



Your Website Coach



Where Did I Go Wrong? – 1/4/07

And so it begins...A new year filled with hope and promise for business owners. We all start the year thinking about what we will do differently to improve our standing in the marketplace. For most people, it's our website that gets the big, scrutinizing spy glass hovering over it. And this is exactly how it should be. However, over the holidays I found that this isn't true for all website owners. I was amazed when a fellow business owner, who *does* have a website, said to me, "I don't really see the point in owning a website. I have one and it doesn't work for me. I don't get any business from it."

This prompted investigation on my part to see *why* his site wasn't working for him. Now it is quite possible that he has so much business that his web presence really isn't a concern, but that isn't true for most of us. From what I could see he's done the following correctly: 1) He owns a site; 2) His site is listed with membership organizations; 3) His site contains some useful information.

Here is where he needs help: 1) His web address (URL) is under another URL so one can't just enter www.acme.com. They must know it is www.widget_empire.com/acme/index.htm; 2) There are no METATAGS with industry keywords for search engines to follow; 3) I've never heard him promote his site; 4) Not enough site content; 5) Site is not that interesting. No photos. No testimonials.

Speaking of which, don't just listen to me; perhaps the following words may be enough to coax you into sprucing up your web existing web site or **getting one** if you haven't done so yet!

Ellen Ostroth (www.stonewisdom.net): My website has been the best, most effective vehicle for offering great information on my entrepreneurial business to potential clients worldwide. After they become satisfied clients, the website continues to change, be informative and is in itself a vehicle for conducting business. Low cost, fabulous look, huge return.

Suzanne Jones (www.thedayspaatsalonelizabeth.com): The website has increased our business; out-of-state calls for gift certificate sales in 2006 increased by 20%. Seven out of ten "new client" calls now come from those that searched the web for a nearby spa. A better 'tool' has not yet been invented! (*note: This is a one-page web brochure! – C. C.*)

Lisa Marie (www.metrochickradio.com): As owner of MetroChick radio, my website has given my talk show, the teeth that it needed. Doing a Radio Show creates the celebrity and the voice, but the web presence creates the staying power so critical for visibility, not only for my advertisers but for my show as well.

Written by Christine Chubenko, christine@yourwebsitecoach.net