



Now That You Know the Secrets to a Successful Website, Here's What You Need to Do Now.

This is part three of my series of articles on Wellness Websites That Work. In the first two parts, I focused on successful websites that dealt with the weight loss industry. While I am aware weight loss is only one component of wellness, there's no denying the impact obesity has made on our society. Nor the amount of advertising dollars which are spent annually to address it. The secrets that I shared can be applied to any facet of wellness on your website.

Let's recap the secrets that were discussed and how they can be used to boost your brand.

1. Safety – “Once burned, twice shy”. Prior bad experiences will make your buyers skeptical of your initial claims. Offering a supportive environment with a thriving online community can make all the difference. Developing trust in your brand will drive traffic to your site on a consistent basis.
2. Information – Don't make your buyers guess what your brand has to offer. If your buyer doesn't understand what you're trying to sell, they're gone.
3. Transparency – No one likes 'bait and switch' tactics. Make sure you can provide what you promise.
4. Options – Variety is truly the spice of life. If you don't have it, buyers will go elsewhere.
5. Empathy – Do you “get” your buyers and what they want? Show them.

6. Hope – Without hope that their situation can improve, why do they need what you have to offer?

You might think that this is all common sense but you would be surprised at how many websites overlook these principles. Today's tendency is to go for the "new and Improved" version; without a strong foundation, it just won't stand.

How can you successfully implement these tips into your website? First, let's take a look at your current website. Evaluate each of its components through the lens of safety. Is your site welcoming and inclusive? Do you have a strong support setup? Can your buyer see themselves through testimonials and reviews? If you can honestly say yes to these questions, you have made a good start.

Do the same review with the other five steps and see what you discover. Be honest with yourself and even a little ruthless; it will pay dividends in the end. Believe me, if you don't do it, your buyer sure will. Today's consumers know they have choices and they will be quick to pass on your company if you don't meet their needs.

Of course, no company can meet all of their buyers' needs but, if they see you have made your best effort to do so, they're likely to give you a try. And that's all you need! A quality product sells itself **if** you can get the buyer's attention. Don't leave easy money on the table; do the prep work!

So now you've finished the evaluation based on the secrets and confidently put your brand new, redesigned website online – and crickets. What happened? Why isn't the site getting hits?

The sad reality is that even though you made all these changes, your site may still have to play catchup. Your competitors have the edge with sites which have been up and functioning well while you restructured.

Most internet buyers won't look past the second page of results. How can you make your brand stand out in the crowd? Time to do a website audit. Some key points to consider:

- Are your title tags unique and accurate? Do they contain keywords and your brand?
- Are you using meta tags in different areas of the site? Are they descriptive and contain keywords?
- Are your URLs easy to remember? Are they unique and contain keywords?
- Are you including internal links where possible? Is it easy for your visitors to navigate the website?
- Is your page load speed good on all devices?

Of course, there are many other areas to look at to improve the function of your website. A full website audit may be called for if you discover some of these points have not been addressed. It is a proven fact that utilizing SEO techniques will increase traffic to your site. The expense can pay off big time for your brand; money well spent.

Other areas that deserve consideration might be where are you showcasing your brand? Are you leveraging all available assets to increase name recognition? Connecting your brand with an event, publication or company can help to increase interest in what you have to offer.

If your brand has a “different” type of name, can you connect it with one that prospective buyers will know? Curiosity drives searches but buyers need some familiarity for safety. There’s that word again, lol!

Your website should be continually evolving to showcase your brand. Allowing your page to become stagnant will stunt future growth. Make sure to do regular assessments, especially if sales numbers decline.

Always remember that your buyer is ruled by their head and their heart, and they both need to be content at the end of the day. And you will be too!

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