Ultimate
WEBSITE DESIGN
SECRETS
Black Book

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10 Bulletproof Strategies for Designing an Outrageously Successful Website

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websites 4 Small Business

web4business.com.au

Introduction

Before you start reading this report, I need you to understand something … creating a successful website that brings you a stream of hot leads and paying customers takes time – it's not something that will happen overnight.

You will need to step out of your comfort zone and learn things you never even knew existed – even if you are working with a website designer/developer.

I can almost guarantee that at times you will get overwhelmed. And that's ok. Take a deep breath, have a break and come back to it when you are refreshed.

This report is just the beginning of your online journey.

If you are not willing to put in the hard work, then you may as well stop reading now and walk away…

However, if you are willing to keep an open mind and push through some challenges then I can meet you half way.

If after reading a few pages, you realise this is something you don't want to tackle on your own and you need someone to help you, schedule a free website strategy session with me – simply click here.

We can go over where you are, where you want to go and I can help you map out a plan for online success. NO STRINGS ATTACHED.

With that said … let's dive right in …
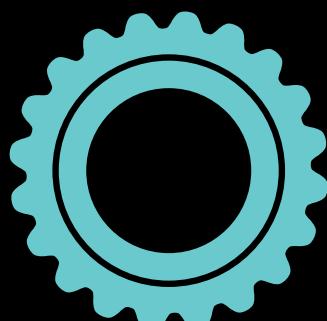
This report is for you if …

- You are starting a new business and want to learn how to create an outrageously successful website right from the beginning.
- You have a website that's not working and you'd like to figure out where you're doing wrong.
- You are keen to create your own website and need to know the essential elements your website should include.
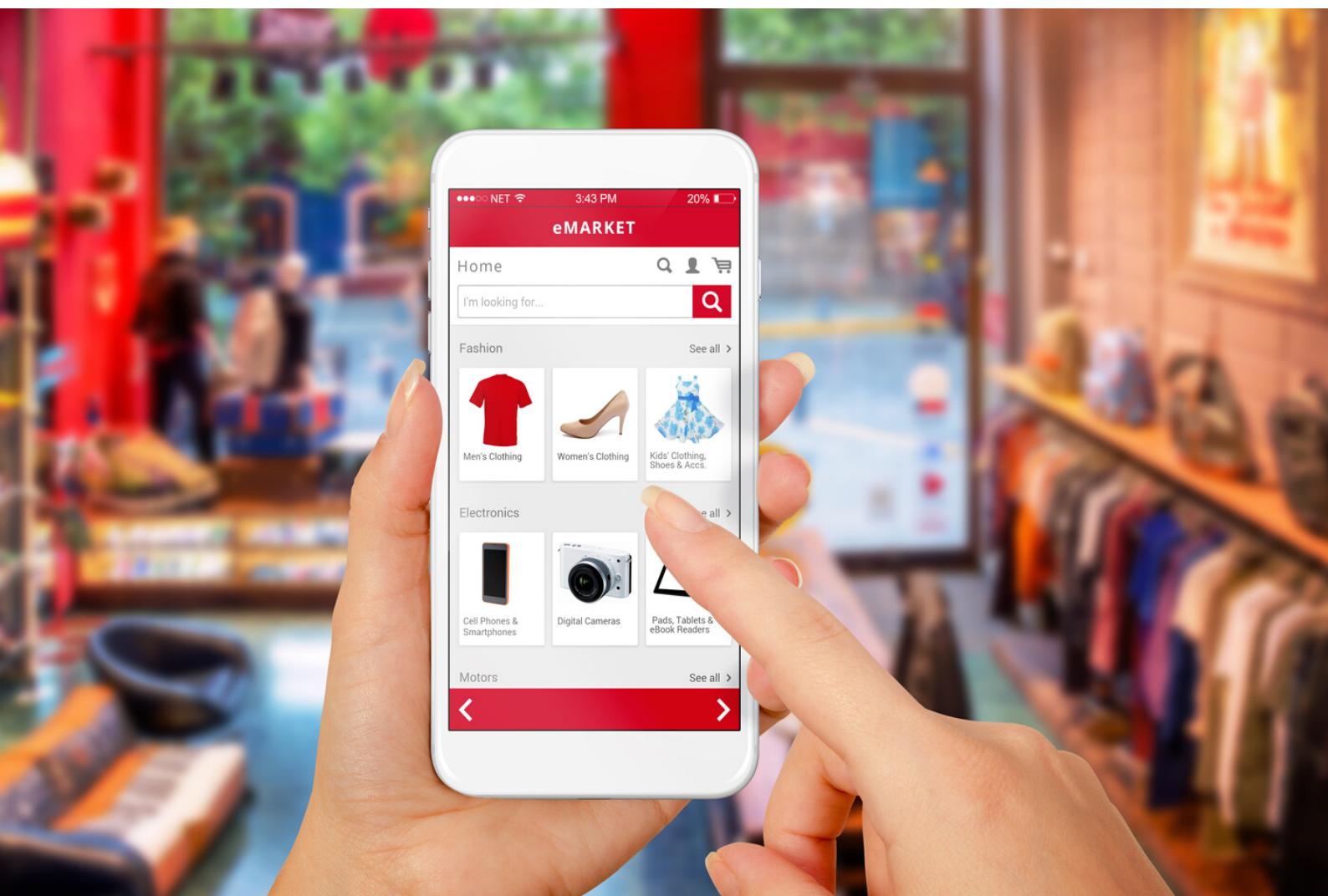
Answers to burning questions

1. Do I even need a website?
2. Should I design the website myself or get someone else to do it?
3. How much should I expect to pay for a website?
4. What website builder should I use?
5. What is the best website design?
6. Where do I get images for my website?
7. How do I explain what I want to my designer/ developer?
8. How can I convert visitors into paying customers?
9. How do I make money from my website?
10. What steps are involved in website design?

Secrets of outrageously successful websites

1. Register the right domain name
2. Include all essential information
3. Make your website visually appealing
4. Gain trust and credibility
5. Homepage elements and design
6. Make your website copy irresistible
7. Interact with your visitors
8. Automate your business
9. Calls to action
10. Get social
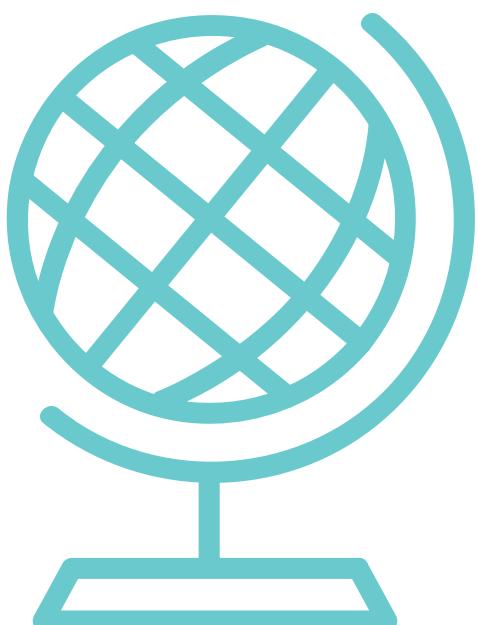
Do I really need a website?

