

# effective

# Website!



- 6 People like pictures.** The web is a visual medium, so include some pictures of successful jobs you've completed (with the owner's permission of course). Also include a good quality picture of yourself on the "About" page, and don't forget to smile! A shot or two of you or your crew working hard might not be a bad idea either.
- 7 They don't know what you know,** so be sure to use words and phrases on your website that customers use, vs. terms that only professionals know. After all, we want to communicate with people, not confuse them.
- 8 Guarantee their satisfaction.** It's something you probably do anyway, but mentioning this on your website helps reduce the sense of risk that comes from working with a vendor for the first time. Anticipating, and overcoming, any "barriers" to the sale naturally makes folks more likely to contact you.
- 9 Since you use EnviroSpec chemicals,** be sure to point out that the cleaning materials you use are safe for the environment, kids, pets, shrubs and lawns. Simply mentioning this can be a 'competitive advantage' for you. Also, it's best not to use the word "chemicals," because of the negative slant that word might have for customers.
- 10 Ask for the job!** Be sure to invite the web visitor to contact you, and mention that you're looking forward to the opportunity to do a great job for them. Include a prominent phone number on your website, and be sure that phone is answered by a live person, vs. an answering machine, almost all the time. You can also include an email-address or Contact Form on your website, with the responses automatically going to your e-mail Inbox.

*When your website strikes the right notes,* you'll let technology do some of the selling *for* you! Those who don't embrace the new ways of doing business are at risk of getting left behind. If you'd like a sharp new or updated website, and aren't sure where to start, EnviroSpec recommends web designer and marketing expert Tom Tortorici. You can reach him at 770-934-7861 or [Tom@TortoriciInc.com](mailto:Tom@TortoriciInc.com).