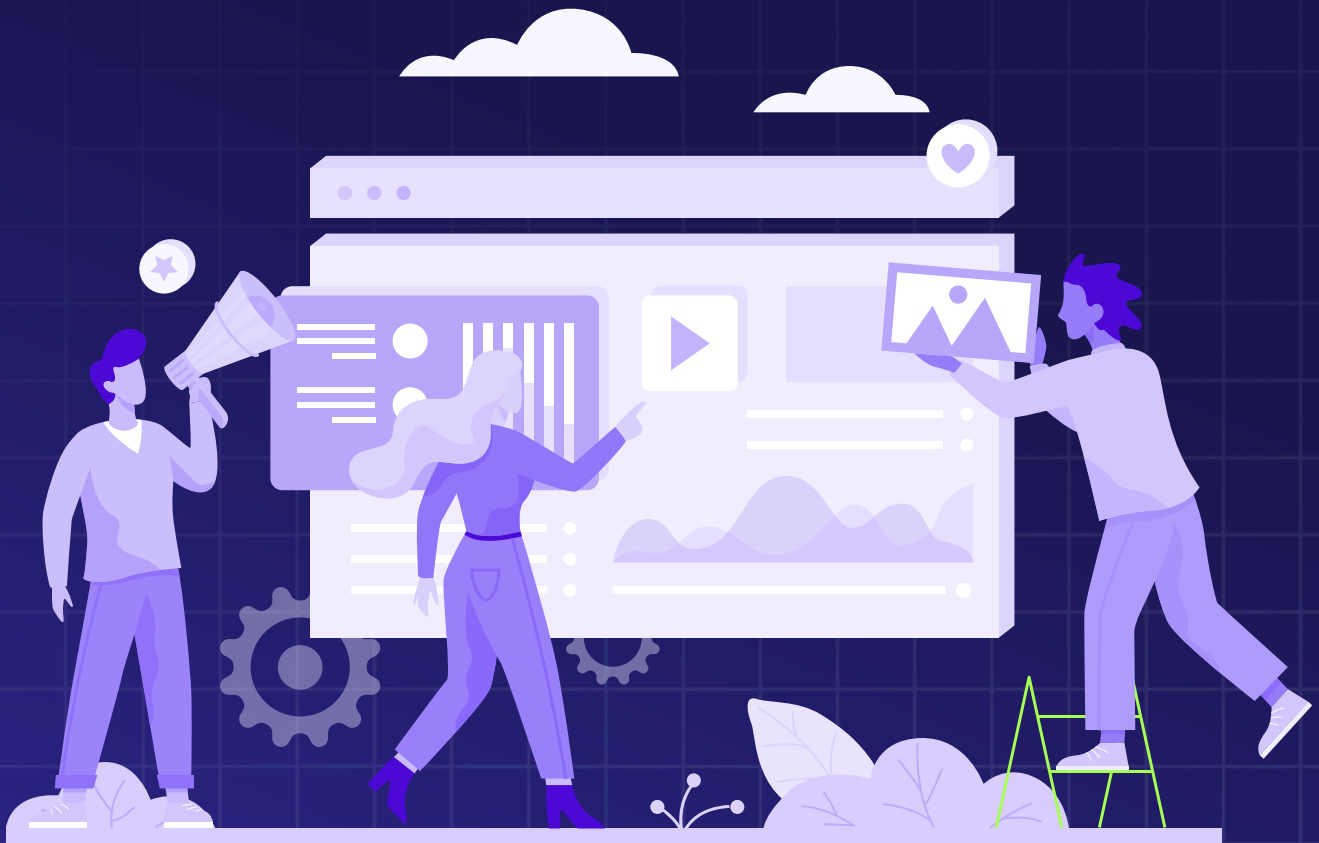


7 Things Every Small Business Website Needs to Be Successful



Is your website struggling to turn visitors into customers?

You're not alone. Many small business owners need help to create a website that effectively conveys their value and captivates their audience.

Below is a checklist of 7 Key elements every website needs to be successful:

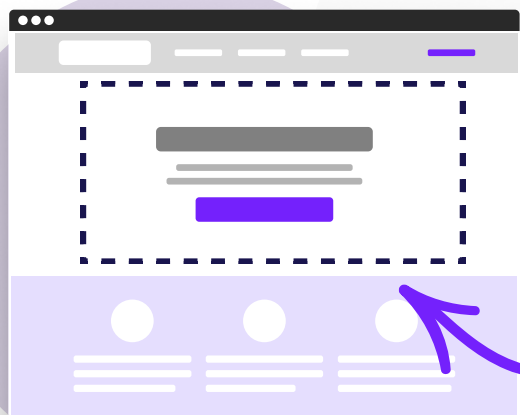
1. A clear header

A clear header is the first part of your website that people see, often referred to as the "hero" or "above the fold". Your header must quickly convey what you offer and how it benefits what you offer and how it benefits your customers. A compelling value proposition helps visitors understand the unique value your business provides.



