

# Five Ways to Destroy Your Website

**Jed Wylie's**

Internet Success Strategies

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Very few of us wake up in the morning and think “I know, today I'll really put some effort into destroying my website”. In fact, you wouldn't imagine that anyone in their right mind would think that. How is it then that so many businesses still manage to annihilate their website's chances of making money on a daily basis?

They don't do it purposefully, they do it accidentally and mostly through inaction.

The good news is I am probably not talking about you but just in case you'd better keep reading!

## Step 1: Write Dull, Dreary, Rubbish

The trick here, it seems, is to find the most spectacularly un-interesting aspect of your business (when you were established, how many offices you have, and so on) and write copious amounts about that. Remember always to end with “we fulfil all our client's needs”.

The shocking truth of us humans is that most of the time we are only interested in ourselves and our problems. So, if someone is visiting your website they couldn't give a monkey's that you “tailor your service” because it doesn't mean anything to them. This is what they really want to know:

1. The benefit your product/service will be to them.
2. That you understand their problem and can explain it back to them.
3. How you can help them move from 'pain' (not using you) to 'pleasure' (using you) in clear terms.
4. That you want them to act now so that you can immediately help them.

*TIP: If you're struggling to find a structure for your pages use the AIDA technique;*

- **Attention** - grab them with a headline
- **Interest** - focus their interest (with a statistic, for example)
- **Desire** - tell them the benefits of your product/service
- **Action** - tell them what to do next (fill in form, pick up phone, read more, etc)

## Step 2: Ignore Google

More than 4.5 billion searches are done on Google each month plus they have 90% share of the UK search market. Clearly, you should ignore these guys!

Very few businesses take search engine optimisation seriously. Everyone wants to be at the top of Google but when they find out what they have to do, they give up. (Hurray, more opportunity for the rest of us!) The truth is that SEO is a demanding exercise, you will probably need some outside support but there is still a huge amount you can do on your own. (Here are 5 things to get you started you can do right now to [get free traffic](#).) The trick to high rankings is to be consistent: do a couple of hours every week and you'll soon begin to see the rewards.

Getting free traffic to your web site is one thing but did you know that you can pay for traffic? Google run an advertising system which displays appropriate adverts when keywords are typed into their search engine (rather unimaginatively called Google AdWords). You only pay Google when someone clicks on your advert. In other words, you only pay when someone is interested in your product or service. When used properly this system can make your business a fortune (several of my customers run million-dollar businesses built entirely on Google AdWords). Here's some free help on [Paid Traffic, Instant Results](#).

Here's the really crazy thing. It's not unusual for me to have a conversation with a customer who has never done any SEO or Google AdWords and yet refuses to try. They don't want to try because they're frightened it won't work. Here's my advice on what you can do if you're faced with the Doubting Thomas's - fire, gag or otherwise ignore them! There is always someone who will take pleasure in trying to rain on your parade. Simply do it anyway and when it's a roaring success... well, you'll think of something.

## Step 3: Quick! It's a Potential Customer, Ignore Them!

This can render your website almost totally pointless in one half-witted step. It takes real guts to utterly ignore your visitor but thousands and thousands of websites do it every day. It appears that some businesses are happy for you to visit their website but don't want to be inconvenienced by you actually making contact with them.

This is borne out by the sad truth that on average 99% of visitors leave websites without first leaving their contact details. If that statistic held true in the real world most of us would be out of business in week!

The great thing is it's mind numbingly easy to double, triple or quadruple your website's profits by doing this one simple thing: give something away for free on your website in exchange for your visitor's contact details. It could be anything; a free report, some consultancy time, a podcast, an e-book, anything you like. I have personally seen responses jump from 1% to 25% just using this one tactic. If you would like to read more about this strategy check out my [Get More Sales](#) page where you can see this approach in action (look at the form at the bottom of the page and sign-up to see what happens).

## Step 4: Never Measure Anything

The last thing you want to do is find out that your website isn't making any money (or worse, is accidentally making a huge amount of money).

Websites cost thousands of pounds to build and maintain so given that investment it's very important to make sure you haven't a clue about whether you're getting a return. (This is sometimes known as a tax write-off!)

Put simply, you can't improve what you don't know. The amazing thing about the online world is that it gives you access to the kind of information that 'real world' marketers can only dream about. For example, the date and time people landed on your website, where they came from, what keywords they typed in to get there, how long they stayed on the page, whether they filled in your form, how many sales of a product you made versus how many people saw the product – the list is endless. ([Google Analytics](#) does all this and more for free.)

If you aren't finding out this stuff then you are missing out because everything you learn about how people interact with your site enables you to improve it. Improving your site so more people can become customers is like giving yourself a pay rise every month - it would be dumb not to do it.

*Tip: Find out exactly how much money your website is making using my unique [Profit Calculator](#).*

## Step 5: Website, What Website?

Well, you've worked really hard destroying your website now it's time to sit back and relax. In fact, now it's time to sit back and completely forget that you have a website at all.

To really complete this task you should make sure that your news page is at least two years out of date, your price list is last year's and that your chairman's message refers to a managing director he fired nine months previously.

More and more consumers and businesses are using the Internet to find suppliers of products and services. This makes placing your website at the heart of your business even more vital than before. Keeping its content vibrant and up-to-date will make the world of difference to your visitor's understanding of your business and the likelihood of them becoming a customer.

If you want your website to be a success (rather than a costly debacle) here's a quick summary of what you need to do:

1. Write compelling copy that talks about your reader and your benefits.
2. Get started on some search engine optimisation and give Google AdWords a try.
3. Give something away for free on your website in exchange for your visitor's contact details.
4. Get yourself signed up to [Google Analytics](#), check out my [Profit Calculator](#) and give yourself that pay rise.
5. Make your website the heart of your business and keep it bang up-to-date.

Good luck and here's to your website success!

## About Jed Wylie

[Jed Wylie](#) is one of the UK's leading authorities on Internet Marketing.

*My web design company and my online marketing expertise contributes directly to more than £2.5 Million in online business for my clients each year - netting their owners very healthy annual profits.*

*Unlike many my advice is not based on theory. My background is entirely practical and my expertise comes from running the UK's leading Web Design and Online Marketing Agency which spans my 12 year online career.*

*I regularly give in-depth presentations at conferences and directly to organisations on how to radically improve their online profits.*

*My advice is direct, action-based, easily digestible and ruthlessly focused on your online business fulfilling its potential.*

*If you would like to know more about how I can help you [email me](#) or visit my [Help & Advice](#) page.*