

# Are You Using The Most Impactful "Ingredients" For Being High-Tech, High-Touch & Client Focused In 2019?



Does Your Website Display Optimally On All Screens?  
(Smart Phones, Tablets And Desktops/Laptops)



Does Your Website's Branding And Messaging Tell A Story That People Will Emotionally Connect With?



Do You Use Bold Guarantees Or Have Irresistible Offers That Nobody Else In Your Marketplace Or Industry Promotes?



Do You Have An Introduction Video Builds Trust And Adds Warmth?



Do You Have Testimonials With Faces To Prove To Visitors That Everything You're Saying And Claiming Is True?



Do You Have A Contact Form Or Live Chat Bot That Redirects To A Thank You Page (Preferably With A Video) After The Submit Button Gets Hit?



Do You Publish Relevant, Keyword Or Community Focused Blogs At Least Once Per Month?



Do You Have High Profile/Local Directories, Magazines, Newspapers, News/PR Sites, And Citation Sites That Link To Your Site?



Do You Display The Icons And Logos Of Associations And Organizations In Your Industry That Will Lend Credibility To Your Company?



Do You Showcase The Community Service Projects And Charitable Giving Your Company Partakes In On Your Website?



Do You Use A Follow-Up Tool Or System To "Humanize" And Speed-Up The Sales Experience Your Are Providing For Buyers?



Do You Use Conversion Tracking To Capture All Inbound Calls, Forms And Purchases And/OR Do You Use A Heat-Mapping Software To Help Determine What Is Causing Web Visitors To Leave Or Leave On Your Site?



Do You Have A World-Class Reporting System That Allows Data-Driven, Disciplined Decisions To Be Made So That Your Company's Return On Investment, Referral Numbers And Online Reviews Increase Each Month?



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(781) 780-2110