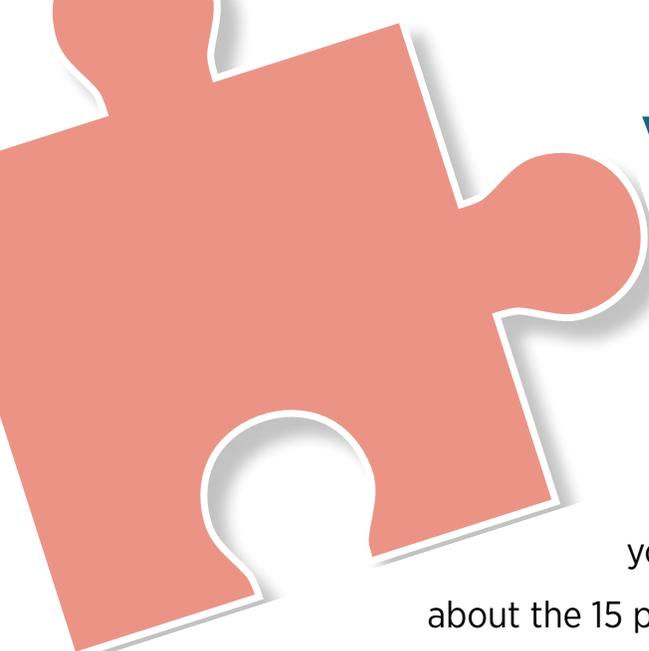


15 Pieces You Need for a Killer Website



Beth Gramling Sanders



Your website is often the first impression a potential client or customer has of your business.

First impressions are lasting impressions. If customers make their business decision based on your website, you'd better make it a good one. Let's talk about the 15 pieces you need to make your website work for you.

1. Your Home Page

What should be on your home page? Remember that a visitor to your home page may know nothing about you. It must spark interest and encourage the reader to click deeper into your site. Include a short description of what you do, use eye-catching images, and above all, emphasize the benefits your provide.

2. Your URL

Give careful thought to your URL. Make it simple to repeat and remember so that users remember it while they are out and about with their phones. Be sure it reflects your brand identity and steer clear of dashes if you can.

3. Contact Information

You need a contact page with a form for readers to get in touch with you, social media profiles, a phone number, and an email signup form.

If you are a brick-and-mortar business, include a map and your physical and/or mailing address on your site.



4. About Page

On many sites the *About* page is the most-visited page on the site. This is an opportunity to let your readers know who you are and what you do. Make it customer focused. Add a photo of yourself or your team to this page. People like to see the faces of those they do business with.

5. Services

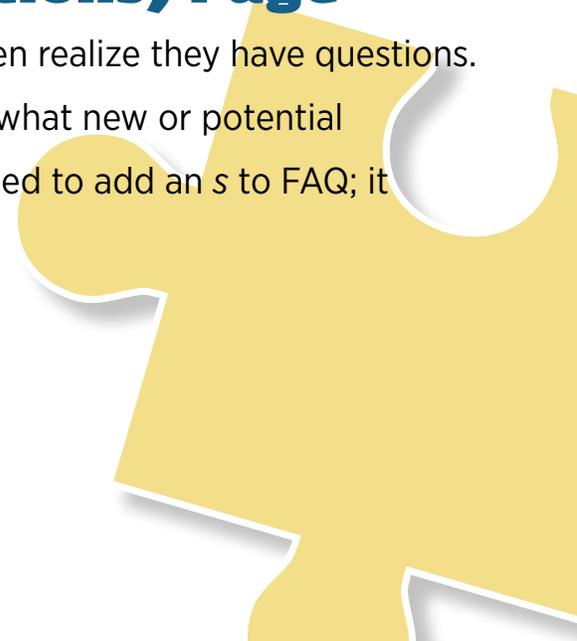
Be clear — use concise, action-oriented phrases to tell your reader what you do and how to do business with you. Focus on how you can make their lives better. Add multiple calls to action to make it easy for your reader to act.

