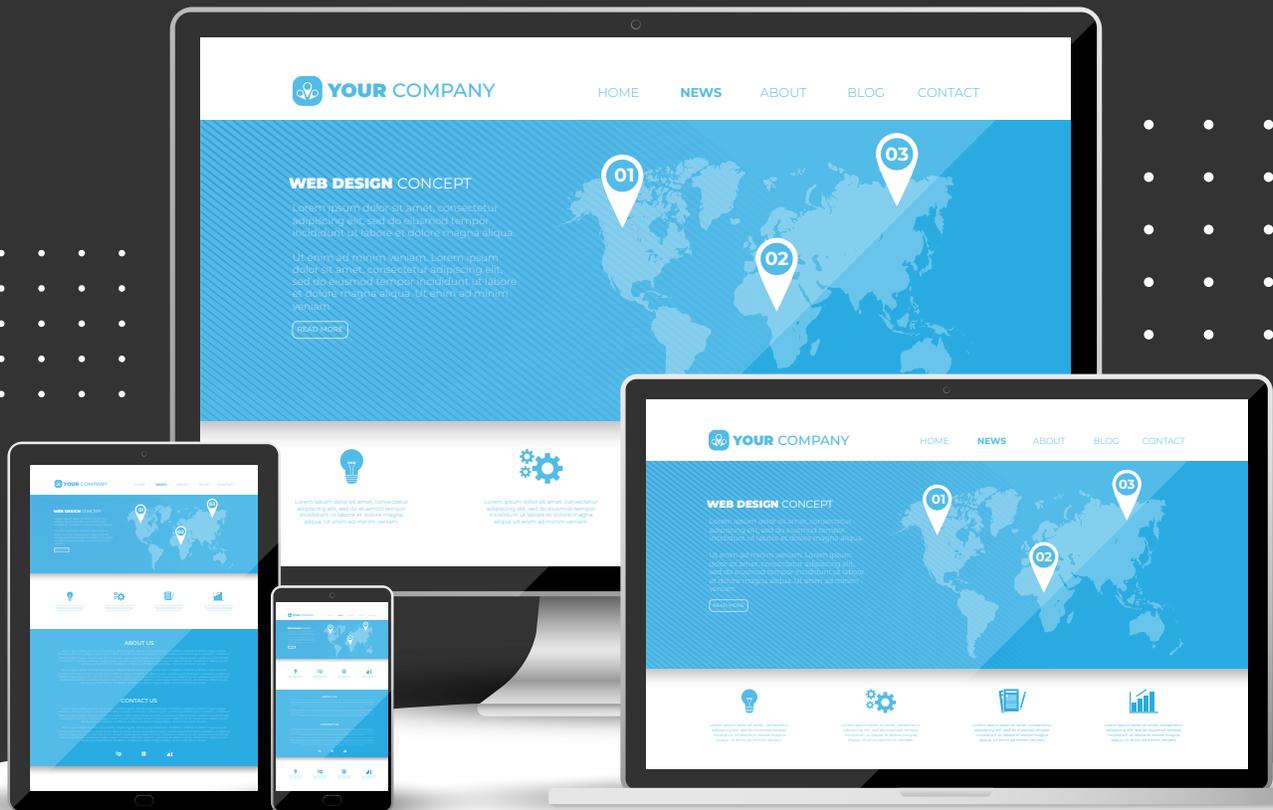


3 *cores*

Your Website Should Include

To Stop Losing Customers To Your Competitors



TOBI RAPHAEL

Introduction

Are you getting beaten in the market place because your message is confusing? However you bring in revenues, I guarantee this book will help you sell more products, gain more customers, and beat your competitions If applied correctly.

You could keep growing at your present rate or you can double, triple or even quadruple your revenues. You choose, choose to read this book.

