# HOW TO CREATE A HIGH CONVERTING WEBSITE AND ATTRACT THOUSANDS OF NEW CIENTS INTO YOUR BUSINESS.

## A Guide to elevate your Online Presence

**DEEP BLUE LIGHTHOUSE**

Struggle leads to Success

**Our mission is to empower small businesses owners and individuals through visually stunning and strategically crafted websites, unlocking the full potential of their online presence.**

*important*

**SOCIAL MEDIA IS GREAT BUT A WEBSITE PLAYS A CRUCIAL ROLE IN YOUR BUSINESS**

Your website plays a crucial role in your business' digital marketing strategy. Not only is it one of the first points of contact potential clients will have with your brand, it's also one of the only online assets you have ownership and control over. Contrary to social networks you don't share your website visitors' attention with ads or recommendations of competitor products, which gives you more control.

*important*

## SMAKE A FIRST
## STRONG IMPRESSION

A mistake many make when investing in website marketing is to assume that they have their audience's full, undivided attention. In reality, that simply isn't true.

You have a small window to make a strong first impression in order to inspire your visitors and build their trust. If you can achieve this, they will stick around for longer. Keep in mind that to achieve this, you need to analyse your website data to understand which pages your visitors enter through.
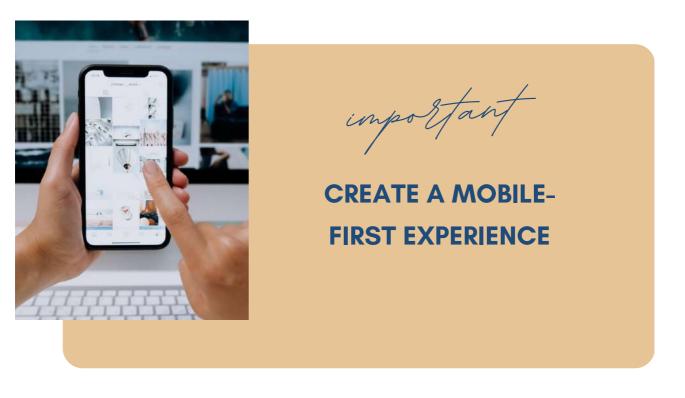
# TIPS TO MAKE A STRONG IMPRESSION

**1.** Add a video banner to your page's hero section (this is the first content a visitor will see on your page)

**2.** Add your elevator pitch. This is a short statement explaining what you offer and why you are unique from your competition

**3.** Ensure that your navigation is intuitive, encouraging visitors to easily progress deeper into your website's content and services.

**4.** Consider using a pop-up message or notification bar to grab your visitors' attention and communicate important information early on in their session, or as they are about to leave your website.

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## CREATE A MOBILE-FIRST EXPERIENCE

By now, it's likely that your website is mobile-friendly, or that you are planning to have a mobile-friendly website developed. While that is a great start, you need to consider the performance of your content beyond just a responsive layout or template. Indicators such as how fast your website loads on mobile devices, or how simple your website is to navigate on a small screen have a direct impact on whether visitors will turn in leads.
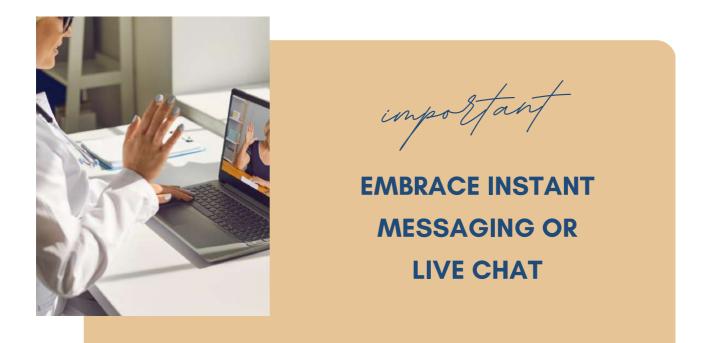
# TIPS TO CREATE A MOBILE FRIENDLY EXPERIENCE

1. Browse your own website from mobile devices. This sounds obvious, but the easiest way to identify where you can improve is to use your website like customers do. Go through the process of finding products or services and making an enquiry, Then list the features and functionality that you found challenging to use. .

