

Brand Tip

Do you want to know six reasons your website is not attracting enough paying customers?

#swipe

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REASON #1

YOUR MESSAGING ISN'T CLEAR.

Viewers should be able to look at your website and know exactly what it is that you offer and how they can benefit from it.



REASON #2

IT DOESN'T KEEP THEIR ATTENTION

It doesn't take people long to know if they want to stay on a site or click off. You have to make sure that your visuals and headings draw the viewer in.



REASON #3

IT ATTRACTS THE WRONG AUDIENCE

Your website might be visually appealing, but does it attract your IDEAL customer?

The messaging and visuals have to speak to the type of person you want to attract.



REASON #4

IT'S HARD TO NAVIGATE

Potential customers need to be able to easily find what they are looking for on your website. If they have to search for it, they will stop trying.



REASON #5

NO CALL TO ACTIONS

You have to tell site visitors what to do next, and make it easy for them to do so. If you want them to buy something, make sure they see a BUY button.



REASON #6

THE DESIGN IS NOT EXECUTED WELL

Maybe you have your messaging and call-to-actions crafted perfectly. That will not matter if the design is bad.

Aesthetics and user experience design will draw them in and make them want to explore more.





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