

Tatjana Petreski Explains Why Some Websites Won't Convert

SARASOTA, FL, UNITED STATES, June 28, 2018 /EINPresswire.com/ -- [Tatjana Petreski](#) is a renowned online marketing expert. He explains that it is vital for any business to not just have a properly designed website but to also make sure that the website converts a substantial percentage of those who visit it into paying customers. Some websites, even if they have been professionally designed, simply don't seem to convert. [According to Petreski](#), this is generally down to a number of key problems.

1. The Website Doesn't Provide Instant Value

The average attention span of someone who is online is around three seconds. It is important to have a properly designed site that stands out and instantly grabs attention. However, if the person whose attention was grabbed by the website does not find any immediate value in lingering on the website, he or she will simply leave. It is important, therefore, that the product or service that is offered through the site attracts a great deal of interest.



2. Site Owners Don't Understand Their Audience

Another problem is that many businesses do not focus enough on their target demographic. They often focus more on what the senior management team and the Board of Directors expect. Unfortunately, according to Petreski, they are often out of touch with the grassroots. He explains that, instead, those responsible for online marketing should research, find data, and engage in trial and error changes to the site. Without proper research, a website will never be successful.

3. It Focuses Too Much on Looks and Not Enough on Usability

For years, online experts have been talking about the importance of making a website stand out visually. While Petreski agrees that doing that is important, it is even more vital that a website can provide the information that is needed. It should be incredibly easy and quick for a site visitor to find the information that is needed.

4. The Words Are Not Properly Connected

Websites have to be optimized so that they can be found on the search engine results. This is achieved primarily through words. Websites continue to be content-heavy, therefore. However, the human brain is led mainly through visuals, which means that a word-connect technique should be employed across the site. This means that the same stand out words should be used in a consistent manner so as not to confuse site visitors. [Tatjana Petreski explains](#) that a clear and common example of poor word-connect technique is when businesses use the words "offer", "discount", and "special" interchangeably, which they should avoid.



5. That the Message Isn't Clear

A lot of people search for something on Google and then simply open the first five pages they come across in different tabs. They then glance at those tabs before deciding which one to go for. If the message isn't clear on the landing page, therefore, people will simply close the tab and go to the next one. The value proposition of a website must be fixed and obvious straight away.

6. Website Owners Track the Wrong Metrics

According to Petreski, a lot of website owners do not look at the right metrics. For instance, they believe that traffic translates immediately into customers, which isn't true. It is about identifying which leads are of high quality and which ones are only there by accident or because they thought they could get something for nothing.

7. The Business Presumes Customers Already Know Them

Creggs explains that this is clear evidence of the digital world still being new. In the past, people had brick and mortar stores and people already know what they are about before going there. Today, however, people land on websites by chance and often don't know what the business is about. Sites must be presented in such a way that is appealing for those who know what they are looking for, but equally for those who are still completely oblivious.

8. There Is a Lack of Focus

For a business, the objective is to sell a product or service. Yet, websites seem to focus on getting people to read a blog, follow them on social media, or signing up for newsletters. Petreski explains that these things are important, but they should not be what site owners should focus on.

9. The Site Isn't Mobile Optimized

Almost everybody now has smartphones and use these devices to find the information they need. If a

website does not function properly on a mobile gadget, it may as well not exist. Mobile optimization must be a key priority for any online marketing strategy.

10. The Business Isn't Social

Last but not least, being linked to social media accounts is vital. This is the new way of providing customer service and no consumer will shop anywhere that doesn't provide such kind of customer service.

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