

Don't Fall In Love With Your Business Web Site

by Jim Gratiot, Direct Response Copywriter

Have you ever become so attached to part of your web site that you were unwilling to let it go - even if it might be costing you sales?

One part of my business is critiquing small business web sites - and I've run across several of them that are so horrendous that there is only one possible explanation: the owner became inexplicably attached to part of his web site, and refused to let it go.

A quick example: one of my clients had committed one of the cardinal sins of the internet - putting white type against a black background. I pleaded with her to change it, but she wouldn't.

Her explanation? If she changed the site, she would have to change her logo.

And she loved her logo.

In fact, she loved her logo so much that she was willing to sacrifice sales just to keep it.

This is business insanity. And it eventually would have led to business suicide.

Fortunately, my client eventually came to her senses and changed her logo. But the amount of time and energy that we spent arguing about it could have been put to much better use.

If your web site is designed specifically to make sales - don't be stubborn. Don't get fixated on one little part of your web site at the expense of the entire site.

This is called "not seeing the forest for the trees." And it can cost your business actual money.

Look, every single part of your web site - every graphic, every word, every headline - should be geared toward getting your potential customers to buy your product or service. And to keep something around just because you're fond of it makes extremely poor business sense.

So don't get attached to any part of your web site. After all, your site is a means to an end - namely, more profit. The site itself is not important. It's how you utilize it as part of your overall business strategy that really counts.

About the Author

Jim Gratiot is a professional copywriter and marketing strategist. He is conducting a VERY limited number of web site critiques this year. So if you're ready to take your web site - and your business - to the next level, click on www.ultimatewebsitecritique.com today. (Make sure to sign up for his free "Up All Night" marketing newsletter as well.)