

# 10<sup>likely</sup> REASONS WHY YOUR WEBSITE isn't converting ...and how to fix it!



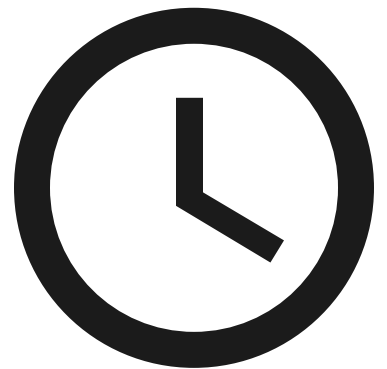
Online Presence Stylist

**Aymee Buckhannon**

So you bootstrapped your website and your mom thought it looked great and she is VERY proud of you, your BFF thinks you are a genius and your significant other literally said: "Yes, that looks good honey!"

The fact you actually took the step to take your business online **IS IN FACT A HUGE STEP!** This took you hours of research, lots of development time PLUS, you are quite proud that it cost you little to zero moola. SCORE!

**Then, you LAUNCHED!** You shared your link on your Facebook page, and in a couple of secret groups. Or GASP, you told no one yet and you are patiently waiting for visitors to find you or show up, and for orders to come in....any minute now... **But why isn't anyone buying (yet)?**



Helping women entrepreneurs showcase their business online

[www.AymeeBuckhannon.com](http://www.AymeeBuckhannon.com)

copyright ©2015 Aymee Buckhannon

# 10<sup>likely</sup> REASONS WHY YOUR WEBSITE isn't converting ...and how to fix it!



**Hi, my name is Aymee Buckhannon.** I am a self titled "Online Presence Stylist" and I think I can help you tighten a few bolts, hang a few frames and get a splash of new wall color to make your online business "home", well...more homey!

**A little background** (mainly so you will actually trust what I'm gonna recommend inside this mini e-book. And also cuz I think I'm supposed to add a little something about me in here. But don't worry, it will be brief.)

**I have a 14+ year career** as an Instructional Designer, Marketing Specialist, Web Designer AND all around super techy witty gal working at Intel Corp. And on the side, I have owned a home based business since 2007. I have taught myself every single design, development or tech tool I know. Including designing this super fancy newsletter, for which I used **Canva.com** ;-).



Helping women entrepreneurs showcase their business online

[www.AymeeBuckhannon.com](http://www.AymeeBuckhannon.com)

copyright ©2015 Aymee Buckhannon

# 10<sup>likely</sup> REASONS WHY YOUR WEBSITE isn't converting ...and how to fix it!



So, what I am going to share with you are **10 Really Good Reasons** why your site is likely not performing as expected so you can go through and re-arrange the furniture (per say) and make it more =FUN-SELL" (I couldn't come up with a clever-er match to feng-shui so...)

**Plus a little extra bonus** is included at the end of this e-book (DON'T LOOK NOW! STAY! STAY!) Ok fine, so now you know. I tried to make that page lock itself but that is still in the works!

READY. SET. GO TO NEXT PAGE

Helping women entrepreneurs showcase their business online

[www.AymeeBuckhannon.com](http://www.AymeeBuckhannon.com)

copyright ©2015 Aymee Buckhannon

# 10<sup>likely</sup> REASONS WHY YOUR WEBSITE isn't converting ...and how to fix it!



## You Are Not Building A List

**The money is in the follow up!** As soon as your visitor leaves your site, they have forgotten about YOU. This is true 97.8% of the time. Not only that, but if they really liked your content I bet they will want more of it!

Adding an Opt-in box allows your visitors to enter their contact info like name and email so you can communicate with them later and remind them about that awesome website of yours.

Send them a link to your last Facebook Post & ask for likes or comments!



**How to fix it:** Look into an email marketing company to add an opt-in box to your site! Try MailChimp if you're bootstrapping it, or AWeber (which is what I use).

Helping women entrepreneurs showcase their business online

[www.AymeeBuckhannon.com](http://www.AymeeBuckhannon.com)

copyright ©2015 Aymee Buckhannon

# 10<sup>likely</sup> REASONS WHY YOUR WEBSITE isn't converting ...and how to fix it!



## Your Opt-in Offer is Not Unique or Intriguing

**What you offer needs to ADD VALUE to YOUR audience!** You're asking for an email from someone with (likely) an overflowing inbox. How will your deal influence them adding one more?

I like to use the analogy of a resume. When you apply for a job, you polish your resume as best you can. Your resume usually presents your best skills for that particular job. You make it to look good so you will land the interview! Same with your offer. You want to put your best foot forward so you can show your "interviewer" what you got! Make it irresistible to say no to!