2. Run a website speed test.  Ask your staff or a friend to do the same

3. Explore recommendations for mobile improvements in Google Search Console.

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## EMBRACE INSTANT MESSAGING OR LIVE CHAT

Compared to lengthy email threads, live chat offers your visitors a quick and personalised way to get answers about your business and services while browsing your website. The goal is not necessarily to process complete bookings through a chat application, but rather to create a helpful lifeline for clients when they need it the most. With the rise of chatbots and other intelligent ways to automate conversions and advice it's becoming increasingly manageable to embrace live chat.

# TIPS TO GET STARTED WITH LIVE CHAT

1. Determine whether you are ready for it. Installing live chat to your website is the easy part; integrating it into your business communications and sales strategy is likely going to take some work. Important questions to ask yourself include Who in my team will respond to chat conversations? How will we ensure that chat conversations are captured and shared? What should happen when we are not online or available?

2. Choose the right tool. Facebook Messenger is a practical option if you do not have the capacity to learn how to use a new application, while tools like Olark or Zendesk Chat will offer more functionality. A Whatsapp button is a great start too, though keep in mind that it will direct the visitor away from your website into Whatsapp's application, rather than offering a on-site chat experience.

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## BRING SOCIAL MEDIA TO YOUR WEBSITE

If you are using Instagram to share updates and content with your audience on a regular basis, why not add your feed to your website for maximum exposure? Having your Instagram posts appear on your site will also create the impression of an active and relevant business and serve as an easy way to keep your website up to date with exciting visual content.

# HOW TO ADD INSTRAGRAM TO YOUR WEBSITE

1. First things first, make sure that you have a reliable strategy for keeping your Instagram feed updated.

2. Choose and install an Instagram widget or plugin. Depending on the content management system you use, there will be different options available, ranging from free to premium options (you will need to authenticate your Instagram account in order to activate your widget).

**One of the reasons we use Showit? They have an auto-updating Instagram feed with Showit's Social Grid Widget!**

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## PREPARE A BUDGET FOR INNOVATION

Lastly, you need to ensure that your website will remain competitive as new trends and technical requirements emerge. Technology evolves at a rapid pace, if you do not budget for constant innovation you could soon find yourself with an irrelevant website, or an unexpected and costly redevelopment project. As search engines, mobile technology, and design standards change, you will need to set aside a budget for updates and consultation.

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# TIPS TO BUDGET FOR INNOVATION

1. Think of your website as an ongoing tactic rather than a once-off project. Your website should be a dynamic part of your digital market strategy. Treat your budget in the same way.

2. The more you can easily update and change yourself, the less you will spend on development and maintenance

3. Discuss potential features and functionality you are considering and agree on associated costs and responsibilities upfront.

4. When budgeting for a new website, consider keeping up to 20% of the project budget aside for innovation.

Make sure that you have accompanying visual content that immediately catches the eye. Appeal to your audience, choose the right fonts, colours and images, and you'll have a website that people will remember.

## Just starting? Identify the purpose of your website and the problems you solve for your clients.

Investing in a custom website design not only enhances the look and feel but also improves user experience, SEO, and conversion rates. Alternatively, Showit website templates offer a budget-friendly, yet highly professional and customizable option to elevate your online presence. Both options ensure that your website becomes a powerful asset for your business, designed to engage visitors and drive results. Don't underestimate the ROI of a well-designed website; it's often the first impression potential customers have of your business, making it a crucial part of your success.

# Conclusion and Next Steps

Like any other marketing channel, your website should evolve and grow with your brand and business strategy. There is no such thing as a perfect website, nor should your website ever be considered "finished". Seek out opportunities to tweak and improve your content and functionality for better results. Be open to change and innovation.

If you are ready to create a beautiful, easy-to-use website that converts your website visitors into ideal clients then get in touch below to find out how we can work together!

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*Thank you!*

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