

3 Steps To A Profitable Web Site!

By Larry Dotson

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1) CLEAN THE CLUTTER

Don't load your web site with too much high-tech clutter. Your visitors may miss your sales message. Sometimes flashing and blinking graphics can make you page load slow and annoy your prospects.

Also, test to make sure your web site looks good in all web browsers. Don't use fifty different content formats like fonts, texts sizes, text colors, etc. They could vary between browsers.

2) CUT THE FAT

Don't use unnecessary words or phrases on your site. You only have so much time to get your visitors attention and interest; make every word count. Don't use words your visitors might not understand.

Highlight your main selling words and phrases. You could use different colors, bolding, italics, etc. Use words that create emotion. People will have more interest when they are emotionally attached.

3) BE UNDERSTANDABLE

Don't make the mistake that everyone will totally understand your web site message. Your web site should contain a short, descriptive summary at the top of your home page.

You should always repeat your main selling points at least three times, so people understand them. Use short words, sentences, paragraphs and plenty of examples to get your point across.

QUICK READ SUMMARY

1) Don't load your web site full of high-tech clutter and gadgets.

2) Don't use unnecessary words or phrases on your site.

3) Don't make the mistake that everyone will totally understand your web site message.

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