



How to Make Your Website Attract Clients

A Guide for You brought to you
by Dynamic Website Design & Marketing

Introduction

Your website is your storefront. In many cases it provides a prospect's first impression of your company. You know what they say about first impressions; you only have one chance to make a first impression and it had better count. The good news is that keeping in mind a few fundamentals and making a few simple tweaks to your website can take it from bland to brilliant. Your website should attract visitors that convert to become clients, and help you build a prosperous and exciting business.

Appearance

Visual Interest

With good design elements and attractive and relevant graphics strategically placed throughout, you'll create a website that is beautiful to look at as well as useful. Work with a designer to get an attractive and balanced site.

Clear Brand

What's your brand? Is it strong and apparent on your website? You can use your colors, logo, header, buttons, graphics, and the voice of your content to help build and establish your brand.

Professional Quality Logo/Header

The world of digital marketing is vast and competitive. While you can create your own blog header, you should probably leave it to the professionals unless you happen to be a design wizard. Make an investment in your brand and your business by having a strong and relevant header and logo created to represent your business.

A Combination of White Space Complimented by A Dark Color

Make your website more “eye catching” with vibrant color. Beige was more the trend back at the beginning of the 2000s. Compliment major white space with a vibrant sharp colour to bring more contrast to your site. Or consider dark colors to give your site an ultra-modern look that is easy on the eyes and makes other colors and design elements pop. Dark colors can improve the visibility of other accent colors besides white to display a truly dynamic design.

More about White Space

The intent of white space is to leave blank space between the design elements to give a balanced feel to the page. Although it's called white space it can be any color to provide spacing between lines or columns of text, empty space around images or videos and the margins around the page. White space also helps to highlight important elements.

Fonts and Typography

The font, no doubt, has a huge bearing on the readability of the content. Trending nowadays is outlined typography which is becoming more popular on. Make sure to use colors and font styles that are easy to read and stand out.

Massive font sizes for larger-than-life that can be read from across the room are also a trend. One of the benefits of large typography is it can be used as a style of navigation to help visitors to click easily to different parts of your site

Great Headlines for Everything

Headlines have an important role to play, and the more compelling and relevant they are the better. They'll pull your prospect to your content. Practice writing headlines. Test headlines to determine what your prospects respond to.

Fresh and Catchy Content

The single most important thing you can do to transform from bland to brilliant is to create the best content possible. Fresh content means that your content is recent and it's topical.

You're not creating content about something that happened five years ago or even five months ago. You're creating content about what's going on right now. And catchy content varies depending on your niche and your audience.

The most important thing to remember when contemplating what makes something catchy is what voice and style you want to communicate to your readers. Are you serious? Funny? Controversial? What makes your content interesting, different, and valuable to your reader?

Content

Video and Welcome Audio

Video and audio have become primary means of communication online. YouTube, Vimeo and other social video sites have changed the way we interact online. People enjoy being able to put a face with a business. They also like to hear your voice. Consider including both video and audio content on your site. You might even include a simple welcome message embedded into your landing page and/or sales page.

Your Target Market

Who is your target market, and when they visit your site is it obvious that you're talking to them? Your target market is the people who your products and services are designed to help. They're the people whose problems you solve.

If you're unsure who your target market is, then it's time to conduct some research. Take a look both at the demographics and psychographics of your customers. What do they have in common? Create an ideal prospect and then craft your website to appeal to that ideal prospect.

Search Field

It is important to make your site usable by anyone who visits. One of the simple tools you can use to make this happen is a simple search field. Many website themes available for WordPress and provided by other website building platforms now allow you have a search field in the sidebar widget.

Contact Form

What do you want people to do when they're at your site and they have a question? You might consider having a FAQ page, but if you don't then you'll want your visitor to be able to reach out and ask their question. This keeps them engaged and connected to your business.

To make this happen, it must be easy for them to contact you. One of the simplest ways to accomplish this is to have a contact form or an inquiry form on your site. They enter their email address, subject line, and ask their question. You or your customer service assistant receives the message and can promptly respond.

About Page

Your “About” page can include several pieces of information. Consider including information about your company’s vision, mission and of course more about yourself. Remember though that even your About Page is still about your client and how you can best serve them, so keep that in mind when you are writing.

Picture

Do your prospects and customers know what you look like? Add a picture to your website and show them. Make it a professional image that represents you and your brand. If you have a team of employees or even contractors that your clients may interact with frequently then consider adding photos of them on your “About” page or contact page.

Do You Have Credentials?

What are your credentials? What makes you an exceptional, reliable source of information, services or products? Include your credentials on your website in the form of a biography or on your “About” page.

List of Awards Earned and/or Recognitions

If you or your business has been recognized for anything relevant to your industry, then definitely make sure it’s acknowledged somewhere on your website. Awards and recognitions give you a boost in credibility.

Have You Been Featured on The News?

