

How Can I Generate More Revenue from My Website?

Once you have made the investment to get your website up and running, a logical next step is to maximize the amount of revenue generated from it. Following are some ideas on how to make your website produce more revenue for your business, through both direct and indirect sales. Even if you are not selling products directly from your website, it can help to facilitate the sales process through other channels by giving potential customers reasons to buy from you.

Is your intended audience clearly identified on the first page of your website so your ideal customers immediately know that you have something of value for them? Since most people tend to skim rather than read websites and can find your competitors with a single click, you want to be sure that visitors do not have to spend any mental energy figuring out what you are offering.

Is your unique selling proposition (USP) strong enough such that prospects clearly understand why it is to their advantage to buy from you rather than anyone else? The USP needs to be framed in terms of the benefit to the customer rather than product features. For example, you can say that a home security system offers the customer the peace of mind of knowing that they are protected in the event of an attempted break-in or fire. Or you can talk about around the clock monitoring or how many years the company has been in business. The former is more powerful as it speaks directly to the prospect's emotional reason for purchasing a security system.

Does your USP and proof that you can deliver on this promise appear above the fold on the first page of your website along with a call to action? Above the fold means that visitors will see the information as soon as they open the page you are directing them to without having to scroll down for the information. If they have to scroll down, they may never see the information so make sure that your most powerful information appears first.

Offer a guarantee and proof that your product performs as you claim. Money back guarantees transfer the risk of purchasing back to you from the buyer. Essentially the buyer is trying your product rather than making a final purchase because they can always get their money back if not satisfied. This helps to ease potential customers' fear of purchasing, especially when combined with proof such as testimonials, endorsements, test results and any other information showing that your product works as claimed.

People process information differently - some people learn best by reading, others by listening and others by watching. If you can present information in text, audio and video formats, you maximize the chances of your visitor getting your message.

Upsells are another way to increase revenues from your website. During the checkout process or immediately after the sale, give the buyer the option to purchase a complementary product at a discount. The best time to make an additional sale is when the customer is already in the buying mode. Upsells can significantly increase your average transaction amount and are often either overlooked or not even considered by most vendors. See Go Daddy's (www.godaddy.com) checkout process for an extreme example - they are doing it because it works.

The last method we will consider here, although there are others, is affiliate arrangements. By offering complementary products from other vendors in exchange for a share of the revenue, you can use your website to create an additional stream of revenue. This is a win-win-win situation in that it provides your customers with other products of value to them, it helps your affiliate partners by providing them with additional sales and it provides you with more revenue for little effort. Obviously, you will only want to offer products that are of value to your customers and work with vendors whose products you have thoroughly investigated before offering them to your customers.

These are a few of the many ways that you can get more productivity from your website, I hope this helps.

Stan Robinson
SHR Marketing
stan@shrmarketing.com