

It's Not About the Design: How to Use Your Website to Bring in More Customers & Revenue

BEFORE YOU START ...

1. Own your domain
 - Buy the .com on GoDaddy or NameCheap
2. Build it on the right platform
 - WordPress or Squarespace, *not* a free website builder
3. Know what you're selling
 - It's *not* your products or services!
4. Understand who's buying
 - Be as detailed as possible

There are only 2 reasons why you're not getting the customers you want.

1. Visibility
2. Perception

Your website is the hub of all your marketing activities. If it doesn't convert visitors into customers, then even the best marketing campaigns won't be successful.

5 KEY ELEMENTS THAT CONVERT VISITORS INTO CUSTOMERS

1. Website Security

- Use a Reliable Hosting Provider
 - WP Engine (for WordPress sites) or SiteGround
- Minimize Website Code
 - Keep it clean, less is better
 - Buy a premium theme rather than using a free one
 - Don't install more functionality than you really need
- Regularly Update Plugins, Themes, and Frameworks
 - Do it at least monthly and then *check that everything works*
- Get your site on https ASAP
 - Buy an SSL certificate and keep it updated

2. Findable Online - Search Engine Optimization (SEO)

- Keyword research & great content
- Unique meta data (title & description)
- Local directory listings
- Consistent NAP
- Outbound & inbound links

3. Measurable

- If you can't measure it, how do you know it's working?
- Measure what *really* matters

- Install and use
 - Google Analytics
 - Facebook tracking pixel
 - Call tracking (Call Rail)

4. The Right Content

- Relevant
 - Location & service area
 - Services & products
 - Solve their problem
- Unique
 - What makes you different and why should someone choose you over your competitors?
- Credible
 - Certification, accreditation, awards, licensed, insured
 - Highlight your experience and time in business
 - Include outbound links to local and authoritative resources
 - Share customer reviews
- Personal
 - Use first person – we / I / us, you / your
 - Tell a story
 - Sponsorship and involvement in local organizations, events, charities, etc.
- Up to date
 - Copyright notice at bottom of every page
 - All critical pages - About Us, Contact Us, Services
 - Blog & other content (e.g., tips) – timely, helpful, accurate
 - Seasonal images

5. Design – Keep it simple!

- It's all about the user experience – what works best for THEM?
- Make everything easy to find - phone # top right, navigation across the top, contact details on every page, Request an Estimate form button
- Clear service area / location (with map & directions)
- 16pt+ font, dark text on light background
- Eliminate distractions – no GIFs, sliders, music, etc.
- Mobile responsive
- Buttons instead of links
- One main CTA on each page – give potential customers a good reason to contact you

RESOURCES – Go to <https://monicahemingway.com/GLTE>

- Does Your Website Measure Up? – Checklist
- Top 10 Website Mistakes
- 8 Essential Pieces of Content Every Green Industry Website Must Have
- 10 Questions to Ask Your Website Designer
- [OneThing] weekly email
- Call Rail (call tracking) – **Special offer for GLTE attendees**
- Website hosting with WP Engine – **Special offer for GLTE attendees**