

16 WEBSITE MISTAKES THAT

KILL REVENUE

(AND HOW TO FIX THEM)

PostcardMania

Postcard Marketing Experts



When a prospect visits your website they are making **instant evaluations** about *YOU* and how good you are at what you do.

Think about it.

WEBSITE LOOKS GOOD

COMPANY SEEMS GOOD



When you go to a site and it doesn't live up to your expectations, you make judgments against the whole company almost instantly – they are subtle, but you still do it, right? These days you are your website and perception is reality. So even if you are the very best at what you do, you will be judged by the professionalism (or lack thereof) of your site. Make no mistake about it. You do it all the time as a consumer even if you're not totally conscious of it.

Of the people that go to your website, 95% of them are there to find out more about your business or your product. In other words, virtually every visit to your website is an opportunity for you to close a new sale or lose one. So, tell me: Are you absolutely sure your website is up to the task? Because if you're not, you're probably losing prospects (and a ton of revenue) without even knowing it!

I know, I know. You're crazy busy and your website isn't top priority at the moment. Not a problem. Take 15 minutes to go through this checklist and make a note of any of these mistakes you are making. Then you can handle them on your own schedule. But I'm telling you: you're losing sales every day you wait!

WEBSITE LOOKS BAD

COMPANY SEEMS BAD



1. No company name and logo

Your company name and logo should be located in the top left corner of every page of your website, and it should link back to your homepage when clicked. You want it to be prominent, but not to distract from your headlines and graphics. Visitors care most about what you can do for them, so don't distract from that with a gigantic logo. Consumers have grown to expect a logo in a certain place from sites they trust. So definitely have it, but don't overdo it.

2. No call to action

In the top right corner of every page, you need to have a call to action and your phone number. It shouldn't be complicated. Just tell prospects exactly what you want them to do. "Call today for more information" or "Call now to get started" are two of the most common examples. You can even have a clickable phone number there to make it really easy for mobile users and those with click-to-call technology.

3. Confusing navigation

There are two main objectives for your site's navigation:

1. To give visitors a clear, easy way to find any page of your website, and
2. To steer visitors towards the pages you want them to visit.

If your site has a lot of pages, use drop-down menus to organize the options. Any page that doesn't help you convert a prospect into a customer can simply be added to the footer (bottom) navigation instead of your main navigation bar.

The screenshot shows the PostcardMania website with several navigation and content issues highlighted by red boxes and numbers 1, 2, and 3:

- 1:** The company name and logo are missing from the top left corner.
- 2:** There is no clear call to action in the top right corner.
- 3:** The navigation is confusing, with multiple menus and a footer navigation bar that is not clearly organized.

The website layout includes a header with the PostcardMania logo and contact information, a main navigation bar with links like PRODUCTS, SAMPLE GALLERY, LEARN MARKETING, SUBMIT ART, CONTACT, and ABOUT. The main content area features a large banner for "Direct Mail Marketing with Proven Results!" with a video player and a "Get FREE Samples of our product from YOUR INDUSTRY" button. Below the banner are four promotional boxes: "DirectMail2.0", "Marketing Like a Maniac Newsletter", "17 Step Marketing Guide", and "Free Mailing List Count". The footer contains a detailed navigation menu with categories like "Products and Services", "Industry Specific Marketing", and "Company", along with contact information and a footer navigation bar.

4. No obvious headline

The first thing visitors should see on your website is a crystal clear central message that lets them know they are in the right place – a website that offers what they are looking for. The best way to achieve that is with a bold headline that's not cluttered up with other text.

5. Useless graphics

Your main graphic should be easy to understand and should build on the message of the headline. For example, if you're a realtor offering to help sell homes, you may want to show a home with a SOLD sign clearly visible and a realtor and homeowner shaking hands. That graphic reinforces the message more than a simple picture of a house. Plus it adds an emotional element as visitors connect with the photo's message: I can get your home sold.

