



5 Reasons Your Website Doesn't Deliver Leads & Sales



STRUCTURE

Reason 1

Reason 2

Reason 3

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Reason 5

Dear Friend,

You know it already, but I'll just spell it out for you: Your website needs work.

Your website has been up for a while now, but it's not bringing in the leads or sales you want. Instead, it's costing you money every day it stays up.

Maybe you should be using a different platform. Maybe the pictures or the words don't accurately show the quality of your product or service. Or, maybe people can't find you online.

Your website **COULD** be your company's best sales tool. It could be giving you leads and making you money. But, instead, your website needs work and potential customers are taking their dollars elsewhere.

Enough is enough. It's time to stop wasting money on a bad website.

If you're like most, you probably feel overwhelmed by trying to fix it yourself—and you don't know what to do next.

We have worked with many companies in construction, manufacturing, e-commerce, nonprofit, coaching, and more in the United States, Canada, and Europe, over the last decade to help them make their website work as a high-performing 24/7 sales tool.

Believe it or not, they're stunned when they hear the advice we share. I think because it's simple yet unconventional and not what everyone typically talks about—but it works. One time, after helping a client with their website, they looked at me and said, "Why didn't I think of that?"

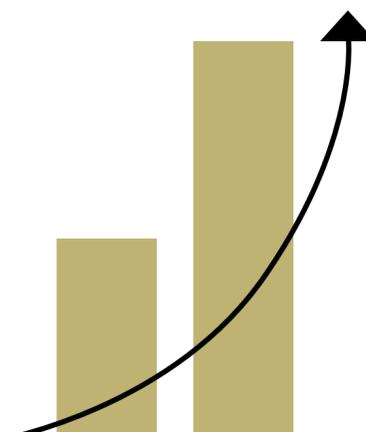
We recently helped one company triple the conversion rate on their website.

We helped another increase their sales calls by 50.71%. Another is seeing over 300% increase in the unique traffic year over year. Let's get those same results for you!

Give me the next five minutes to explain why your website fails to deliver the leads and sales you want, what you can do about it, and how we can help.

