

3 Main Purpose of Your Website, From Customers' Perspectives

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If you're struggling to think of ways to optimize your website, it always helps to go back to the reasons why you have one in the first place. A good product or service website should never just be an online catalogue of your offerings. To maximize your sales, you need to make sure that you are using your website to its fullest potential.



Below are 3 main purposes that your website should have:

1. Customer Acquisition: Winning new customers

Your website, and especially your content, should clearly communicate what you are offering. You should outline the benefits of your product or services and provide relevant information on the right pages. Your entire website should be geared at helping people to buy the products or services that they have come looking for. Your website is also a brand-building tool, so always remember to clearly portray your image and what you stand for.

2. Customer Retention: Keeping customers

You can increase the chances of a customer buying from you again by using timely reminder emails, promotional offers, and incentives for them to keep coming back to your site. A weekly newsletter gives you the ability to deliver relevant and useful information containing good reasons for your subscribers to come back. Use your site as a communication tool to get closer to customers. Through it, you can learn more about them, customize content for them, and keep the conversation flowing. Make it easy for customers to communicate with you through your website by using such tools as a contact form, call-back request forms, live chat, a forum, and a facility for customers to check their order status easily if you sell physical products.

3. Customer Extension: Selling extra things to customers

You can really boost your sales by selling other relevant products or services to the same customer. By using your existing information about the types of things that were previously purchased, you can get a good idea of other products or services (or upgrades) that your customers might be interested in, and present these things before, or in follow-up emails after the sale. If you aren't working on customer extension, then you are leaving loads of potential profits on the table.

In addition, linking your website with social media profiles enhances credibility by showcasing authentic customer engagement and providing additional channels for communication, which builds trust with potential clients.

For businesses looking to establish a strong online presence, choosing the right domain name is crucial. A .MY domain is an excellent option, offering a unique and memorable web address that stands out in the global market. To learn more about the benefits of a .MY domain, visit www.mynic.my or ichoose.my. Register your preferred .MY domain now during our RevUp and Register campaign, running until 31 December 2024. You could win an X50, and during Merdeka month (1 – 31 August), you also have a chance to win a 5g Gold Bar!