

10 MUST-HAVE'S FOR EVERY WEBSITE



Building a Digital Home that
Converts

Cat Markel C R E A T I V E S

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Building a Digital Home that Converts

In today's digital age, having a website is no longer optional for small businesses. It's your virtual storefront, your 24/7 information hub, and your gateway to new customers. But just throwing up a few pages isn't enough. To truly succeed online, your website needs to be well-oiled machine, designed to engage visitors and convert them into loyal customers.

So, what are the absolute essentials every small business website needs? Let's dive into the must-haves:



1. **A Clear and Compelling Homepage:**

Think of your homepage as the first handshake with a potential customer. It should instantly tell them:

- **Who you are:** Your brand identity, mission, and what you offer.
- **What you do:** Communicate your value proposition and why they should choose you.
- **What they can do:** Make it easy to navigate to key pages, contact you, or take action (e.g., subscribe, buy now).

Use high-quality visuals, concise language, and a clear call to action (CTA) to grab attention and guide visitors where they need to go.

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2. Mobile-Friendly Design:

More people browse on smartphones than desktops, so a responsive design is crucial. Ensure your website adapts seamlessly to any device for a smooth user experience.

- Invest in a builder that adjusts web pages based on the screen being viewed (responsive design)
- Prioritize easy touch navigation
- Optimize your page loading speed for mobile users
- Consider how graphics and images look and fit on each size screen. Remove elements that are not needed.

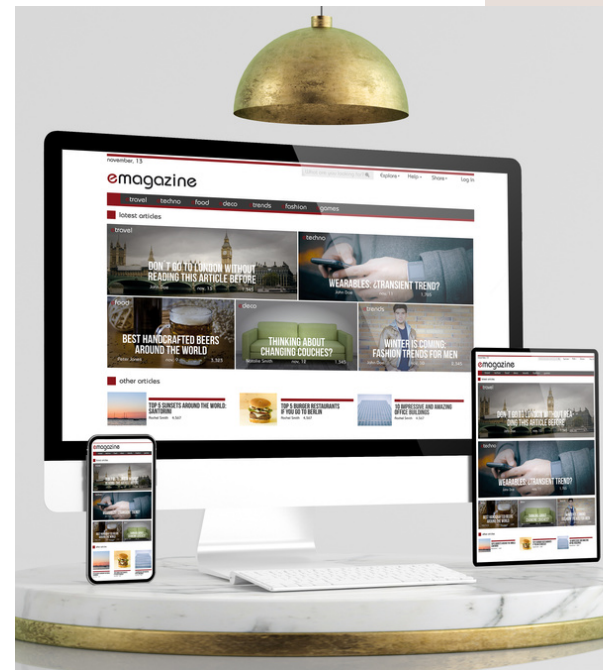
Remember, a frustrating mobile experience can push even the most interested visitor away.

3. User-Friendly Navigation:

Think of your website as a map. Make it easy for visitors to find what they're looking for with a simple, intuitive navigation structure.

- Clearly label categories
- Use consistent menu structures
- Avoid overly complex drop-down menus

Remember, frustrated visitors are lost customers.



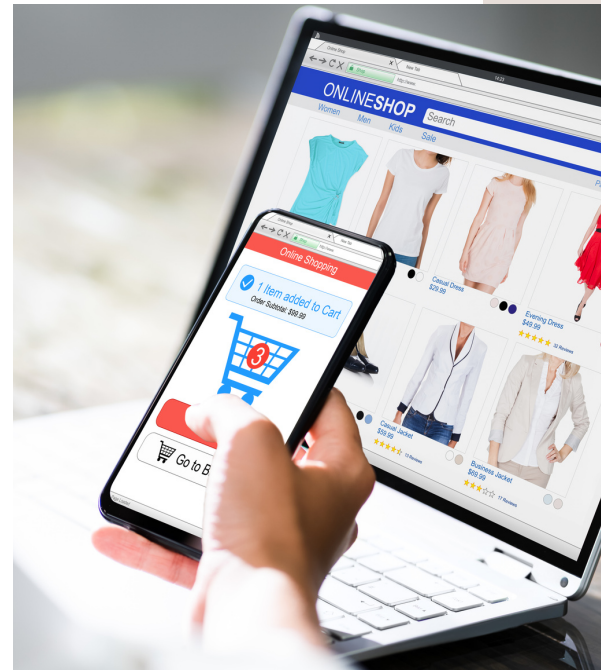
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4. Crystal-Clear Calls to Action (CTAs):

What do you want visitors to do next? Tell them! Clear and compelling CTAs throughout your website guide them towards taking the next step, whether it's contacting you for a quote, subscribing to your newsletter, or making a purchase.

