

10 Things Your Website Needs



designing
from
SCRATCH
website
studio

01. A Purpose

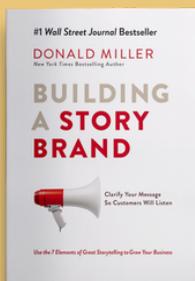
What results do you need from your website?



- increase number of people making appointments
- increase number of people purchasing products or services
- increase number of people visiting your location
- increase number of people signing up for your course, subscription, membership, events, etc...
- increase donations to fundraiser/cause

02. An Intentional Client Journey

Plan your client's journey with intention:



- Place "Call to action" buttons strategically.
- The bottom of each page on your website should guide your client to where you would like them to go next.
- I recommend the book "Building a Story Brand" as a way to format your client's journey - from emphasizing the problems you are solving to them, to offering a solution, to guiding them step by step, this framework works.

03. Strategic Graphic Design



Your color palette & font choices should:

- appeal to your ideal clients
- convey your business values / personality. A few examples:
 - traditional / strong / dependable
 - trendy / innovative / creative
 - friendly / approachable / playful
 - modern / simplicity

04. Professional Photography



Professional photography can:

- drastically improve the overall design of your website.
- help tell the story of your business/brand in an authentic way.
- helps people relate to you and your team.
- helps people have a clear visual of how your services or product can help them.

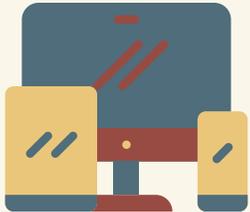
05. Methods to Show Credibility

You can reduce "risk" for your client's by including:



- Testimonials / Reviews
- Logos of businesses you have worked with
- "Badges" to show professional affiliations, memberships, awards, etc...
- Information about certifications, licenses, and professional credentials
- Examples of your work
- Highlight press & media. For example, "As featured in...."

06. Responsive Design



Designing your website responsively means that your website looks great on mobile, tablet, or desktop - as well as on multiple browsers and operating systems.

With the majority of your website viewers accessing your website on their phones, responsive design is a MUST.

07. Strategic Homepage "Hero"



People spend less than a second looking at your website before they decide whether to stay or to "bounce."

- the "hero" or top of your website must be designed strategically.
- your website headline and subheadline should state exactly who you are, what you do, and who you do it for.
- resist the urge to be cutesy or clever - be clear and concise so that they know they've landed at the right place.

08. A Super Easy Way to Reach You

Make it very easy for people to connect with you.



- Have multiple buttons and links that direct them to contact you.
- If you have a contact form, make it very short and concise - their name and email or phone number and perhaps a message should be all your customers need to fill out (you can save all those other questions for when you talk to them).
- Make the writing around the contact information (phone, email, chat, or form) friendly and inviting.

09. Search Engine Optimization

Search Engine Optimization, or SEO, is a collection of strategies that can help your website appear higher in search rankings. SEO is a complex beast, but a few strategies that can uplevel your SEO are:



- page titles, headings, and url that include strategic keywords
- website description and "snippet" that includes strategic keywords
- frequent website updates
- video content, especially on the homepage
- optimizing website performance & compressing images for faster page loads
- other websites including a link to your website
- An effective Google Business Profile with:
 - Strategic Keywords
 - Lots of positive reviews (the more reviews, the higher you'll rank)
 - Timely responses to messages and reviews

10. Accessibility Features

Making your website ADA compliant isn't just a nice thing to do - it's required by law. Be sure that your website serves all of your clients well by:



- including accurate "alt tag" descriptions for images on your website
- removing words from images (they cannot be read by page readers), or including alt tags in cases where it cannot be avoided (like your logo)
- ensuring text that is easy to read (easily readable font with high contrast between font colors and background colors or images)
- including captions to images when possible.