

# Why Your Company Website is Costing You Business

Exploring your company website and how it will influence prospective clients.

[bushmarketing.ca](http://bushmarketing.ca)

A photograph of three business professionals in an office setting. A woman in a red top is on the left, looking towards two men. One man in a white shirt and glasses is pointing at a document held by another man in a blue shirt. They are standing in front of a whiteboard. The image is partially obscured by a teal diagonal overlay on the left side.

**BUSH**

# About Andy Bush

- Founder/President, Bush Marketing
- 18 Year internet marketing strategist
- Dozens of successful website projects

# Understanding the Modern Consumer

## Before the Internet

- **Consumer:** Uneducated
- **Journey:** Straight
- **Strategy:** Outbound Marketing  
(cold calling, advertising methods)

## After the Internet

- **Consumer:** Self-educated
- **Journey:** Unpredictable and fluid.
- **Strategy:** Inbound Marketing  
(Establishing trust/credibility through website/content).

# Hypothetical Buyer Journey

- Referral from satisfied client!
- Prospect is excited, wants to learn more.
- Goes to the company website.
- "Let's keep looking."

# Bad Website = Bad Salesperson

## Bad Sales Person:

- Arrives Late
- Poorly Dressed
- Doesn't Understand Your Services
- Can't Describe Successes
- Can't Close



## Bad Website:

- Slow Load Times
- Bad Graphics/Old Look
- Poor Explanation of Services
- No Case Studies/Testimonials
- No Calls to Action

# Purpose of a Website

- ✓ Act as an Information Resource
- ✓ Showcase the Company
- ✓ Take the Prospect Through The Sales Process!



# Book Andy Bush for your event TODAY!

Andy has the ability to entertain and educate any audience. With appearances that are engaging, hugely informative and stimulating, Andy is a sought after speaker at associations and events.

[Contact Andy](#)