- Use persuasive language
- Use eye-catching buttons
- Use strategic placement to maximize your conversion rate



5. High-Quality Images and Videos:

People are visual creatures. High-quality images and videos can capture attention, showcase your products or services, and tell your brand story. Use professional photos or invest in some high-quality stock images.

- Avoid graphics that are too busy
- Ensure that the images are sized correctly for the space
- Include a photograph of you. People do business with people

Use your images to break up sections of heavy text to keep your reader's attention.

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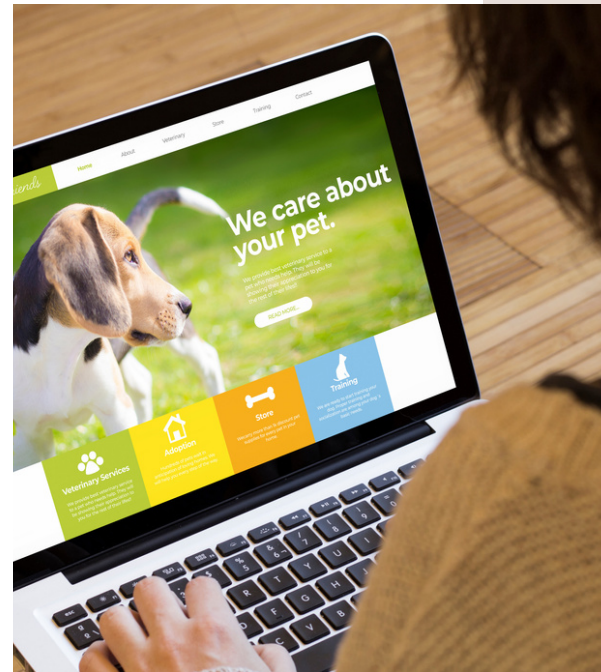


6. Content that Converts:

Your website isn't just a digital brochure. It's a platform to tell your story, showcase your expertise, and build trust with potential customers.

Offer valuable content like **blog posts, case studies, and FAQs** that address your target audience's pain points and demonstrate your knowledge.

Remember, informative and engaging content keeps visitors coming back for more.



7. SEO Optimization:

Want people to find your website in the vast online jungle? Basic SEO optimization is key.

- Use relevant keywords naturally throughout your content
- Optimize page titles, images, and meta descriptions
- Build backlinks from reputable websites.

Remember, good SEO makes your website visible to the right audience, driving organic traffic and potential customers.

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8. Regular Updates and Maintenance:

Your website isn't a static snapshot. Keep it fresh by adding new content regularly, fixing broken links, and updating its security measures.

Regularly monitor its performance and address any issues to ensure a smooth user experience.

Remember, an outdated or neglected website can damage your brand image and turn away potential customers.



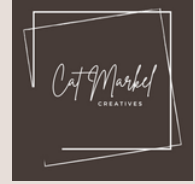
9. Easy-to-Find Contact Information:

Make it easy for potential customers to get in touch with you. Include your contact information on every page of your website, including your phone number, email address, and a contact form. If you have a physical address, make sure you have it on your website.

10. Social Media

Just as important as contact information, having links to your social media accounts allows people to a way to connect with you and your brand. Make sure they can easily find you social media buttons as well as share buttons.

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With these 10 essential tools, you'll be well on your way to conquering the digital landscape and making 2024 your most successful year yet!

Building a successful small business website requires more than just throwing up a few pages. By focusing on these essentials – clarity, navigation, content, mobile-friendliness, CTAs, trust, SEO, and updates – you'll create a digital home that attracts visitors, converts them into customers, and propels your business forward in the online world. Remember, your website is an investment, so don't hesitate to put in the effort to make it work for you!



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