Of course, same as with your resume, the proof is in the pudding!

**How to fix it:** Create an "I would pay for this" type of offer as your give-away in exchange for contact details.

Helping women entrepreneurs showcase their business online

[www.AymeeBuckhannon.com](http://www.AymeeBuckhannon.com)

copyright ©2015 Aymee Buckhannon

# 10<sup>likely</sup> REASONS WHY YOUR WEBSITE isn't converting ...and how to fix it!



## No Clear Call To Action

**You must tell people what to do!** For reals that there is some serious ADD going on when people are surfing around. The majority of the folks landing on your site will WANT to click on something. We love to click things!

If you do not have a VERY specific Call to Action front and center then your audience will wander for a bit, then leave. Be specific and purposeful!

The most important call to action to work on first is a SUBSCRIBE TO MY NEWSLETTER (or get creative here), Call to Action. That truly should be your site's priority.

*Cool Tip*

**How to fix it:** Add a catchy and specific Call to Action ABOVE the fold (imaginary line below which folks have to scroll to read more content). This can be part of your Opt-In Form design.

Helping women entrepreneurs showcase their business online

[www.AymeeBuckhannon.com](http://www.AymeeBuckhannon.com)

copyright ©2015 Aymee Buckhannon

# 10<sup>likely</sup> REASONS WHY YOUR WEBSITE isn't converting ...and how to fix it!



## Your Services Are Too Vague

**What exactly do you offer?** Be specific, highlight why I need this and keep it "customer focused".

No one really cares about you and your skills until AFTER they begin to consider that they need what you have to offer. Period. So stop talking about yourself in your services and start writing about what you are gonna deliver instead

You can offer a trillion services if you want, but my recommendation for better engagement is to keep "related services" grouped under 3-4 Categories.

*Cool Tip*



**How to fix it:** Either review all your services and group them OR better yet, select 3 or 4 you want to focus on and stick to those. And have you considered having a "signature program?"

Helping women entrepreneurs showcase their business online

[www.AymeeBuckhannon.com](http://www.AymeeBuckhannon.com)

copyright ©2015 Aymee Buckhannon

# 10<sup>likely</sup> REASONS WHY YOUR WEBSITE isn't converting ...and how to fix it!



## No Easy Way To Purchase From Your Site

**How do I pay you???** I have literally visited websites to purchase and COULD NOT FIND THE BUY BUTTON! That's like wut?

Make it super easy for folks to give you money! That's really all I have to say here. The easier this is the better your chances are at making a sale. If you are instructing people to call you for PayPal instructions (unless totally necessary for some reason), you will lose buyers. We are lazy and want instant buying magic powers.

If your site is on WordPress there are shopping cart plugins you can install. Most are free.

*Cool Tip*



**How to fix it:** Get a Paypal account and create a buy button. The software literally produces a code you just copy and paste to your site and you are done. You're open for online business now.

Helping women entrepreneurs showcase their business online

[www.AymeeBuckhannon.com](http://www.AymeeBuckhannon.com)

copyright ©2015 Aymee Buckhannon



# 10<sup>likely</sup> REASONS WHY YOUR WEBSITE isn't converting ...and how to fix it!



## Missing or Really Vague About Me Page

**Who are you and why should I buy anything from you?** You'd think we are all adults here but we MUST check you out FIRST. It is what it is.

About Me pages not only create a connection to your audience but it helps them trust you more because they see a human being behind the "business". And it's cool to see who is responsible for all this awesomeness!

Make sure you add a photo of yourself and please, hire someone or bribe a friend with a good camera to take a great pic of you!

**How to fix it:** Add an about me page or polish the one you have to include things about YOU that help build trust, relationships & helps people understand your story better. We love stories!

Helping women entrepreneurs showcase their business online

[www.AymeeBuckhannon.com](http://www.AymeeBuckhannon.com)

copyright ©2015 Aymee Buckhannon

# 10<sup>likely</sup> REASONS WHY YOUR WEBSITE isn't converting ...and how to fix it!



## You Are Still Using a Free Platform

**If you want to look professional, you gotta get off the freebies.** I realize we all have that bootstrapping phase where we want to get off the ground with the least amount of \$\$ pain, but when it comes to your site...you just GOTTA have your own!

I am speaking about free blogs & free websites. Specially if you are still using their URL! Unfortunately, it doesn't add credibility to your brand. You don't need a fancy, expensive design or designer, but DO work on self-hosting your site if you are not already.

**How to fix it:** Check out Bluehost or Godaddy for easy websites with templates and even click and go Wordpress set up (highly recommended). There are LOTS of free or affordable WP templates you can install yourself if you need to that will still help you create a great, non-freebie brand.

