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As you might be inches away to hit the jackpot.

So you have spent couple of hundred dollars to get recognition online by creating a website. You had expected it to increase the number of sales but unfortunately it is not happening the way you wanted it to? Moreover you were advised to invest in Pay Per Click Campaigns like Google AdWords etc to boost your revenue, but looks like that too isnâ€™t helping your business?

Itâ€™s a wrong assumption that having a great website and getting your website marketed online will help your businesses; there can be many loop holes which you will have to fix. Your website needs to be optimized so you reach your target audience.

A few common reasons are listed which might be the reason your website are showing no signs on conversions.

Targeted Keywords Contradict with your Landing Page

I have hardly seen a few people getting into these minute details and this can be the core reason you are losing your customers. This matters more if you are paying Pay Per Click Campaigns for specific keywords and key phrases.

If your business is about jewelry and you are targeting various keywords, then categorize a set of keywords like â€˜gold ringsâ€™, â€˜silver ringsâ€™, â€˜customized ringsâ€™ to your landing of rings cata â€˜cufflinksâ€™ â€˜tie pinsâ€™ etc to a different landing page of â€˜menâ€™s accessoriesâ€™. Of course searching for a cufflink to reach your webpage of â€˜female braceletsâ€™.

This way you wonâ€™t just utilize your investment on marketing campaigns but also get a good conversion.

Clear the Confusion

So you have your viewer on the page right where you wanted him to be. What next?

Letâ€™s say you want them to click on a link to get a complimentary eBook. Donâ€™t stuff the page with other information, otherwise you are doing nothing but wasting your efforts and losing a potential customer. Remember that the person who came to the page was looking for the eBook, so placing links or advertising for your â€˜new hat collectionâ€™ is just a waste of time.

Keep your landing page clear so your message is conveyed and the aim is fulfilled. A good landing page is a good call to action statement.

Flash Web Pages Are a Bit Risky

I am not against flash web pages, I have witnessed many websites which use flash and are remarkable.

One drawback is that flash pages take longer to upload and most of the visitors do not have the patience to wait. Secondly, call this a new trend or a weak point from the web designerâ€™s end but they keep the entire page empty with no directions to go. This is a big turn off. You wait for the page

to load and all you see is a blank screen with a small link way down below to enter the site. This is simply making your audience go away.

Give Insights

Unless you donâ€™t actually want to remain anonymous you should have a web page specifically to let your audience know who you are and what you do.

People are more comfortable in doing business with companies which give insights of their work. This can simply be a brief message from the Chairman to testimonials from clients. What can be more assuring than a satisfied customer guaranteeing your business?

Create an â€˜About Usâ€™ page and let your readers know what you actually do and what your company all about.

Hope these points help you to convert your visitors to becoming your customer. Crosscheck these points with your website as you might be inches away to hit the jackpot.

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