

## Websites That Sell !!! Put the Design Element Behind You for Just One Minute !!!!

After reading a few e-mails about people adding content to their site to appeal to more people, it brings to mind have they thought to optimize there existing content to target their ideal client? Do they have obvious links that allow people to close the "conversion" on their site?

Adding additional content is rarely the solution to increasing your conversions on the web, just as beautiful design not being a conversion solution to your website. Now you may ask aren't these the two basic elements to my site? They are main elements to your website but far from your solution to closing deals on the web. 91% of American adults use search engines to find information (Source: PewInternet.org – Dec. 2005), 79 % of American adults surveyed said they use the Internet to look for health/medical information (Source PewInternet.org – Nov. 2004).

Hypothetical Questions: So will additional content serve these people? Is it the right content? Are you standing out from the crowd?

So will additional content serve these people? Additional content can appear in many facets from pictures to text. Considering people are seeking answers to their questions, will just describing your services or what you do -sell them? You are most likely just tipping the iceberg giving this type of broad information. People may look for symptoms and concerns they can relate to, taking the information a step beyond what your competitor is bringing them will help you increase conversions. Remember the solution on the Internet is only one click away, and that could include closing your site if the content is not relevant.

Is it the right content? (Ex: selling a dental porcelain veneer) What am I trying to sell you a porcelain veneer or a solution to your chipped tooth? Yes you are trying to sell that porcelain veneer, but your consumer really just wants a solution to their chipped tooth. This changes the angle at which your sales pitch is now coming. Whereas 98% of your market is trying to sell a porcelain veneer, you are selling - the Golden Egg - a solution to the consumer's problem – their chipped tooth.

Are you standing out from the crowd? A large majority of client's wanting a website want it to sell like their competitor's website or resemble it with various elements. They want the same functions and a few cool new things there competitor may not have on the site. Did you ask yourself if your potential consumer cared? What's a before and after if it is not speaking to me? Great I know what that person looked like before and I can see their after, but what was their problem? What did they do to solve it? Some potential patient's may have already heard their "solution" from a friend or family member and are going to your site to re-affirm whether their conclusion was correct. And then, and only then they will be ready to make that call and schedule an appointment.

There are many more elements that fit into increasing conversions on your site, but we are saving these for our consulting client.

### About the Author

Zach Hoffman is interested in helping people. To learn more about custom dental website, dental websites, dentistry websites visit:

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