

DIY Survey: Does Your Website Warm Up People Or Put Them Off?

Enquiries are prompted by feelings more than facts. Welcome, warmth and trust are keys.

So you want your website to work hard to form early bonds with potential clients. Your aim is to evoke feelings like warm, nice, helpful... and approachable. Achieve this by writing in a style of speaking TO potential clients rather than speaking AT them:

- Speaking TO people involves talking about subjects related to them, by considering their thought processes and deliberately choosing words to engage them. You are encouraging them to enter into a dialogue with you – by email or phone.
This is a relationship-building invitation. Done well it feels charming.
- Speaking AT people involves talking about subjects that are important to you regardless of whether they are relevant to your audience – with little or no aim of initiating a dialogue.
This is basically an *ex-cathedra* announcement. It feels dry, uncaring or arrogant.

It can be difficult to hear your style as others hear you. One of the biggest problems with proof-reading your own work is reading what you expect to see, not what you actually present.

One word helps us identify an engaging style of writing: 'because' - it signifies explanations. It shows how helpful the message is. It is a key word, but is all too easy to forget.

How to check your website

1. Go to your Homepage and find the URL in the Google (or other search engine) address bar:
eg <http://www.more.consulting>
2. Position the cursor at the left-hand side of the address
ie in front of the http
3. Type the word 'site' followed by a colon
eg [site:http://www.more.consulting](http://www.more.consulting)
4. At the right-hand end of the URL type a space and then the word 'because'
eg [site:http://www.more.consulting](http://www.more.consulting) because
5. Tap enter and Google will display a list of pages from your website that include 'because'
6. Immediately above the list you will see a count and speed report
eg About 40 results (0.30 seconds)
7. Take the number with a pinch of salt – sometimes it's accurate and other times it's not
8. If you see a number in the hundreds, it probably means that you use an automated news feed or syndicated blog with other authors using the word. Skip over them, or use this shortcut...
9. On the right-hand end of the URL type a space and a minus in front of either 'blog' or 'news'
eg [site:http://www.more.consulting](http://www.more.consulting) -blog or -news (or even both if appropriate), or other much-shared word
10. If the number reduces substantially you are hopefully left with the main pages that really represent your firm – showing what your potential clients want to form a relationship with
11. Double-check the remaining pages to ignore your Privacy Statement, or Ts&Cs, etc.
12. Form an opinion as to whether you use 'because' to explain your firm and your services in a relationship-building way; or would some careful rewording make the message friendlier?

[If you end up dissatisfied with your findings and at a loss about rewriting your text in a friendlier style to better engage potential clients, let me invite you to ask about our revitalising service.](#)