shoot
FOR WEB DESIGN



5 Website Must Haves
TO GROW YOUR BUSINESS

QUICK CHECKLIST

5 Website Must Haves to Grow Your Business

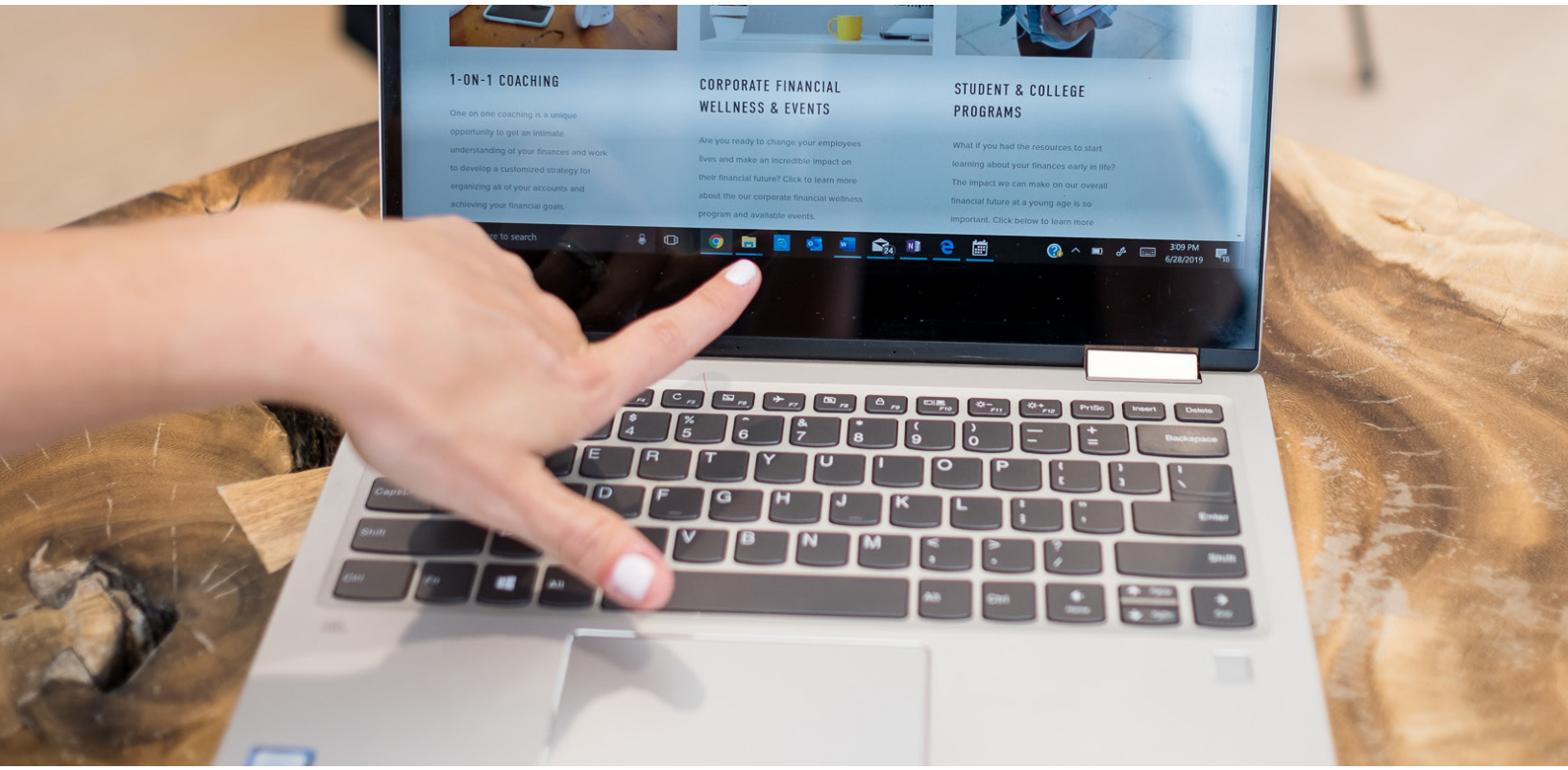
- [ ] **Headlines that get attention**
  Your headline needs to make it easy for a stranger to understand clearly what you do, what you offer and who your product or service is for.

- [ ] **Who your product or service is for**
  Think demographics. Create copy that directly speaks to your customer and remember - your website is all about the customer, not you.

- [ ] **Tell a story**
  The content and images on your site should tell the story of your products or services with your customer as the star of the show.

- [ ] **A direct call to action**
  Your customers need to know what to do next. A clear call to action is all it takes.

