

IS YOUR WEBSITE HURTING YOUR SALES?

10 AEROSPACE & DEFENSE SALES KILLERS

1

You haven't updated content, SEO or keywords.

Fresh content and SEO directly effect your website traffic. Both play a part in search engine rankings and help your business stay relevant. Good content can also help to position you as a subject-matter expert.

2

Your messaging is vague.

Most aerospace and defense (A&D) websites claim the same thing, they can do everything for everyone. This message can be confusing and does not help your customer find what they are looking for. Be clear with your product or service offerings and use messaging that resonates with your audience.

3

Your load time is slow.

The A&D industry is fast-paced and innovative. Your customers aren't going to wait around for a slow website.

4

Your website is not responsive (mobile-friendly).

Since 2014, more people own mobile devices than desktops. If your site doesn't display correctly on multiple devices, you are losing traffic and potential customers.

5

Your navigation is not user-friendly.

If customers can't easily find what they are looking for, they will go somewhere else. Many A&D sites are organized around the company's structure instead of customer needs, such as airframe or mission.

6

Your design is outdated.

Branding is everything. Your website is the front line of your brand and needs to establish credibility fast for savvy A&D buyers.

7

Your website is pretty, but it doesn't engage.

A website needs to be functional and should give your customer an opportunity to experience your company's brand, products or services. Interactive simulators, calculators and quizzes are all good examples.

8

Your website suffers from unreliable hosting.

If hosting is unreliable, you may be losing valuable facetime with customers.

9

Your contact information is not clearly displayed.

The buying process in the A&D industry is complex. Help your customer by providing clear and concise contact information.

10

Your website is not optimized for lead generation.

If prompted correctly, customers will give you their information. Without strong call-to-actions or valuable content, you could be missing out on collecting leads or making sales.

3 QUICK TIPS

Employ Remarketing Tactics

Set up remarketing campaigns for your site. This will help to keep your company and products top of mind and customers coming back to your website.

Install Google Analytics

Your website is the perfect opportunity to collect customer insights and use that to your advantage when creating a marketing strategy.

Use the Hubspot Website Grader

You can quickly evaluate your website by entering your URL into [this website grader](#).

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