

How to get
100% GUARANTEED
more sales & enquiries
for any product or service
on your website.



That's a pretty bold claim.

But you WILL achieve that goal if you implement our recommendations.

You can even implement just a selection of our recommendations and you'll still benefit.

There's a huge amount of useful information to cover so we've split it into two parts:

Part 1

Part 1 is all within this guide and is designed to be comprehensive enough without killing a tree or two if you needed to print out both parts 1 and 2 combined.

Part 1 covers:

1. Why it's important to remove pointless website visitors from your data.
2. Following up on identifiable companies that visited your website pages.
3. How to create better product/service pages than all your competitors combined.

Part 2

Part 2 will be delivered to you within five bi-daily emails over the next 10 days.

Why five emails?

Because they cover five individual topics, most of which will work for you and some which you may not need or want to do.

Each email will summarise the topic and link to a website page that provides the detail.

Those five topics are:

1. Why do you need tons of case studies ... and in the right places on your website.
2. Pricing – why you need a pricing page, even when choosing not to show your pricing.
3. Live chat – free and will help to avoid you losing potential business to competitors.
4. Video & images on your product/service pages – how to be better than your competitors.
5. International targeting – why you're losing potential sales from overseas.

Why it's important to remove pointless website visitors from your data.

People getting to the product or service pages on your website will be one of two types:

1. Potential or existing customers
2. Pointless visitors
3. The first needs no explanation, but the second does...

A pointless visitor is one or a combination of the following:

1. Someone from outside where you sell to (e.g. countries that you don't supply)
2. Someone who has found your page, but purely for the information, and who will never buy
3. People who want to sell to you
4. People who already supply to you
5. Competitors
6. Internal staff

Why is this important?

Why is it important to determine which website visitors are potential customers or pointless visitors?

Because you need to be comparing sales/enquiries gained to the number of visitors who were 'potential' – NOT those who were 'pointless'.

Compare the following two scenarios...

Scenario 1 – ignoring pointless visitors

1. 100 visitors visit your product or service page during a month
2. You feel that you've had two enquiries from those visitors
3. Your success rate appears to be 2%

Scenario 2 – removing pointless visitors

1. 100 visitors visit your product or service page during a month
2. You identify 40 visitors who would never be potential customers.
For example, people from outside your geographical target area, or people who want to sell to you
3. That leaves 60 website visitors
4. You feel that you've had two enquiries from those visitors
5. Your success rate is 3.3% (two of the 60 relevant visitors).

Many businesses compare levels of sales/enquiries to the overall number of website visitors landing on or viewing a page.

That comparison can lead them to think that their website page or marketing are vastly underperforming when reality is that many of the visitors should have been initially excluded from their analysis.

How to know which product or service page visitors to exclude.

How to know which product or service page visitors to exclude

Google Analytics CAN partially help here, but it's weak compared to A1WebStats ([which you can try free for 30 days...](#))

This video focuses on a website landing page and shows how A1WebStats helps to filter down website visitors so that only a smaller number are considered to be potentially customers - <https://www.youtube.com/watch?v=pwfQx4WXjjU>.

As you can see from that video, we started with 175 visitors who landed on that page and ended up with 92 after removing visitors from countries that aren't in the target market.

It's those 92 that you would compare to the level of sales/enquiries gained.

If you would like some free help on this, supplied by our experts who have worked on over 6,000 websites over 20 years, click here to book a free Zoom session:



Increasing enquiries from website visitors.

As you can see above, your starting point should be to identify only those who could potentially have become customers.

When you compare that number to your level of sales/enquiries, you will have a percentage success rate. For example, you started with 100 website visitors to your page and after filtering out pointless website visitors, ended up with 60. From those 60 you got 6 enquiries, which would be a 10% success rate.

Whatever your success rate, there's always room for improvement.

Most of that improvement will be achieved through strengthening your website, as covered further on in this guide and in the guides you will receive by email in the coming days. One reactive action you can take is to try and capitalise on those identifiable companies that have been to your product or service page, but who haven't made contact with you ...

Companies and people identification.

A core part of the A1WebStats system provides you with actionable information that will gain you more results from your website visitors – companies identification and geolocation.

It identifies companies in two ways:

- By their IP address
- By their geolocation (this is normally a partial address with a postcode/zip code)

This video introduces companies tracking by IP address:
<https://www.youtube.com/watch?v=p4BFvZiCQDs>.

This video focuses on tracking companies by more than their IP address, using their geolocation (postcode or zip code plus partial address): <https://www.youtube.com/watch?v=OwQZ6o52z2I>.

It's also possible to target individual residential properties (more useful for B2C activities), as you can see in this video: <https://www.youtube.com/watch?v=xzFnCox6Wgk>.

You may think that it's useful to capitalise on the knowledge that people within companies have been to your website (including what they looked at page by page).