- [ ] **High quality images**
  Image tie everything together. Use images that are high quality and visually let customers know what your content is about.



NO. 1

A Headline that Gets Attention



One of the very first things your visitor reads is your headline. To keep them scrolling, craft a headline that speaks directly to your customer, gets their attention and sparks their curiosity. People need to know they've arrived at the right place and that you are offering them what they need and want. A visitor will leave quickly if they have to scroll too long to figure it out.

Think of your headline like the **5-Second Rule**. Just like food that hits the floor, if it's there for less than 5-seconds, go ahead, enjoy that bit you dropped. If you let it sit more than 5-seconds, toss it in the trash and move on. The same is true of your headline. It takes only 5 seconds to for a visitor to decide if they are interested to explore more or leave your website.

Your headline must answer these questions within the 5-second rule:

1. What are you offering?
2. How is your customer going to directly benefit?
3. Where can they get it?
4. What do they need to do next to get it?

If your headline does not make it easy for a stranger to understand clearly what you do and what offer, it's time to try a different headline.

NO. 2

Who is Your Product or Service for?



Your website should emphasize the customer's experience, not yours. Your website copy should emotionally connect with your visitors. Your website is all about the visitor, not you, your business or your products and services.

Get clear on who your ideal client is. Hint: ***not everyone is your client.*** Take the time to define who your client is and create content that connects with them. Defining your ideal client first makes writing your copy easy.

Who is your product or service perfect for? Think demographics. Is your product or service solving a problem for photographers who are looking to easily book sessions online? Parents whose kids are picky eaters?

Here are some things to get your started:

- What is their age group, gender, marital status?
- Where do they live, work and socialize?
- What are their values and beliefs?
- What do they do in their personal life.
- Is your product or service something they need or want?
- Why do they need or want what you are offering?
- How will it improve their quality of life?
- What do they like and dislike about your products or services?
- Do they want the cheapest, best value or most expensive?

NO. 3

Tell a Story



People understand and connect with a **good story**. Use content and images to guide visitors as they scroll down the page with them as the star of the show. Your customer's story is your story.

- A headline that grabs attention
- The problem or struggle your product or service solves
- Empathy with their problem and why you are qualified to solve it
- How life could be if this problem was solved
- Options and pricing
- Call to action - Purchase online, place a call, fill out a form, etc.
- Sum it up, create a sense of urgency. Here is a great place for FAQs

A story without a hero, problem, solution, conflict, guide and a happy ending is boring. The story of your product or service with your visitor as the star, will connect directly with your visitor and create a memorable experience.

State a clear problem your customer is struggling with that your product or service is solving. When brainstorming about the problem, think about what your clients are not only saying out loud, but what issues they are thinking about inside their head.

You always want your product or service to be the solution to the problem you are stating and will reinforce your headline.

Remember the story of your client when writing the copy for your marketing and website. - especially your headline!

NO. 4

A Direct Call to Action



All of this sounds wonderful - sign me up!!

Your potential customer may feel excited and recognize their need to hire or buy your product or service. But, without a "Call to Action" they have no direction on the most important step in a relationship with you. You need to give your visitor a clear call to action - **tell them what to do next.**

Without a call to action, your clients are all excited but have no direction on what to do next. This won't come across as "pushy" if your website is focused on the happiness and solutions of your ideal customers.

Here are some examples:

- Call us today
- Get started now
- Grab your free _____
- Schedule an appointment
- Donate today
- Claim your free spot
- Call for a custom quote
- Get your discount code
- Schedule a consultation
- Start your free trial
- Subscribe now
- Purchase online at _____
- Support our cause

NO. 5

High Quality Images



Images tie everything together and connect all the dots.

As we said earlier, your website needs to be “scannable”. Who wants to read a book? Images give the eyes a resting point, a direction and visually communicates what the content is about.

Without images, you website would be lifeless jumble of words that no one will read! Not only will no one venture to read all that daunting copy, but they will very quickly close your website page and move on to the next.

Most people are not interested in a website with only daunting text and no pictures. Without photos, they will quickly leave your website.

Here are some things to consider:

- Refrain from placing images simply to fill the space.
- Select high quality images that align with your brand, connect with your clients and visually convey what you offer.
- Invest in professional images of you, your products, your process and your business.
- When choosing stock photos, choose images that are not overused. Also, abide by any copyright and licensing terms. Do not just right-click and save any photo on Google.



Ready to learn how to create a website that will grow your business.?

We are Ling & Michelle,
your personal photographer, branding,
marketing and website design partners.

Helping entrepreneurs and small businesses learn
how to create website Photos, Branding & Content
that will grow your business.

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