

The 10 Point Cheatsheet FOR A Small Business Website that Works

actually

Attract. Engage. Convert
The top 10 areas your website should cover. *SMASH!*

FIND OUT FAST
Is your website holding you back?

1. Professional logo & branding
A well designed logo shows you take your business & customers seriously. Colours & fonts used throughout the should work together with the logo.

2. Call-to-action that's easy to do.
Does your website give your audience a clear action to take? This may be 'Request A Quote' or 'Find out more'. This guides them closer to becoming an actual customer.

3. Professional photography & clear graphics.
Ever heard the saying 'you eat with your eyes'? If a meal looks awful, it doesn't matter how good it tastes if you're not willing to try it. Bad visuals on websites has the same subconscious impression. Opt for professional product shots or, at the very least, high quality stock images.

4. It's about THEM, not YOU.
Your website's primary function is to turn browsers into buyers. Your content should always focus on your client: their frustrations, challenges and how you provide the solutions they need. It should not simply list the things you do without giving those services context within the audience's situation.

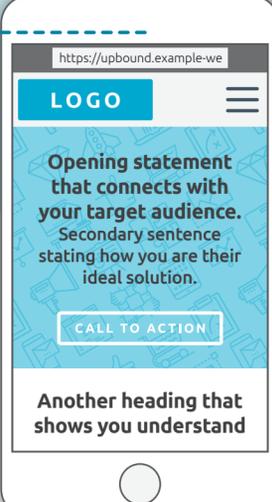
5. Digital word-of-mouth.
Testimonials are a great way to give evidence of your services, rather than trying to convince your audience on your own.

6. A reason to connect.
Again, your website's sole purpose is to bring visitors closer to being paying customers. Give them an irresistible reason to give you their details so you can stay in touch with them. Show them this offer in pop-up screens & announcement banners (see top of the page).

7. Evidence of your abilities.
This can be a blog (where you give insight into your area), a photo gallery (showing images of past project), case studies (discussing how you developed solutions) or a combination of all three. The golden rule: quality over quantity!

8. Easy to get in touch.
Use your footer to make contacting you the easiest thing to do on your site with social links, a quick contact form, street addresses, phone numbers & emails. (PRO TIP: spend a little extra to ensure your email address is something official like contact@businessname.com. Email accounts that are attached to your domain name build trust in the audience.)

9. Responsive (i.e. resizes to suit different screens, like mobile).
On Friday, 04 November 2016 Google announced they would begin indexing search results with a 'mobile-first' approach. With most of their users accessing the search engine from their mobile device, this means that any websites that offer a poor mobile experience will get left behind in search results.



10. Be optimised for Search, especially Google.
SEO (Search Engine Optimisation) is not a one-time service, but rather the ongoing pursuit of a higher placement in search results, which ultimately makes it more likely for your site to be visited. Keywords, meta tags, alt text, internal/external links, as well as setting up Google Analytics, Google My Business & Google Search Console and having a powerhouse content marketing strategy will all give your website the best chance it has to be seen & visited. From there, it's up to the quality of your website design as to whether visitors get in touch or quickly decide to go elsewhere.

So, how hard is your website working?
It is no longer enough for websites to simply be there. They need to **attract** the audience's attention, **engage** with their needs & **convert** more browsers into buyers.

Ready to unleash your website?

Get in touch with UpBound today
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