



5 WAYS
YOU CAN
**IMPROVE
YOUR
WEBSITE**



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Your homepage is by far the most important page on your site. Convert visitors into customers by making it easy for them to find what they are looking for. Below are five easy-to-implement solutions that will help you do just that!

1. TELL VISITORS WHAT YOU DO

It seems too simple, but a short sentence, placed prominently that is visible without scrolling, telling people what you do is a game changer. This sentence needs to be concise and to the point. If your product or service is complicated, try to boil it down to the essence of what you do.

2. TELL VISITORS HOW IT HELPS THEM

People buy products or services that help them in some way, or solve a problem for them. What problem or help are you offering your customers? How will they feel once they have used your service or bought your product?

*Bonus if you can combine what you do and how they will feel in the same sentence.

3.

BUILD SOME TRUST

We all know that trust is earned. So, while you have not earned this potential customer's trust just yet, you can help the process along by showcasing testimonials from people whose trust you have already earned.

4.

YOU NEED A CONTACT BUTTON

You've set the stage, answered their questions, even built a some trust, and now your visitor is ready to pull the trigger... Make it easy on them. A contact button in the top right corner of your site, preferably in a standout color is the way to go. You can also add the same button further down the page, but the top right is prime real estate and the default go-to spot for a contact button.

5.

GIVE VISITORS SOME STEPPING STONES

Lastly, no one likes to worry. Don't make potential customers wonder what comes next when they work with you. By giving potential customers 3-5 "stepping stones" of what to expect in your process, you will put them at ease going forward.