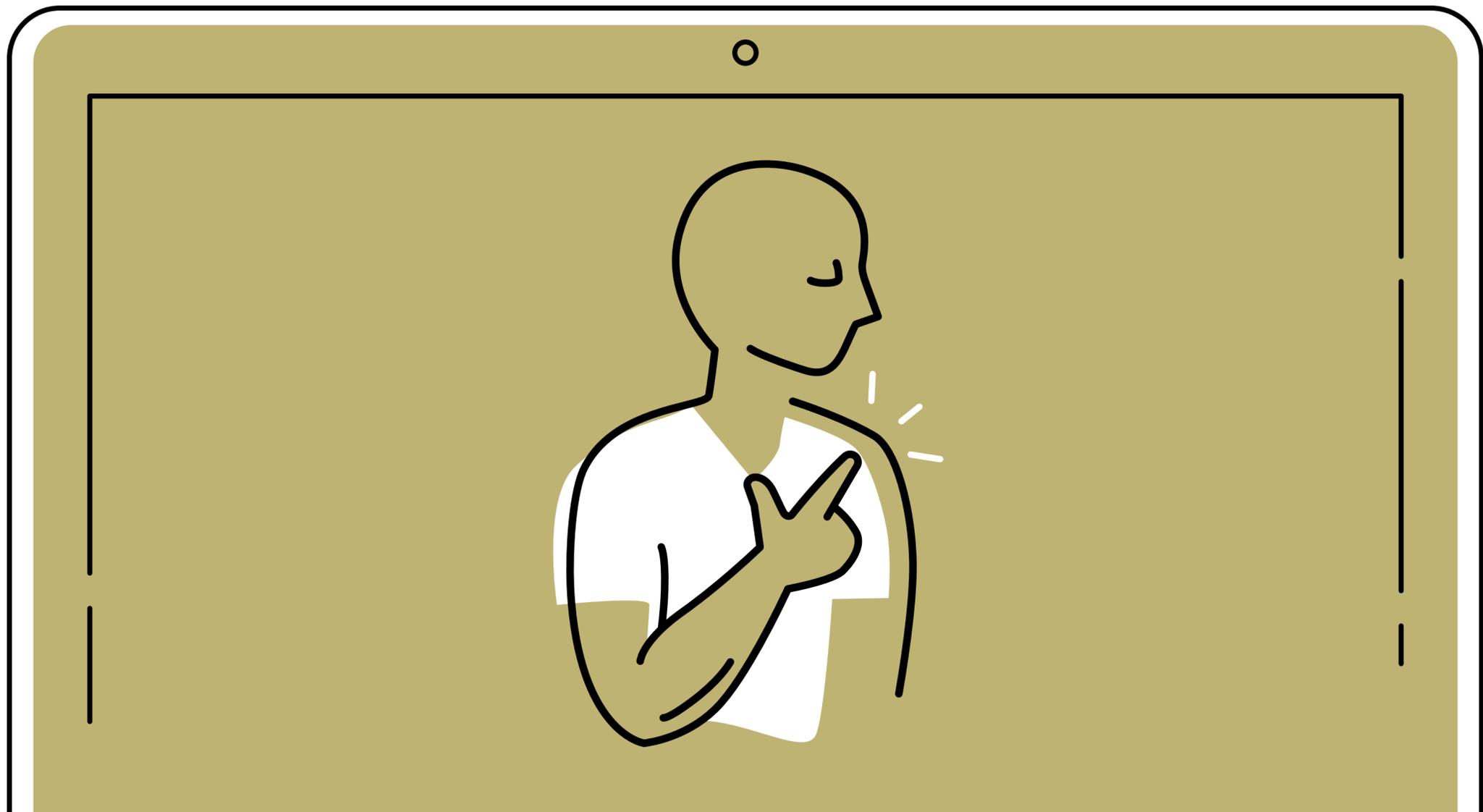
Here for you,

Simon Villeneuve



Reason 1

Your website is about you



Your website is about you

Your website should be all about your customers. What they get, how you can help make their life better, and what jobs you or your products help them do.

This principle could be summed up in five short words: you are not the hero. Let me say that again, *you are not the hero*.

You see, what many companies do is they think they're the hero of the customer's story. I mean, after all, your customer has a problem, and you are coming with the solution. So you're the hero, right? You solved their pain, and you changed their life.

Wrong.

Do what your competition isn't. Take the spotlight off yourself for a second and make your customer feel like the hero. That's what they want, after all. If you do this, they'll come back to you because you're the only one they know who makes them feel like you do.

So, how do you do that, you ask? You just do a 180-degree shift in your messaging, and you reposition yourself as a guide, a helper.

On your home page, instead of saying, "We do this and that," say, "We can help you do this and that." You see the difference? In the first example, you're the one doing, and in the second example, they're the one doing (and you're the one helping).

Even your about page needs to reflect this principle. Your about page isn't about you; it's about your customers, the ways they struggle, and how you can help them. Unless people hire you for your team, they're not coming to you looking for long lists of team members or company history, and they want to know if you can fix THEIR problem.

Make your entire website about your customer, and you'll create raving fans that'll buy once and keep coming back for more.

