

Your Successful Website Checklist

Hi there! Since you are interested in growing your business and making the best out of your website let's see if you already have something in place. Go to the next page to get into more details about each point.

1 Establish connection

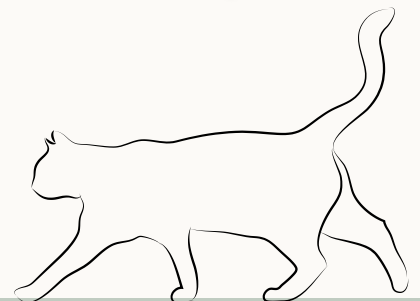
- ☐ Clear header with a headline and subheadline
- ☐ Problem - identify with a problem
- ☐ Solution - offer the solution
- ☐ Relatable and meaningful imagery
- ☐ Testimonials section

2 Make it easy to work with you

- ☐ Call to action
- ☐ Plan - show a concise path to success

3 Develop long-standing relationship

- ☐ Pop-up subscription form
- ☐ Email sequence




Guide to Your Small Business' Best Website

1 Clear Header

It is your precious real estate. Your website header should immediately answer these 3 questions:

- **What do you offer?**
- **How will it make my life better**
- **What do I need to do to buy it**

The first 2 questions should be answered concisely within your headline and sub headline. Call to Action will address should tell what to do next and we'll discuss it further below.



35% of desktop users leave a page before scrolling down.

2 Problem - identify with a problem

People don't just buy things or services. They buy **solutions to their problems**.

They want to be confident, healthy, successful, and want to feel good. Is your product helping them to achieve any of that?

Find the **main problem your client is trying to solve** and dedicate a section of the website to it.

3 Solution - offer a solution

So, we identified that your product or service solves your customers' problems.

Now, **show them how their life will change** if they use your solution. Paint a **picture of success for your visitors**.

4 Relatable and meaningful imagery

Nothing is more powerful than a combination of great copy and powerful imagery that realistically represents how life will look after using your product/service.

“A picture says a thousand words”.

A few rules of thumb for your imagery

- Use photography that **reinforces your written content**
- Make sure all images are **high-quality and crispy** but they don't slow down your website.
- When possible use **your own** professional images.
- Incorporate graphic **icons** for better usability

5 Testimonials

To develop trust put up 2-3 testimonials from your past clients that say how their life changed after working with you.

6 Call-to-Action (CTA)

CTA is usually a button that challenges a visitor to take an action. It's one of those elements that will directly impact your **conversion rates**.

Make sure your CTA:

- Is clear and direct
- Repeats throughout your site
- Stands out

“When we try to sell passively, we communicate a lack of belief in our product”.

By making it clear to your visitor what you offering her to do next, you are increasing the chances of **converting a visitor into a client**.





7 Plan

Nothing is more powerful than a combination of great copy and powerful imagery that realistically represents how life will look after using your product/service.

A few rules of thumb for your imagery

- Use photography that **reinforces your written content**
- Make sure all images are **high-quality and crispy**, but they don't slow down your website.
- When possible, use **your own** professional images.
- Incorporate graphic **icons** for better usability

"A picture says a thousand words".

8 Pop-up subscription form

Quite simply, your audience is your business. That's why it's critical to start building your audience from the start.

The most effective way to collect your visitors' emails is a pop-up form that asks a visitor to subscribe, usually in exchange for something valuable.

9 Email sequence

Email marketing is a highly effective digital marketing strategy. Effective email marketing converts prospects into customers and turns one-time buyers into repeat customers and raving fans. For a small monthly fee, you can create a chain of emails that goes out to each new subscriber.

Successful website is not just about pretty design. It's wether you get business from your page what matters.

Incorporating the items above will help you transform your website into a sales machine that bring you more calls, appointments or walk-ins. And at Black Cat Web Studio we strongly believe that every small business owner deserves a website that brings him clients.

Need help with building your Awesome Website that increases your sales?

[Schedule a Call](#)

