

Discover the Secrets which makes a Website Successful (its not what you think!)

Most people start their journey of having a website built by surfing the net and finding things they like the look of. They then ask around and do some more research to find out who should build their site, how much it should cost and those normal kinds of buying questions.

But the real secret behind a successful website is not how it looks, or who builds it for you. **It not even anything to do with you.**

Well it is and it isn't. (I just needed to get your attention!)

Let me explain.

First and foremost, an effective website is one which can convey clearly and instantly, **how it solves your prospective clients' problem.**

There are other elements which need to be considered for an effective website which will not be the focus of this report. These include -

- professional design
- correct structure and navigation
- fast loading
- well written code
- optimised for search engines
- optimised for all devices (mobile, tablet etc)



Mobile Website

VS



Standard Website

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The reason I'm not focusing on these elements here is that they should be taken care of by your web professional. Make sure that they are.

This report is about **what is in your control** - your contribution to the success of your website.

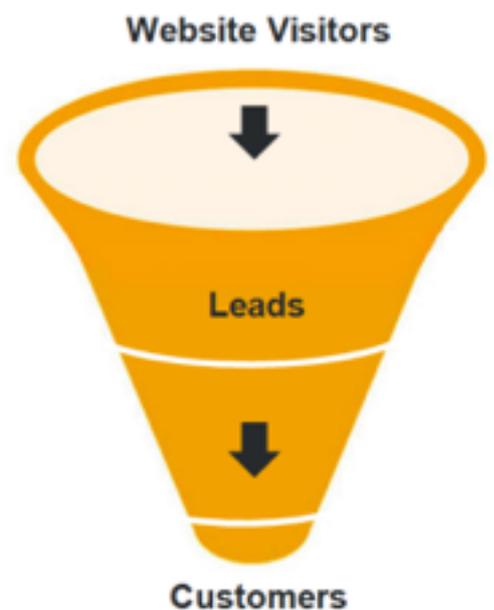
It is what you need to brief your web professional about. They won't know your business as well as you do! I would go as far as to say that if your web professional is not asking you these questions when having a conversation about your website, you need to find one who does.

Essentially there are **two things you need to focus on in order for your website to work.**

1. You need to have a clear understanding of **what purpose your website needs to serve you & your business.**

Here are some examples:

- lead generation - capturing new prospective client leads
- direct sales - selling products, your services or events online - right then and there
- establishing you as an authority and leader in your field



- online brochure - when you don't need more leads, but still need to prove you exist, show people where to find you etc
- provide after sales support, service (eg. membership site) and ongoing client engagement.

When you discuss your goals with your web professional, they will be able to recommend other possibilities which you may not have even thought of! So be open to that as well (you can't know, what you don't know)

2. To achieve these goals, you need to **know who your customer is**. This is not as easy as it sounds.

When the message on your website is for 'everyone', **no one** will relate to it. Think about it. In face to face situations when you talk to someone, you adapt the language you use and what you say **depending on who you are talking to**.

You need to do exactly the same online. More so. At least in a face to face conversation you have a chance to recover and try again if you see people not relating to what you are saying.

Online, they just click away from your site and you will never see them again.

Who is your customer?

You may not just have just the one customer type, you may have many - but you need to be clear about **who those customer segments are**, and how they find what they are looking for



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on your website - **fast**.

Let me give you an example.

I recently ran a training workshop on planning a website and went through this exact exercise with participants. One business owner was selling cosmetics and skin care products.

I asked her who her customers were, she answered '**every woman aged 18-80**'.

Now it took some time for her to understand that a 'skin care' message to an 18 year old will be very different to a conversation about skin care to someone in their 80's. This may seem obvious to you, but in a way we are mostly blinded to our own products and customers when it comes to defining them - even more so when we are just starting out in business.

Your message needs to connect fast. Attention span is not what it used to be.

The second major factor in how to successfully present your message is your ability to **convey the benefits** of your product/service as opposed to its features. Again - this is a difficult thing for many business owners - we don't see the forest for the trees. We are so wrapped up in how and why we do things, or the fabulous features of our products, that we forget that the client is only interested in what benefit/result they get.

Here is another example from the same training session.

Someone had just started a 3D printing business. She spent quite some time explaining to us how good her product was. Good quality and affordable

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consumables for the awesome 3D printer. We all listened intently, but still didn't really get it. It is a new technology and very impressive at that, but pretty much everyone in the room didn't understand how it related to them. At best we had seen news reports of 3D printers producing hand guns. That was it!

It was when someone asked whether a 3D printer would be able to print designer Italian shoes, when every woman in the room started paying attention.

That is what you need to convey to your prospects.

Your benefit statement is your online version of the '30 second elevator pitch'.

3. Once you have this clearly defined, your website will also need the magical and all important **Call To Action**.



Have you ever been to a website, really engaged with it, found it interesting and then gone off never to return again? This is what you need to avoid at all costs.

You need to spell out to the site visitor **exactly what you want them to do next**.

"Download your lead generation report here"

"Start your fitness journey here"

"Call us now for a free quote"



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Corny?

It works. **Do. What. Works.**

There is a book on web design simply called 'Don't Make Me Think', and this is its core message. **Make it clear what your visitor needs to do next in order to get the benefit of your promise.**

The best way to do this is by offering of something of value.

What could this 'something of value' be? It could be a resource, a sample, a checklist, a template ... If you want more ideas, check out this recent slide share presentation on Creating Marketing Content

Your call to action itself could be :

- To phone you
- To sign up for a newsletter (just don't call it that - make it sound valuable "sign up for VIP list to be the first to receive our Special Offers")
- To download a checklist which will help them do something without having to think
- To sign up for a free 'how to' mini course on a topic interest
- Your imagination is the limit

Your call to action should - whenever possible - **capture your prospect's details.**

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This can be a fine balance, as people get tired of entering email addresses, so this needs to be thought out and implemented carefully.

" Client Generating tips "



Enter your email address to get more **client generating tips**.

Your Email Address **Join Us**

Now if this all sounds a little daunting, don't worry grasshopper. My next resource for you will be a worksheet to help you work through these three points, as a starting place for a conversation with your website professional.

You may also decide to use the services of talented people who are experienced in helping you to put together the right messages. Either way, if you have given this some serious thought before you engage their services, you will make their job that much easier.

A truly successful website requires broad skill range of skills and disciplines - from planning, to design, photography / media, to content and copywriting to development and client capture workflow automation.

And that's before the build even starts. I once heard that **for every hour you spend planning, you save 8 hours development.**

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The more planning you do before hand, the greater value you will get from any professionals you employ. (You may have some of these skills yourself, or be happy to learn them also - but you still have to start by doing this work)

So get started on those three areas -

- your website goals
- your customer and your custom solution to their problem &
- how you will get them to act

Let me know if you would like to receive the worksheet to help you with this website planning process, and I'll hurry up and create it.

One thing which I have observed across the board (myself included), is that it is most difficult to be objective, and answer these questions about your own business. This is made even more difficult for new businesses.

I am offering **a free 30 minute phone / Skype consultation to talk through ideas for your website.**

Call Ursh on 0413 606 463 or email ursh@onlineiq.biz to organise.

There will be a proviso though - you will need to have at least started on your worksheet. It does not matter if you are stuck, but it is important that you have started asking yourself the questions, as that will ensure you get the best value from the session.

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Important Note: No matter how brilliant your website is, it will need traffic and visitors to convert. It isn't just a matter of opening your doors.

This report focuses on the conversion of your website visitors into customers once they arrive.

Getting traffic to your website is another topic for another day.