



## 5 Reason Why Viewers Don't Trust Your Website

by Debbie Allen

Every business owner knows the importance of having a website to promote their business. But are you gaining more viewers or turning them off with the image and brand you create online?

It is your website that viewers check out when wanting to learn more about what you have to offer. Can viewers and prospects quickly understand and relate to your unique business offering? If not, your site may fail to get you any business at all.

Below are 5 reasons why viewers will NOT relate to your online brand and NOT trust your website as a valuable resource.

### #1 No Unique Selling Proposition or Brand Recognition

You must state your brand and how your business is unique right up front on the top banner of your website. What does your business offer that is different than your competitors? Why should your viewers care to read more?

What are you all about and what makes you stand out in the marketplace? Who are your clients and what is your niche market? How can you support viewers in the form of benefits? Your site should be able to showcase this in the top one-third of your home page. If not, viewers will simply "click away" If your website doesn't clearly outline your point of difference, it shows that you don't have one. There is no tolerance for "sameness" online!

### #2 It's Full of Ineffective Old School Marketing

Your website should not look like a poorly constructed marketing brochure from the 80s. People no longer take the time to read brochures. And they certainly don't read websites that look like poorly constructed "old school" traditional marketing campaigns.

You must write your web copy as if you are engaging a prospect or customer who sitting in front of you. Make it personal and speak their language. Explain to them the benefits your company has to offer. Build big value and demand. Your website should be conversational and speak directly to the type of client you want to attract.

Don't put your contact information upfront. Romance your viewers first with emotional rich copy that speaks directly to them. Tell them how you can serve their needs and showcase why they should trust your company.

### #3 Not Keeping Your Website Updated

If your website hasn't been updated in six months or longer you need to take action to get "up to speed." Your website should be the number one resource to market your business. If you want more customers you must commit to making your website the best it can be and continuously update and improve it.

One way to establish trust and show that there are real people behind your website is to keep your site as fresh and up to date as possible. That means giving it a complete reflection and update regularly. Make sure each page reflects industry changes, new product offerings and even current keywords.

Make sure your site is also easy to navigate. If viewers are finding it hard to navigate or if the site does not anticipate their needs they will simply "click away."

#### **#4 It's Not Personalized or Personable**

Remember that the #1 goal of your website is to tell people what YOU are about and to show how you're different from anyone else on the internet or in your community. It's hard to establish trust when your website looks like everyone else's, is too generic or showcases too much information on the home page.

The more you personalize your website, the more viewers are going to trust you and your organization. Use photos of people within your organization and showcase your team to let people know they are working with a REAL company. People do business with people they know and trust. The same is true for online businesses. Help your viewers by telling them about yourself and introducing them to the people who run your organization. All this information helps to establish credibility.

Provide a real address. If you fail to include a physical address with real contact information, then your viewers won't believe that you really exist. Customers should be able to easily find your COMPLETE contact information on every page of your website. This should include your street address, phone, fax, email and all social media pages. Put your contact information on the bottom of each page in addition to adding a separate contact page. If you have a physical location that customers visit add a map to your contact page as well. Make it simple for people to contact you.

#### **#5 No Endorsements or Customer Testimonials**

Third party testimonials are one of the BEST marketing tools you can use on your website. Showcase the great things your customers have to say about you and your business. Prominently displaying testimonials, awards or press coverage is a good indicator that you're a business that can be trusted.

Add two or three written testimonials on your home page and/or showcase a video testimonial on your website. Since the trend is to become more personalized, continuously update your website and You Tube channel with video testimonials and powerful client endorsements.

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