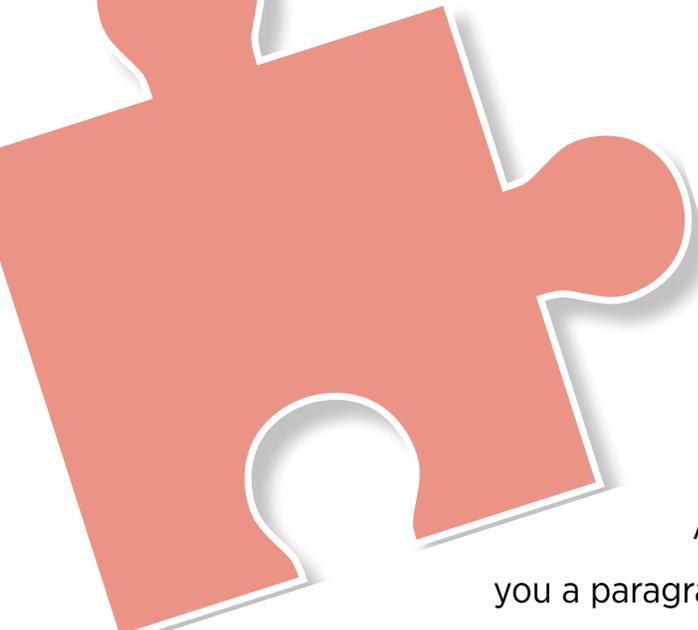
6. Search

A site search helps your reader quickly find what they are looking for. WordPress includes this by default, so it's an easy feature to add and reduces user frustration. According to Moz, an average of 30 percent of your visitors will use the search feature.

7. FAQ (Frequently Asked Questions) Page

An FAQ page can answer readers' questions before they even realize they have questions. Add questions your customers ask regularly and anticipate what new or potential customers might want to know. As a side note, you don't need to add an *s* to FAQ; it already stands for *questions*. Just use *FAQ*.





8. Customer Testimonials

You can tell your website visitors you're great, but it has much more credibility when it comes from an existing customer who has had a great experience working with you.

Ask your customers or clients if they'd mind giving you a paragraph or so about their experience. Don't forget to ask if or how they want their name displayed.

9. Email Capture/Free Offer

You need to capture email addresses on your website. I wish I'd started collecting email addresses sooner. As much as I advised clients to build an email list, I didn't do it myself for far too long. If you don't have an email capture on your site, add one. Today.

10. Blog

A blog that lives on your domain is not only a valuable resource for your customers, clients, and prospects, it's also a tremendous boost to your search engine ranking. Search engines love fresh content and it keeps visitors coming back to your website time after time. There are few more effective ways to build your reputation as an expert in your field than an authoritative blog with regularly-published quality content.

11. Social Media Integration

You need two kinds of social media integration on your website:

1. Social sharing buttons. Social sharing buttons encourage your readers to share your content on social media sites. Make it easy, so they don't have to copy and paste your link.



2. Follow buttons. Add these to your header or footer so they appear on each page. Include all social media platforms you're active on.

12. Call to Action (CTA)

Tell your visitor what you want them to do. Make your CTA buttons stand out from the rest of your site and use strong verbs in your button copy. Every word of your copy should lead your prospect toward an action.

13. Privacy Policy

A privacy policy is a necessity. It must include what data you collect, if the information will be shared and, if so, with whom. You must also explain how your visitors can access a copy of the data you have collected. There are numerous places online to find privacy policy templates, including *WordPress.org*.

14. Press Page

Especially if you're frequently in the news or online publications, include a press page on your site. This helps potential press contacts to access the information they need to contact you and understand what you might bring to the conversation. Include magazine and online articles with links and social media posts if applicable.

15. Mobile Design

Mobile design is not a question; it must be a certainty. More than half of your website visitors will access your site via a mobile device. Don't alienate 50 percent of your audience.

Tired of DIY?

If you're tired of trying to do it yourself, I can help you build a website that will be your strongest marketing tool. [Email me to chat if you need a new website.](#)

BethGSanders.com