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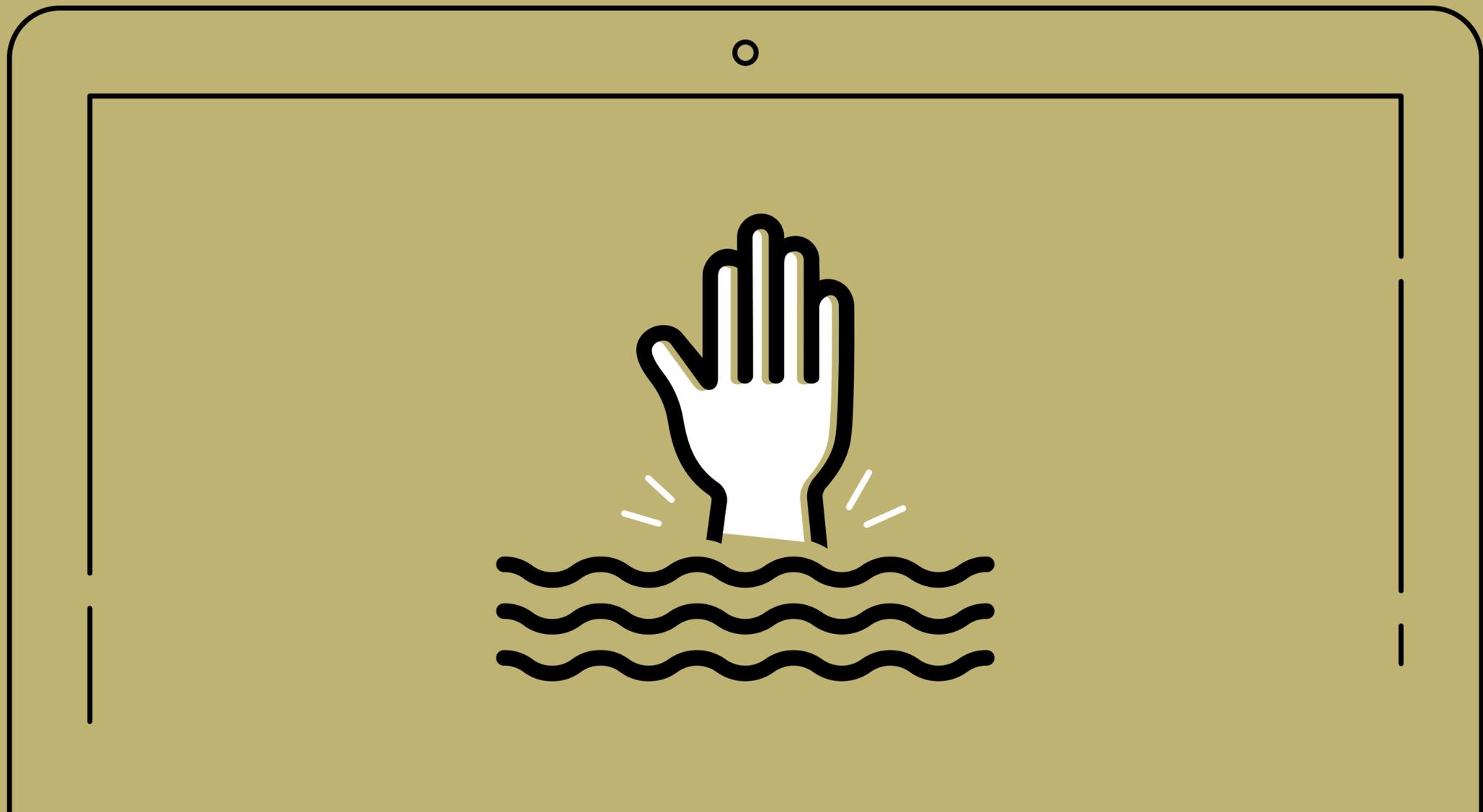
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Reason 2

Your website is overwhelming



Your website is overwhelming

Have you ever been to a website that just bombarded you with tons of information right off the bat? There was so much there, you didn't know what was important or what to look at next. It was just so overwhelming you had to leave.

What most companies do is drown their customers in information before they're ready for it.

Instead, you need to set up your website to facilitate a process called "Drip, Sip, Drink."

Here's what I mean. The first section on your homepage should have your easy-to-understand tagline where you say what you sell and give them a clear call to action.

Then in the sections below, you should talk about the different jobs your products or services do for your customers so they can look at everything from a distance—in other words, you give them a drip. And don't put it all into one section, break it down into one section per job.

If they like the drip, they'll go deeper and find your product page that gives them more information about your product—that's the sip.

Then, if they like your product, they'll read your case study or customer story—that's the drink.

Suppose you break your offering into bite-sized categories and you communicate it using the Drip, Sip, Drink, process. In that case, it'll be much easier for customers to understand what you're offering, why it's essential, and how to buy it.

Do this, and your website will work.

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Reason 3

Your website is confusing



Your website is confusing

As business owners, we think we're being clear. But in reality, we're being precise. We have tunnel vision, and we only see what's right in front of us.

Because of that, we usually make one of two mistakes:

1. We either get way too into the weeds and tell customers too much about our products too soon and we confuse them or scare them away.
2. We say generic, jargony, business things using acronyms that work in the business world, but the human on the other end has no idea what you're talking about.

This is why fixing the first two problems we talked about is so important.

If all you do is talk about yourself and your business and you bombard your customers with information, they're going to be confused and leave.

Our website work with clients has been informed by a few studies that show our brain does one of two things when it receives new information: it either makes sense of it by turning it into a story, or, if it can't make sense of it, it ignores it.

You don't want customers doing either of those things on your website: zoning out or ignoring everything you have to say.

No, you want them to engage and take action! But they can't if your website is just another thing bombarding them with more information that they don't know what to do with.

I want you to remember this: if you confuse, you'll lose.

People should go to your website and understand what you offer and if it's for them within five seconds. If it takes them longer than five seconds, you're losing sales. Ask yourself, are you being clear? Because if it doesn't make sense, it won't make money.