Absolutely!

Your customers won't take you seriously if you don't have a website. It's like saying I have a business but I don't have a phone number.

In fact, your website should be the centre of your business universe. It's where people buy your products, book appointments, download resources, learn about your services and connect with you.

I have heard a few people say it's sufficient if you only have a landing page or a social media profile, but I totally disagree. A professional website will:

1 ## Save you time
Instead of spending hours on the phone, send customers to your website.

2 ## Make money
Your business can stay open 24/7 and earn you money while you sleep if done correctly.

3 ## Reach more customers
Reach customers not only locally, but also globally.

4 ## Professional image
Portray professional image and expert status.

5 ## Credibility
Show customers you are reliable and trustworthy.

Should I design the website or get someone else to do it?

You may have been wondering whether you should:

1. Do it yourself using a website builder such as Wix, Weebly or Squarespace.
2. Ask your 16 year old nephew to build it.
3. Get it done offshore in India or Pakistan.
4. Hire a local professional website design company.

Let me go over some pros and cons of each option

Do It Yourself

Pros
- Save money
- Have creative control
- Sense of accomplishment
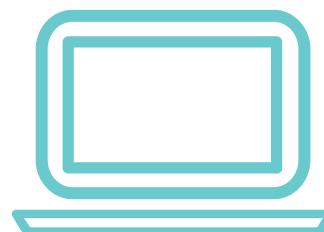
Cons

- Need to learn how to use the software
- Figure out what to include on the website
- Manage all related technology including installation and set up
- Integrations
- Ensure the website is secure
- Create and source all images and graphics
- Troubleshoot any problems

Ask your nephew / friend to build it

Pros

- Save money

Cons

- Little design / marketing experience
- Need to heavily supervise design and set up
- Limited technical knowledge
- Limited security knowledge

Get it done offshore

Pros

- Save money

Cons

- Cultural and work ethic differences
- Difficult to manage from afar
- Language barriers
- Time differences
- Lack of local market knowledge
- Limited technical support

Hire a local website designer

Pros

- Knowledge of local market
- Understands website design trends and security
- Able to design more advanced websites including shopping cart
- Can help with website marketing and search engine optimisation
- Troubleshoot and fix up problems

Cons

- Costs more than offshore developer

Still unsure about the best way to proceed?

Let me share something with you ...

Imagine you are going on a date with someone you really like, so naturally you want to look your best.

Are you likely to give yourself a haircut in front of the mirror or ask your 16yo niece to do it just to save a few dollars?

Or are you likely to pay a professional hairdresser to cut and style your hair?

Going out into the business world is similar. You want to attract the right customers and so you need to make sure your business image is the best it can be.

How much should I expect to pay for a website?

This is a little tricky to answer as there are many components that influence the cost of a website. But if you are just starting out in business and looking at a relatively simple website, here are some costs you will need to include in your budget:

1 Domain Name

Domain name will depend on the type of domain name – some domain names are more expensive than others, but generally speaking you are looking anywhere between $45 - $140 per year.

2 Webhosting

There are great variations on hosting prices. Just with anything else, you get what you pay for.

If you find a company that offers webhosting for less than $150 per year, chances are your website will be on a server with thousands of other websites and will most likely be very slow to load.

Also tech support is generally minimal or via email only.

For the majority of small businesses, you can get decent shared hosting from $25 per month.

③ SSL Certificate

An SSL (Secure Sockets Layer) certificate is a digital certificate that authenticates the identity of a website and encrypts information sent to the server using SSL technology.

Encryption is the process of scrambling data into an undecipherable format that can only be returned to a readable format with the proper decryption key. Without an SSL certificate Google will display a "Not Secure" message next to your website.

The cost of SSL Certificates varies between $50 - $300 per year.

④ Website Design & Development

How much your website design will cost will greatly depend on the size and functionality. A 5-10 page informational website will generally cost between $1000 - $2500.

An ecommerce website (one that sells products) generally costs between $2,500 - $10,000, depending on how many products you have and the complexity of the set up.

⑤ Memberships / Plugins

You may also need to pay for additional services, such as Landing Page Builder, Email Automation, Calendar Booking System etc. Although many companies offer free versions, these are generally very limited. So depending on the membership level and service provided – you can be paying between $10 - $300 per month.

6 Copywriting

If you don't feel confident in writing the copy for your website, you may want to consider hiring a professional copywriter. Cost will depend on how many pages you will need. A good copywriter will cost from $1000+.

7 Marketing

Once your website is built you will need to set a budget for promoting it and that can run from several dollars per day if you are running Facebook or Google ads - to several hundred per month for search engine optimisation and content building.

8 Tech Support & Maintenance

Many designers and developers offer tech support / maintenance packages, which means you are paying for x hours each month of their time to help you update your website, upgrade it or to recover it if your website stops working or gets hacked. Cost is generally from $100 per month.

So these are just some rough figures to give you an idea on how much getting a website created by a professional website designer will cost you.

However, I would not look at what you spend on a website as an expense, but rather an investment in your business.

If done and marketed correctly, your website can generate thousands of dollars in sales every day.

What website builder should I use?

There are many website builders available such as Wix, Weebly, Jimdo, GoDaddy, but the one we recommend and which also happens to be the most popular is Wordpress.

What is Wordpress?

WordPress is web-based software that allows you to create websites or blogs. It is an Open Source project, which means there are hundreds of people all over the world developing it.
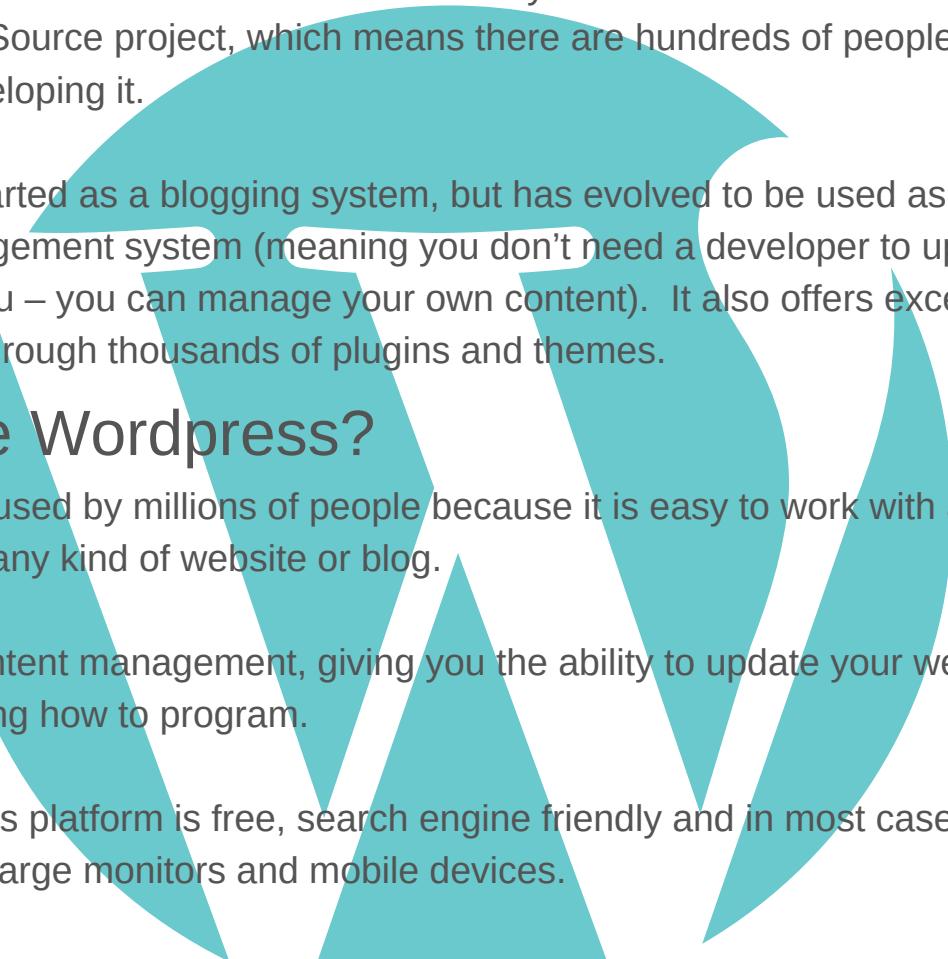
Wordpress started as a blogging system, but has evolved to be used as a full content management system (meaning you don't need a developer to update the website for you – you can manage your own content). It also offers exceptional functionality through thousands of plugins and themes.

