



# Most Costly Mistakes Business Owners Make Online

Majority of small business owners fail to take into account the impact of the following mistakes and realise later down the track that they have significantly hindered their ability to receive maximum return on investment.

## 1. The “Build It And They Will Come” Theory

Business websites are a very powerful tool, but on their own are not a complete solution. A website with no traffic is like a shop with no doors, you may have the greatest offers, provide amazing service and deliver the best product or services but without traffic no-one will ever know.

This is why it is so important to plan your end-to-end marketing funnel before investing money in a website that no one will ever visit. Many web designers deliver great looking websites but they have no expertise when it comes to using it to generate leads and sales. To ensure your website becomes a valuable business asset you need a system to generate traffic, gather and nurture leads and convert leads into sales. Make sure your website has a traffic generation strategy in place before handing over your money, as it could prove to be costly!

## 2. Focusing On Design Instead Of Sales

It is true design matters, and everyone wants a great looking website. But great design does you no good if your website doesn't incorporate proven marketing and conversion optimization fundamentals, that turns more of your visitors into sales and leads.

Things such as:

- Well-researched, high impact Direct Response Copywriting that grabs your prospects attention and tells them exactly how you can solve their problem and achieve their goals
- Simple intuitive navigation and website layout
- Opt-in forms to gather visitor details, and
- Strong calls to action that clearly tell visitors what they need to do next... are just some of the features that every website needs, but sadly most do not.

When building your website you must constantly ask yourself "What is the purpose"? I hope the answer is more qualified leads and sales. If you have a website that is generating traffic but no sales or enquires, then it is definitely missing the crucial elements listed above.

## 3. Not Following Up With Past Leads Or Clients

Far too many business owners never follow up with people who don't buy right away. This is usually because they don't have the systems in place to do so.

To be successful you need to look at your target market like a "Moving Parade". Out of all the people who could potentially buy from you, only a small percentage will be ready to buy right now, with others moving into the "ready to buy" phase over time. Studies show that only 9% of sales are generated on the 1-3 contact with a client, with 80% being made on the 5-12 contacts.

This means that firstly you must have some system for capturing lead details (i.e., opt-in form forms, free consults), and secondly you must consistently follow up with these people. You have already spent the money and done the hard work to attract these quality prospects to your business, don't let that go to waste. By setting up a simple email auto-responder sequence you could easily double or triple your conversion rates and bottom line profits.

## 4. Trying To Do Everything Yourself

As a busy business owner and entrepreneur you already have a pile of things to do, clients to talk to and deals to close.

Can you really expect to become a top class Internet Marketer as well?

I speak with many business owners who assure me that they can handle the extra work and study the materials to become effective online marketers, but two months down the track there is a list of half finished projects, badly implemented strategies and a lot of frustration about the lack of results.

Successful business people are usually highly skilled at finding the best people for the job and delegating as much as possible, while they focus on the area where they create the most value for their company.

Internet marketing is a vast and very technological subject that takes years to master. Find a team, explain your goals and get it done right the first time.

**It is extremely important to avoid these four costly mistakes,** as it will allow you to maximise your return on investment and ensure you are successful the first time with your website and online marketing efforts. Having a system in place that generates traffic, gathers and nurtures leads and convert leads into sales will allow you to maximise your revenue and profits.



**If you need any more information or wish to have any further consultation with one of our expert marketing and web specialists, please call 1300 533 550.**