

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

## Business Clarity

Before scrolling through your web content, do visitors know what your business is about? A clear description of your products or services is essential. Immediately following that you need to communicate to your customers 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. Tailor your writing to your target audience.
- Do some keyword research and find out the most popular search words your customers use.
- Write in a friendly, concise manner.

## Call to Action

Tell your customers exactly what they should do next. The Call to Action can be a button that says, “download now” or “learn more” or “call us” for example.



## Website Content

Keep your content in bite-sized pieces. People today tend to scan websites 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.

Even 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. One suggestion is to put your contact information at the top right or left-hand corner of your website. Also, you can have your contact information in the footer and a tab that says contact us that should appear on every webpage. The reason is initially visitors might encounter different webpages on your site. Sometimes it's not the homepage!

## Social Media Marketing

Every business today **MUST** have a social media presence! Otherwise, the search engines, along with potential customers, don't see you as a legitimate business. At Urback Marketing, we suggest at the minimum you have Facebook, Instagram and Twitter presence. However, to be successful, you should also have an email marketing program and be on YouTube as well. 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 the answer to this question, then [email us](#) and we can help you figure it all out.

