

Answer The Question



When business owners are asked “What’s the purpose of your website?”, most of the time, part of the response will be something along the lines of – “we want to inform our customers of everything we do.”

We agree, that telling your customers what you do and what products and services you have to offer is important... but there’s a line from the Spice Girls No.1 single – Wannabe – that has triggered this week’s Tip.

You see, when people are browsing websites for the “thing” they need or want, in their mind they will have questions that need answering.

So “what they want, what they really really want” is answers to their questions.

Now if you’re thinking “I’ve already got an FAQ section on my website”, then that’s great. But just check...

Are the questions being answered the ones your customers actually ask you – or are they things that YOU think your customers want to know?

It’s really important to know the difference, because how your customers think and how YOU think can be very different.

That’s because you’re cursed with the power of knowledge (*you know everything about your business*) and may be telling people stuff that they don’t actually want or need to know about in the first instance.

But how do you know what sort of questions your potential customers are asking?

Well, there’s a brilliant tool that can help you discover what people are asking about your product or service.

It’s called **Answer The Public** - www.answerthepublic.com

It will help you get into the mind of your customer and it cuts out all the guess work.

You just type in the keyword of your “thing” e.g. wedding photographer, and it will bring up the most common things people ask for that industry.

Call David Ruddle on 01323 406060 if you would like to discuss marketing your business with thebestof Eastbourne



Answer The Question

TOP TIP TUESDAY!



You can then create content and articles that specifically answer the questions you find.

This makes your website a lot more helpful and also positions you as being the go-to person, which is great for your trust and credibility - which in turn will increase enquiries and therefore sales.

So go check it out and see what you could discover about your industry through the eyes of your customers - www.answerthepublic.com

Tell them what they want
(what they really really want)



Call David Ruddle on 01323 406060 if you would like to discuss marketing your business with thebestof Eastbourne

thebestofeastbourne