

Get More Online Enquiries in 2023 by Addressing These Common Website Issues from Wollongong Web Design

There's no doubt that there are challenging economic headwinds on the horizon in 2023, so what are common business website weaknesses that can be addressed now to build your authority and reach online?

Wollongong, New South Wales Dec 19, 2022 ([IssueWire.com](https://www.issuewire.com)) - The world of business has evolved drastically over the past few decades, with the introduction of the internet having a major role in this transformation. The key goal for many businesses was to get a website.

Now, more than ever, businesses are turning to the internet to help them grow and reach new markets. So simply ticking the box of having a website is no guarantee of success and the majority of small businesses never receive an online enquiry. And with world economies slowing now is the time to work on getting a bigger slice of the market pie.

There are several simple, yet key factors that can mean success for a business online and get new leads and enquiries flowing in.

- Clear Contact Details
- Include a Call to Action
- Setup an Automated Process to Get Online Reviews
- Content IS King!
- Search Engine Optimisation (SEO) for Your Website

1) Clear Contact Details

It goes without saying your contact page should include all your relevant contact information and an easy-to-use form. However you shouldn't make your potential customers have to click around to be able to contact you, they'll most likely go elsewhere...

Instead make sure that each page of your website includes your contact details, at least in your footer. However, websites that generate enquiries almost invariably include their contact phone number at the top of their website along with an enquiry button.

2) Include a Call to Action

You'll never get something unless you ask for it. What would you like visitors (potential customers) to do on your website? Ask them then!

Place a specific call to action on your website to encourage enquiries. Surveys indicate that up to 70% of potential customers will take action after seeing a call to action on a website (Source: [Wordstream](#)). The most effective Calls to Action (CTA) are placed above the fold, although many successful websites include multiple CTAs on each page in various styles with various messages. Well-placed CTAs can increase conversions by up to 300% (Source: [Search Engine Journal](#)).

3) Setup an Automated Process to Get Online Reviews

Businesses that are successful online have built authority and trust with their customers. The best way

to do this is to get online reviews. Again many businesses get this message and find brainstorm a few past customers and a couple of those write reviews and that's it...

However successful companies are setting up automated processes that ensure a regular, steady stream of incoming online reviews for the business. These review systems integrate with your systems to automate the process of contacting clients requesting reviews. Once received these reviews can also be showcased on your website, again all automatically.

4) Content IS King!

Google says content is king. Yet many businesses today put the bare minimum of text and information on their website. This means that there is very little information for search engines to evaluate and for potential clients to read.

At a bare minimum you should have a dedicated page for each key service that you want to promote – many businesses often only have this on one page with perhaps a paragraph for each service which is a huge mistake...

The average well-ranking page has about 1890 words (Source: [Backlinko](#)) so write about your service in detail, including success results, case studies, images, and perhaps even downloadables if applicable.

In addition, dedicating a few hours each month to posting a blog article with further build your online footprint and authority with search engines like Google and your customers. To start with brainstorm the 10 top questions you're often asked over the phone by potential customers and write a blog on each one.

5) Search Engine Optimisation (SEO) for Your Website

A [search engine optimization \(SEO\)](#) strategy helps businesses to appear higher in search engine results, making them more visible to potential customers.

Recent studies have established that 75% of users never scroll past the first page of search results. (Source: [Hubspot](#)) and in fact, the top 3 results get over half the clicks (Source: [Backlinko](#))

SEO involves optimizing content, researching keywords, and building backlinks in order to improve a website's ranking. It is a progressive process that can take time, however, the benefits of the efforts likewise continue for a long time.

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There's no time like the present to start working on these items – they will make a difference to your online authority with search engines like Google, they will boost your website rankings getting you more visits to your website and they will encourage a continual flow of fresh new leads and enquiries even amongst potential economic storm clouds on the horizon in 2023.

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[Wollongong Web Design](#) is a leading local digital agency that has a results-focused approach. They love to get a clear understanding of our client's companies so that they can deliver online results that align

with their goals. The Wollongong Web Design team loves to boost their client's profiles online and has a proven track record of success.

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