

6 THINGS YOUR **BUSINESS WEBSITE** SHOULD INCLUDE

*Optimize Your Website
to Get More Visitors,
Leads, and Sales.*



WHY MOST BUSINESS WEBSITES DON'T WORK

If you own a business, your website should be working for you to consistently bring in new leads everyday. Most websites come with a hefty price tag and may look pretty, but they don't do much to grow your business. Very few people see your website, much less know what to do when they do see it. Worst of all, your message is unclear.

Are you consistently getting new customers through your website?

At Voixly, we've built hundreds of websites for small businesses to help them grow their business online. No matter what industry you're in, there are 6 things that we've suggested most often when designing a highly profitable business website.

Incorporate these 6 components in your website and you'll get more visitors, more sales, and more fans of your business. You'll stop losing to your competition.

To your business success,

Colton Rucker
CEO, Voixly



1

**Your business website
should include a 3-
second headline.**



THE 3-SECOND HEADLINE

When someone visits your website they should understand what you do in 3 seconds or less. Your website headline needs to clearly tell the reader what you do and how it helps them.

To help you clarify your main headline (the company's tagline), use this formula to get started.

Formula: _____ to help you _____ your _____.

(Main service we provide) to help you (Result of our service) your (thing our service benefits).

Example: *Landscaping services to help you manage your lawn.*

Voixly's Headline: *Marketing to Help Grow Your Business Online*

Here are couple of guidelines when developing your main tagline.

Don'ts:

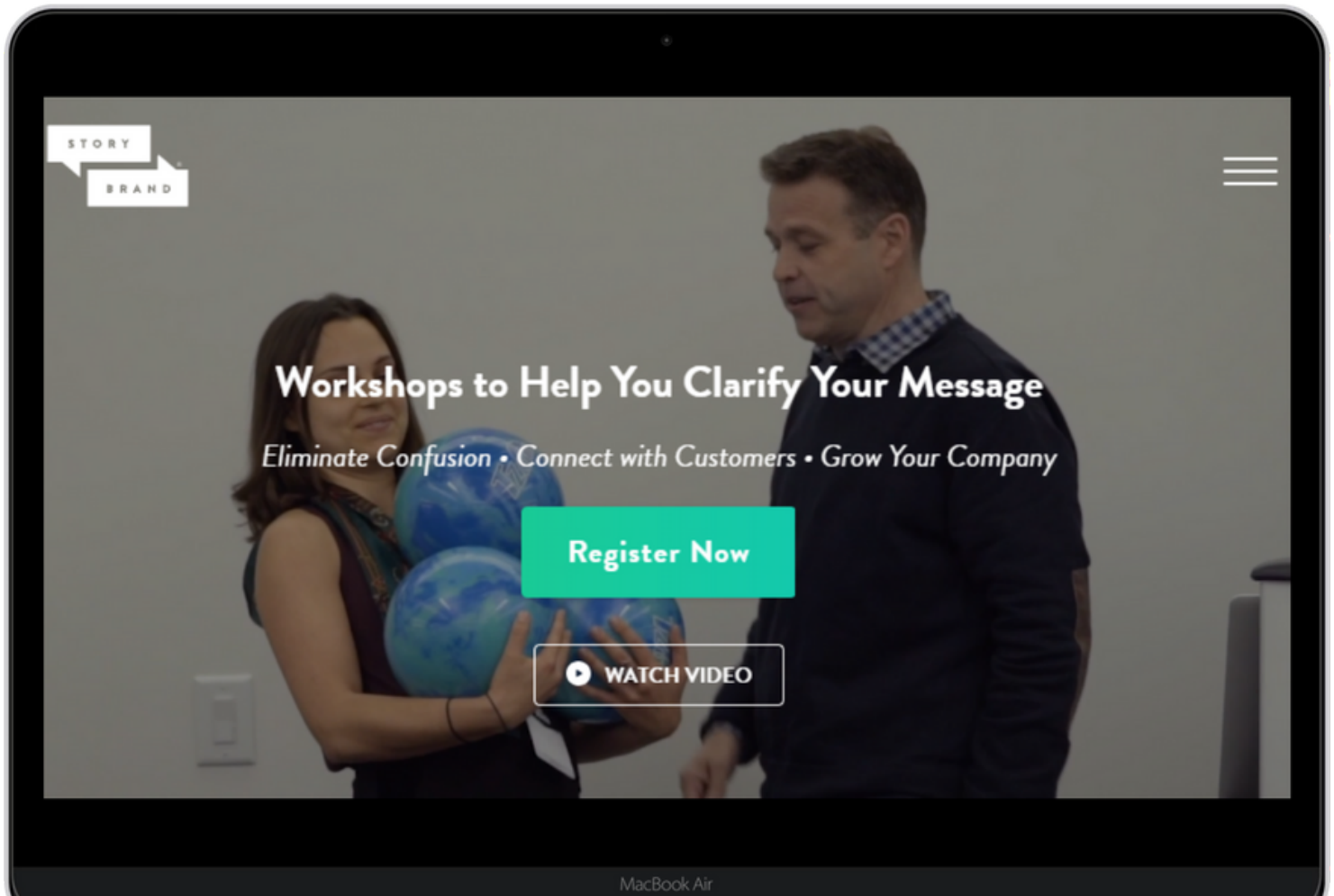
- Don't use insider lingo.
- Don't be too vague.
- Don't be long winded.