Why use Wordpress?

Wordpress is used by millions of people because it is easy to work with and flexible for just about any kind of website or blog.

It provides content management, giving you the ability to update your website without knowing how to program.

The Wordpress platform is free, search engine friendly and in most cases scales well between large monitors and mobile devices.

It can handle different types of media including images, audio and video content. You can either create your Wordpress website and have it hosted on the Wordpress.com site or install it on your own webhosting account through Wordpress.org.

Having a self hosted Wordpress site gives you more flexibility and allows you to expand functionality through the use of plugins, which the Wordpress.com site does not allow.

What is the best website design?

The truth is there is no such thing as "best website design".

The look, feel and layout will greatly depend on the industry you are in and your target audience.

You will need to test different components of your website to get the best possible response rate including:

✓ Headlines

✓ Images

✓ Copy

✓ Calls to action

✓ Position of each element

There are however, some essential elements your homepage and internal pages will need to include.

Check out Secret #5 for more information and for sample layouts.

Where do I get images for my website?

Images can make or break the look of your website and can make a difference between whether your website looks amateurish or professional, so choosing great images is crucial. But where can you source images from?

Firstly, under no circumstances should you ever use images from Google images. In most cases they are protected by copyright laws and you could be fined thousands of dollars for using them.

There are several image banks which allow you to use free images under the creative commons license, but be aware that many other people will be using these images as well.

Check out Secret #3 for more information on sourcing images.

WARNING:
Never ever use images from Google Images

How do I explain what I want to my designer/developer?

So you've made the decision to get your website created by a professional designer, but now you may be wondering how to explain what you want to ensure your website looks exactly as you imagine it.

Or perhaps you don't really have an idea what you want your website to look like, but you'd like to know what information your website designer will need.
So let me make the process easy for you.

I have put together a "Website Design & Development Brief" which lists all the things your designer or developer will need to create an awesome website.

To download the brief, simply **click here**

How can I convert visitors into paying customers?

Creating a successful website which not only brings a lot of leads, but also converts them into paying customers takes time and effort …it's not just about the perfect layout, it is also about the content and credibility.

98% of visitors won't buy from you on the first visit, so it is important you capture their details and then stay in touch to build trust and credibility.

This can be done via a pop-up or inline form linked to your favourite email software such as Mailchimp, GetResponse, AWeber, Active Campaign or Constant Contact.

However "Subscribe to our Newsletter" doesn't work anymore.

You will need to give your visitors a reason to leave their details, so offer them something that provides value and a possible solution to their problem, such as:

- a downloadable report with tips
- checklist
- worksheet
- quiz
- guide
- mini training series
- competition

DO NOT bombard them with a constant stream of SALES emails and posts or your visitors will leave, never to be seen again.

Instead, be helpful in your messages and offer solutions to their problems, frustrations and help them avoid mistakes.
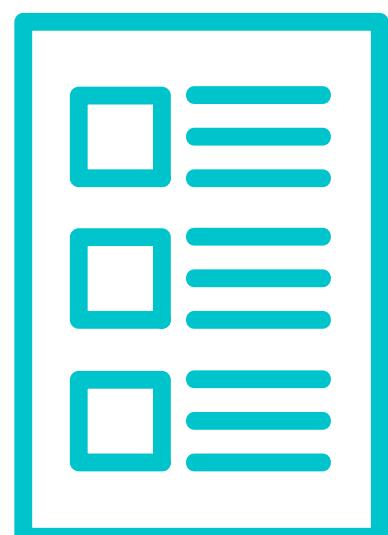
By providing useful information you will position yourself as an expert in your field and customers will feel confident in dealing with you.

Here are a few suggestions on engaging posts or emails:

- 3 common mistakes you don't know you are making
- 5 tips for successfully [overcoming] your [fear of heights]
- 7 questions I always get asked about [property renting]
- What you need to know about [organic products]
- The quickest way to [rank highly in Google]
- 3 proven ways to [increase your energy]
- WARNING: Do not [send another email] until you [read this]
- The X best ways to get [rich] without working 9 to 5
- You're running out of [time]! He's how to avoid missing out
- X of the [best blog posts] you'll read today
- Here's what you don't know about [electric cars] that could [bust your budget]

Developing trust takes time, so be patient, be helpful and consistent in the information you provide and your visitors will reward you by ordering your products or services..

How do I make money from my website?

There are several ways you can earn money from your website:

1 ## Sell digital products such as ebooks or online courses

This is where you have the potential to earn the most money as you can sell the products internationally.

You don't need a big warehouse to stock products because they are digital, but the initial set up can take a bit of time, whether it is writing the book or creating an online course.

The great thing is that you get to keep all the profits and you can set the price you wish to charge.

Find out more at:
Ebooks: adazing.com
Online Courses: teachable.com

2 ## Charge for consults

If you are a coach or a consultant, you can charge for consults either in person / via Skype / Zoom or phone.

You can offer one off strategy sessions or weekly / monthly packages. Great software which can help you organize your schedule and accept payments is vCita.

③ Sell other people's products (Affiliate marketing)

Affiliate marketing works is like this:
- find products you like or ones that complement your interests,
- sign up for the company's affiliate program (if they have one)
- endorse and promote the products to your website visitors and subscribers.
- If the product or service resonates with them, they'll click on your affiliate
   link, purchasing the product.
- you get paid a percentage of the sale, without having to ship the product.

Find out more at: commissionfactory.com, clixgalore.com.au

④ Pay per Click Advertising (Google Adsense)

AdWords are the ads that you see at the top of Google search result pages.

AdSense is the reverse, allowing website owners to tap into Google's advertising network.

The best part about this system is how simple everything is. Once you sign up, Google will provide you with a simple code to add to your website that will identify the content of your site and start displaying relevant advertisements.

For example, if your site is about pets, Google AdSense will start showing your visitors ads for cat food, dog training and more.

