market.**

A booklet or eBook is similar to a video in that you get to share free and helpful information with your customers. Believe me, your customers will appreciate that you took the time to give them free information. Have your eBook available for download on your website. You can even attach your eBook to emails or print it out to have at your trade show booth or in your store.

## **9. Update the look and feel of your website.**

No matter how old or computer savvy your website visitor is, they can probably tell if your website hasn't been touched since the 90's. Your website design tells visitors a lot about your business. If your website looks like it's been collecting dust visitors will think there's nobody home.

This is the hardest way to turn your website into a marketing tool. I would suggest hiring a professional website designer for this one. Make sure to take a look at their portfolio and even call some of their clients to ask about their experience before you hire them.

## **10. Keep your website content current and accurate.**

Don't let your website collect dust any more! Take care of your website like you would your brick and mortar store. Spend time with it. Ask your customers what they think of it. And reevaluate it at least once a year. You don't have to do a complete redesign but you should look it over and make sure your website is still doing what you want it to do.

## **Bonus: Invite your website visitors to do something.**

This one is kind of a no-brainer but you wouldn't believe how many websites don't ask visitors to do something. If the goal of your website is for your visitors to call you for a quote then you better have the words "Call today for a free quote" somewhere on your website. If you just added a new page for a new product you're selling then put a link on your homepage inviting your visitors to "Check out our new products".

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