

# Five Essentials for Every Business Website

## 1. Tell your story online

Customers want to know who you are, and, if you lead a team, who is on it and what they do. Talk about your team, when there is nothing on your site about who you are or who's on your team, people wonder about whether you are a good company to do business with.

## 2. A clear sense of what your company offers

Too many sites leave the browser wondering what the company actually offers. Make it a priority on your home page to provide at least general information about your products and/or services, with links to specifics on a Products page. Many service-oriented companies are concerned about divulging too much information about their offerings, for competitive reasons. Some also feel that consumers will have no reason to contact them by phone if they get all they need from the Web site. There's a balance that needs to be reached in giving the potential customer enough info to make a buying decision.



## 3. Contact information

This may seem like a no-brainer, but many companies are purposely vague about their location. This is a must on your site, and it's one small way of building credibility and trust with the consumer. A phone number, a street address, and even pictures go a long way toward building credibility. Showing a physical location, even one that no one will ever visit, comforts a customer that your business is real and legitimate.

## 4. Third-party validation

This means customer testimonials, client lists, case studies, awards and recognition you've received, positive news clippings etc. Potential customers want to know who you do business with, and what current customers have to say about their experiences.



## 5. Ease of use and navigation

If people can't find it, they can't buy it. Keep your site crisp, clean, and easy to navigate. This also makes it easier for you to study traffic and usage patterns allowing you to adjust your sites based on what visitors are coming for. The ability to search a site is very important. Study this search data to see if there are trends, this then gives you an indication of what to make front and center.



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