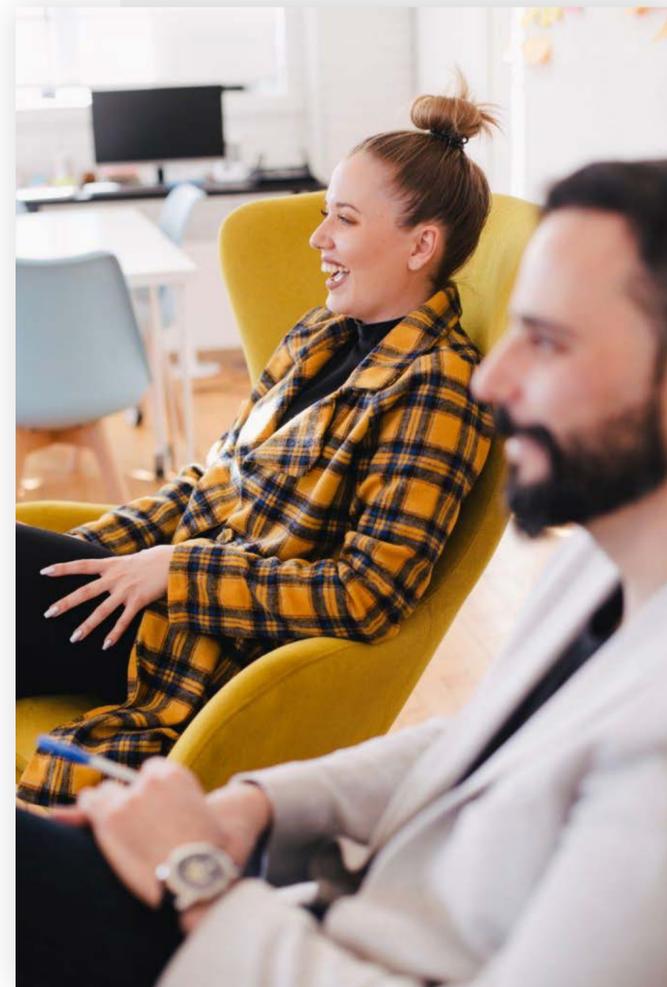
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Reason 4

Your website doesn't call people to action



Your website doesn't call people to action

It's incredible how many companies don't clearly ask for the sale. Don't be one of them! To make it easy for your customers to buy the transformation, you'll need to do two things: One, make your buy buttons easy to find, and two, make them easy to understand.

Easy to find means you need to always have a buy button in the top right corner of your website. Always. And it doesn't hurt if it's red, or another bright color that stands out. Then, put another one in your hero.

If you have a sticky header, you don't need other buttons on your website if you don't want them. However, the popcorn approach is known to work better. This is when you put buttons in various sections throughout your site.

Easy to understand means you'll want your button call to action, or CTA, to be direct.

If you're a photographer, don't just say *Hire Us*. Say *Schedule a Shoot*.

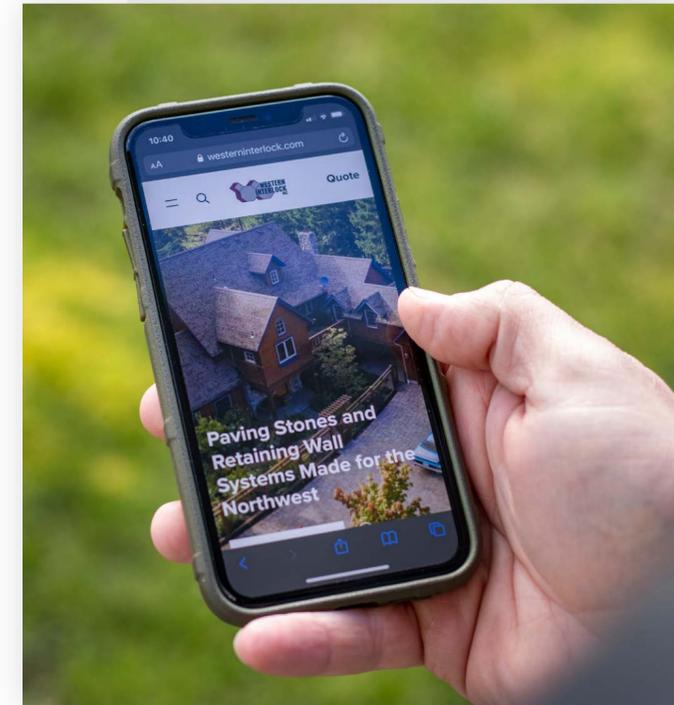
If you're a restaurant, your button should say *Make a Reservation*. *Try Our Food* would be cute but it's not clear HOW you actually do that. Do you see the difference?

