***Four things your website must do***

*I am the world’s worst salesman; therefore, I must make it easy for people to buy.*

-F.W. Woolworth

To sell customers on the benefits of your product or service, the first thing you need is a good informational website. To get the most out of your online presence, a website must do four things:

* Collect names and emails of visitors
* Build your brand
* Make it easy for visitors to buy
* Foster affiliate relationships

Make it easy for visitors to buy your product or service. Your site must be easy to navigate, or visitors will go to a competitor’s site. “Buy now” or “Add to shopping cart” buttons are hard to find on many websites.

F.W. Woolworth, who can best be described as the Sam Walton of his day, said: “I am the world’s worst salesman; therefore, I must make it easy for people to buy.” Make sure your site is customer-friendly by asking friends to give it a test drive. It could be the most important feedback you ever get.

Your website is the best place to build your brand. Make sure your brand is visible: your company name, product and service names, product design and packaging, business logo, membership associations, or professional certification.

**Make sure customers understand your guarantees policies.** Maintaining trust and building long-term relationships is how you turn customers into clients for life. In every business, online and offline, it’s easier to make a sale to a satisfied customer than to a new prospect.