



Keep them Coming Back

Encouraging Repeat Visitors to your Website

(WSI My web Guide) in Dubai can help you

Building targeted traffic to your business' website is important to ensure that your online presence is effective and your website is working for you. We all know that building targeted traffic to your site takes work. Many businesses use proven Internet marketing techniques such as Pay Per Click (PPC) advertising and search engine optimization (SEO) to ensure that their potential customers are finding their site over their competition's. Investing in Internet marketing to build a client base is a wise decision, but of course requires a financial investment to get started. As a small to medium sized business (SME), you want to be sure that your investment is used wisely.

After all, it costs 8x as much to get a new customer than it does to retain an existing one.

So, if you have attracted visitors to your website through Internet marketing and have converted these visitors into customers, you want to be sure you **retain** those customers! Building a relationship with a customer can mean repeat business with them, and if they are satisfied with dealing with your business, they are more likely to refer you to friends. If you've already gone to the effort and expense of establishing a customer base through your business' website, you want to encourage them to return to your site and do business with your company again.

What will keep my customers coming back to my site?

The biggest question you need to ask yourself is "why would customers want to return to my site?" Once they've seen your website, its features and content and have learned about your business, what reason can you give them to visit you online again?

What's on your site that your customers **want**? Too many businesses set up their websites with the intention of telling visitors what **they** want – not necessarily what **their visitors want**, and walk away from it. They treat their website like a static brochure and never update it. These business owners are missing out on a great opportunity to market themselves. The beauty of websites is that they are dynamic and can be updated easily. If your site never changes and doesn't contain features that interest your customers, they won't see any need to return to it.

So, change it up! Do some research on what your customers want from your website, and do your best to give it to them!

- If they want more information from your site, you could give it to them in the form of industry-related articles and white papers that you refresh regularly. If they come to know you as an expert, they are more likely to return to your site for information.



- If they want promotions and discounts, offer some that are only valid for website visitors! As repeat visitors, they deserve to be treated as though they're valued and important – because they are! By updating your promotions and discounts monthly, you give visitors a reason to return to your site to see what's new.
- If they want testimonials from existing clients (which they most likely do!), be sure to update your testimonial section often. Testimonials give you credibility in your local market, so be sure to collect testimonials from your customers and add them to your website in a timely fashion. Encourage your existing customers to return to your site to see their name showcased there.

How will they know that I've updated my website?

You can't just expect your customers to keep your website at the top of their minds and return often. You have to keep them informed of news and changes to your site, and encourage them to return to the site to benefit from the changes.

The easiest and most manageable way to do this is through an email marketing campaign. Email marketing is a logical choice for small businesses to promote their services and encourage repeat traffic to their websites, as it has been shown to earn the highest return on investment over search engine marketing and direct mail. It offers lower costs and a broader reach than most other marketing formats.

An effective email marketing campaign can help you keep your customers abreast of new developments and keep your business at the top of their minds. Let them know when you've added new articles or testimonials to your site, inform them of new promotions or products, and encourage them to visit your site again.

WSI (**We Simplify the Internet**) is the world's leading provider of Internet Solutions to small and medium sized businesses the world over and has over 1500 local Consultants in 87 countries. To learn how we can help you build targeted traffic to your site and keep them coming back, contact us (**WSI My Web Guide**) in Dubai - United Arab Emirates www.wsimywebguide.com /email: info@wsimywebguide.com

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