If you're a brewery, your button should say, *Order Beer*.

Studies show that it takes someone hearing the same thing about 8 times to fully process the information.

So, if it takes someone 8 times to hear something 1 time, how many times do you need to ask someone to buy from you before they realize you're asking for money?

At least 8 times. So, don't be afraid to ask for a sale. Put your CTA button all over the place and make it extremely easy for someone to take that next step.



Reason 1

Reason 2

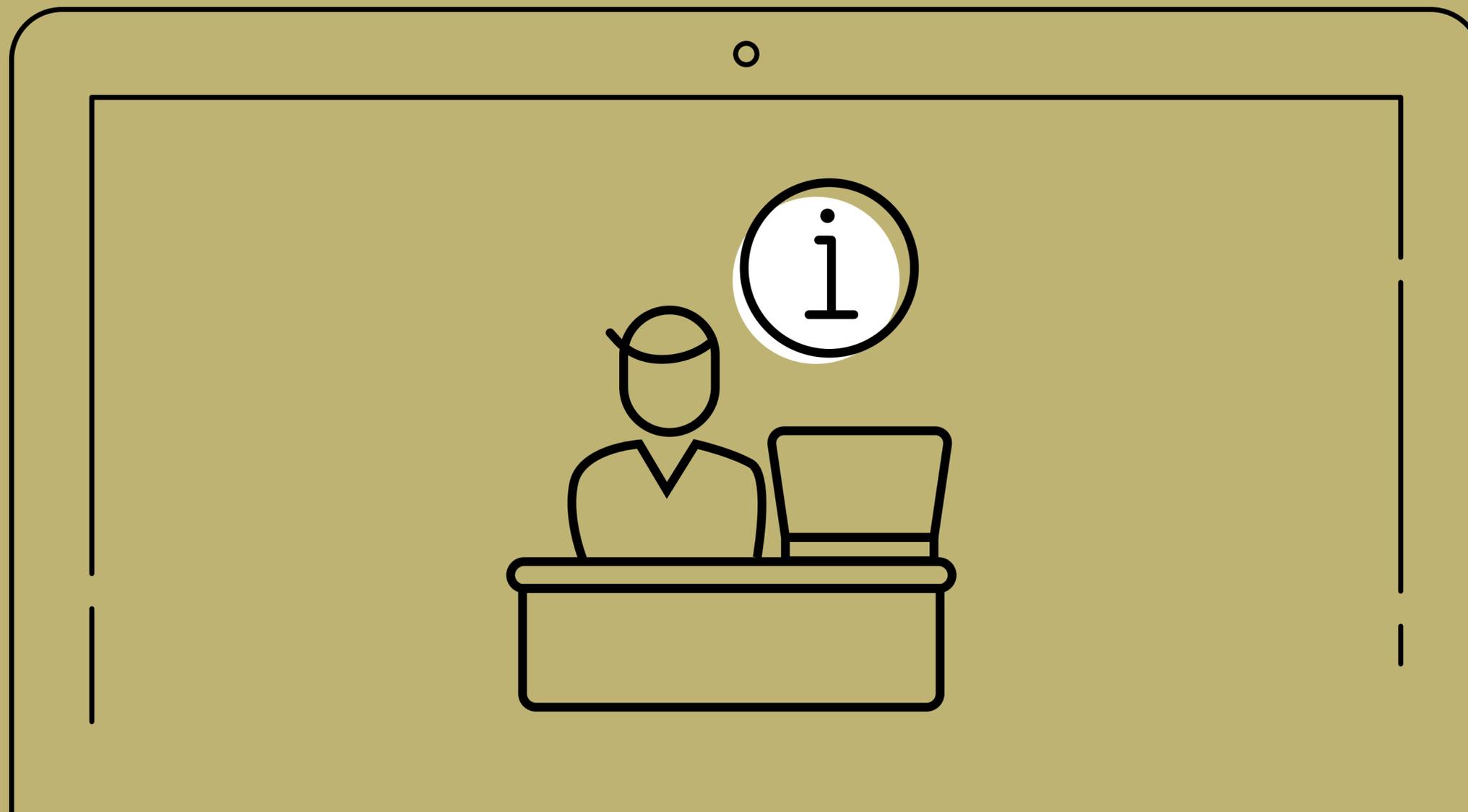
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Your website doesn't communicate transformation



Your website doesn't communicate transformation

Your website should visually display the success your client will experience if they use your product or service.

