

5 COMPONENTS OF A MONEY MAKING WEBSITE

A QUICK GUIDE & HANDY CHECKLIST

#1. CLEAN CONSISTENT DESIGN

Think about the last time you shopped at a high-end store...

What did you notice when you walked in?

Row upon row of metal racks stuffed with clothes of all different colors and styles?

Or..

A clean and open entrance, with plenty of space for your eye to wander?

The clothes neatly arranged by color and style?

Now, think about the last time you walked out of a store, or just plain walked right by...

Your website is no different.

First impressions matter. So keep it clean and uncluttered. You want people to want to come in and take a look around.

The more time people spend on your site, the more opportunity they have to get to know, like and trust you. Having trouble with high bounce rates or little time spent on page? You may want to take a look at how it feels to spend time "walking" around your website.

PRO TIP #1

Your logo and brand visuals need to look professionally designed and be consistent across all your platforms.

Don't use different fonts and colors for your letterhead, business cards, social media banners, etc.

And don't forget to support your words with impactful photos and graphics. Humans are visual creatures. Especially busy humans. Be sure that your images build on the story you're trying to tell with words.

□ #2. A CLEAR MESSAGE

Have you ever been cornered at a dinner party by someone who only talked about herself?

And then woken up from a semi-conscious state 30 minutes later and still had no clue what she was rambling on about?

Imagine every visitor to your site is an important dinner guest.

You want to engage them in conversation so stimulating, they'd pass on hor d'oeuvres and stand in the corner with you for hours--even with an empty martini glass.

To do this, you better be a whole lot more interesting than everyone else in the room. In the real world, this means impatient spouses, hungry pets, unhappy children, other internet sites and whatever's on Netflix.

PRO TIP #2

Get crystal clear on your message.

If you've already got a site up, head over and give it the 5 Second Test.

In fact, have someone who hasn't seen your site before do this. Give them five seconds to scan your site. Then, ask them to tell you what you do and why they should work with you. If they're feeling like that cornered and confused dinner guest, you might have to take another crack at the messaging.

□ #3. POWERFUL TESTIMONIALS

Picture this...You've just moved to a new city.

Unfortunately, you find yourself laid up at home on a Saturday with the worst toothache of your life. You need a dentist real quick.

Before you moved, you had a great dentist. The dentist for dentists. You'd been going to him for years and even exchanged holiday cards. Now, you're at home on the couch. Alone and in agony, wiping a small tear from your right cheek, thinking about the horrible process of finding a new dentist.

What if you end up with a total quack who smells like week-old potato soup and wields his drill like a wild west gunslinger? Determined not to let this happen, you whip out your laptop and consult the great and powerful Google. The first five results look promising...

So you spend some time sifting through each website. They all offer pretty much the same service, at the same price. And they all look professional. But only one of them has testimonials with names and pictures of the actual patients. One of the testimonials even says, "We've been going to Dr. Flannigan for so long we even exchange holiday cards."

Can you guess what you do next?

PRO TIP # 3

Testimonials create credibility and build trust. But make sure they're no longer than 1-2 sentences and communicate the following:

- The challenge your customer faced.
- The positive result they had by working with you.

#4. CALL TO ACTION

Ok. So you've gotten potential buyers in the door with clean and consistent design.

They've stuck around because your message clearly addresses their problem or need. (Almost as though you'd crawled inside their own head.) They've stuck around because your design and copy work together to engage and inspire interest. And your testimonials have cultivated your credibility and built trust. But they're just not quite ready to buy. Now what?

This is where the wheels come off the tracks for so many business owners:

- They don't tell visitors what to do next. (i.e. a call to action)
- They don't have anything to give visitors as they walk out that cyber door.

PRO TIP #4

If clients aren't quite ready to pull the trigger and work with you, a downloadable pdf gives them a little something of value they can access instantaneously.

The key word here is value. Give them something they want or need, not just something random. And be sure to deliver on the promise you make in your copy.

So if you write an ebook and call it, 100 Ways To Make 2 Million in Under 3 Months...well...you better have some very good ideas. You don't have to pull out all the stops here. Just be helpful. And truthful. Offer practical and actionable tips that are easy to implement quickly.