You get paid each time someone clicks on the ad. Your cut might be anywhere from $0.50 to $5 per click. When your site has enough traffic, you can make lots of money.

Find out more at google.com/adsense/start/

5 Sell products via an online store

If you sell physical products, then consider setting up an eCommerce website. You will most likely need help of a website designer or developer, as it requires technical and security knowledge.

For each product you will need to prepare the following:

- image(s)
- description
- price
- product options (eg. size, colour)
- postage

On each product page, consider including other products that your audience may also find useful. For example if you sell shampoo, include links to conditioners or even skincare products.

Check out Amazon.com for the ultimate online shopping experience.
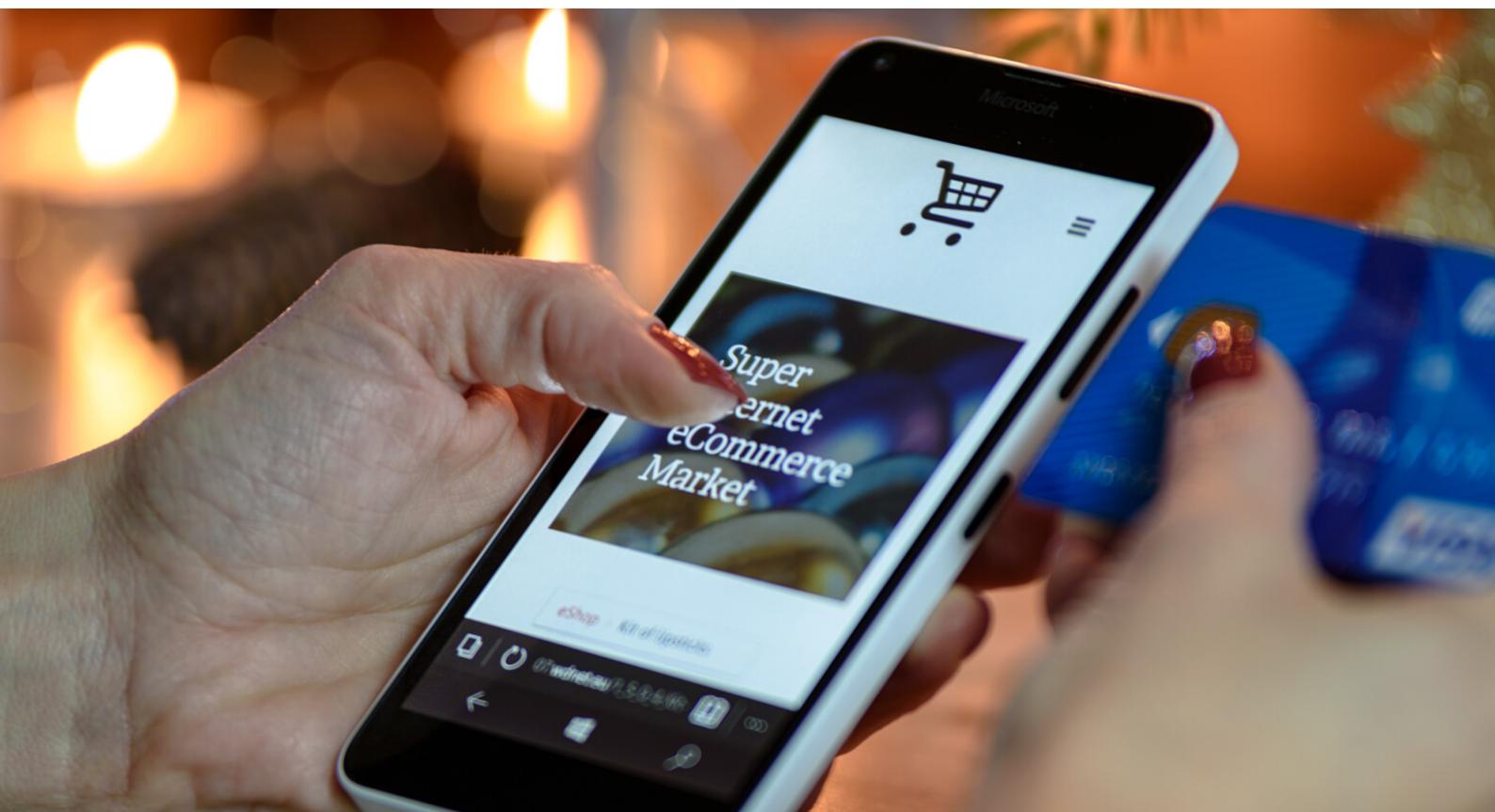
What steps are involved in designing a website?

Here is an overview of the steps I take when designing a website.

If you are going to create the website yourself you will need to take care of these yourself, however, if you are working with a website designer / developer they will organise most of these for you.

1. Register domain name
2. Organise webhosting and set up SSL certificate
3. Choose colours and fonts for your website
4. Get logo created
5. Gather information
6. Source or create images and banners
7. Create videos and upload to a video hosting platform such as YouTube
8. Plan layout and structure of your website
9. Install Wordpress
10. Choose theme and install it
11. Add text, images, slideshows, videos, photo galleries, maps, forms
12. Install and configure plugins for additional functionality
13. Add Google analytics
14. Check how your website looks on different devices and browsers
15. Optimise for search engines
16. Backup website

Now that we have the most frequently asked questions answered, it's time to unlock the 10 Secrets to creating an outrageously successful website

Secret # 1

Register the right domain name

A domain name normally consists of 2 parts:

Part 1
- your business or company name, eg. "Nike Inc"
- derivative of your business name, eg. "Web4business"
- your brand name, eg."Nespresso"
- what you do, eg. "Strategic Consultant" or
- your name if you have a personal brand, eg. "Amy Porterfield"

Part 2
The organisation type/region, such as:

.com.au – Commercial Organisations in Australia
.net.au – For network infrastructure and Internet Service Providers in Australia
.gov.au- Australian government and semi-government departments
.org.au – For clubs and various forms of affiliation groups in Australia
.edu.au – Australian educational institutions
.asn.au – Australian associations
.com – Commercial organisations in the United States or global businesses
.net – For network infrastructure and Internet Service Providers in the US
.gov – US government and semi-government departments
.edu – Educational institutions in the United States

For example, with the domain web4business.com.au – web4business is a name derived from the company name which is Websites 4 Small Business.

The .com.au indicates that this is a commercial organisation in Australia.

Recently there have been other domain name extensions which have been released including:

.page
.app
.me
.reviews

.social
.travel
.agency
.Sydney

… and many others.

For a complete list of available extensions, check out.www.name.com/domains

However, I would strongly recommend you stick with what people are used to -

.com.au if you are a business in Australia or
.com if you have a global business.

The domain name that you request must closely resemble your existing registered company or business name or must be related to your products or services e.g. a company named Acme Oils Pty Ltd could register one of the following domain names – acme.com.au, acmeoils.com.au, ao.com.au,

Or if you are a business coach and you trade under your name, you could register JennyJones.com.au or businesscoachingsydney.com.au, provided they are not already taken.

When you register your business domain name, the registering authority requires an ACN (for companies) or an ABN (for sole traders).