This section should communicate 3 things:

1. What you offer
2. How your product can help them thrive and/or how it solves their problem
3. How they can buy it



2. Direct call to action

This is your money maker, (A.K.A. The “button”). This is where you get customers to click and buy your product. The words on this button should be direct and to the point. Having buttons on your site like “learn more” or “get started” are bad examples of a call to action. What you should be using is a “buy now”, “schedule a call” or “add to cart” button. If you’re concerned about turning away customers, rest assured that this approach benefits you in the long term by making it effortless and clear for those who want to purchase from you.



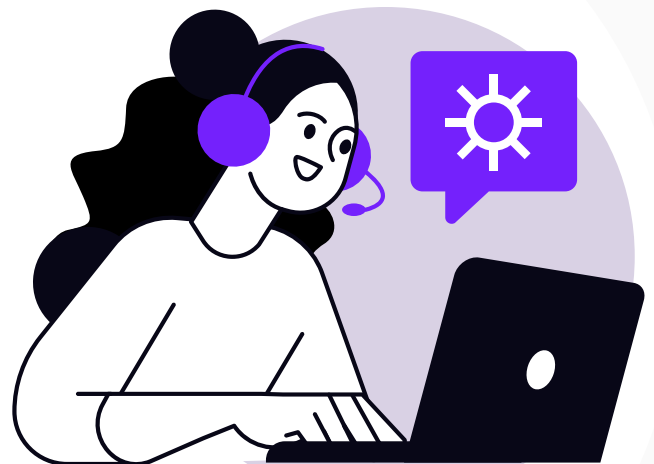
3. A simple navigation menu

This is the menu at the top of your website: Limit this area to the main things you want to direct your customer to. I recommend keeping it as simple as possible. You can distract your potential customers from taking action on the direct call to action you've set in place. The rest of those links can be put down in the footer so we don't lose those links but minimize distraction from the main goal of making a purchase.



4. A plan

This is the section where you explain your process: Customers are more likely to trust you when you have a clear process in place. Your plan should outline simple, actionable steps that customers can follow to achieve their desired outcome. Make it easy for them to see the path to success.



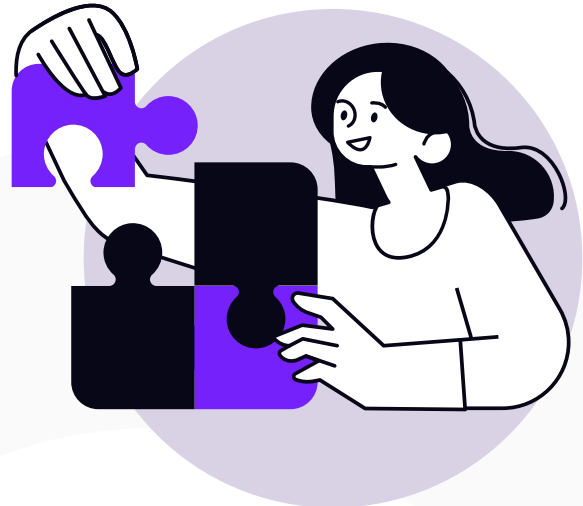
5. Transitional call to action

A transitional call to action is the other potential outcome you want to have happen on your website. This is a great opportunity to build trust and authority while gathering information about new leads. Typically, a customer signs up with an email address in exchange for a free course, or webinar, or downloads a PDF. This is the first step in creating a sales campaign where you send out emails to these potential customers and get them to buy after that.



6. Lead generator

A lead generator is a free product given to potential customers in exchange for their contact information. Email is still the number one source of contact to this day, and I highly recommend prioritizing email over cell phone numbers or home addresses. Some good examples would be a free video course, a webinar, a training on how to use your product, or a free guide giving your potential customers knowledge they wouldn't normally have, adding value to your services/product.



7. Customer testimonials and reviews

Another way to build trust and authority with potential customers is by displaying positive feedback from satisfied customers. This is a great way to qualify future leads by providing them with stories of how your product was able to help someone else solve their problem. These should be snapshots or soundbites of those stories making them punchy and to the point.



Now, what's next?

By incorporating these seven key elements into your website, you have the right framework for a website that works and is set up to drive them to take action.

If you're unsure if you can handle this, but are still ready to transform your website and grow your business, scan the qr code or click the link below to schedule a call with us.



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