GROW
SALES FOCUSED MARKETING

STRENGTHEN YOUR WEBSITE

Increase it's effectiveness as a selling tool.

YOU NEVER GET A 2ND CHANCE TO MAKE A 1ST IMPRESSION

Your website is often your customer's first interaction with your business. An effective website is key to turning passive visitors into active customers.

FOLLOW THESE STEPS TO BEGIN CONVERTING VISITORS TO CUSTOMERS

✓	Make sure your site is Secure. The URL must be HTTPS.
✓	Ensure your website has the proper meta tags, so your website is properly indexed and influential.
✓	Keep the content engaging. Use a balance of photos, videos, and text.
✓	Address the top questions you're asked, anything that can be confusing, and all things that can be perceived as negative.
✓	Every page NEEDS elements of Social Proof.
✓	The central theme should always be tied to a call-to-action.
✓	DO NOT neglect to add analytics to your site, such as Google Analytics.
✓	Drive all forms of online marketing to your website, allowing you to prove the value of any paid/unpaid advertising because it is trackable.

SOURCE:
WWW.GROWINGSALES.COM