

7

THINGS  
YOUR  
WEBSITE  
SHOULD  
INCLUDE

*Start making your message clear.*

# INTRODUCTION

Once upon a time, you made a website and it was good for years. Times have changed, your website is no longer a storehouse of information on your company, it's now an addition to a wider marketing plan. A website should support your overall brand strategy with clear ideas you've identified as the chief message of your brand.

You're probably not too excited to take on this project. And a whole lot more nervous that you will ultimately waste time, money and effort just to build yet another stupid website that doesn't seem to communicate with your audience. Pretty is easy, effective and accountable takes more effort and experience.

In this short ebook, I'll **outline seven simple steps** you need to take in order to create a website that gets the results you want.

As a designer and marketing professional, I understand how frustrating it can be to put your blood and sweat into a project just to see it face-plant once completed. Thankfully, there is a better way and you now have the choice to repeat past mistakes or make it right from the start.

You can design a website for your business that you know will communicate with your audience, and it'll be effective and accountable. You'll look like an all-star to your customers, boss and coworkers.

# DO THIS #1: Stop focusing on the aesthetics.

Are aesthetics important? Yes. Are aesthetics everything? No!

Done are the days where web design is completely centered on who can build the prettiest website. You know why? Because those award winning websites are not going to win you new business. In fact, they most often will be a source of frustration to the site visitor. Frustration causes confusion, and so flees the site visitor. Who needs confusion? You've blown the sacred opportunity for new business. You already know how difficult it is to get someone to visit your website.

When designing your website, the most important design goals to hit are these:

- Is it easy to visually navigate?
- Does it all make sense?
- Tick, tick, tick... Does your audience immediately understand who you are, what you do/sell and why it matters to them in seven seconds or less? It took you about five-seconds to read this previous sentence. Time, is not your friend, it's a couple of blinks of the eye and the confused customer goes bye-bye.

"Clarity is the new creative," according to StoryBrand founder, Donald Miller. If you confuse you lose because the confused don't buy. Never have.

# DO THIS #2: **Make your message clear.**

Simplify your homepage headline, it's called a tag line. Your tag line should be displayed prominently at the top of your homepage. It needs to be simple and clear, a compelling one to two sentence description of what exactly it is you do. The test, can a ten-year old understand it?

Examples of good website tag lines:

- **Clarify Your Message So People Engage**  
An online video course to help you connect with customers, revolutionize your marketing and grow your company.
- **Get Cooking**  
Delicious ingredients you'll love to eat. Simple recipes you'll live to cook.
- **Taxes Done Smarter, Together**  
We're here to help you all year with expert help, on demand.
- **We Build Your Business Website In A Day**  
Eliminate confusion, connect with customers, grow your business.

# DO THIS #3: Offer a clear way to take action.

Now that your potential customer is on your website, they shouldn't have to participate in "Where's Waldo" just to figure out how to buy, donate, or easily contact you to learn more. This is known as a "Call-To-Action (CTA)". Provide them with multiple call-to-action (CTA) buttons that tell them how to take the next step. You need to guide them.

Example CTAs:

- Get A Quote
- Call Us
- Schedule An Appointment
- Buy Now

Not everyone that visits your website will be ready to commit to your brand, however. They might need a little bit more convincing. The examples above are called **Direct CTAs**, as they are very direct. You'll also want to provide your site visitor with the softer **Transitional CTAs** if they feel that they need to size you up a bit more before committing to a relationship with your brand.

Example Transitional CTAs:

- Read Our Client Testimonials
- Read Our Case Studies
- Download Our Free Checklist

**\*Button Placement is key!** The top right corner of your website is pure GOLD. There should always be a direct CTA clearly and prominently displayed in that spot. There should also be a sprinkling of Direct and Transitional CTA displayed under the opening section and then displayed several times more throughout the homepage.

# DO THIS #4: Highlight the success of your customers with imagery.

Designers and lovers of aesthetics, this is where you earn your keep! Make your website visually appealing while also connecting with your audience in a positive way.

Show photos and illustrations of things that would be considered a 'win' for them or aspirational. When your audience sees this imagery, they should instantly think, "That's it! That's exactly what I want, who I want to be and how I want to feel!"

Examples:

- If you're a landscape company, DO NOT show pictures of a lawn mower, grass clippings and sunburns. DO show pictures of the types of beautiful lawns that make the neighbors jealous or display families and friends enjoying time in their outdoor oasis.
- If you're a personal trainer, DO NOT show pictures of people eating salads, feeling uncomfortable in their skin and being intimidated by the person on the treadmill next to them. DO show pictures of happy confident healthy individuals. Show pictures of people reaching their goals and changing their lives.
- If you're a dentist, DO NOT show pictures of dental tools, oral surgery and painful root canals. DO show pictures of smiling, confident people with beautiful smiles and clean white teeth.

# DO THIS #5: Give visitors an easy plan to follow.

While it may be obvious to you, customers don't want to be surprised when they start working with you and they'll tend to avoid vague statements or generic promises. Stick to the simple truth.

Please don't just vaguely say, "Contact us for more information." Give them a few details about what they can expect when working with you.

They may even see the Call To Action that lets them work with your brand right away. But do they know what steps will be taken to solve their problem once the work starts?

This is where including a three to four-step plan on your website will benefit you. This is not the place where every single behind-the-scenes step should be listed. Any plan longer than four steps looks to the customer complicated and tedious, so remove the filler.

Example Plans:

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1. Let's Talk!  
Schedule a call, we'll discuss where you are today and your goals for the future. It'll take less than 30 minutes.
2. We Give You A Plan  
We'll give you a proposal for the services that will help you clarify your message and increase your revenue.
3. We Make It Happen  
We work with you using our One Day Design Process, together we'll create a website to tell your story, to help you reach your goals.

CarMax

1. Bring in your car.
2. Let us appraise it.
3. Get your offer.

# DO THIS #6: Make all website content SHORT and easy to digest.

Remember, the confused don't buy, they run. This is your chance to communicate clearly with your audience, not your chance to dazzle them with your industry jargon, 'wow' them with hard-to-follow stories or impress them by using ~~Gordian~~ complex words. Did they bring a dictionary? Why should they?

If your message is hard to follow and doesn't connect with what it is your customer wants and the pain points (problems) they are feeling, they will flee. They will seek and possibly find comfort in your competitor's arms. You have approximately **seven seconds to impress or create enough interest on your website**. You can't do this if your homepage is insulting with your version of a novel. No one cares about filler.



# **DO THIS #7:** Always position your customer as the hero and your brand as the guide.

We get it – your company is AWESOME. But you aren't as awesome as your customers are.

The story you tell needs to be about them and how you (as the guide) can help them be the hero of their own story. So get out of the way. The truth is, you'll find being the guide far more rewarding.

# AT LAST: Sit back and relax while your website brings in leads!

Do these things and your website will look great (and it'll be noticed)! In the introduction we promised Seven Simple Steps, but not easy steps. It's a lot of work, but we promise, it's worth it.

As you can see, here at White Bison Creative we follow the better path to building websites. If you want to clearly communicate to your audience and grow your business, we can help you do that!

[Schedule a Call](#)

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