

Website Essentials

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Your website is a representation of you and your business! Is it working for you? Is it updated regularly? Does it have pictures of your current events? Do you have written reviews/testimonials incorporated? Did you know that search engines determine the relevancy of your website by the frequency of updates being made and quality of content?

Your website should be clean, easy to read and easy to navigate. Make sure it functions properly across all devices; desktop, tablet and especially mobile devices. 75-80% of your website traffic will come from a mobile device.

- Use headers and short paragraphs
- Use bullet points
- Important words and phrases should be highlighted

Ensure your best and most important highlights are on your home page and that your website is not overwhelming... as few pages as possible.

- Attention grab! Most visitors won't leave your home page
- Understandable description of who you are & what you offer
- List your packages and services
- Always ensure your content is up-to-date and relevant
- People's attention spans aren't what they used to be. They want immediate results. Make sure your site offers them that!

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Your potential new clients are doing their research online before they ever pick up the phone to call you. And we can tell you with 100% certainty, no matter where they come from, they are ending up on your website. Your website is a tool that can drive leads and sales. It is the foundation of your business and should be the sharpest tool in your marketing toolbox.



You probably spend a lot of money running ads on social media and Google as well as networking in person or virtually. Your website is pivotal with the return on your investment for marketing. If your website doesn't include a CALL-TO-ACTION, you may be losing out on business.



Your website needs to include an obvious call to action. Now that they have found you, what do you want them to do?

- Do you want them to call you for a quote?
- Do you want them to email you for a consultation?
- Be literal in your explanation about what the visitor needs to do now that they are on your page.

Is your website SEO optimized?

- Being somewhat familiar with SEO basics will make your site more accessible by search engines.
- Using the correct keywords throughout your website text, putting in links and using video and photos will help.

Performance and a secure hosting platform are vital!

- Does your site load in a timely fashion? It needs to!
- Do you have an SSL Certificate in place?
- A secure and trustworthy hosting company is imperative. Being hacked could cost you customers.



Tell your visitors how to get ahold of you. It shouldn't be a scavenger hunt to find your contact information. You will lose them quick.

- Contact information up to date & several ways to reach you.
- Include social channel links. This gives them more ways to connect with you and see what you are all about.
- Try not to send them somewhere else to connect with you. Consider having a contact form on your website that can be filled out and make sure it includes asking if they would like an email back, a call back or to go ahead and set up a consultation.

Testimonials and reviews make you more tangible!

- Experiences of others in honest words will help to paint a picture of your professionalism and what you are like to work with.
- Reviews help build trust when potential new customers are debating about using your services.
- Include testimonials on your site. They are personal recommendations and make you credible.

A close-up of a fountain pen with a gold nib and a black barrel, writing the word 'Testimonials' in a large, black, cursive script. The pen is positioned at the end of the word, with the nib touching the final letter.

Testimonials



Review your website

- Review every page! Is everything accurate? Is anything missing?
- Compare how it looks on mobile? How it looks on desktop?
- Make sure packages, pricing & services are accurate
- Review your website at least quarterly (if not more frequently)
- Update credentials, awards, organizations

What do you want to get out of your website?

- Book appointments?
- Completed contact or lead form?
- Visitors learn about your products or services?
- Visitors to learn more about you?
- Fill out a contact form?

Let's talk about content!

- Does it include your logo and reflect brand colors?
- Does it showcase your work?
- Does it have recent event photos and videos?
- Does it social media links?

Statistics & Reporting

- Do you have analytics connected to your website?
- Have you reviewed your traffic and where visitors are coming from?

Your website is your most important online marketing tool!

No matter what marketing and advertising strategies you utilize, most send people to your website. Utilizing the tips in this handout will help ensure your website has the essentials needed to drive leads and sales to book more business!