Once you have decided on the domain name, check if it is available – go to: www.melbourneit.com.au

The shorter the name, the better, however, if your preferred domain is not available, you might have to get a little creative and add a letter or a word at the beginning or end of the domain name.

Say your business name is "Fresh Flowers", but the domain name "freshflowers.com.au" is already taken, you can see if the following are available.

Freshflowerdelivery.com.au
Onlyfreshflowers.com.au
Freshflowersonline.com.au
Sydneyfreshflowers.com.au

Here are some other words you can add if your preferred domain is no longer available:

The	Local
Shop	Best
Team	Just
Top	Studio
Sydney	Mobile
Online	Easy

Secret # 2

Include all the necessary information your visitors need to make an informed decision.

When visitors come to your website, they expect to find the information there and then. They don't want to wait until they can speak to you on the phone or until you answer their email, so ensure you have all the details about your products and services where they can easily find them.

Most important pages which every website should include are:

Homepage

Homepage also referred to as welcome page or index page – we will cover that in more detail shortly.

Services / Products

Include as many details about the services and products you offer – include a brief description initially and then add as much details as you can for those who want to know.

Contact

Your contact details should be on every page, but it is important to have a contact us page, as your visitors expect to see it. On the contact page include details such as your email address, web form, phone number, after hours phone number, street address or post office box, links to social media profiles, skype details.

About

Details of your employees, your company, industry associations you belong to, awards you have won, community projects you are involved in, opening hours.

Frequently asked questions

Turn the content of your website into questions – divide the page into categories. Many people go straight to FAQs page to find information about your services

Pricing

I cannot stress enough how crucial this page is. People want to know how much your services are going to cost them. Even if you can't provide an exact cost, include a range or a cost per hour. You can even provide different scenarios of projects and how much your client (real or imaginary) has spent.

Testimonials

Best testimonials are video testimonials, but if you don't have those or can't get them, try to get photos, names and websites of people who provided them. I understand that sometimes it's not possible because of the sensitive nature of your business, so at least include their first name and city.

Blog / News

Search engines love fresh content so having a blog or news section which you update weekly is ideal.

Terms & Conditions

This should include your privacy policy, guarantees, website ownership details, payment terms.

Other pages which are not crucial, but good to have include:

Links

Exchange links with people in your industry. For example, if you are a business coach you can exchange links with accountants, solicitors, graphic designers, website designers etc. This can potentially bring you visitors and it doesn't cost you anything other than a bit of time.

Resources

These are things that your potential customers may find useful – articles, videos, reports, guides, white papers, courses, etc.

Photo Gallery / Portfolio

Show how your products or services are being used by your customers or if you are a graphic designer, architect, wedding dress designer or an interior designer, showcase all the projects/products you have worked on.

Media Information

Include any information, articles, photos of your products, staff etc that have appeared in the media – print, TV, radio or internet.

Events Calendar

This could be a calendar of events in your industry or for your business.

Return & Refund Policy

This is a must if you sell products.

Secret # 3

Make your website visually appealing.

One of the tell-tale signs of poor design is the use of many different colours and fonts on each page, so ensure you are consistent with colour, fonts and images throughout your website and on social media profiles.

I would recommend no more than 2-3 fonts and 2-3 colours.

Colours

Your logo is a great starting point for choosing colours. However, if you don't have a logo yet and are unsure what colours to choose or what would go well together, here are some inspirations https://colorpalettes.net/.

Fonts

Many website themes come with pre-installed fonts, however, if you really want to customise your website check out Google fonts - https://fonts.google.com/ .

Images

Images can make or break the look of your website and can make a difference between whether your website looks amateurish or professional, so choosing great images is crucial. But where can you source images from?

Google images

Under no circumstances should you EVER use images from Google images. In most cases they are protected by copyright laws and you could be fined thousands of dollars for using them.

With technology like TinEye.com and Images.Google.com, it is now very easy to find copies of images on the internet. And trust me, image banks are looking to see who is using their photos without the proper license.

Take photos with your smart phone

I snap photos wherever I go – gorgeous sunset, picture of a sandwich (you never know when that may come in handy), friend working on a computer, etc.

Free image banks

There are several image banks which allow you to use free images under the creative commons license, but be aware that many other people will be using these images as well. Check out: pexels.com and pixabay.com
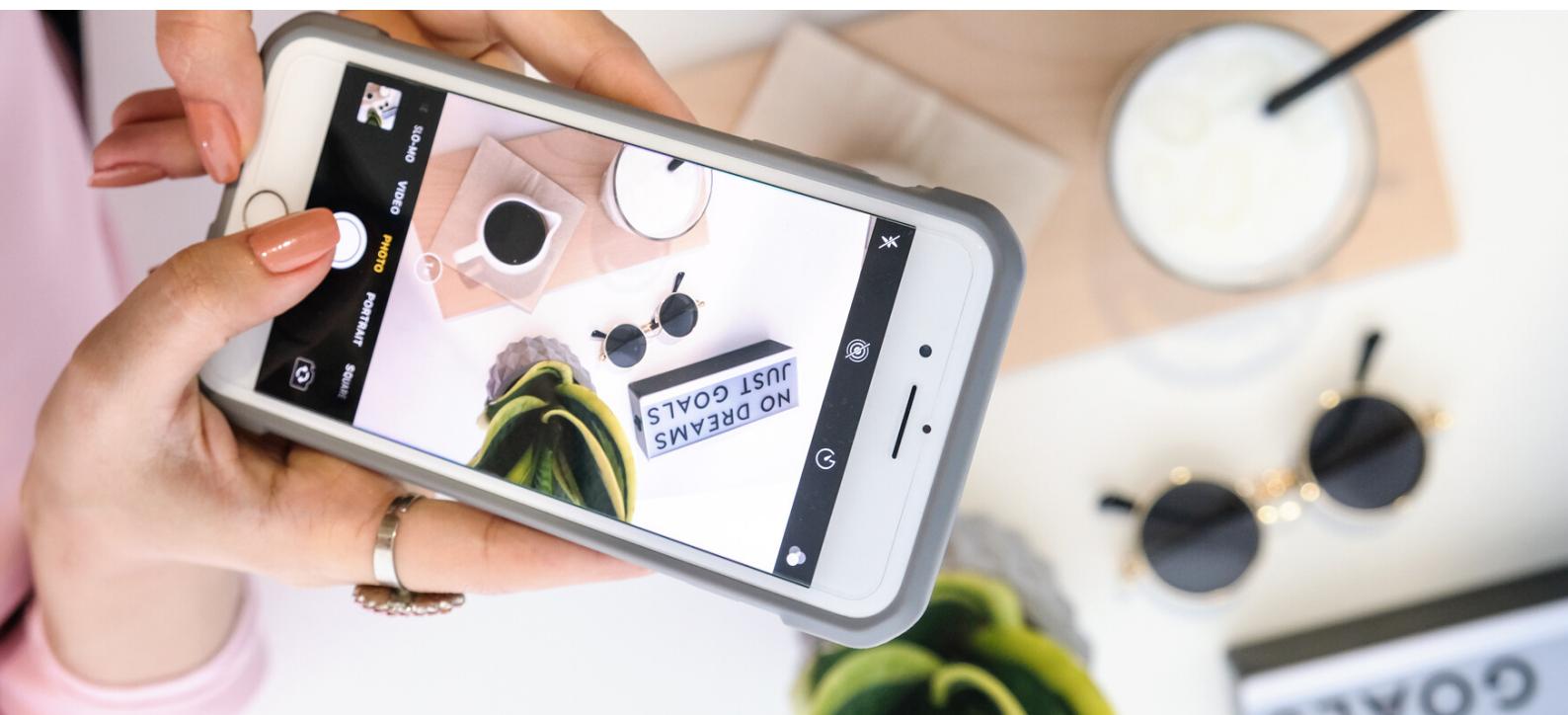
Get professional photos

If you want to make a great first impression, hire a professional photographer and get photos of yourself and/or your products, which you can use not only on your website but all your social media profiles.