6. Drab (or ill-fitting) color schemes

Color isn't just an aesthetic choice – it is a marketing choice. Your headline, valuable images and other valuable text need to stand out from the background, and a smart use of color can do that for you. When you look at the website, ask yourself, "What do I see first?" If your answer isn't the headline or primary graphic, try tweaking (or having your designer tweak) the colors. You'd be surprised the difference a color change can make. Additionally, be sure to include colors that align with your industry (e.g. a landscaper should include green, a pool builder should include blue, etc.).

The screenshot shows the PostcardMania website homepage. At the top right, a red box with the number '5' points to the navigation bar. On the left, a red box with the number '4' points to the main headline area, and another red box with the number '6' points to a call-to-action button. The website features a green header with the PostcardMania logo and contact information. The main content area includes a video player with a play button, a 'Get FREE Samples' button, and four promotional cards: 'DirectMail2.0', 'Marketing Like a Maniac Newsletter', '17 Step Marketing Guide', and 'Free Mailing List Count'. The footer contains a grid of services, company information, and contact details.

5

Speak to a Marketing Consultant
1-800-628-1804
Customer Login

PRODUCTS SAMPLE GALLERY LEARN MARKETING SUBMIT ART CONTACT ABOUT

4

Direct Mail Marketing with Proven Results!

We are the only ones who create your campaign based on the proven results from over 55,593 clients!

6

Get FREE Samples of our product from YOUR INDUSTRY

Watch this 1:22 video to see why PostcardMania is sooo different!

DirectMail2.0
Direct Mail + Google = Better Results!

Marketing Like a Maniac Newsletter
Join 90,000+ subscribers by signing up free today!

17 Step Marketing Guide
All you need to know to become profitable.

Free Mailing List Count
Get a free prospect list count for your target area.

Products and Services
Postcard Printing
Brochure Printing
Addressing/Bulk Mail Services
Graphic Design
Mailing Lists
Online Follow Up Ads
Automated Email Follow Up
Website Development
Pay-Per-Click Management
See All

Industry Specific Marketing
Accountant/Tax Postcards
Auto Repair Postcards
Carpet Cleaning Postcards
Chiropractic Postcards
Church Postcards
Cleaning Postcards
Construction Postcards
Dental Postcards
Electrical Marketing
Financial Direct Mail
Fitness Postcards
Funeral Home Advertising
Gymnastics/Dance School Marketing
Hearing Aid Advertising
HVAC Postcards
Insurance Postcards
Jewelry Postcards

Company
2145 Sunnydale Blvd.
Clearwater, FL 33765
Contact Us
About
Jobs
Blog
Affiliates/Resellers
Privacy Policy

Direct Mail Advertising
PostcardMania has over a decade of experience creating successful direct mail campaigns for small businesses all over the US. When it comes to marketing with proven results, we are your best choice!

Mailing Lists
We have partnered with some of the best mailing list vendors to ensure your bulk mail is hitting only the most qualified prospects. We target your promotion to reach new customers that are similar to your current best customers.

Promote Your Small Business
Want to learn how to grow your business and ways to bring in more new customers? We can help you increase your sales and expand your business by sending custom targeted mailers to your service area. Our advice is free and we can give you ideas and strategies on how to increase the number of prospects that are inquiring about your services.

Postcard Printing
We print all of our postcards in our in house facility - millions of mailers every week! Contact us and we will be happy to show you examples of our quality - we will mail you free samples!

Graphic Design Services
We have created hundreds of templates for post cards that you can use to get more customers including prospecting cards, invitations, announcements and reminders. Or we can come up with a custom plan for your business using the tips and tools we have put together after creating tens of thousands of campaigns for businesses trying to get more leads!

