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Improve your online results by knowing when your customer is ready to engage



SEO

Written by Jessi Johnson

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(Part 5 of a series)



Today's customer is usually quite knowledgeable about the product or service they are interested in purchasing. If they arrived at your site from the search engine they may already know about your business and brand as well as the alternatives offered by your competition. Your customers are smart. You need to be even smarter.

Google indexes what it considers to be authority sites that are relevant to visitor searches.

Many website owners view Google as the enemy that makes it necessary to hire an SEO ([search engine optimization professional](#)), but their interest in listing the most relevant content actually aligns with your marketing objectives. Good news, your customers are also looking for authority sites that are relevant to their area of interest. When your website content exactly matches your customers' needs everybody wins.

Websites have become the first step in the customer engagement process. Your website should be telling you what your customers want. If the pages are designed well you'll know which model/style and colors they prefer. If you need help in deciphering the analytics data, an [internet marketing consultant](#) can help pinpoint traffic patterns and assist you in planning and implementing a conversion strategy that can turn visitors into customers. Your website should serve as a platform for interacting with prospective customers in a professional and intelligent way.

Knowing when your prospective customer is ready to engage will help you place strategic offers, testimonials, introduce live chat, and insert buy now buttons and request for information forms in just the right places.

Your site must fill the customer's need with the same degree of sensitivity and precision it would in a physical showroom. The best brick and mortar retailers have always taken the time to observe their customers and interact with them. Etailers can and must do the same.

Own Your Life,

Cole Wiebe

[Vancouver SEO \(Search Engine Optimization Professional\)](#)

Cole Wiebe Internet Marketing Agency

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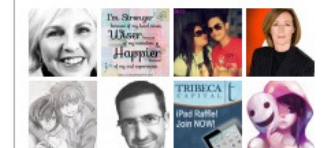
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