Here's why: there are two types of problems your customer has, external and internal. Another way of putting it is physical and emotional. One problem they experience and one they feel.

An external problem might be that I have a flat tire. The internal problem is, now I can't make it to work on time, my boss might fire me, and I can't afford to lose my job right now.

Every external problem, whether it's a flat tire or a leaky roof, manifests an internal problem—that being frustration, confusion or even the feeling of "I don't have what it takes."

Don't be mistaken; your customers buy your products to relieve their internal tension. And when you communicate in a way, using words and pictures that show how you can reduce that tension, your customers will be more likely to seek your expertise.

If you've watched a movie, you know that every story ends in victory or tragedy. For your customers, it's success or failure. They're going to feel one or the other, and I can guarantee they want to feel success.

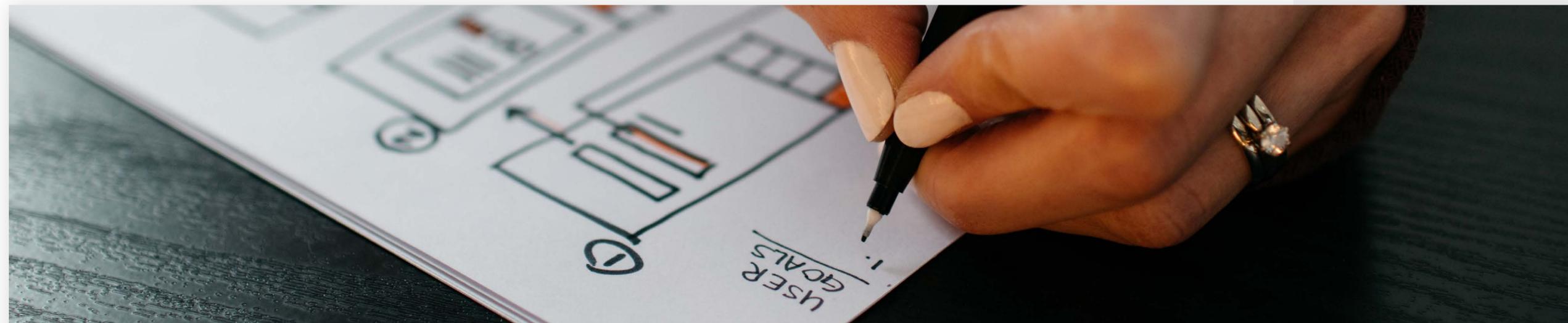
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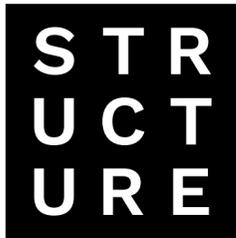
offer

Free Website Consulting Call

Most businesses are wasting money on a website that doesn't even work. Book a free website consulting call with our team, and we will help you make your website work so you can watch sales grow.

[Book a Free Call](#)





What clients are saying



SHARON MOHR, CMO, [HYDROSIDE.COM](https://www.hydroside.com)

“Upon launching our site with Structure, we’ve noticed a significant uptick in our Google Analytics. Our site is appearing higher on web searches, and more people are finding us.”



JOHN SEIGLER, [DRYFIREMAG.COM](https://www.dryfiremag.com)

“Our website was never what we hoped it would be. It was cumbersome and did not help our customers find what they needed. We asked around for recommendations, we received several. Structure was the most professional, responsive, and personal of them all.”

Book a Free Call



SKY PINNICK, CMO, [HALOCO.COM](https://www.haloco.com)

“Structure is reliable, innovative and affordable. From concept to completion, every detail was accounted for. And, post project, Structure keeps websites running smoothly. I highly recommend Structure for your web development needs.”



NATHAN WRIGHT, MARKETING DIRECTOR, [WESTERNINTERLOCK.COM](https://www.westerninterlock.com)

“They are the only vendor that I’ve ever met that gets down and dirty to make sure work gets done well and on time.”



JAMES WARRICK, FOUNDER, [WARRICKCOMPANY.COM](https://www.warrickcompany.com)

“Structure establishes a seamless workflow, keeping in touch with the client throughout the process. The team is hard-working, creative, and professional.”