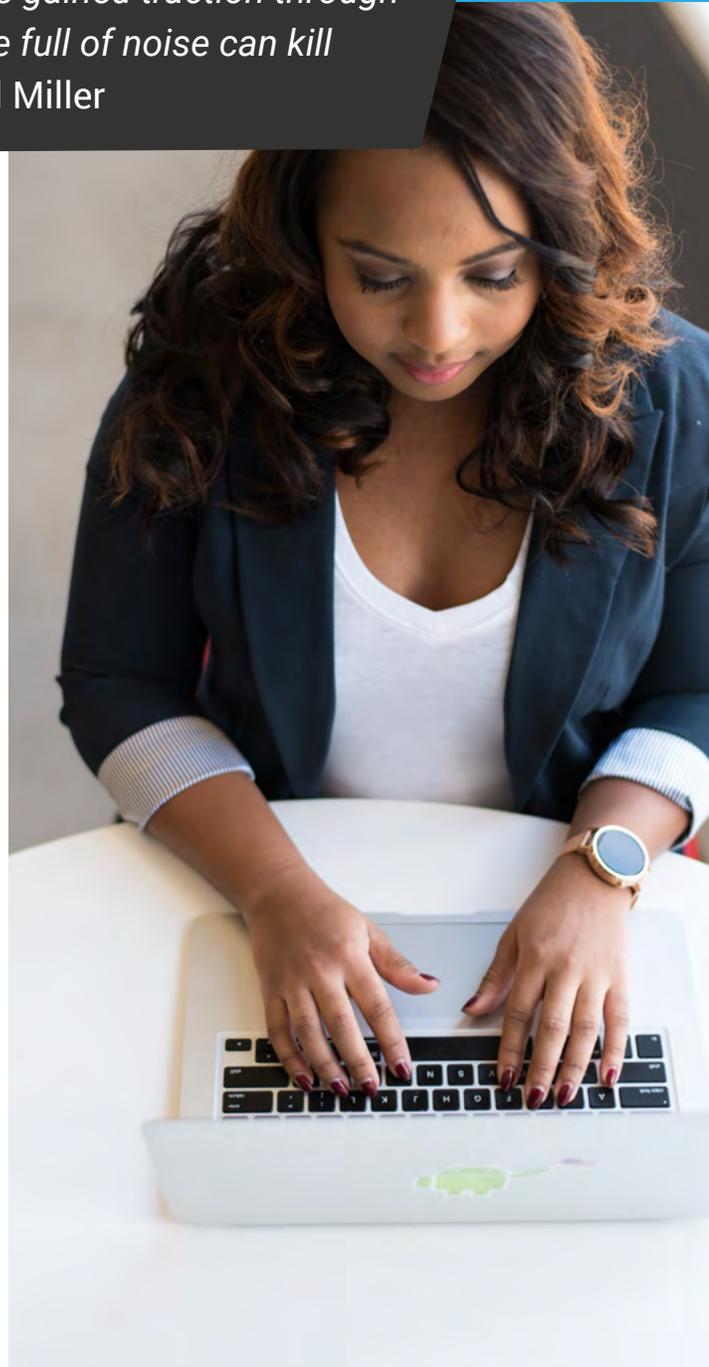
The First Impression



Even if your company has gained traction through word-of-mouth, a website full of noise can kill potential sales. - Donald Miller

Your website is likely the first impression a potential customer will receive about your company. When potential customers land on your website they need to know what you offer, and how it will help them, they also need to know how to buy, you need to ask for the sales, you lose 100% of sales you don't ask for. The earlier you are able to communicate these terms, the better.

Website is like an office online. Imagine if you visit a physical office to engage their services but when you arrived everything was totally out of place in their office, you would probably endure staying around to honour the appointment, but you may not go ahead and do business with them or engage their services in any way though the service they offer has little to do with the appearance of their physical office.



The same applies to our websites. If potential customers visit our website and there are too much for them to process, the prospects will probably conclude, if we care less simplifying our website to them, we probably care less about them. These first impressions can be nearly impossible to reverse or undo, and they often set the tone for the relationship that follows which is always often no sales.



“Building a website is easy, designing one takes skill.” - Paul Scrivens

While your website is not the only tool for your digital presence and marketing, it is the one that does the major heavy lifting. Perhaps you have heard people say “Our website is getting traffic, but we’re not making sales...We’ve tried everything, SEO, Google AdWords, SEM, Facebook marketing, Twitter and Instagram but we’re still not growing as fast as we should be.”

