

Three Ways a Website Helps You Succeed - And Two Ways It Doesn't

Some companies try to make websites sound confusing so you'll buy whatever they want to sell you. Simply put, great websites bring in business. Here's how they accomplish that goal.

A Great Website Has:



Excellent Search Results: When people near you search for auto repair on Google, your site needs to show up. If not, people won't find you online.



A High Conversion Rate: A conversion means a person visits your site, then calls, emails or visits you. If they don't contact you, the site visit is irrelevant.



An Easy to Use Map: The best way to contact you is in-person. So if someone visits your site on their phone, it should be very easy to navigate to your shop.

A Great Website Doesn't Need:

Thousands of "Hits" or "Visits": Hits (or "visits") are irrelevant unless it's a person nearby who may contact you. Many "hits" are bots, not people.



An Innovative Customized Design: People spend 10 seconds to 2 minutes on a website. If they leave before they find your location, services, and contact info, you won't make a sale no matter how beautiful the site is.



“ The one data point that matters most is conversion rate. It provides an accurate measure of your website's effectiveness at engaging visitors. ”

Entrepreneur Magazine, "The Single Most Important Website Metric"



<http://www.repairshopwebsites.com>



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