



The National

# PROFIT GATE MONTHLY

NEWSLETTER



October

## Is Your Website Doing Enough?



Some of our clients tell us how their website is bringing in plenty of new business, while others report little or nothing happening. If you're not getting new business from your website, there are two basic reasons why. First, you may have a very low number of visitors each day. You can check the stats for your site by logging into your cPanel (See the "President's Corner" below for directions). What is considered a good number of visits per month? That depends on what you sell and how much it costs. The larger your average sale, the less visitors you need to see good profit levels. The smaller your average sale, the more visitors you'll need.

Secondly, if you have lots of visitors coming to your site, but few are contacting you, then your site is not communicating successfully with your visitor. Either the site is outdated looking, or your 'message' is just not inspiring visitors to act. This is called 'poor sales conversion'. To check on this, look at your visitor stats and if you have hundreds of visits or more per month (and little or no sales from

them) then you *definitely* need to upgrade your website. You're losing money every day.

To solve the first problem, low site traffic, you need a way to 'drive' more people to your site. You can use any conventional advertising, i.e. direct mail, magazine, newspaper, billboard, radio, or TV. But, the most cost effective method is now Google ads. These cost the least since you pay only when someone searches for you, clicks on your ad, and visits your site. Bottom line is, most of these are very hot prospects! Like most advertising, managing Google ads is best done by a professional.

To solve the second problem, poor sales conversion, your site needs to be upgraded. This may involve minor wording changes or a complete overhaul to give it a more modern look. Above all, your site needs to give the visitor a brief, concise "core message" about your company and why they should consider your product/service.

If you want to discuss improving your site's performance, give us a call.

## PRESIDENT'S CORNER

*Do you know how many visitors see your site each month? All Profit Gate hosting clients have a great marketing tool they can use anytime they wish. It's a program called Awstats and it gives you complete data about how many people visited your site, clear back to when you started with our hosting system. To get to this data, go to our main site; [www.profitgate.net](http://www.profitgate.net), click on "My Account", then on the left enter your domain name (like 'profitgate.net') and hit the "Hosting Login" button. Enter your username and password then click OK. Now you can see your cPanel. Click the "Web/FTP Stats" icon, and then click the top link "Awstats". If you have any questions about the information inside,*



### **Beware of the Dark Side!**



**If you receive an email about your website or email account, beware it may not be from Profit Gate.**

**We will never ask you for your username, password or any personal information via email. If you have any questions about a suspicious email – call us before doing anything.**

**INSIDE THE GATE...**