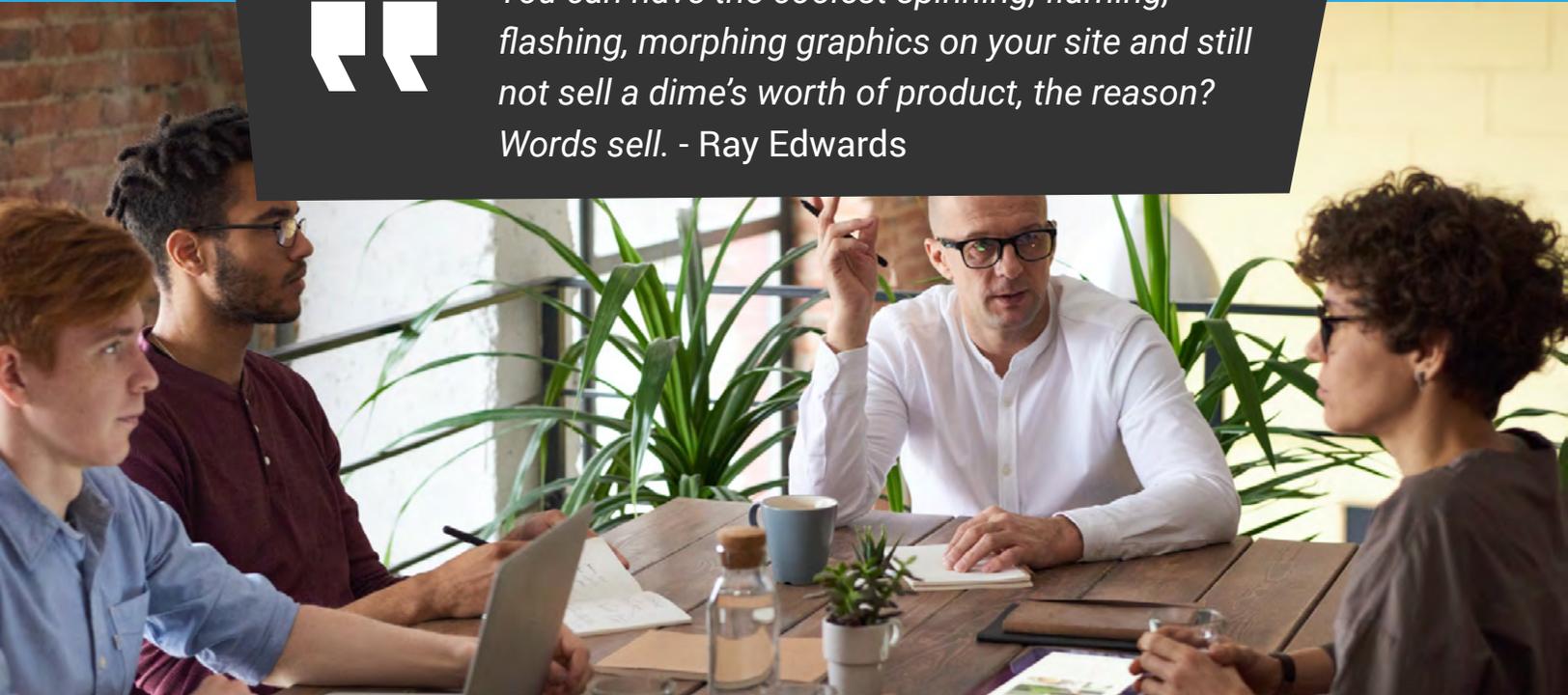
Chances are their website does not employ the right words, or their words are not clear enough and consequently it is costing those sales. The single most important ingredient on your website is the words.



The Three Cores



You can have the coolest spinning, flaming, flashing, morphing graphics on your site and still not sell a dime's worth of product, the reason? Words sell. - Ray Edwards



From 1 website in 1991 to 1 billion websites in 2014, there are over 1.7 billion websites on the World Wide Web today with an estimated of 200 million active websites. Just as the internet as change, so as its audience.

People don't read website anymore, they scan it. Gone are those days when you use website as a clearing house of information, if you are not filtering your message enough and making it clear to potential customers what you offer, and how that solve their problems in one or two sentences, and what they need to do to buy, they just leave and check one of your competitions' websites. Like the entry words of one of my favourite podcasts, "if you confuse, you lose."

Chances are your competitions are already taking advantage of clarifying their messages and using this to grow their businesses, even your small competitions. If you have ever asked yourself, why do some products and services succeed even though they are not necessarily the best in the market? Three basic things, while these are not all it takes, unless we get these three things working, others will not bring that exponential business growth.

1. Clarity
2. Design
3. Strategy

1. CLARITY



You can't sell anything if you can't tell anything.
– Beth Comstock

Your message should be clear, well filtered and customer centric. The words on your websites are vital in answering the questions of your potential customers and also encouraging customers to explore the website further; but can design help? Yes! Your message needs to be clear first, so customers listen. If your message is not clear, design would not make the sales.

Whoever said the most in the least amount of words wins the most. What is your message?



2. DESIGN



People ignores design that ignores People.

