

MUST HAVE Website Guide

Is your website getting the results you want?

This must have guide contains everything you need to know to launch a high converting website.

REACH ELEMENTS

- Keywords in page titles and content
- Map and exact name, address, phone on every page of the site
- Use WordPress or Business Catalyst ensure your website is responsive (mobile-friendly)

ENGAGEMENT ELEMENTS

- Clear unique selling proposition, ideally as a testimonial
- Clear minimal navigation
- Focus on your audience, not your business
- Use trusted icons (awards and badges)
- Testimonials for social proof and trust
- Social media sharing toolbar

CONVERSION ELEMENTS

- Hello Bar (WordPress plugin)
- Tracking phone number with CTA **Call to Action**
- Strong CTA above-the-fold
- Ultimate lead magnet with CTA
- Live chat or Opt-in box

THE TOOL KIT

- WordPress engine, Bluehost or Business Catalyst
- Yoast SEO and Local SEO plugins
- Yoast Google Analytics plugin
- Google Analytics and Adwords
- Call Rail tracking phone numbers
- Opt-in Monster plugin or Active Campaign
- Live Chat
- W3 Total cache plugin (speed)
- Gravity forms or Contact Us form (if not using email)
- Akismet (anti-spam)
- Dig Digg social sharing bar
- WordPress Curve (WordPress fixes)
- OptimizePress (landing pages)

The wireframe illustrates a website layout with the following components:

- HELLO BAR:** A dark blue bar at the top with the text "HELLO BAR" and a yellow "Call to Action" button.
- Menu Bar:** A light blue bar below the Hello Bar with the text "Menu Bar".
- Nav:** A section with "Nav | Action | Action" on the left and "Schedule a meeting 1300 1234 5678" on the right.
- Testimonial:** A section featuring a silhouette of a person, a quote: "Steven quickly helped me get a fresh financial start without stress or embarrassment", and a yellow "Call to Action" button. To the right is a vertical social media sharing toolbar with icons for Facebook, Twitter, LinkedIn, Google+, and Instagram.
- Bio and Photo:** A section with the text "Your bio and actual photo or video. You must great them with key points and benefits." and a silhouette of a person in a suit.
- Lead Magnet:** A section with a download icon, a yellow "Call to Action" button, and the text "Ultimate Lead Magnet: Easy to consume but advances the sale".
- Business Info:** A section with a location pin icon, the text "Business Name", "Exact Address", "City, Street, Post Code", and "1300 123 456". To the right is a "Live Chat or Opt-in" button with a silhouette of a person.
- Trust Icons:** A row of four icons: a triangle, a diamond, a circle, and a hexagon, with the text "Trust Icons | Logos" below them.
- Footer:** A light blue bar at the bottom with the text "Privacy | Terms of use | Contact".

Let us review your website today Call us on 1300 881 204

BUILD YOUR BRAND

Drive Your Marketing Results