

GOLD DUST SERIES

Those that KNOW more, SELL more...

How many valuable new customers are you losing because of this?

I asked that very same question to one of my oldest clients, over a lunch in London recently.

We were talking about his website.

Before he could answer, I added: *"Obviously, you'll never know how many you've lost. Visitors will have arrived at your website, be unimpressed and then leave. But, I can guarantee you, it's a hell of a lot more than you realise. And some of them will have been big fish, too. That fact will hurt, when you start thinking about how much valuable business you have lost because of it"*

My client nodded. *"I know you're right, Andy. It's been on my to-do list for some time, but I've just not got around to it yet. But, I know I must address it now. Your points are valid. The website is nowhere near good enough for another really tough year that is already hurting us."*

Recognise the scenario above? Is your website letting you down badly, because you haven't *"got around to it yet"*? You know it will almost certainly be losing you sales. Just like my client above. And the reasons will be simple.

1. It doesn't sell anywhere near hard enough - and it doesn't represent who you *really* are.
2. Your overall message delivery on the pages, is pedestrian and poor.
3. It doesn't tell the interested visitor, why they should do business with you - in other words - what it is you offer, that is *better or different* than your competitors.

My London client is right. This year in business is already really tough. It is going to get tougher.

A solid, effective website is an absolutely essential element in your future promotional strategy. You need to have it working as hard as possible for you, as soon as you can. So, take it off the to-do list - and make your website upgrade the priority you know it is. Not tomorrow... *Today...*

[And here's how you can do it](#)

If anything you've read here strikes a chord...
I'd be delighted to hear from you.

→ GET IN TOUCH