

common-sense secrets

to websites that convert

Secret #1: your website makes a _____

- » Your website has _____ or less to make a good first impression.
- » If you haven't convinced your website visitor that they're _____ within that time, they'll drop you like a hot potato and move on to the next site.
- » Think this sounds harsh? Consider your own browsing habits.

First impression booster #1: _____

- » Your site's appearance starts influencing visitors _____, even before _____.
- » The visual elements of your site—color, patterns, textures, etc—tell your visitors who you are before _____ has a chance to speak up.
- » _____ of website users make a decision about how _____ a business is based solely on the appearance of its website.
- » Make sure _____ are saying the right things to your potential clients or customers.

First impression booster #2: _____

- » In the _____ of your website, you should add a few words that tell visitors _____.
- » If you fail to include this phrase, your site visitors _____. They will either _____ or _____.

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- » Make this little phrase as _____ and _____ as possible. This isn't the place for your tagline or slogan, and cliches will just agitate your visitors.

Secret #2: Creating great content

- » Avoiding _____.
- » A website without great content is just like a pretty shell: it may _____ immediately, but there is nothing there to _____.
- » If your website's content focuses on _____ instead of _____, it's about as useful as some grains of sand and salty water in the vast ocean of the internet.
- » A site design should be based around _____ to be most effective.

Creating great content point #1: _____

- » This thing is what really _____ from your competitors, _____ like a magnet...it is _____!
- » This personality should be baked into _____, your business' _____, _____ for your website, and even into _____ you have with your clients/customers.
- » This personality is what will consistently win clients over to you, even when you aren't the _____.
- » Personality helps you play on the _____ of your client.
- » When clients choose a business to work with, they choose one they can _____ versus one that is otherwise superior.

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Creating great content point #2: _____

- » My one copywriting tip that is beginner-friendly and will have a substantial impact on your website as soon as you implement it? _____
- » A very common misconception that a lot of business owners have is that visitors come to your website to _____; in fact, they come to your website to _____.
- » Make sure you are very clear about how your business can help them _____, _____, or get them closer to _____.

Creating great content point #3: _____

- » You're going to have a hard time convincing your clients or customers that you are a serious business if your website is full of _____ or _____.
- » If you can realistically afford it, the best way to capture these vital images is to _____. But, if that isn't a viable option for your business right now, look into hiring a _____ instead.
- » If you're not in a place where you're comfortable hiring a photographer, look into _____. A drawback of using stock photos is that they're not _____ to you.

Secret #3: _____ across your website

- » So that visitors _____ on your website, keeping pages consistent across the site is important.

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- » When visitors come to your site, they make a _____ based on the landmarks of your site. If you change these landmarks from page to page, you'll _____ your visitors.
- » Keeping pages as consistent as possible helps _____ and _____, even about the little things.

Secret #4: _____

- » Visitor's attention spans are so short that they will begin to lose interest between _____ into your page load time.
- » Think about your own browsing habits again and how easily distracted you are when waiting on page loads.
- » Some things you can do on your own to increase page load speed: _____ with a reliable company; don't use _____ if you're serious about your website; _____.

Secret #5: _____

- » Gone are the days when a website that _____ is good enough.
- » If your website doesn't work for your potential clients _____ when they're on their phone, you've _____.
- » A frustrating experience on any device _____.
- » A good responsive website can _____ to display flawlessly on _____ and at _____.

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Secret #6: _____

- » This secret can without a doubt have the most impact on your website over time.
- » Any time you make a change to your website, _____ and see how it performs.
- » By testing a series of small changes over time, you can _____ by leaps and bounds. Some sites have even seen sales increase by _____ using this method! And, on the flipside, testing has saved some businesses _____ of lost revenue by letting them know in advance that a change they wanted to make didn't perform well.

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