Do:

- Use language anybody will understand.
- Be specific.
- Be concise.

2

Your business website should include a clear call-to-action.



A CLEAR CALL-TO-ACTION

If possible, give visitors only one call to action on each page of your website. If your main objective is to get them on the phone. Make that the only option. You may also offer a lead generator as a call-to-action. Make sure it points people to your main call-to-action.

Make your call-to-action specific and straight to the point.

What is it you want the website visitor to do? Do you want them to book a call with you? Do you want them to buy your product? Be up front and direct. Also, make the call-to-action obvious – put it just under the header of your website, and in the top right of the main menu.

Bad CTA's:

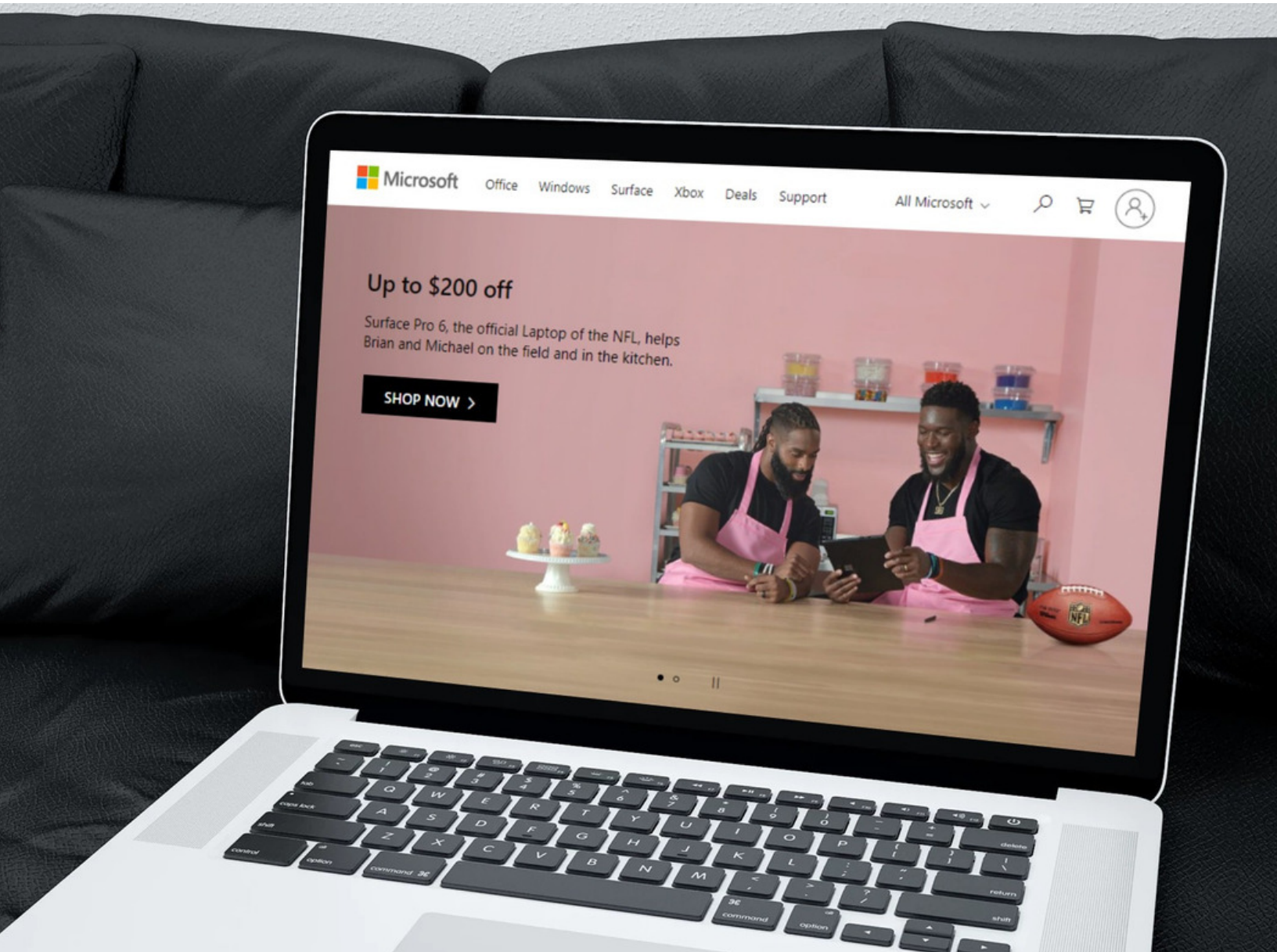
- "Learn More"
- "Get Started"

Good CTA's:

- "Call Now"
- "Buy Now"

3

Your business website
should include a
“Success Header Image”

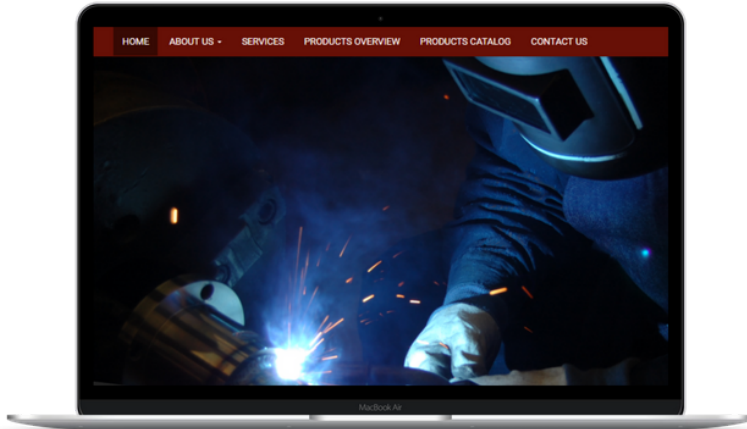


SUCCESS HEADER IMAGE

The header background at the top of your page is prime real estate. It is where your 3-second headline goes and it is the first thing people see when they visit your website.

