

Mini Guide

WINNING WITH YOUR WEBSITE

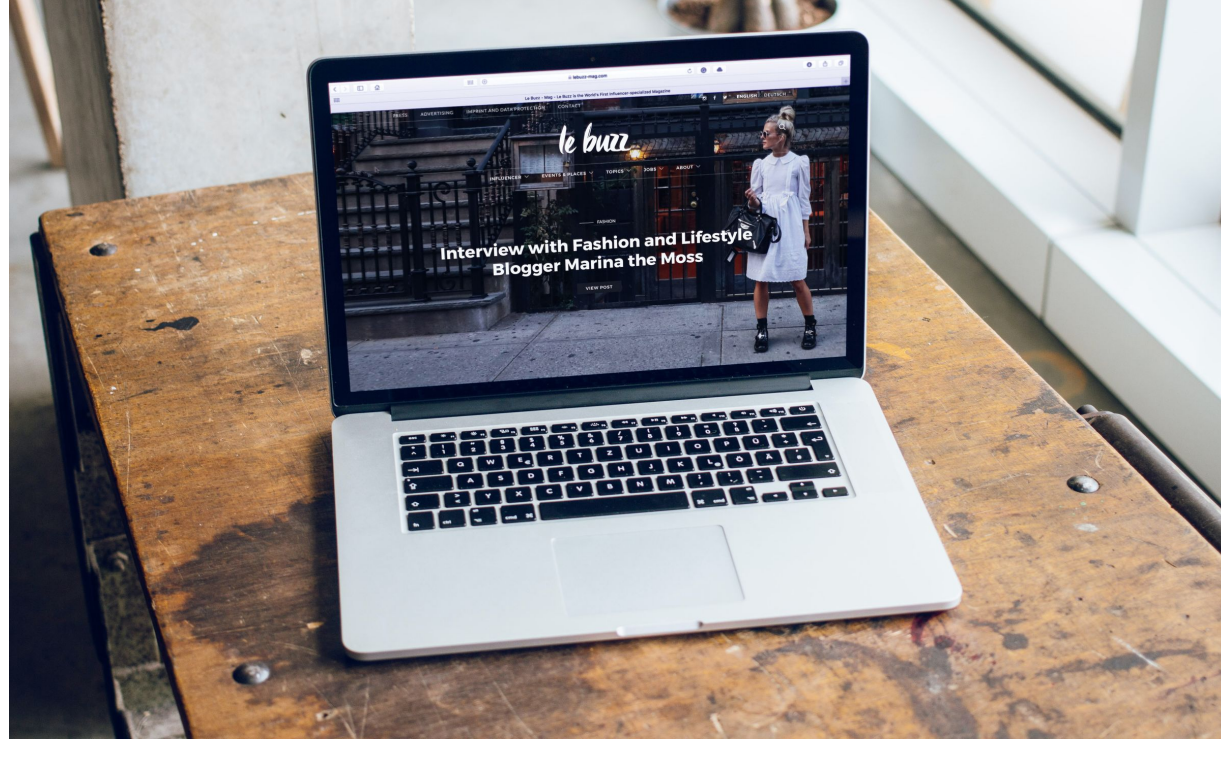
Make Your Website a Part of The Sales Team
Show how you make customers lives better
Your website should Ask to start doing business
Make it easy to do business with you

Focus on Our Soulmate Visitor

Remember its not the amount of traffic its the quality

Get rid of the We - We Syndrome

Remember your website is about your customer not you



Be Clear and Concise

Invite customers into your story

Website Branding vs. Marketing

Branding is how you make your customers feel when interacting with your business & product

Marketing Helps Communicates a Specific Offer, Evoke Curiosity the #1 Human emotion for interaction