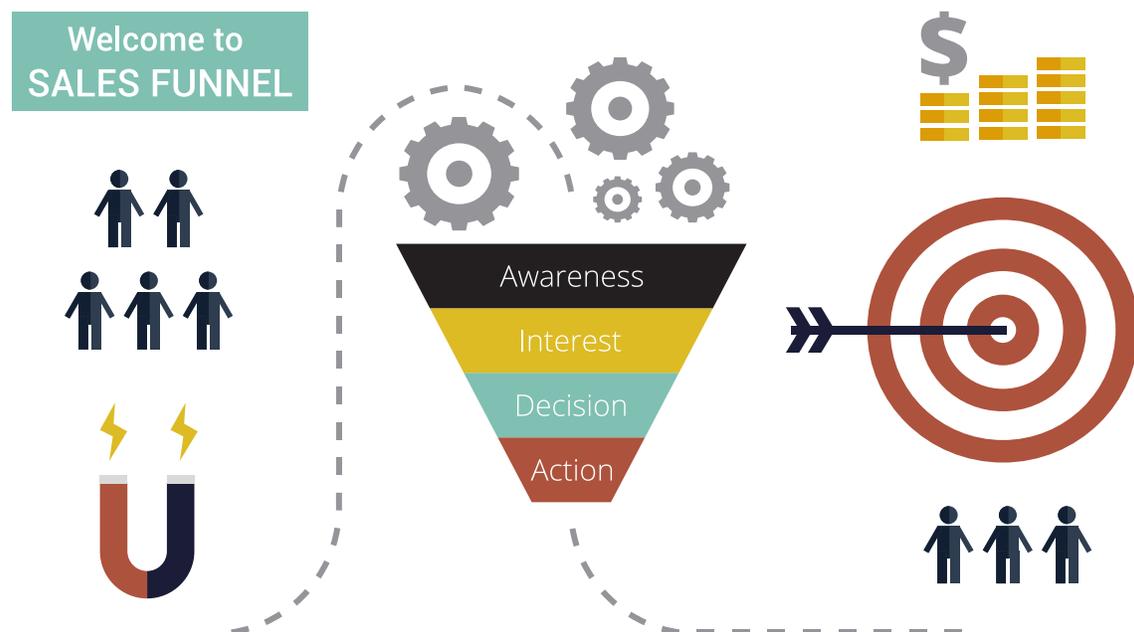
Bonus: To download your awesome ebook people submit their email address, so now you've got a warm lead on your email list. This is an excellent way to start building your list.

□ #5. STRATEGIC SALES FUNNEL

If you're not a marketer or salesperson you may cringe a little when you hear the phrase "sales funnel".

But a strategic sales funnel is really all about building relationships, not hard selling. Just like your website, your sales funnel is all about: Creating a connection with potential clients or customers.

Showing them what it's like to work with you or buy your products. It's about providing an experience that builds trust and positions you as the likeable authority in your industry or field. **At its core, the sales funnel is your way to connect with customers in an authentic way so they keep you top of mind.** And listen to you instead of everyone else clamoring for their attention.



PRO TIP # 5

An effective sales funnel maps the customer's journey and covers three simple steps:

- How customers find you.
- Why they choose you.
- Why they come back.

And it's key to managing and growing your business.

Another way to think about your sales funnel is as concentric circles of trust.

- The outer ring represents people who don't really know you.
- The inner ring represent people who know, like and trust you.
- People on the inside are your evangelists, the ones singing you praise across the internet.

The goal of your sales funnel should be to move people step by step from the outer ring to the inner ring. To do this successfully you've got to dig deep into your audience's needs and wants.

Then show them you're the one who can not just help them, but exceed all their expectations and deliver an amazing experience.

If you're not hitting sales goals, your funnel might help explain why.

ACTION STEP

Congratulations, just by reading this quick guide, you're already one giant step closer to your money making website.

To help you get even closer, I've included a simple checklist below. Print it out and put it on your wall, or beside your desk. Then start implementing the strategies and checking boxes!

Need help creating any of the above? Knock on the Red Door today!

[SCHEDULE A FREE INTRO CALL](#)



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■ CLEAN CONSISTENT DESIGN

First impressions matter. Your logo and brand visuals need to look professionally designed and be consistent across all your platforms (letterhead, business cards, social media banners etc). Make sure to support your words with impactful photos and graphics.

■ A CLEAR MESSAGE

Within 5 seconds of arriving to your site, your customer should be able to easily identify what you do, how you can help solve their problem and how to work with you.

■ POWERFUL TESTIMONIALS

Testimonials create credibility and enhance trust. Make sure they are no longer than 1-2 sentences and communicate the challenge your customer faced and the positive result they had by working with you.

■ DOWNLOADABLE CALL TO ACTION PDF

If clients aren't quite ready to pull the trigger and work with you, a downloadable pdf gives them value they can have now and allows you to be able to stay in touch over time via email. Being generous with helpful tips and solutions feels good pays off in the long haul.

■ STRATEGIC SALES FUNNEL

A sales funnel is an experience, a connection between you and your customers. Understanding that relationship – how customers find you, why they choose you, and why they come back – is key to managing and growing your business. If you're not hitting sales goals, your funnel might help explain why.

Need help creating any of the above? Knock on the Red Door Today!

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