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Toll Free: 1-866-803-2421 • Fax: 727-442-9330 • Email: info@postcardmania.com • Employment Opportunities

ACCREDITED BUSINESS
BETTER BUSINESS BUREAU
E-BUSINESS AWARD WINNER
MARKET CREATIVE AWARD WINNER
INC 500
THE AMERICAN BUSINESS AWARDS
FAST FIFTY
WIREN

▶ WWW.POSTCARDMANIA.COM

7. No subheadings

Anytime you have a bundle of text with no lead in (i.e. a headline or subhead), it will probably go unread. A subhead gives people a reason to start reading. Website visitors will almost always “skim” as they peruse your site for the product/subject that interests them. If you don’t give them a way to easily understand what your copy is about, they’ll just skip it altogether. Use subheads to let people know why they should stop and read.

8. Focusing on features, not benefits

One of the biggest errors people make in advertising (and doubly so on websites!) is stating features, rather than benefits. For example, never assume recipients know what they stand to benefit from a lower interest rate on their mortgage or a specific brand of equipment you use to fix their heater when it breaks. They won’t make the connection that you so easily do, not because they’re stupid, but simply because they are too busy to give it a second thought. You need to do the work for them and tell them exactly what they GET from your product and how it makes their lives better/easier/both. Of course, you probably still need to include the features somewhere, but make the benefits much more prominent. Use bullet points to clearly list benefits if you have several.

The screenshot shows the PostcardMania website with a green header and a pink navigation bar. The main content area features a large orange arrow with the number '7' pointing to the 'Professional Brochure Printing' section. The text in this section emphasizes the benefits of brochures, such as providing more marketing space and high-resolution photos. A sidebar on the left lists various services and pricing options. To the right of the main text is a 'Get Free Samples' form with fields for company name, full name, phone, email, address, city, state, zip, and industry, along with a 'SEND ME SAMPLES!' button. Below the main text is a 'FAQ' section with questions about printing specs, design, and turnaround time. A 'Pricing' section at the bottom states '5,000 Full-Color Brochures -- \$888'. The footer contains the website URL 'WWW.POSTCARDMANIA.COM'.

Speak to a Marketing Consultant
1-866-803-2421
Customer Loan

Products | Sample Gallery | Learn Marketing | Case Studies | Contact | About

Free Samples
Services
Printing
Design
Mailing Lists
DirectMail2.0
Website Design
Email Marketing
Pricing
Design Gallery
"Keep In Touch"
A/C & Heating
Accounting
Chiropractic
Dental
Realtors
Holiday
Insurance
Jewelry
Landscaping
Mortgage
Tax Preparation
Financial
Other Industries (70)
Learn Marketing
Case Studies
Marketing Analysis
Blog
Postcard M...
Events

7

Professional Brochure Printing

Sometimes you need a little extra legroom to get your message across

Certain situations call for a little more marketing space than a postcard affords. What if someone has requested more information? What if you want to show off high-resolution photos of your new office space? What's a marketer to do?

Enter: brochures. A brochure is a full 8.5"x11" mail piece that is bi (folded in half) or tri-folded (folded in thirds) to make them user (and mailbox)-friendly. Direct mail brochures even take the direct mail game to the next level by giving you space to get more info on the piece without covering your message up with an envelope. We print them, fold them and put a little sticker on them to hold them shut while they are in the mail. Done-zo! Prepare for sales-a-palooza.

Brochures from PostcardMania are:

- Printed full color on high quality paper stock
- Professionally designed
- Perfect for mailing or office use

FAQ

What are the printing specs for the brochures?

Our brochures are printed on durable, high-quality 80 lb. paper with full color on BOTH SIDES for a glossy, totally professional finish. Our standard size is 8.5"x11" and can be bi or tri-folded, but custom sizes are definitely available depending on your needs and how much you want your message to make an impact.

Can you design my brochure?

Why, yes! And thanks for thinking of us! Brochure design prices vary depending on the complexity of your design. Your specific brochure design may be pretty inexpensive to layout, or it may cost a little more. Call a representative at (dynamic phone number) and let them know what you would like on your brochure so they can get you a quote.

