



Did Your Website Developer Talk to You about Prospecting Tools?

In a recent business study analyzed this November 2009, eight out of ten business owners created websites without a marketing direction or consultation.

Incredibly, the study goes on to show that website developers do not perform marketing analysis or even ask the client what specific markets they want to communicate to for lead generation purposes. What happens in the 8 out of 10 cases is that graphic design is discussed, copy for general information is created and images are considered during the creation process. Hours, days, weeks, months and even years are spent on these details but the sales focus is not included.

Lead generation sales tools are rarely a priority. The websites are made for the client to their liking and approval. The websites are not made for the prospect or the client. Is that how you created your website?

I write a song, paint a picture because I love it. But most never know about it. They don't know how to find it and if they do see it, they may not like the subject for them or the right color. I made it for myself so I don't care. Is that how you feel about your website?

You may like looking at your website but do you find that you get much traffic from it? Does it bring you in qualified leads? If it's not making sales for you then it's not a marketing website and if you don't want a marketing website than that's your choice. There are plenty of people, without a need for a business to make money. Even the richest people I know prefer to make money when they invest time and money into something but some just do things for the sheer pleasure of it. But a website???? That makes no sense.

If you want a website that brings in traffic even while you are sleeping and creates sales and profits for your business than I strongly urge you to hire an online marketing consultant that has a website development team behind them.

Make marketing your first priority in website development. Then add the pretty pictures and copy to it's function and design.

www.womenjointheclub.com * mgm@mgmsuperstar.com * www.mgmsuperstar.com

It takes a team of technicians that knows what they are doing to create a home. You need a concrete layer, a mason, a framer, a roofer, an HVAC pro, etc... to make this home.

A website, in these modern times, is a crucially important marketing tool that you can consider your online business home. Don't build, remodel or make improvements to it until you find a qualified marketing consultant to make that site ROCK with sales appeal. That would be like building a home and not having a reason to live in it. What a waste that is.

Look at your website truthfully. Track the traffic and sales and make a new year's goal to include "smart" marketing. This is your business lifeline. It's not a hobby anymore because the newspapers are going away, yellow pages are dwindling, too. Websites need to perform for sales reasons. Is yours?



[Christine Marek](#)
[FirstPageonGoogle.com](#)

p. 480-456-4700

Christine Marek, is a publicist and marketing strategist.

Her 15 year old company Phoenix Marketing, Ltd. is dedicated to providing the very best lead generation tools both online and off for home based and small business owners

Christine's professional focus includes media relations, health and wellness class education programs, and "first page on Google" services. She is also a dedicated independent business owner with Sunrider.

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