

Five Reasons People Are Not Buying From Your Website

For many, the idea of spending money on building a website only to have it not produce the kind of sales they were hoping can be a very troubling and aggravating experience. This article will provide you several reasons as to why you may not be currently making sales on your website.

There are many different aspects of building a website and having it make money is about more than just the basic web design. There are issues of marketing, usability and sales funnel aspects that all go into a money making website.

Reason #1: Usability

Websites must be accessible to users in a way that is friendly, straightforward and leads the user to take action in a way that the business owner wants them to. For example, a usability issue might be the fact that some of the "purchase now" buttons are not as easily noticeable as they should be. In order to get a good idea of some usability factors, take a look at some of the larger websites on the web or even some of your competitors. If you find it extremely easy to make a purchase on these sites, find out why.

Reason #2: Slow Upload Time

Now that broadband Internet is common in almost every household across the Western world, people are used to websites that load fast. If your website is too bulky or it requires too much time to upload, you will find that many users will quickly leave your site.

There are many technical tricks that you can use to increase the speed of your site. One of the easiest ways is to simply remove any unnecessary elements of your website. Your website should be a simple, straightforward and easy to use place for users to visit. Too many pictures, too many videos and even too much text can bog down your server and create websites that are confusing and take too long to load.

Reason #3: Unclear Intentions

When your user first enters your site, whether it is through a blog post or through the home page of your site, they need to know immediately what your site is about. Beyond that even, they need to know exactly what they should do on your website. If you have a website that is about plumbers, yet the first page they enter is all about small business management, it can be very confusing for a user. This confusion always leads to a lack of sales.

Reason #4: Wrong Product

This might sound a bit bizarre, but there are some websites that are unintentionally ranked for keywords in which the site is not directly related. For example, you may have a website that sells posters for movies. If you have a website that sells movie posters, you would expect that the majority of the users on your website are interested in looking for these type of products. What happens then, if a person comes to your site looking for a movie DVD?

It is important to know what is going on with your website in terms of search engine optimization. If you do not know to how to optimize your website, including on page and off page SEO tactics, it is time to learn how to do that.

Reason #5: No Marketing

The worst possible thing that you could do with your website is nothing. Many people believe that you can simply build a website and the users will flock to it. The fact of the matter is, that there are millions upon millions of websites just like yours. You have to actively engage in online marketing tactics and techniques in order to have your website seen.

Hiring a professional company to do this is a good investment. A website brings substantial financial gains to those who know how to utilize it properly.

Conclusion

By reading through these five simple tips on how to turn your website into a moneymaking business tool, you are now well armed to take your website to the next level. For some of these tips you may be interested in hiring a qualified professional. Web designers, SEO professionals and Internet marketers can all provide you with top-notch solutions to turning your website around.