What is your turnaround time?

A normal order is printed in about 7-10 days, but it might take a bit longer if we are custom designing your brochures. We also offer rush turnaround times for a small price if you need them super fast!

Pricing

5,000 Full-Color Brochures -- \$888

We run specials often. Call now for our lowest prices!

1-866-803-2421

Get FREE Brochure Samples!

Company
Full Name
Phone
Email
Address
City ST Zip
Industry
SEND ME SAMPLES!

► WWW.POSTCARDMANIA.COM

9. No special offer

An offer is the catalyst that pushes a prospect to connect with you. It gives them a specific reason to contact you, like a “limited time discount.” Ideally, you’ll have an offer that’s redeemable right there, and all they have to do is give their full contact info to get it. This goes hand in hand with the next item on the checklist...

10. No (or poorly built) contact forms

80% of sales are made on the 5th to 12th contact. You need to be able to collect prospect contact information so you can follow up with prospects via email. Make sure you have a fill in form on your homepage and on subpages (highly recommended) to capture contact information in exchange for something valuable (your offer).

11. Generic button copy

Anytime you have a button you want someone to click, it should be labeled with a specific call to action, rather than “submit” or “click here.” “Get My Quote!” or “Send Me My Samples!” are great examples. Many times, businesses miss out on potential traffic by failing to emphasize the benefit of clicking on the button. This simple change can make a huge difference!

The screenshot shows the PostcardMania website. The header includes the logo, navigation links (Products, Sample Gallery, Learn Marketing, Case Studies, Contact, About), and contact information (1-866-803-2421). The main content area features a sidebar with navigation links (Free Samples, Services, Pricing, Design Gallery, Learn Marketing) and a main section titled "Professional Brochure Printing". The main section includes a sub-header "Sometimes you need a little extra legroom to get your message across", a description of brochures, a list of benefits, and a "FAQ" section. A contact form is visible on the right side of the page, with a "SEND ME SAMPLES!" button. The footer contains the website URL "WWW.POSTCARDMANIA.COM".

Professional Brochure Printing

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Pricing

5,000 Full-Color Brochures -- \$888

We run specials often. Call now for our lowest prices!

1-866-803-2421

12. No reassurance items

Your website should include elements that reassure visitors that you are a real business with friendly staff and a good reputation. This includes elements like:



About Us Page

Include an About Us page with real photos of you and your staff to show that the people working at your company are nice, caring and professional. Think about it: when you see real photos of the business owner, perhaps his family or his staff or both, don't you instantly feel better about the company? Without photos, it's much harder to build that trust-factor that is crucial to sales success.



Location Information

If you have a local office, include a map that shows where you are and displays your address. If you don't have a local office, at least include your city and state. People feel better knowing the company they are dealing with physically exists, and is not an online scam.



Ratings/Reviews

Customer ratings and reviews build huge trust in your business, because they have inherent authenticity. Customer testimonials are great, too, though they are usually a little less authentic sounding than a review. The current statistic is that 90% of consumers rely on online review before making a purchase. Don't worry about the nasty people either! When you go to read reviews on a product or restaurant and see that one ranting, one-star review – what is your impression of that person? If the restaurant has mostly 4 and 5 stars but then one long nasty review, two things happen: 1. You feel like the nasty reviewer is “one of those people.” Right? And 2. You feel like the good reviews are more credible. So with that said you need to create a system to get reviews from your clients and then you need to upload them when you get them. The way I handle any less than positive reviews is by not only posting that review, but then posting what we did to handle that person's upset or complaint.



Social Media

If you have social media profiles (and you ACTIVELY use them!), go ahead and include links to your social media pages so customers and prospects can interact with you socially. This reassures prospects that you are in fact actively communicating with your customers. They can also get a good idea of what your customers currently think of you and your services.

