



# 7 Reasons Your Website Isn't Converting

from  
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# # / No Traffic, My Friend!

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Did you know that Google offers a free way to track your traffic? Google Analytics is easy to setup, easy to use, AND they offer training to understand all the tools at your disposal. You can get a clear breakdown of the quantity, sources, and behavior of your website visitors.

- Are you tracking your traffic?
- What sources are working well for you?  
What sources are not? Social? Referral?  
Organic Search? Paid Search? Direct?
- Is your website displayed in your other marketing?
- Have you ever used a search engine to search for your business, industry, or similar services?



"You can't manage  
what you can't  
measure."  
Peter Drucker

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## NO REASON TO CONTACT

- How will your website visitor benefit from contacting you, purchasing your product, or signing up for your service?
- Is there an incentive to handing over contact information?
- Are you giving your potential client enough information or an incentive to continue?



## #3 CONTACT INFO IS IMPOSSIBLE TO FIND

DON'T BURY YOUR CONTACT INFORMATION! Again for the kids in the back, don't put your potential customer through a scavenger hunt to get in touch with you. Ever.

- CLEAR Contact Information
- Multiple Ways to Contact: Phone, Email, Form, Social, Chat
- Listed on EVERY page- not just in the footer

# #4 No Why

Your website can't tell me **WHY**  
I should do business with you  
instead of the guy down the street

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Why should anyone do business with you?

How are you different from your competitors?

Seriously now, take 1.2 seconds and think about your 'elevator pitch'. You know that 20 second introduction you have holstered in your back pocket waiting for someone to ask you what you do for a living? Is THAT information listed on your website? Clearly? Not buried in an obscure paragraph on your about page?

**Sprinkle that difference maker EVERYWHERE.**

#5

# You Lack Price *Transparency*

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If you hide your prices, people think you are hiding something.

Understandably, not all business structures work well with transparent pricing. Sometimes there are too many variables in a product or service to display a clear price. In that instance, display a clear 'starting at' price. This will not only set your customers up with realistic expectations, but weed out those whose budgets don't align with your pricing.





## #6 Buzz Words & Generic Content

Clearly tell your visitors WHO you are, WHAT problems you solve, & HOW you solve them. This problem usually stems from thinking your target audience includes 'everyone' (*hint: that's not true*) and trying to write content to appeal to everyone. Find your audience, speak to them only, and grow from there.

**Custom Content is the differentiator between you and your competition. Either writing your own content or hiring a copywriter pays off. Just be sure the verbiage represents the 'voice' and personality of your business while clearly telling your story. For example- if you sell children's clothing, the voice and tone of your content should be very different from the tone a law practice would use.**



## *The hard truth...*

You might not have what people are looking for.

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No one wants to hear this, but not all ideas are winners and not all products survive. Before you throw in the towel, let's review the 3 P's of modern marketing to see where the disconnect between your products or services and the customer might be happening.

- **Product or Service.** Is this something people want or need? Does it solve a problem or make life easier? Can you alter the product to be more useful?
- **Price.** Are you priced to the market? The most expensive needs to have value to back it up, and least expensive can look cheap.
- **Perception.** Are you providing convenience? A positive experience? Is your reputation up to par? Can you present your product/service in a way that adds value to someone's life?

Are you all jazzed up on how to change your website to increase traffic, conversions, and ultimately your revenue? GREAT! If you need help along the way, my web design and marketing services may be a great fit for you. From monthly coaching to full service design packages- we can work together to get your website and branding working for you.

*Let's  
Connect*

Stay connected with Kate to stay ahead of the curve on marketing and branding for your business.



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