Helping women entrepreneurs showcase their business online

[www.AymeeBuckhannon.com](http://www.AymeeBuckhannon.com)

copyright ©2015 Aymee Buckhannon

# 10<sup>likely</sup> REASONS WHY YOUR WEBSITE isn't converting ...and how to fix it!



## You Are Using Low Quality Imagery

**What's more important, design or content?** Lots of different opinions on this. Here is mine: A person lands on your site and spends the first 6 seconds max assessing it. The design & quality of imagery/graphics used will get the eyes on the ball, the content will keep them coming back.

It's sort of like "first impressions": they matter! **Specially with YOUR photo.** I'm not saying content doesn't matter, but crappy images or design will make YOU work harder to prove yourself with your content alone. The same applies to the opposite; if your design is AMAZING but your content sucks, then well, that hurts too.

**How to fix it:** Get inspired by looking at sites like Chalene Johnson, or Amy Porterfield. Get great photos here: [DollarPhotoClub.com](http://DollarPhotoClub.com), [iStockPhoto.com](http://iStockPhoto.com). PS: Do not just use Google images, not cool.

Helping women entrepreneurs showcase their business online

[www.AymeeBuckhannon.com](http://www.AymeeBuckhannon.com)

copyright ©2015 Aymee Buckhannon

# 10<sup>likely</sup> REASONS WHY YOUR WEBSITE isn't converting ...and how to fix it!



## Too Many Flashy Objects

**Does your website look like a Las Vegas Boulevard?** Why do you have flashing ads everywhere that have nothing to do with YOUR business?

Ok, if you are strictly an affiliate marketer then you probably need all those flashing things. BUT if you offer a service or product you created yourself, then you need to stop sending people AWAY from your website! Stop the ad madness and focus on your thing.

I even recommend you do NOT place your social media links front and center. Make them less subtle. Keep people on your site.

*Cool Tip*



**How to fix it:** Get rid of the side bar links that send people away from your content. Replace that space with links to other pages on your site, your subscriber opt-in box.

Helping women entrepreneurs showcase their business online

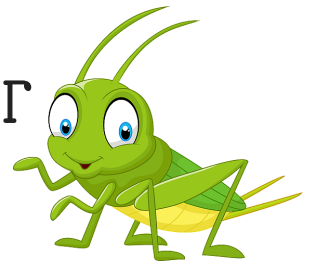
[www.AymeeBuckhannon.com](http://www.AymeeBuckhannon.com)

copyright ©2015 Aymee Buckhannon

# 10<sup>likely</sup> REASONS WHY YOUR WEBSITE isn't converting ...and how to fix it!



## The Only Visitors at Your Site Are...Crickets...



**I hear ya with this one!** This could possibly be the SINGLE most important thing to work on because even if the above is all good, you still need peeps to come by and check you out, right?

There are two ways to attract traffic: Organically & Manually. Organically will require optimizing your content for Google to pick those keywords up (SEO), and you can work on that as you go cuz this will take time. But the quickest way to get people there is to SEND THEM THERE YOURSELF!

**How to DO THIS:** Check out [SocialMediaExaminer.com](http://SocialMediaExaminer.com) for loads of traffic ideas. But here is what I'm recommending **you START using today: Periscope** (free live streaming app on your mobile device). Follow Kim Garst there to learn the ropes. Be an attendee & contribute first, then start your own broadcasts. **100% yes, try it!**

Helping women entrepreneurs showcase their business online

[www.AymeeBuckhannon.com](http://www.AymeeBuckhannon.com)

copyright ©2015 Aymee Buckhannon

# 10<sup>likely</sup> REASONS WHY YOUR WEBSITE isn't converting ...and how to fix it!



And there you have it!

Of course, each and every one of these topics could be expanded upon in a lot more detail, specially #10 (right?). And I actually do talk about all of these in my blog, inside the exclusive content of my VIP group newsletter you are IN now!) & you will be hearing me talk about these on Periscope as well.

Yes, I DO plan to take my own medicine Periscope!!!

## HERE IS MY SUPER-DUPER BONUS



I will be selecting **THREE** lucky **Betty's** from my **VIP list** this month & offering them a **complimentary Web Audit (Reg \$49)**. All you need to do to enter is 1 or both of these:



**/AymeeBuckhannon**

'Like' my page & post which numbers you will work on.  
Example: Aymee, I need to work on #1, #4, #6 #webauditawesomeness



**@AymeeB**

Tweet at me the SAME as above!  
#webauditawesomeness

Helping women entrepreneurs showcase their business online

[www.AymeeBuckhannon.com](http://www.AymeeBuckhannon.com)

copyright ©2015 Aymee Buckhannon