[Privacy Policy](#)

Security

A simple “we will never share or sell your contact information for any reason” on your contact form goes a long way toward making the visitor comfortable. Similarly, if you accept payments through your website, display current security certificate information and note the credible payment processor you are using to handle sensitive information (e.g. PayPal, Authorize.net).



Awards, Memberships, Certifications

If you have won any awards, are affiliated with any reputable organizations, or have earned any industry certifications, get the logo and feature it in the footer of your website. The mere sight of that logo will boost prospects' trust in your business.



Guarantees

If you offer any guarantees, place them at key “decision” locations (near submit buttons, near contact information, etc.) to help prospects overcome the natural hesitancy to complete a sale.

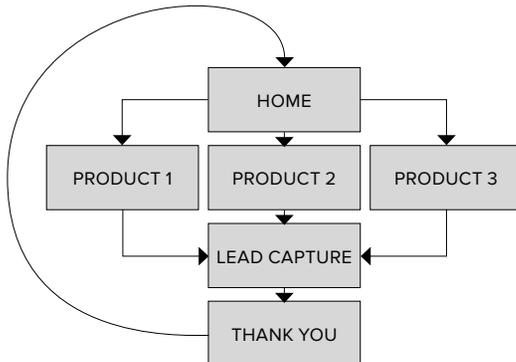
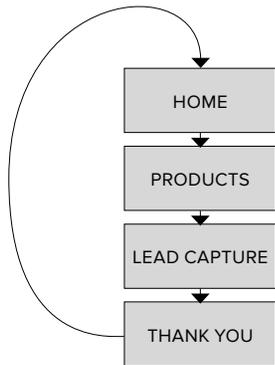
~~404~~

Google™

tampa landscaping

Google Search

I'm Feeling Lucky



13. Programming errors

Sounds obvious, right? It isn't. So many small business sites simply do not function the way they should. Testing is vital. Check every link and every contact form to make absolutely sure it all works smoothly, or you could miss out on a lot of leads and sales.

14. Not optimized for search engine traffic

Say it with me: **“Google is my friend.”** If Google thinks your website is a good resource, Google will offer it up as a top option to people searching for what you offer. What you need to do, then, is make sure your website contains the keywords and keyword phrases people use to find businesses like yours. Use these keywords in headlines, subheads, bullet points and other text in your site, ensure they are programmed into the right places, make sure your domain name has something to do with what you're offering. For example, tampacustomlandscaping.com is way more likely to come up when someone types **“tampa landscaper”** into Google than dansgreenlawns.com. A blog is the perfect way to build your search engine credibility, because you are constantly adding fresh content that includes your keywords. Additionally, Pay Per Click advertising is a great way to quickly increase the amount of quality traffic going to your website.

15. No clear eyepath

Your website needs to include everything above, but how you include it matters too! The pages of your site must be designed and organized so there is a clear path for visitors to follow when they land on your site. Each page should have a maximum of two main actionable options (e.g. get a free quote, view our gallery, etc). The visitor's eyes should go to them immediately when looking at the page. And all other options should only be as prominent as they are important.

16. Stale, outdated designs and lead generation systems

No matter how amazing your website is, it can ALWAYS be better. Never settle. How? By placing Google Analytics code on your site and watching the stats for which pages people visit the most, how long they stay on them, how many visitors fill out contact forms, etc. Once you have this data you can strengthen the areas that work well and handle any problem areas where you are losing people's interest. It's totally free to have your site registered with Google Analytics. Just go here: <http://www.google.com/analytics/>. If you need help with any of this we can help you.

How did you do?

If you already have most of the items on the list, great job! If you don't, get excited! When you implement them, you will get more traffic, more leads, and more revenue!

If you want additional help implementing these elements, call my marketing consultants for a free consultation – **1-800-628-1804!**

Brought to you by

PostcardMania

Postcard Marketing Experts