This may cost you a bit of money, but the difference it can make to your bottom line is huge. Google may also reward you for having original images.

Professional image banks

It is worthwhile to invest some money into getting high quality, professional images. There are many excellent image banks, which have hundreds of thousands of photos and graphics for you to choose from.

Some of these include: iStockphoto, Adobe images, Shutterstock, Getty images, Dreamstime,

Add interest to your images

If you want to add a little interest to your images you can do that using image editing software before uploading the pictures to your website.

There are many free or inexpensive tools, which you can use including:

- Canva
- PicMonkey

If you want something local on your machine, I recommend Xara Photo & Graphic software.

Poor images will negatively impact the impression visitors have of your business, so ensure the graphics and photos on your website, blog and social media profiles are relevant and high quality.

Secret # 4

Gain trust and credibility.

In order to convert visitors into paying customers, you need to prove your credibility … you need to show your potential customers that you are trustworthy, reliable and that you will deliver what you promise. You can do this through the use of:

Testimonials

Include testimonials from your current customers to show your potential clients that you offer great services and/or products.

Make sure the testimonials are real and if possible provide contact details of the person who supplied you with the testimonial.

If you don't have any right now, get them! Simply email your customers and ask for their feedback. Most happy customers will gladly provide this.

Here's an email template, which you can copy:

I have a quick favour to ask.

I am updating my website and was wondering if you could please write a brief testimonial that I can add to my list of satisfied clients?

It doesn't need to be long - just a few sentences describing your experience with me. Prospective clients don't care so much about what I say about myself, but they do care what my clients have to say.

For an idea of what other clients have written, please click here:

All you have to do is simply reply to this email with your testimonial. If you are able to do it this week that would be awesome.

If you are starting out and don't have any customers yet, volunteer your services or give away some of your products. Then ask your customers to provide you with feedback – if you've done a good job or your product is useful, they will be more than happy to do so.

Before & After Shots

If appropriate, show your customers problem pictures and beside them show the picture of resolution, with an explanation of your service/product's benefits. This is particularly useful for hair dressers, make up artists, carpet cleaners, stylists …

Case Studies

A case study will help establish your business as an authority, demonstrate how your product solved a real problem for a customer and help your visitors see how they could experience similar success with your products / services. Your case study should include the following information:

Title or Headline: Summarize the customer, their problem, and the result.
Summary: One or two paragraphs summarizing the case study's contents.
The Subject: Who is this about?
Problem or Challenge: What did they have trouble with.
Solution: How did your products or services resolve the problem.
Results: What was the end result.

Contact Details

This is kind of obvious, but you would be surprised how many people get this wrong by either not having a Contact page or only including a contact form and no other details.

Ideally you should place contact details in as many places as possible. Make it easy for your customers to contact you in a way they feel comfortable. The more details you have, the better, as these will show you have a solid business.

· Create a special "Contact Us" page,
· Include your details on "About Us" page
· Add them in the footer of each page.

Details to include.

- business name
- street address
- mailing address
- telephone, email
- emergency number
- website address
- social media profiles
- Skype id

Media

Include any information, photos of your products, staff details that have appeared in the media – in print, on TV, radio or on other websites.

Reviews

If your business or products have received positive reviews on other websites such as Google, TripAdvisor, Yelp, WOMO, Glass Door, True Local, eBay link to them from your website.

Secret # 5

Homepage elements & design.

Your website's homepage, also known as the index, front or welcome page is your website's sales page and most people will arrive at your website via this page.

You have 7 seconds to grab someone's attention and entice them to read more or take action.

Spend the next 24 hours tweaking your homepage and you will be ahead of your competitors.

1. Easy to understand tagline

The minute a customer arrives at your website, they need to understand what it is that you do and what problems you are going to solve for them. As such, it is important to prominently feature your hook or slogan. Your tagline should be memorable, straight to the point, differentiate you from your competitors and include a key benefit.

Here are some examples of great taglines

KFC - Finger licking good
Nike – Just do it
Mastercard - There are some things money can't buy. For everything else,
    there's MasterCard.
M&M: Melts in your mouth, not in your hands
L'Oréal Paris: Because you're worth it.
Websites 4 Small Business: Transform your business with a professional website

2. Resolve problems

Don't tell your visitors how great your business is, how you use the latest equipment, greatest techniques and offer the best service. No one will believe you. Make your homepage about how your products/services resolve your customers' concerns/problems.

Show that you understand what they are going through and explain why you are the authority on solving the issues. Explain your process / roadmap you will use to help them.

Instead of using the words "we", use the words "you". Write your copy as if you were talking to your customer over a cup of coffee.

Information about your products and services should be broken down into bitesize pieces rather than big blocks of text. If you provide too many details, your visitors may become confused or overwhelmed and take no action.

3. Call to action

Tell people exactly what you want them to do when they arrive at your website. Do you want them to contact you, download a report, sign up for a webinar, request a quote, book an appointment, subscribe to your blog or follow you on social media? Show them where and how.

4. Headlines

You only have a few seconds to get your visitor's attention, so make sure you include great headlines which will make them want to read more. To get the best headlines, use a Headline Analyser - https://coschedule.com/headline-analyzer
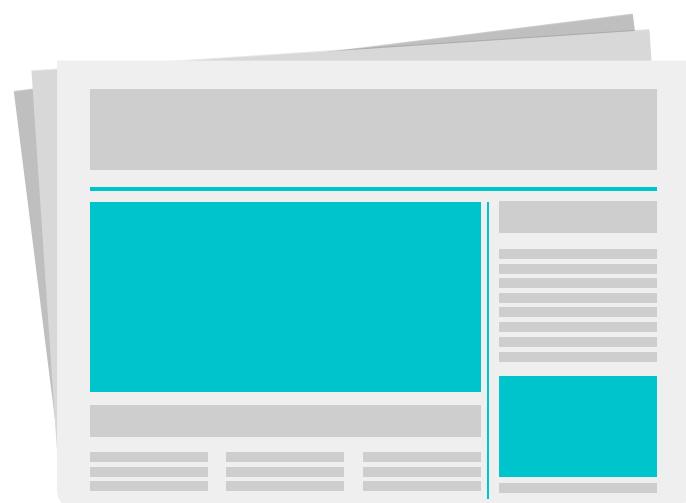
5. Videos

People have short attention span and often prefer to watch videos rather than read pages and pages of text. As such, it is a good idea to include a short video, which gives them an overview of what your website is about and allows them to connect to you on a personal level.

