Business Builder
Tips & Techniques to Help Your Business Grow

Ten Reasons People Don't Buy From Your Website
Part 1

1. **You don't make them feel safe when they order.** Yes, the Web has been around for a while. You'd think that people would feel comfortable by now ordering online, but with so much identify theft, customers remain wary. You need to remind people that they are ordering through a secure server on your site. Tell them that you won't sell their e-mail address and that all their information is kept strictly confidential.

2. **Your ad copy is unattractive.** By this, I mean you make the mistake of listing features instead of benefits. A car that goes 0-60 in eight seconds is a feature– the fact that you can merge into traffic swiftly and safely is a benefit. If your headline is too general, it will not attract your target audience. Tell people what your product can do to make their life better and don't forget to give them a guarantee and you'll increase sales.

3. **You don't remind people to come back and visit.** If might be hard to believe, but even with your great copy and graphics, people usually don't buy the first time they visit. It's a numbers game. The more times they visit your site, the greater the chance they will buy. Give them a free subscription to your e-newsletter or a coupon that can be redeemed on their next visit– anything to keep them visiting your site.

4. **You don't let folks know anything about your business.** Prospects feel more comfortable once they know who they're buying from. Here's a no-brainer. Publish a section called "About Us" on you website. Include your business profile, history and contact information including a phone number where they can call you. People will trust you more if they know they can pick up the phone and talk to you.

5. **You don't give people enough ordering options.** Give them every possible way to order from you. Accept credit cards, checks, money orders, Paypal– take orders by phone, email, fax, mail, carrier pigeons. Make the ordering process easy and you'll see more response!

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