

7 WAYS

SMALL BUSINESSES ARE
LEAVING MONEY ON THE TABLE

Synotac 



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1. YOU AREN'T SHARING WHAT YOU KNOW

Your website is the best sales tool you can possibly have—it works 24 hours a day, seven days a week, and all you have to do is share your expertise and prospects will flock to you. According to the Harvard Business Review,^[1] the number of websites has increased 40,000-fold in the last fifteen years. To generate leads online you need to help people, because a presence is no longer enough.

2. YOU DON'T MAKE IT EASY FOR YOUR PROSPECTS TO ENGAGE YOU

Have you ever watched real people use your website? If you haven't, go to usertesting.com, and pay \$29 to have a real person try and complete the top three actions on your website. You'll get a video of them using your website while "thinking" out loud and a written summary of their experience and feedback. You'll get tons of insights about little fixes on your website that will increase the number of visitors that engage you by requesting a sample product, an evaluation of what they have, downloading a whitepaper, or visiting to learn more about your service. Only one test will catch 30% of these problems with your website, and five tests will catch over 85%.^[2]

Everyone comes to your website to complete a task, looking up your address, seeing what time an event is, finding a bio of someone in your organization, and so on. Guess how many people successfully complete the task they are working on? Less than 70%. Make it easy for your visitors to do business with you.

3. YOUR WEBSITE ISN'T CREDIBLE

The Stanford University Persuasive Technology Lab spent three years researching what makes a website credible in a study that included over 4,500 people, and they identified 10 key drivers of credibility.^[3] People don't want to deal with organizations that aren't credible, and your website is the leading indicator of the quality of your organization in the age of ubiquitous internet access and iPhones.

Look at your website and ask yourself if the following ten guidelines describe your website: Make it easy to verify the accuracy of the information on your site; Show that there's a real organization behind your site; Highlight the expertise of your organization and in the content and services you provide; Show that honest and trustworthy people stand behind your site; Make it easy to contact you; Design your site so it looks professional; Make your site easy to use—and useful; Update your site's content often; Use restraint with any promotional offers; and, Avoid errors of all types, no matter how small they seem. If any of these don't apply, fix them today!

4. YOU DON'T HAVE ENOUGH TRAFFIC

Search engines are the single biggest source of traffic for many small businesses today, and using the "Google Effect" to grow your business is one of the most cost-effective lead generation techniques out



there. According to Marketing Sherpa, a leading source of marketing research, search engine optimization, email marketing, and pay-per-click search ads were the top three marketing channels in ROI, vastly outperforming other media such as print, television and banner ads.[4]

5. YOU DON'T PAY ATTENTION TO THE RESULTS YOU GET ONLINE

There are so many free tools to track the results you are getting from your website, but most people don't take advantage of them. Most people have heard of Google Analytics, but did you know that there's a free tool call 4Q Survey[5] that will let you learn what your visitors were trying to accomplish on your website and how you can improve their experience, and your return on your website? Or that you can track where people are looking on your website,[6] to see what part of your message they are responding to and what they are ignoring? All of these tools can be installed in your website and collecting data in a matter of minutes.

6. YOU DON'T STAY IN TOUCH WITH YOUR VISITORS

Research has shown that the average sale takes 7-27 interactions or "touches" to complete. After all, no one asks to get married after the first date, right? Your website offers one of the most exciting and simple ways to create these regular interactions with your clients and prospects, especially through the the medium of social media (Twitter, Facebook, etc.) and the ease of email marketing. Facebook is adding 700,000 visitors each day,[7] and you don't want to miss out on the social media revolution. In a few hours a month you can stay in touch with your vast database of users, smoothing the path to future sales with far less effort than ever before.

7. YOU DON'T INTEGRATE YOUR OFFLINE MARKETING

The biggest missed opportunity for most small businesses with regard to the web has very little to do with the web directly; it has to do with its ability to finally track all of those precious dollars and resources you put into your marketing efforts: seminars, direct mail, client visits, radio, television, and others. You can build a mini-site with a custom URL (www.mysite.com/radio) for minimal cost and you are suddenly able to track the effectiveness of your different campaigns for the first time ever. The last great untrackable part of business—marketing—is finally something that we can quantify and improve!

[1] <http://blogs.harvardbusiness.org/tjan/2009/10/five-mindblowing-web-stats-you.html>

[2] <http://www.useit.com/alertbox/20000319.html>

[3] <http://credibility.stanford.edu/guidelines>

[4] <http://www.marketingsherpa.com> - February 4, 2009

[5] <http://www.4qsurvey.com>

[6] <http://www.clicktale.com>

[7] <http://blogs.harvardbusiness.org/tjan/2009/10/five-mindblowing-web-stats-you.html>

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