"Stand Out"

10 Key Elements of a Client-Attracting Website

Oops! Here are 12 and a couple bonuses.

The following list shows the key elements that successful websites of local businesses should possess. Not all elements are necessary for all businesses, of course. However, if a website is missing some of these key elements it is important to improve upon them. This means that you are leaving money on the table.

Key Elements

- Attention-Getting Headline
- Strong Differentiation
- Empathy for the Prospect – Speak Directly to Them
- Compelling Story About You and How You Help People
- Authority and Credibility
- Photos
- Testimonials
- Lead Magnet
- Map and Directions
- Call to Action
- Telephone Number
- Opt-In Form

Post visit – to re-engage past visitors
- Timely Follow-Up
- Nurturing Sequence via Email Marketing, Direct Mail, etc. (goes beyond the website)

Let's Connect!

NO hard sell, NO gimmicks, NO techy speak, just a conversion about your ideas and goals. Contact WebAction Group to start a conversation to learn how in-bound marketing can transform your business.

Online Marketing   Search Engine Optimization   Social Media Management