Your Website Is An Asset So What Can It Do For You?

Your website is important to your business.

I'm stating that as a fact, and I'm fairly certain somebody watching this will be going, meh, is it really though? Doesn't do anything for me. And when I ask businesswomen, and I ask, what's your website do for you? What do you want it to do for you? And I'm kind of all excited, and they're going, Meh.

And I think it's because they've not been shown that your website is an asset. If you're a bricks-and-mortar business, your shop is your asset. If you're not a bricks-and-mortar business like myself, I'm online, my website, that is my asset. And yeah, you may know me enough by now that you know I'm a perfectionist control freak.

But that control freak bit means that I control my website, just like you may not feel like it, but you do. You control your website and you can decide what you want it to do for you. So for example, if your, if your business feels like it's not getting enough leads, then let's look at your website to get you more leads. If it's the same with bookings, if it's the same with services that you're selling, if it's the same with products that you're selling, let's look at what's happening or what's not happening.

So the reason I put it like this is because a lot of the time it's the strategy that's missing. I see people that may have, they may sell a service, Say I was a juggler. We're women, we juggle a lot. I'm selling a juggling service. When they go from the social media juggling post onto the website, where do you think they should land?

For some people, it's the homepage. That just makes them search and possibly even forget what they were looking for. Some, it's a full services page where they can see that I I'm a fire eater as well, and that may distract them. You know, bright shiny thing. Part of the strategy is linking through from everything step by step.

So from your socials, if you're doing a juggling service, it goes through to the juggling service on your website, nowhere else. This is a step-by-step strategy, and when everything's aligned, it is much easier. It's easier to get the website to do what you need it to do for your business. It's an important step.