It is, if you have a process and culture that will follow up on those companies that visited but didn't make contact with you.

However, the ideal situation is for 'company visitors' (whether identifiable or not) to be proactively contacting you because your website has given them enough reasons to do so. This leads onto...

How to create a better product/service page than all your competitors combined.

This step by step process will ensure that visitors to your product or service pages will be making contact with you, even if they have already looked at the websites of your competitors.

Why?

Because they won't have found enough reasons to make contact when they visited your competitors.

One competitor may have achieved a strong focus on one point but not others. Another competitor may have got one aspect of their website right but not others.

YOU will be in a position to get everything right in your product or service pages and so be the natural choice for your future customers to contact.

Step 1

Make a list of your competitors.

If you don't know who they are then search Google for phrases relevant to your industry and list the competitor websites that appear.

Step 2

This step will take up as much time as you want it to but the more time you take, the stronger your updated product/service pages will be.

Open up a document (e.g. Word or a Google Doc), which will become your scrapbook of what your competitors are doing right.

How to create a better product/service page than all your competitors combined.

Go to each competitor website, focusing mainly on their product or service pages, but also on the supporting pages (where people click to before and after the product/service pages).

For each competitor, identify (from the viewpoint of a potential customer) website elements that are stronger in their websites than they are in your own website.

Use a screenshot/snipping tool to copy and paste each positive element into your scrapbook, adding text with the image if you want to remind yourself of what you discovered.

The list of positivity you will find in other websites is going to be varied, but here are some of the more common discoveries, mainly on product/service pages but also within the website structure overall...

1. Images related to the product/service.
2. Videos (not too long) related to the product/service.
3. Case study excerpts directly related to the product/service, enabling the visitor to click through to detailed case study pages.
4. Testimonials directly related to the product/service.
5. Clear pricing or indications of pricing.
6. Guarantees.
7. Product/service descriptions/specifications on the website page as well as available in downloadable PDF form.
8. USPs.
9. Focus on the experience of the team within the business.
10. Search bar to enable fast finding of products or services.
11. Easy contact options within each product or service page.
12. Live chat.

How to create a better product/service page than all your competitors combined.

Step 3

Feel pleased that none of your individual competitors have got everything right on their websites, but that you now have a combination of factors that would be powerful when combined together within your own website.

Within your business, discuss your scrapbook of positivity that you've built from the websites of your competitors.

Categorise each positive element into groupings of:

- Can work on now
- Will need more finance/time/resources

Focusing initially on the 'Can work on now' grouping, make a list of website strengthening activities that you can undertake in the weeks and months ahead.

You can't achieve everything at once unless you have extensive resources, so it's best to create a list and then further divide each list item into a series of manageable steps.

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How to create a better product/service page than all your competitors combined.

For example, if you've identified that you want to have five case studies for each of the products/services that you provide, you would break that down into the following sub-tasks:

1. List your products/services down the left-hand column of a spreadsheet.
2. Number five columns across as 'Client 1, Client 2, Client 3, Client 4, Client 5).
3. Write client names next to each product/service you offer. If you get stuck on this, refer back to your invoicing over recent months and years, which will uncover potential case studies.
4. Draft one or two case studies per day until you have them all complete. Create a summary excerpt for each case study.
5. Engage your web developer to implement those case study excerpts and detailed case study pages into the applicable product or service parts of your website.
6. Measure (using analytics and heat mapping tools) engagement with your product/service pages, seeing how people gravitate towards those case studies that you didn't have before.

Our recommendation is for you to take all your 'Can work on now' activities and break them down into individual bite-sized tasks that can then be diarised in so that time is allocated every day over the weeks and months ahead.

None of your competitors are likely to be thinking in the same proactive way, so there is no rush.

They will take time to do, which is OK.

How to create a better product/service page than all your competitors combined.

Step 4

Implement your day by day actions that you created in step 3.

We recommend ensuring that you have an accountability partner (either internally or externally), who will share the excitement of results that you will start to see as each element is implemented.

Step 5

Keep going and don't give up.

Your focus is on having product or service pages that are stronger than all your competitors combined.

It's quite likely that you will be able to achieve some parts easier and faster than others.

For example, implementing live chat is both free and easy to do, and can gain some quick results, whereas creating videos related to each product/service will take longer and require further resources.

It's better to implement some website strengthening actions as soon as you can, rather than wait until you've got everything ready.



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Onto Part 2

Part 1 has focused on:

1. Filtering your website visitors to only those that were potentially useful.
2. Comparing enquiries/sales gained to the number of potentially useful visitors to your product/service page.
3. Following up on identifiable companies interested in your products or services.
4. Combining all the best of your competitors websites so that your product or service pages will convert more website visitors to enquiries and sales.

Part 2 will be delivered in a series of five emails to you over the next 10 days.

Those emails will expand further on the concept of taking the best from your competitors' websites and building them into your own.