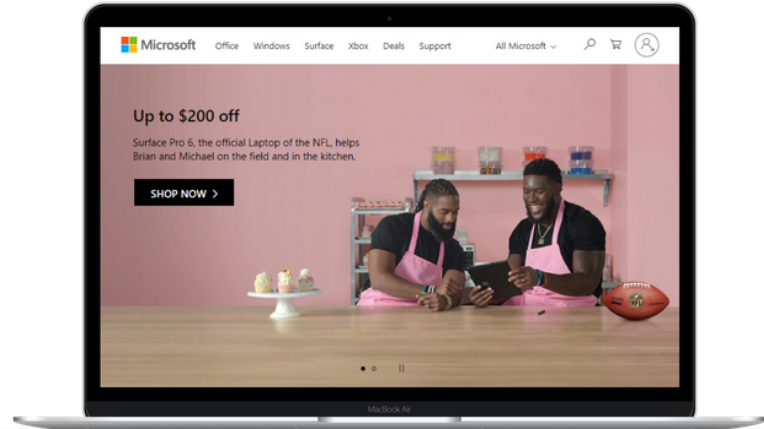
Use an image that shows the success of your product. Images with people work best. They need to be happy as if they just achieved their desired success by using your product or service.

Bad Header Image



A welding company?
It's actually a rubber
manufacturer.

Good Header Image



People are using the product
and they are happy.
Success!

4

Your business website should include search engine optimization.



SEARCH ENGINE OPTIMIZATION (SEO)

What's the use of having an amazing website if no one sees it? Search Engine Optimization (SEO) works to get your website higher in the rankings on *search engines* like Google.

Nearly everyone begins a search for a product or service online. With SEO you can use Google to your advantage and get more visitors to your website by showing up on the first page of search results.

How to start implementing SEO:

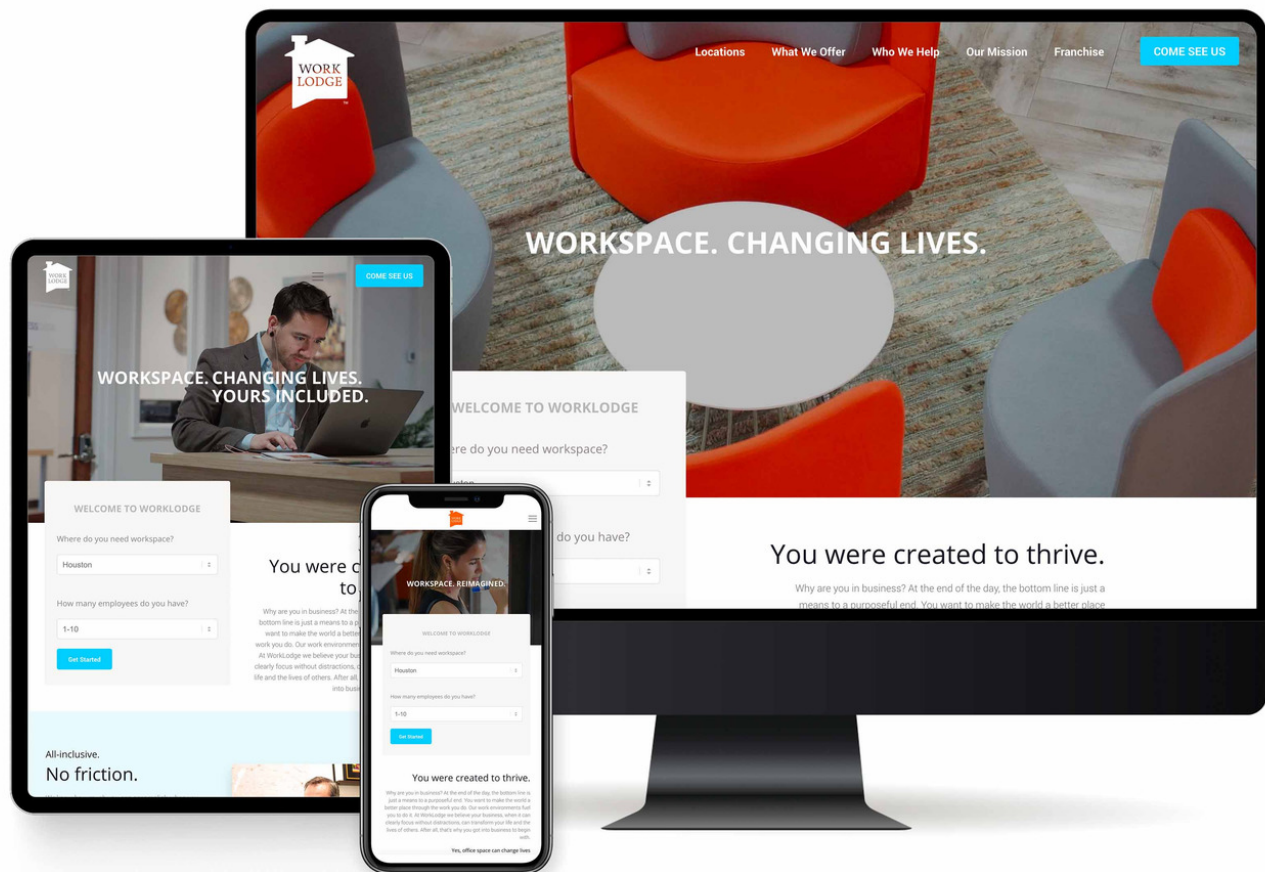
- Use strategic keywords in your copywriting based on what people type into Google to find the services you offer.
- Optimize your website so that it loads quickly and looks good on any device (See "Mobile Optimization" below)
- Put engaging content like video on your website.
- Invest in good technical SEO (Back-end website optimization)