– Frank Chimero

Design is instrumental for two reasons; it helps create an emotional connection with website users through communication elements such as logo, colours, images, font, words, and tone of voice et al. Like the popular saying “a picture is worth a thousand words.” Design also facilitates a visual link that helps our potential customers to read, understand and act on key messages.

The design of your website should be used strategically to enhance the message of your website. Communication elements such as, text, font, images, icon, title and headers, colour, audio and video should be mix perfectly in the right amount and scoop to get the perfect taste that generate sales.

Deciding the actual scoop of these elements is very important as an overpowering element can hinders communication. The design of a website should not become a priority over the message, else the website will suffer in usability and consequently sales.



3. STRATEGY



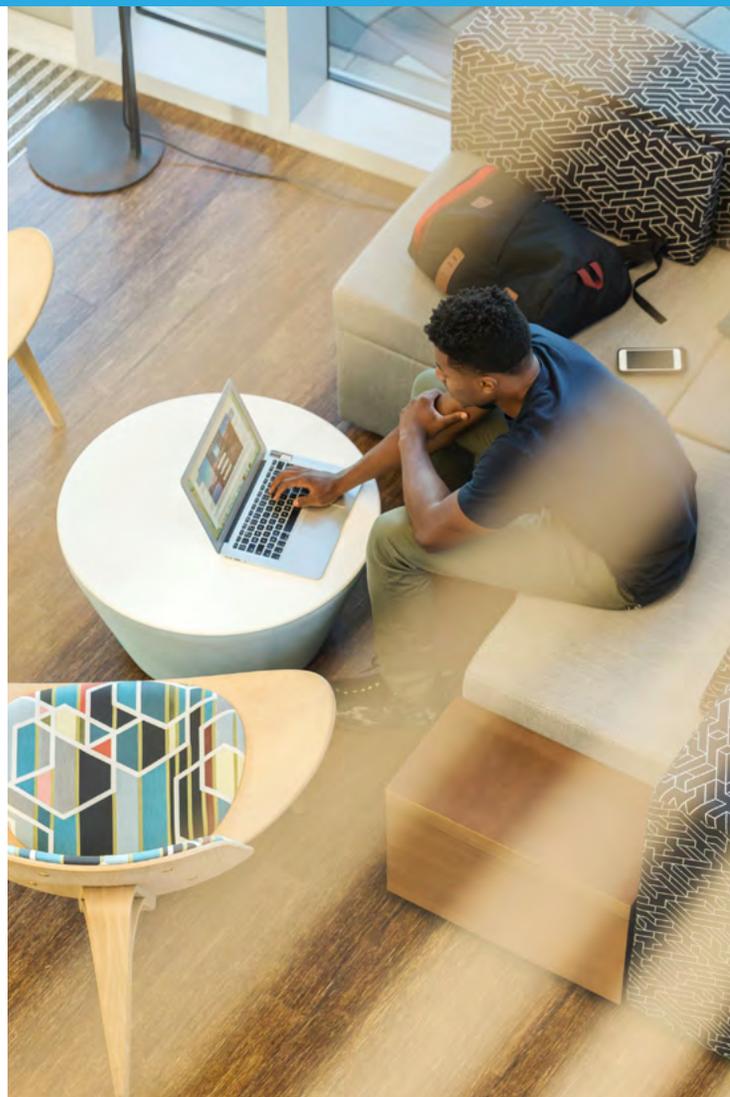
The essence of strategy is choosing what not to do.
– Michael Porter

This leads us to strategy; the strategy determines the amount of scoop of design to use to present and enhance clarity. Design is like salt, too much of it is a disaster, and if it not enough, the desire taste would not come alive which is sales. Our website should be equivalent to a sales letter and should be able to close sales if not at least generate a good sales leads. Strategy is what help you sell without sounding too salesy.

Today, it is hard to talk about these three cores separately, when we talk about clarifying our message, we also mention how to present it using design, between design and clarity is strategy which determines how they mix to generate sales.

When we get the perfect mix, voila! If you employ these three cores into your website in the right amount of scoop, it will work, you will sell more stuffs.

At Edgescoop, we build websites and strategy that grow your business and beat your competitions, our process is based on these three cores and our goal is to help your business grow.





Most of us don't have millions to spend on a marketing campaign, but that's ok. These days we could get serious traction just by paying attention to our digital presence. A great digital presence starts with a clear and effective website.

- Donald Miller

Visit our website at www.edgescoop.com/grow-your-business to start growing your business today. We guarantee you will see exponential growth in your business.

If you are not completely satisfied with your experience with us within 30 days, we will make it right or refund your money 100% within 1 business day.