

Call to Action

A call to action on your website simply asks your viewer to do something. Review your website for the authority, content and keywords search engines look for. Determine if you have a clear “call to action”.

What are you asking visitors to do? Call you, buy your product, engage your services, or simply to subscribe to future communications. Think carefully about what you want from your websites visitors. This is your call to action (CTA).

CTA's create another contact point for your potential clients. It takes seven encounters, on average, before your prospect becomes a client.

You get what you ask for. If you don't ask or create a clear opportunity for your visitor to create a relationship with you and your business, you may not get your additional six contacts for the sale.

Create ongoing long-lasting relationships with your clients. Businesses are not built on one sale, but on a business relationship where your customer becomes a return client. It helps to think of it this way: you spend most of your marketing efforts and dollars to get that first customer, but when your client returns for another purchase, you aren't spending the money in follow-up dollars. With techniques we are going to cover in future SEO SOS lessons, you will see that this cost is minimal and, therefore, yields the greatest return on your marketing dollar.

Some examples of CTAs might be:

- Newsletter subscriptions. You can send out newsletters full of great information that has value to potential and existing clients. By doing this, you are reinforcing your image as the authority in your field and branding your site by offering this information without charge to your subscribers.
- Something free is always nice. A list of tips and tricks, a sample, a demo of your product, anything that helps them think of you the next time they want the product or service you offer. Did I say free? With a name and email address you can build a great marketing database that is pennies per contact and will yield nice returns.
- Ask clients to complete a request for an estimate. Give them a form that is easy to complete and easy to submit. And then, follow up! Forgetting to respond, or not putting a system in place that auto responds is a waste of that contact. Don't let carelessness destroy a reputation you are spending time and money to build.
- All I need is a phone call. If so, make sure that you give them an 800 number and a reason to call. The next 100 callers get a free report on “How to XXXX”, or a pair of movie tickets, or something that interests them. Once they make that call, you know what to do.
- All I want is an email. A good email contact form allows you to collect some additional information that pre-qualifies the prospect or perhaps gives you enough information to get the appropriate person to respond to their inquiry.

The underlying purpose of the CTA is to create a stream of continued contact points. With each additional contact, you can offer another authority-building offering, a free report, a new product announcement, or a time-based special, or, more importantly, an actual product or service offering.

Building relationships is so very important to running a successful business. When your client begins to think of you as an authority in the industry or business that you represent, but as someone who cares to share important and useful information, you have built a loyalty that cannot be measured and holds immense value to your business.

Remember, if you are going to compete in any industry, you have to develop a relationship with your customer.

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Chesa Keane has been designing and developing web sites with an eye toward search engine optimization and traffic generation since 1995. TAO Consultants offers online web and SEO courses to help you make the most of your web business and investment at the www.computergoddess.com website.