

# The Top 5 Things Every Website Should Have to Be Successful Online

## Business Clarity

Before scrolling, does the visitor know what your business is about? A clear description of your product or services is essential. Immediately following that is how you can help them. State what type of problems you can solve. Keep these things in mind when writing:



- Stay away from industry jargon. Try and write how your customer thinks.
- Do some keyword research and find out the most popular words your customers type into the search engines
- Write in a friendly, short and to the point manner

## Call to Action

Tell your customers exactly what they should do next. Make it easy with a button that says, “download now” or “learn more” or “call us”.



## Website Content

Keep your content in bite-size pieces. People today tend to scan websites looking quickly for the information they are seeking and don't want to spend a lot of time reading. If you feel like what you have to say demands lots of words, then be sure to break it up with sub-headers.

And more importantly, make sure your content is **UNIQUE!!! DO NOT** copy someone else's content. The search engines do recognize when content is duplicated and will downgrade you in the rankings eventually.

## Contact Information

Make it easy for visitors to be able to contact you. You would be amazed how difficult some websites make this because they don't want spam! There are plenty of ways to stop spam bots from filling up your inbox. I suggest you put your contact information at the top right or left-hand corner of your website for starters in addition to the footer and a tab that says contact us. You have no idea what page a visitor enters your site. Sometimes it's not the homepage!

## Social Media Marketing

Every business today **MUST** have a social media presence, or the search engines, along with audiences, don't see you as a legitimate business. At Urback Marketing, we suggest at the minimum: Facebook, Instagram and Twitter. However, to be successful, you should have an email marketing program and be on YouTube. Depending on your industry, a text messaging marketing system may be just what your business needs. You have to ask yourself, which social media platform does my audience hang out on? If you don't know then [email us](#) and we can help.



### Helpful Tools:

[Facebook Marketing](#)

[Using Twitter to Grow Your Business](#)

[Get More Followers on Your Instagram Account](#)

[Pinterest Lab](#)