

The ABCs of Websites That Sell

By Raynay Valles

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Customers will tell you, creating a website that sells is NOT that hard. From a customer's point of view, it might be as simple as ABC.

- A - Answer my email fast.
- B - Browsers. Don't crash mine.
- C - Customer Service that helps me solve my problems.
- D - Demos. Let me try before I buy.
- E - Exceed expectations.
- F - Free. Give me something of value for free.
- G - Guarantee your product or service.
- H - Help me tell my friends about you.
- I - Inventory that is in stock.
- J - Just skip your own flashy intro.
- K - Keep it human.
- L - Links that work.
- M - Make it easy for me to pay you.
- N - Navigation that is clear.
- O - an Ordering process that's easy.

P - Privacy. Don't distribute my information.

Q - Quick loading pages.

R - Respect my time.

S - Spam me and I'll dump you.

T - Trust. Can I trust you?

U - Update your website.

V - Visit your own site.

W - What do other people think about you?

X - X-factor. Offer something different than other websites.

Y - Your descriptions are clear.

Z - Zero Wasted Clicks.

Resource: Raynay Valles is an online marketer who turns non-performing websites into websites that sell. Email her now at <mailto:rvalles@jawdrop.com> or visit <http://www.jawdrop.com>

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