Website Structure

The Perfect Website

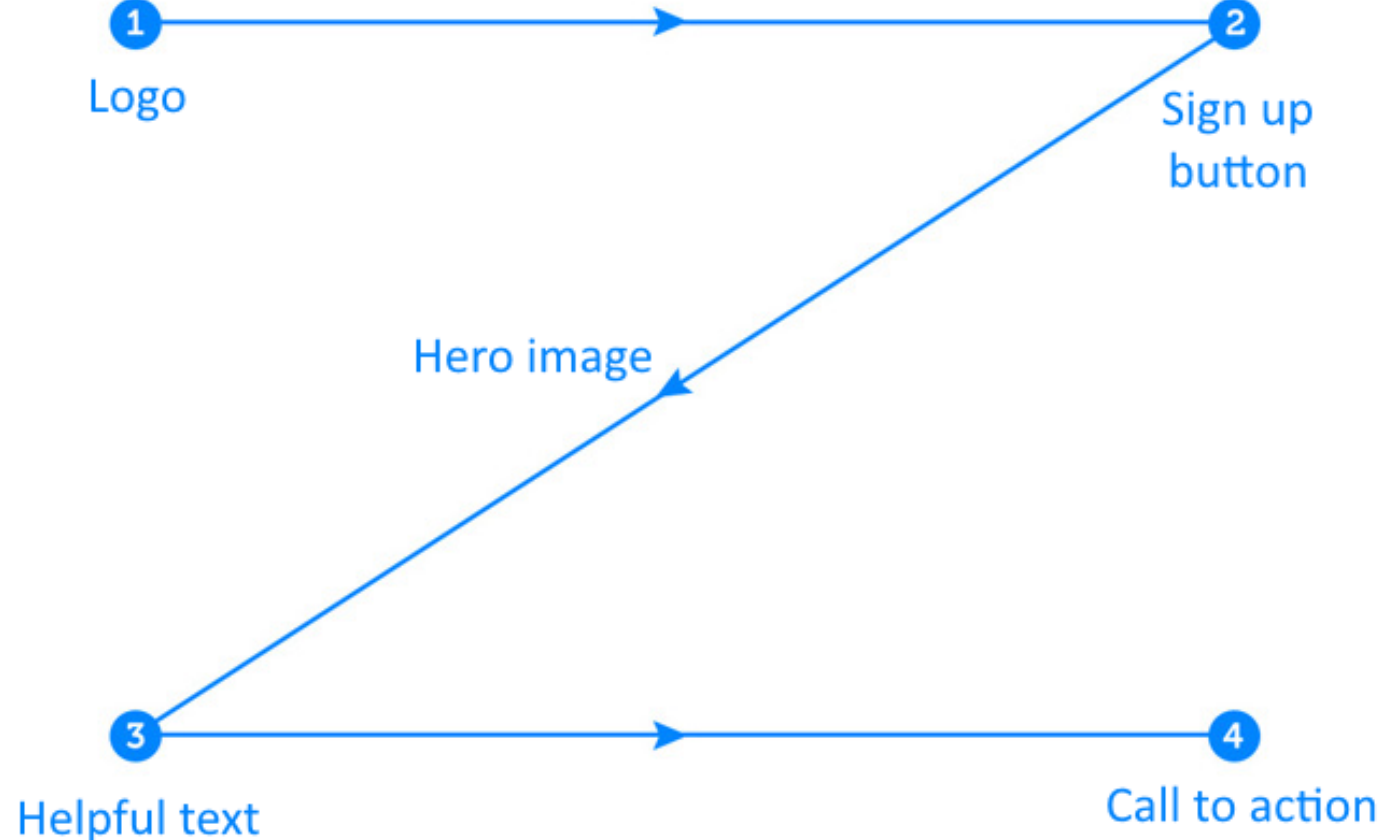
Oh By The Way There is No Perfect Website



Your Website Must:

- Show soulmate why they should care/what problems you solve.
- Show how you them make their life better.
- Ask to start doing business.
- Provide information to answer their questions.
- Show how to do business with you.
- Provide information to show experience & build trust.

The Z Pattern



Above The Fold

The 3 questions that need to be answered

What do you offer?
How will this make the customer's life better?
What does customer need to do to buy it?
Be Clear and Concise.

Help Your Website Be Found

Meaning of the search query

Relevance of your web pages

Quality of your content

Usability of your pages

Context & The Setting

Your Site Speed

Is Your Site Mobile First

Lower Bounce Rate The Better

More Time on Site The Better

How Long Has Your Site Been Online