SEO stats you need to know::

- 93% of online experiences begin with a search engine.
- 81% of people perform some type of online research before making a large purchase.
- Google currently holds 76% of total search engine market share
- 75% of people never scroll past the first page of search engines.
- Leads from search engines have a 14.6% close rate, while outbound leads (ex. cold-calling, direct mail, etc.) have a 1.7% close rate.

5

Your business website
should include
responsive design.



RESPONSIVE DESIGN

52.2 percent of all website traffic worldwide is generated through mobile phones.

Simply put, more people search online using their mobile devices compared to desktop computers and the gap is widening each year. This means your website needs to be optimized to look good on any device, especially mobile phones.

If you have a website, pull it up on your phone now and see how it looks. You can also open your website on a desktop and click and drag the web browser to make it thinner. You can see how the appearance changes to match the screen size...or not.

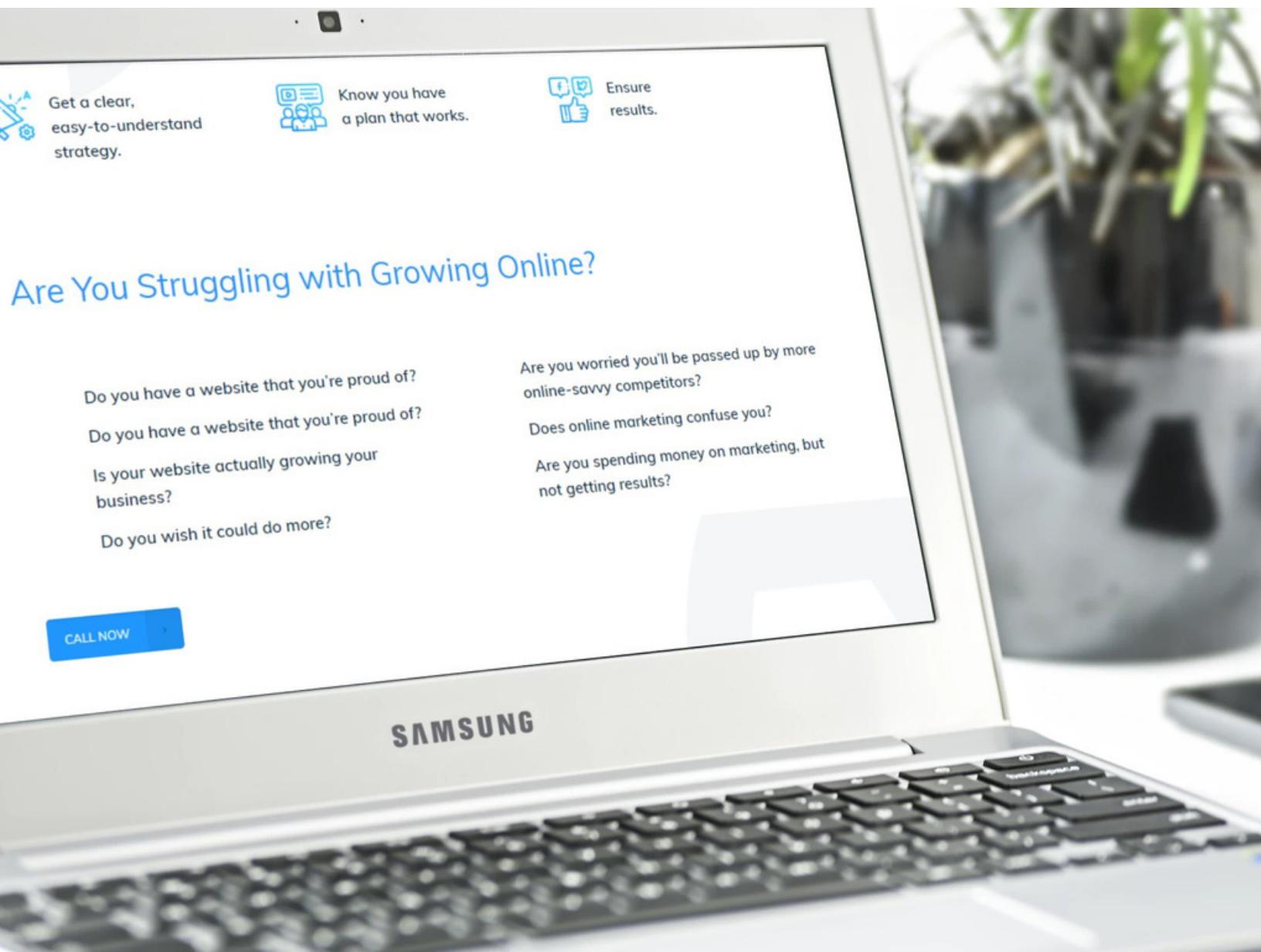
If your website doesn't adjust to various screen size and becomes difficult to navigate and read, To make your site more mobile responsive, you can make it more mobile responsive by doing the following:

- Rebuild using a responsive website design template.
- Don't use popups
- Make buttons and links large
- Optimize for fast page load

It's worth investing in a web designer who can optimize your site to be mobile responsive.

6

Your business website should include sales-oriented copywriting



SALES COPYWRITING

Not only should your website look good, it also needs to compel people to buy your product or service. As Donald Miller, CEO of Storybrand, says,

"Pretty websites don't sell things. Words sell things."

Make sure your website includes professionally written copy so you turn more visitors into buyers.

It's also important to remember that you only have a few seconds to grab someone's attention and persuade them to keep reading or not. Good sales copy will keep the reader's attention and carry them through your desired process toward a sale.

Answer these questions in your copywriting:

- Who is your ideal buyer?
- What problem do they face?
- What kind of life are they aspiring to that the problem is hindering?
- How you can solve their problem?
- What bad thing will happen if they don't solve their problem?
- What will their life be like when you solve their problem?
- What simple plan can people follow to solve their problem?
- How can they get started right now solving their problem?

GET A WEBSITE FOR YOUR BUSINESS THAT TURNS VISITORS INTO BUYERS

Are you ready to get a website for your business that actually works to grow your company everyday?

[Schedule a Call](#)