If you've had the opportunity to be featured on the news, then share the logo of that show on your website. Imagine how powerful "As Seen on CNN" could be to grow your business.

New Products and/or Services

One of the best ways to make your business website stand out from your competition and really take hold is to create a steady stream of top-quality products or services. Create a launch plan that provides you with the ability to talk about new products or services often, to discuss pending launches, and to offer promotions. It keeps things exciting and of course it helps your bottom line.

Testimonials

The key to using testimonials on your website is to choose the ones that work best. Find testimonials that provide details to explain how your product or service satisfies a consumer need or solves a problem. Testimonials that highlight the benefits promote sales.

Contributor Content

Let other people create content for you. Each guest blogger, interview, or contributing author brings their audience with them. You'll gain traffic and followers. You'll also gain credibility by providing your prospects with a variety of valuable content.

Effective Calls to Action

Include a call to action in every single piece of content you publish on your website – even if you merely want someone to stay on your site and read some more. Tell your visitors what to do next and help guide them through your site step by step.

Contact Page

The contact page is simple enough, yet it is very important. It should include your contact information even if it's already been published elsewhere on your site. Include name, phone numbers, email addresses and physical address (PO Box, Skype, and Google Voice number works well). Also consider including any social media links on this page.

Interaction

Easy to Navigate

It is important that your visitors can find their way around your website quickly and easily. If you're uncertain about how to accomplish this, then study websites that you visit often. Notice how they guide you through the site. Do they provide relevant and easy to recognize navigation tabs? Does the flow of the site seem logical? Is there a search function so you can head directly to the page or information you're looking for?

Interaction / Comments

Does your website invite visitors to comment on your articles and blog posts? One of the best ways to not only measure engagement, but to also create it, is to take a look at the level of interaction on your site.

Engage them in conversation and invite interaction and comments. You'll not only learn a lot about your audience and what their interests and what kind of solutions they are looking for to solve issues, concerns or problems, but you'll help build a loyal community of customers.

Membership Option

Have you ever considered offering a membership for your business? Members receive exclusive content, products or services, or promotions. You can charge for the membership or offer it for free. The choice depends largely on your audience, niche, and goals. Consider offering a membership option for your site to help broaden your offerings and set your website apart from your competition.

Competition – Get People Involved

Competition has the tendency to ignite a fire of attention and sales. There are many ways you can use competition to add fun and flare to your business. For example, you might use it to build awareness of your Facebook page.

For example, anyone who “likes” your page could be automatically entered into a drawing to win a prize. Another type of competition gets your prospects involved and contributing, so you might have them share a story that's relevant to your niche and readers can vote on whose is the best story. They could create videos too.

Top Quality Free Downloads

Freebies are appreciated by just about everyone. However, they can't be the average run of the mill freebies. Your free content needs to provide unique value to each prospect. It should solve a problem in an organized and efficient manner. Some of the best freebie downloads are simple.

For example, you might create a calendar, checklist, or even a downloadable worksheet for your prospects to fill out. Remember to brand your free downloads and use them to gently drive traffic to a sales page or the next item in your sales funnel.

Informative

A Newsletter

Email marketing is still one of the most powerful means to connect with your prospects, build relationships and make sales. However, your email newsletter has to be valuable. Make sure it provides different value than your website content. And separate that content so that newsletter subscribers receive unique value.

Webinars

You can take your website up a level by offering webinars and using the tool to provide teaching opportunities to your prospects and customers. You can even use material from the webinars as the foundation for new content on your website.

Have You Written A Book?

If you've written a book, your website provides you with the perfect opportunity to promote your business. Promote it and use it to help establish you as a credible resource.

Controversial Content – Share Your Opinion

Some blogs seem to thrive on controversy. Others avoid it like the plague. There is a happy medium. Consider adding the occasional opinion piece. Surely you have strong opinions about matters in your industry, and chances are your prospects and customers do too. By sharing your opinion in a professional and interesting way, you engage conversation and can create a lot of traffic and interest for your site.

FAQ Page

A FAQ page is optional. FAQ stands for Frequently Asked Questions. Depending on what your business is, you may feel it is necessary to include an FAQ page on your website. Including a FAQ page on your website helps make it more user friendly. Create a list of the most common questions you receive from your potential clients and turn it into a separate page on your site. Make sure that like all your other valuable pages, this FAQ page is easy to find and read. As you receive more questions, you can add to the page.

Also, consider occasionally linking to other important internal pages. This can accomplish two things. It can help keep your visitor on your website longer. And it can help boost the rankings for the page you're linking to.

When you're creating your FAQ content remember to make it valuable and easy to understand and remember to include your unique voice in the content. If you're witty when you create blog posts then be witty when you create your FAQ page. Consistency helps strengthen your brand.

Media Page

Do you have a media page? Depending on the industry of your business, a media page is designed to help provide the media with the essential information they need. Approach it with the belief that the media will come looking for you and will want to learn more about your business.