Homepage layout

Internal page layout

Design & navigation that matches homepage

Catchy Headline

Detailed info

Call to action

Links to relevant pages

Footer
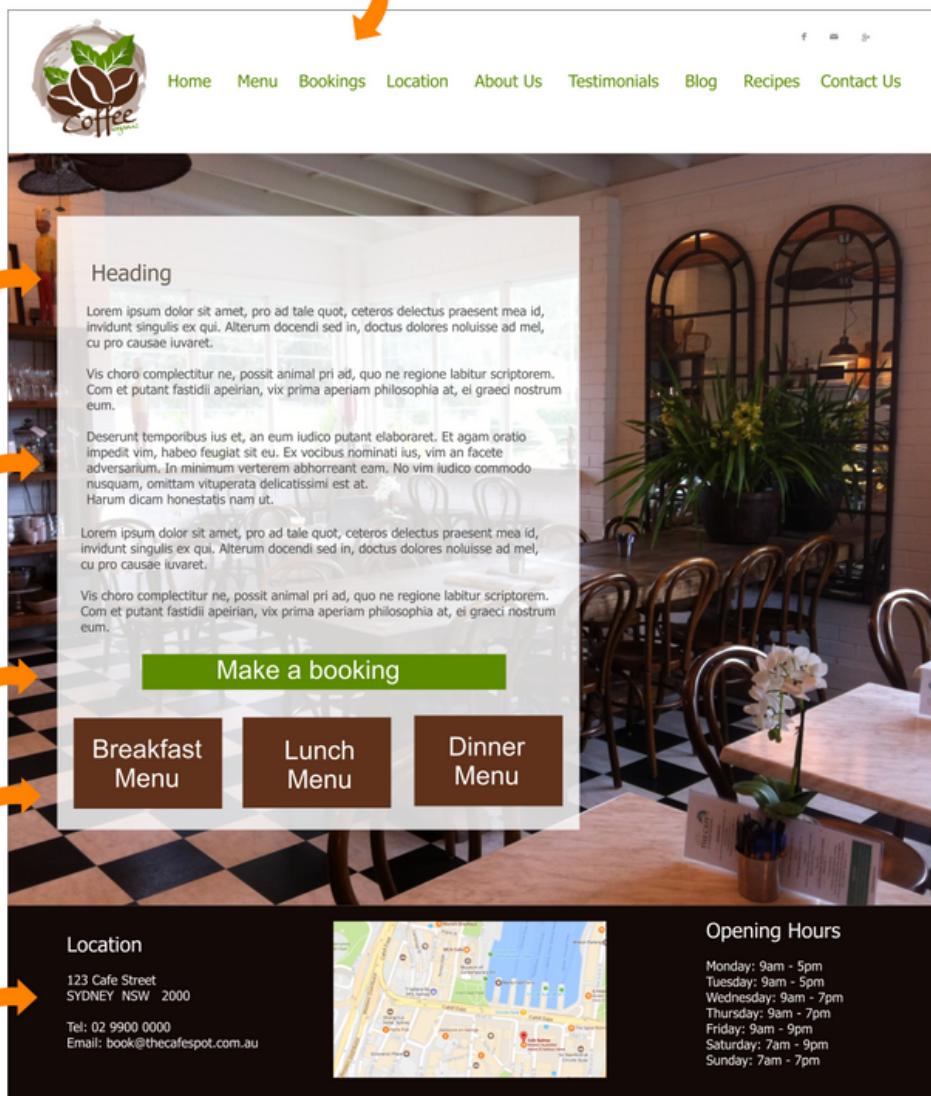
Secret # 6

Make your website copy irresistible

When it comes to the information on your website, the devil is in the detail. Small tweaks create big wins.

1. Play the game

Seduce your reader from the very first line.

Write about their problems. Quickly grab their attention and use the power of mirror neurons and emotion to fuel their curiosity.

Engage your reader's senses. Make them feel something; cringe, jump, tingle. Create vivid mental images and take them on a journey of wanting to read more.

2. What's in it for me

They aren't interested in our products, our business, or us. They just want to know what's in it for them.

Research. What problems do you solve for your reader? Know what they want, get them excited and drive them to want to buy.

Personalisation is also your friend. Using your customer's name where appropriate and build trust and credibility, makes content much more engaging..

3. Ask questions

Don't be afraid to put it out there. Make it relevant. Grab their attention. Create the nodding effect and have him or her agreeing, or at least thinking you have the answers.

Having a succinct and challenging opening sentence will instantly make your copy more engaging. Let them know you will solve their problems quickly and they'll be more likely to read on..

4. Own the short and sharp

Don't waste precious pixels. We must minimise distractions. Cut out the crap. No salesy words or phrases. If you have to say you are innovative or market leading then you most probably are not.

Be specific and don't generalise where possible. We have reached 2683 followers, has more credibility than 'we have thousands of followers'.

Keep it simple and direct. Tell readers exactly what you want them to do. Don't waste their time.

5. Learn to love power words & verbs

Don't rely on adjectives to add colour to your copy. Go active on the verbs to add pace and punch.

Keep them glued with the use of: you, free, because, straight away, instantly and new. People block out sales pitches so remember to use the words effectively.

Also, everybody loves a story and emotive transportation leads to conversion. Power words allow your reader to become more engaged, trusting and evoke a sense of fast reward.

6. It's about benefits, not features

Talk benefits not features. Create a benefit-driven headline and introduction to encourage him or her to read on.

Speak to what really matters. How are you solving their problem and pain points?

You must prove your value. Face any reader's concerns front on. Acknowledge them. Say why they will benefit from buying your product or service.
People are willing to pay for exceptional experiences. If you can't persuade your customer to buy then you've not addressed their problem.

7. You want action, don't you?

Once you have stirred interest and built their desire with your undeniable benefits, it is time for the slam-dunk. Invite them, very clearly, to take action.

This is not always easy. You have to give them a reason to sign up or take action. What are you offering for their time and details?

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Secret # 7

Interact with visitors

Answer your visitors' questions and address their concerns when they arrive on your website by providing "Live Chat".

Live chat is a lot cheaper than phone support and allows you or your team members to multitask and assist several visitors at once.

Your website visitors benefit by having instant access to salespeople and support staff.

When visitors can contact you with concerns, they will have more confidence in your company.

Check out:
- **Zendesk Chat**
- **LiveChat**
- **Zoho Desk**
- **Pure Chat**

For times when you are not available, include a Frequently Asked Questions page on your website.

Secret # 8

Automate your business

If you are like most small business owners, you work long hours in order to service your customers.

Why not make it easy on yourself and provide an exceptional experience for your customers by automating your business.

Email Automation

Many systems now allow you to nurture your visitors based on the action they take (or don't take).

For example, say Kathy Jones visits your website and requests to download your checklist. She is then followed up with several "personalised" emails.

In email number 3 you suggest she checks out the pricing of your products.

By clicking on your pricing link, the system can deliver a message with details how quickly you ship, your money back guarantee, etc …

John Cruise, on the other hand receives the same initial email but doesn't open it. In this case, you can resend him the initial email, but with a different headline.

