Five Reasons Bad Websites Don't Produce Good Leads

A great business website is one of the most cost-effective ways to market your business - and one of the only ones that doesn't cost extra for every customer you reach. But not all websites produce results. Here's why many of them fail.

No Easy Contact Options

More than ever, people want to be able to ask some of the most basic questions (like availability and areas served) without talking on the phone. Websites that don't make online contact fast and easy will earn fewer leads than those that do.

The Wrong Look

Professional painters are small businesses in a highly visual industry. Customers will feel more comfortable with a painter that cares about their own image online.

Too Little Information

If you want to search well for all types of painting projects, you need dozens of pages of content. Most web designers can't write much about painting, so they provide only a couple of basic pages that don't search well for most jobs.

A Stagnant Website

Search engines penalize sites that aren't updated. This means that even a well-built site needs to be updated periodically to continue searching well.

Outdated Business Information

If the site isn't kept up-to-date with areas served, employees or services provided, that bad information can lead to angry customers and conflicting information online.
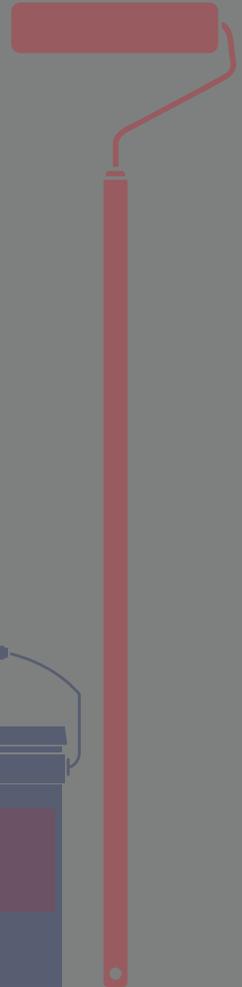
Failing to make frequent modifications could cause you to be pushed below active competitors in the listings and cost you business over time.

Houston Chronicle, Small Business Guide

http://www.propainterwebsites.com

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