Here are just a few of the elements to include on your media page:

- Company Mission and History, Product List, Company Bios
- Company News and Press Releases, Brochures, Logos, Images

Social

Social Media Widgets

If you're active on social media, you can add social media functionality into your website. Social media widgets can invite people to join you on your chosen sites. Social media widgets can also display your activity on your favorite sites.

Events

Hosting events is a great way to not only attract attention to your business but get people involved with your business – events create relationships. Consider hosting regular events and adding a promotional banner on your site to generate interest and attendance. You can host regular monthly webinars, chats, and other events to educate and promote at the same time.

Relationships with Relevant Industry Professionals

Relationships are what build business. You have relationships with your customers and prospects, your vendors, contractors and much more. Each relationship is an opportunity to leverage, grow, and prosper. Relationships with relevant industry professionals can be significant.

For example, imagine if you have a pet blog and you forge a relationship with Cesar Millan (the “Dog Whisperer”) who links to your site or mentions you on Facebook. That would be a huge benefit for your business. And you don’t have to forge relationships with industry celebrities to make an impact. Connecting with others builds your community, one person at a time.

Community Involvement

What are you doing to make the world a better place? Getting involved in your community is great for business. It not only promotes you locally, it provides you with content to share online as well. And you can invite your prospects to get involved in your community causes.

For example, if you have a pet related business you might get involved in a fundraiser for your local food bank and invite others to donate or get involved themselves.

A Way for People to Give Money

Are you passionate about a cause? There are many ways you can integrate your cause into your business website. Taking this step not only helps raise money for something you believe in, it can help build your business.

A simple plug-in to help people click and donate, or a link to a cause you believe in, helps identify your business as a socially responsible one. More and more consumers are choosing socially aware businesses.

Additionally, if you have environmentally friendly practices then take time to identify those on your website. Sustainability is not just a buzzword; it's an approach that consumers respond to.

Marketing

Optimized Sign Up Offer

How do you motivate people to sign up for your newsletter? A great sign up offer can do the trick. There are many options to consider. You can give away a free report or ebook. You can provide a free online tutorial, video series, or access to behind the scenes audio recordings.

Create a fabulous offer to motivate subscribers and publish that offer in a prominent location on your website. Experiment to see what type of opt-in form works best. Some people have great luck with pop-ups, while others find that the upper right-hand corner of their website works best.

Promotional Offer

Ideally, you'll always have something going on, something that you can promote. You don't need to have a fire sale every other week; in fact, that's generally not a great idea. However, a relevant and valuable promotion can create interest for your company. There are many opportunities for promotions including new product launches, sales, and holidays.

Referral or Affiliate Program

Word of mouth marketing is one of the best forms of marketing because it doesn't come from you. It comes from satisfied customers. Consider creating a referral program for your business. You can reward referrals with money, discounts or add ones.

You might also consider creating an affiliate program. An affiliate program pays others a commission based on sales they send your way. It requires some additional legwork because you'll want to provide them with materials to be successful, but it can pay off generously.

Technical

Fast Load Times

Invest in a good webhost and make sure the graphics you're uploading aren't so large they slow download times. People are impatient and generally won't wait more than a few seconds for a site to load.

There you have it! 45 ways you can improve your website and make it stand out from your competition. Start with a few of these changes and gradually implement more of them as can. Each step you take helps your business grow, provides value to your visitors and prospects, and attracts more people to you and your growing business.

Security

Make sure your customers' information is protected by an appropriate level of technology. Using a secure shopping cart and payment system. Make sure your customers know they're protected by sharing your security protocol and policies. If you have SSL (Secure Socket Layer), then tell them you have it by displaying the logo.

SEO

SEO is search engine optimization. It's the strategy and toolbox of tactics that drive traffic to your website. There are many tactics to embrace including linking, keywords, content, social media and more.

Google Analytics

Analytics will not only help you fine tune your SEO strategy, it'll help you build stronger relationships, better understand your clients and prospects, and it will help you create highly targeted content. Analytics is essentially a program that helps track every single visitor activity on your website.

Google offers a free version of analytics software that is easy to use. You embed the code into your blog or website and then you can track your website activity. You can see which pages receive the most visits, where your visitors come from and much more. Analytics is an essential tool for any serious business owner.

Mobile App

There are more than a billion smartphone users around the world. And according to Statista, there were almost 4.48 billion people actively using the Internet as of October 2019 on computers, laptops, tablets and smartphones. Capitalize on this growing trend by creating a mobile application for your business and promoting it on your website.

USP

USP stands for unique selling proposition. It's what makes you different. How do you separate yourself from your competition? What do you do better or differently from them? Integrate your USP into your voice, branding, and content online.

Conclusion

These are suggestions you can follow to improve your website and make it stand out from your competition. You might use a few of these suggestions or you might be able to all of them. You can gradually add more of these features as you desire or need to. Each step you take helps your business grow, provides value to your visitors and prospects, and attracts more people to you and your growing business.