

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.