

Outdated Web Sites Drive Away Visitors, Says Internet Marketing Coach, Offering 7 Key Points for an

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Outdated web sites result in visitors losing trust in that business and choosing to do business with a competitor. There are 7 critical areas of a web site that site owners need to review and update every year.

Orange, TX (PRWEB) February 8, 2008 -- It happens each and every day. Web site visitors discover a site that seems to deliver the exact information they are seeking, only to be greeted by an outdated copyright notice, dead hyperlinks, or a contact or order form that doesn't work. The visitor instantly loses trust in that site, leaves, and begins a new search. The online business owner has lost that prospect forever. "In the same way that your mechanic conducts a regular inspection of your automobile, online business owners need to conduct an annual checkup of their web site", says Donna Gunter, Internet Marketing Coach and Founder of the Internet marketing community for service businesses, <http://www.OnlineBizU.com>.

There are 7 critical areas that Gunter says need to be checked on every web site every year:

1. Copyright notice. Create a solution that permits you update the copyright year on all your pages at one time, rather than updating them individually.
2. Opt-in forms. Do your opt-in forms work? Do you need to add additional fields to the opt-in form to collect mailing addresses, for example, or to ask how visitors found your site? Is the information contained on your confirmation and thank you pages up-to-date?
3. Autoresponder followup. Are they still current? Do they mention offers or upsells that are still available? Do you need to update any copyright or contact information contained within them? Are they making it through spam filters?
4. Signature files. Does your email signature file contain a call to action that's still working for you, or does it need to be updated? Have you changed any portion of your contact information?
5. Your free electronic giveaway. Update the copyright and content information in the electronic ebook or audio file and review any biographical/profile information that you list about yourself or your business. Is the content you provide in this giveaway still valid and current? Do you want to keep the current call to action, or does it need to be updated to better fit with your current business model?
6. Missing images and dead link check. Tour your website to ensure that all images are displaying as they should. If you link to or make reference to many resources on your site, run a dead link check annually to weed out or update those that no longer work.
7. Order forms. Be sure that your shopping cart order form works all the way through the checkout process. Create a reciprocal agreement with a colleague to check each other's order forms.

For more information on how to optimize your website and get more clients online from Internet marketing, request our free ebook, Turbocharge Your Online Marketing Toolkit, available at <http://www.OnlineBizU.com>