



The Content Man

The information you need to optimize your web content.

Make Your Website a Lead Generation Machine: The Importance of Image on the Web

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There are many factors that help turn a website into a lead generation machine. But one of the most important may be image.

A proper image produces credibility and aids in the sales process. The lack thereof, can impact your ability to land large sales and to compete against your competition. For example, if your product or service is enterprise level, and your website makes your company look like a startup, potential buyers may hesitate in buying from you because of perceived risk/lack of credibility. Image can make your company "look larger than life," adding to your credibility when it comes to larger sales.

Comparing your website to your competition's will give you a handle on this. Does their site make them look like they have "their act together", while yours makes you look like you're "not ready for prime time"? Companies are paying more attention to and investing more resources into their image on the web because they understand how image establishes credibility and influences buyers.

To arrive at the appropriate image for your company, interview internal and external stakeholders and ask them questions such as:

- How are we currently positioned in the marketplace?
- How do we want to be positioned moving forward?
- What is our unique value proposition?
- What is the most important factor in identifying our company?
- When you think of our company, what emotion is inspired?
- Who is our target market?
- Why do people buy our product?

Content, too, impacts the image you portray on the Internet. Generally speaking, content that addresses your target market's pain points and that answers the question "how can we help you?" is more valuable than content that is focused on the features of your product or solution.

Content that addresses your market and customers, updated regularly, will help your target market see you as a trusted advisor and expert on the issues confronting their business. And, it will help turn your website into a valued destination.