

The Essentials Of A Winning Website

Here's our template for building outstanding websites.



Identify Your Ideal Client

These are the people that every word and image is speaking to directly.



State The Process

Clearly lay out the 3 step process from start to outcome.



Understand Aspirations

Throw words and images all over your site that show your client winning their story.



Sprinkle The Consequences

It's ok to talk about what could happen if someone doesn't work with you.



Talk About The Pain Points

When you talk about what is bothering them, it creates interest and builds trust.



Call To Action

A clear, simple, and easy call to action will compel them to take the first step.



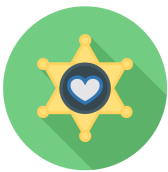
List The Benefits You Offer

As you solve the client's problem, you should be showing what benefits they get from it.



High Resolution Images

Fill your pages with happy people enjoying your product. No dated, blurry or cheesy images.



Establish The Guide

Create statements of empathy and authority to show you are the trusted guide.



Engaging Content

Making your site a go-to resource is critical for making your site successful.



Include Powerful Testimonials

Brief stories of transformation that include a problem and outcome build trust.



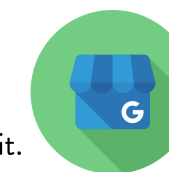
Customize Page Titles

Add page titles to make sure each page gets the keywords for which you want to be found.



List Awards & Certifications

It's ok to be proud of what those who have recognized you for excellence. But don't overdo it.



Integrate GMB Profile

Make sure your Google My Business profile is active, accurate and integrated with your website.