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3 Things Every Effective Website Always Includes

We're kind of geeking out over the Building a StoryBrand by Donald Miller. This book has changed the way that we've structured not only our own website, but the websites of our customers. So I thought I'd share some of the takeaways from the book and provide you with the top 3 things you should include on your website.

Creating a website has become much simpler these days with wordpress and builders like Divi and Elemenator. However, many entrepreneurs just starting out have not idea what to include on their website. They either end up putting too much information on their website or leaving off key features that help covert customers.

1

Be clear about what you offer.
The first is being clear on what you offer! An offer is a fundamental part of converting researchers into paying customers. The fact of the matter is that most people do not want to search your website trying to figure out what you do. As soon as a potential client reaches your website, it should be very clear what you do. A customer does not care if you've been in business since 1950--they want to know how you will solve their problem. Make your offer stand out by placing it at the top of your website so that it is visible to your potential customer as soon as they land on your home page. Keep it simple and short.

2

Give your customers a clean call to action.
The second item is a Call to Action. The Call to Action should be a button that is formatted in a different color than the other buttons on your website. It should also be clear. As a customer scans your website, it is highly unlikely they are going to read all of the copy. So if your Call to Action is buried in your copy, your customer is not going to take action. And making your button stand out by using a different color is just the beginning. You should also make sure the verbiage on the button is descriptive. For example, "Download" won't cut it. Your customer is going to be left wondering "download what?" A better option is "Download Your Free PDF" or "Schedule a Consultation." This is much easier to understand by your potential customers.

3

Keep it concise.
When writing your website copy, use very few words. Like I've discussed before here and in other blog posts, people don't read words anymore. Instead, they scan them at a glance. So there is no need to try and make yourself sound smarter than you need to, just keep it simple and clear. Even if it takes you three paragraphs to explain what you do to your customers, try cutting that by 25%. Focus in on the results that you'll deliver. Remember, your customer does not care about how long you've been in business or how what you did prior to starting your own business. All they care about is the bottom line!

We help small business owners and soloprenuers create streamlined websites so they convert more clients.

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