You can also use email automation for onboarding new customers. Say you are a marriage celebrant and you need your customers' wedding details including the date, venue, names of the bride and groom, witness names, emails etc.

You can set up a form on your website which the couple complete and when they do, it triggers a series of messages, suggesting what they need to do 6 months ahead of their wedding, 3 months, 1 month, 1 week and the day of their wedding.

Appointment Booking

If you are a coach or consultant and you offer free or paid consults, either in person or via phone/Skype/Zoom you can integrate an appointment booking calendar, which allows your customers to automatically schedule an appointment with you.

The software is smart enough that even if you are in a different time zone, it takes their time and your time into consideration. Many systems also allow you to pay for the appointment ahead of time.

Using a booking system will not only make your visitors' life easier, but will also save you a lot of time and increase your productivity.

Online calendars allow you to set days and times when you are available. You can block days and times when you are busy or away.

You can also set up reminders for your customers to ensure they don't forget and follow up with them after the appointment.

There are many great apps and plugins which allow easy scheduling to be integrated into your website: vCita Appointment Scheduling, Calendly, ScheduleOnce, Accuity Scheduling, MindBody.
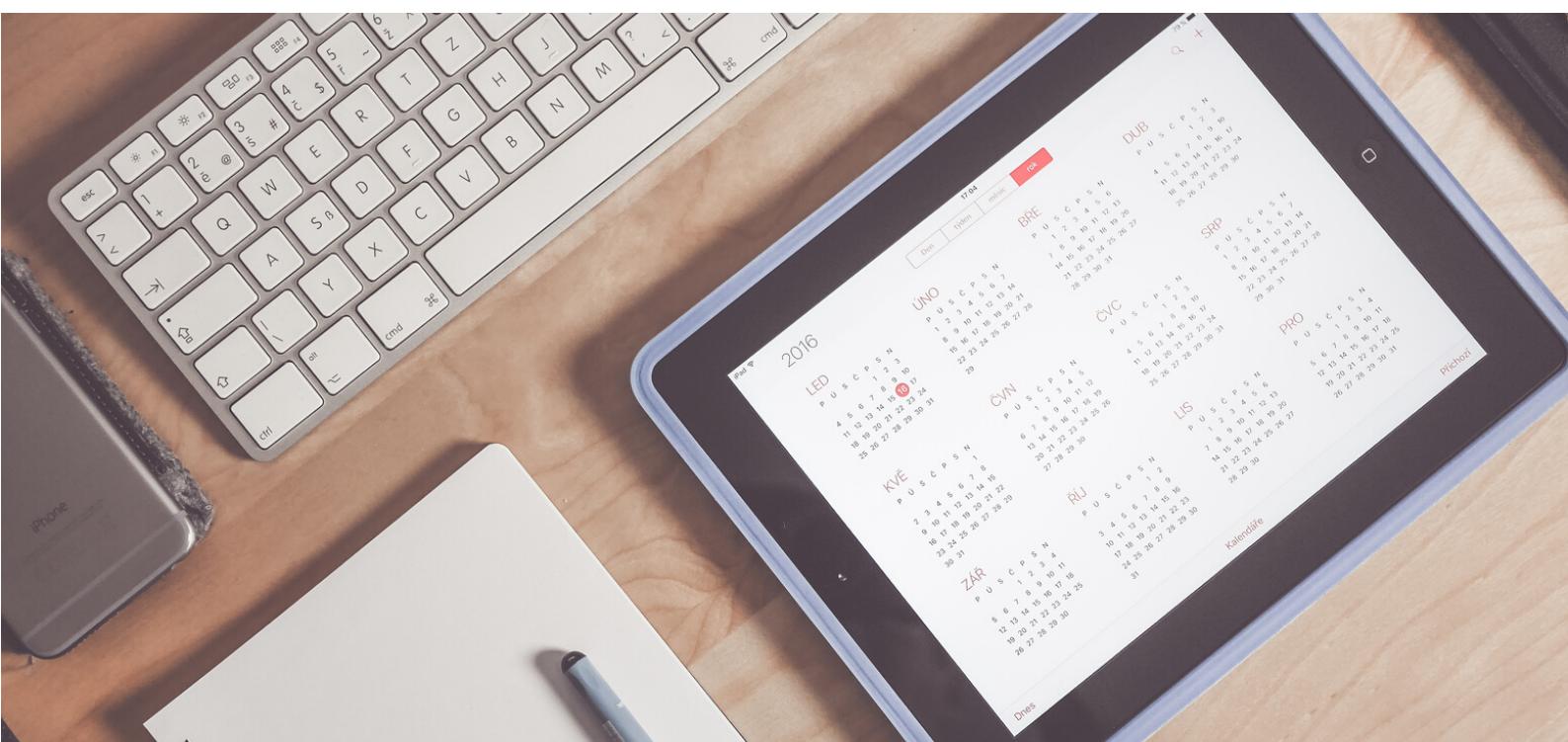
Secret # 9

Calls to action

Make sure you tell your visitors what you want them to do as soon as they arrive on your website. Most people won't buy from you the first time they come across your details, so capture their information then follow up with them - provide useful information so they can get to know you, like you and trust you.

Some effective calls to action include:

- Download a report / checklist / guide
- Enter a competition
- Sign up for a free webinar
- Schedule a consult
- Follow you on social media
- Complete a quiz
- Access a mini masterclass
- Claim a discount / special promo

Include a maximum of three calls to action per page, otherwise your visitors may get confused and not take any action at all.

Secret # 10

Get social

Set up social media profiles on networks where your target audience hangs out and include links or feeds to your social networks on your website, so your visitors can follow you, like you or connect with you.

Make sure you update each profile regularly – your posts should be engaging, entertaining or informative.

Here are some suggestions on what to post:

- Inspirational quote
- Testimonial
- Short video
- Answer a frequently asked question
- Offer free download
- Ask a question
- Behind the scenes
- Fun fact
- Customer spotlight
- Industry news
- Quick tip
- Product spotlight
- Just for laughs
- Offer special promo
- Checklist or free report

You will find many services which allow you to schedule posts, so you can pre-plan your social media postings.

Check out: Hootsuite, Buffer and Post Planner.

Claim your FREE Website Design Strategy Session to double or even triple your business

If you are serious about your business and want to dominate your market, you need to get your website sorted before you start advertising. If you don't, you will waste hundreds, and possibly thousands of dollars.

This report can get you massive results when implemented correctly. But unless you understand website design trends, strategies and tools, it'll only remain an under utilised piece of paper that sits on your desk. It's like having the keys to a gorgeous car, but not knowing how to drive it.

If you'd like to use this report to its fullest potential, I want to show you HOW, in a FREE 30 minute Website Strategy Session. We will discuss where you are right now and where you want to go. And I will help you plan a roadmap for online success.

Please note this is not a sales call and there are no strings attached. You will be speaking directly with me.

WARNING: This is only for people serious about setting up their business for long term success. As spaces are limited, please don't book an appointment if you're not ready and committed to your business just yet.

However, if you are ready to create an outrageously successful website, so you can skyrocket your profits, book your strategy session call now.   Simply click here

Go on ... what have you got to lose?

Ivana Katz

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