



In an age when creating your own website is often free and easy, it's important to remember key rules that ensure your site competes, drives traffic and generates leads.

After all, your website is your digital shop window and often the place potential customers will judge you first. So it needs to deliver.

Here are 9 things your website must have to gain an advantage online.

SOCIAL SHARING

Did you know that a whopping 82% of websites **don't have social share widgets** on them? Adding them to your website allows visitors to share your content across their networks, giving you brand exposure on a potentially viral scale (you never know!). There are plenty of 3rd party tools such as **Add This** that easily plug into major content management systems like WordPress.

LIVE CHAT

If visitors are interested in what your business has to offer them, they may have a burning question there and then. The solution is to install a live chat widget which can answer basic questions about your service and log any queries for you to get back to potential clients. Again, plenty of different software exists such as **Click4Assistance**.

EMAIL CAPTURE FORM

Email marketing is one of the most popular ways to generate sales, with some reported ROI being as high as **4400%**. Sign up to an email marketing service such as **HubSpot** and start building lists of people you can market to.

USE VIDEO

By 2022, online videos will make up more than 82% of all consumer internet traffic — 15 times higher than it was in 2017, according to **Cisco**. So how can you take advantage of this growing trend? Include a video introduction to yourself and your business on your home page, or include video testimonials of existing happy clients.

CONTACT INFORMATION

If your website is your shop window, it's not going to close a sale. Make sure visitors have plenty of opportunities to contact you using their preferred medium. To increase the chances of being contacted, ensure you have a clearly visible (and easy to use!) contact form. You can also give visitors the opportunity to contact you via text messaging, email, mobile and office phone numbers - you can add these in your website footer so they appear on every page.



THE 9 THINGS EVERY MORTGAGE BROKER NEEDS ON THEIR WEBSITE



GOOGLE ANALYTICS

Once people start flooding to your site, you need to keep track of where they've come from, who they are, what they're reading and where they're going. Google Analytics is a free tool that gives you all that and more. We recommend you watch tutorials to get used to the best features, then you'll be able to measure visitor behaviour, and make changes to your website to enhance its performance.

CALL TO ACTIONS

Your website is there to generate leads, and those leads need to be prompted to hand over their contact details so you can get in touch. To do this and help visitors navigate your site effectively, use buttons that tell those visitors things like 'Click here for more information' or 'Contact me to find out more'.

TESTIMONIALS

As we mentioned in the video section above, having testimonials can boost your visitors' engagement with your website. They're also a valuable tool in giving your business credibility, as visitors will want to hear what real people have to say about your services.

HAVE A COMMENT SECTION

Especially if you have a blog, a comments section gives people the opportunity to contact you directly after having read an article that triggered their interest. **Disqus** is one of many popular plugins you can use.