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# Website Advice Pack

Save stress by knowing this FIRST!



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Some simple things that can dramatically increase your website sales leads.

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A quick checklist to make sure you get more out of your website.

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Let's cut to the chase!

# 1. What can I get out of this?

We all know someone that's always going on about the great things their website is doing for their business but just as many that have a painful nightmare of an experience and simply don't get what they want or need.

This handy advice pack will cover empower you so you can choose the right web designer and avoid becoming yet another statistic...

More importantly, this advice pack will show you exactly what your website needs to get many more sales enquiries so you make more money!

## **Before jumping into things, you should know this first:**

Forget anything you've ever learnt about a website or online marketing. Dropping all of the technical jargon and let's look at the basics.

Consider the internet to be a giant network of information with millions of people in Australia searching the network every day.

Searches are broken into one of the 3 main categories:

1. People searching for entertainment
2. People searching for enlightenment
3. And for the majority – People searching for specific product or service information

Australians of all ages turn to the internet for more information prior to making a purchase or actually contacting you.

## **This is where other businesses are taking advantage of this golden opportunity...**

So we know that people will most likely visit your website because they are interested in your product or service and want more right?

With this in mind you begin to understand how important it is that your website is built in a way that it guides users through a process that ultimately ends a phone call or email enquiry.

Your website should be used as a sales funnel that can be fine tuned to produce amazing results, not just a resource for information.

Here's an example of **how your website should work** as a sales funnel:



In theory, the more people that visit your site, the more leads/enquiries you'll receive and the more quotes you send out. The more quotes you send out, the more jobs you sell right?

Here's the problem! **Most websites sales funnels look like this:**



**The next 4 points will show you why most websites don't turn visitors into leads/enquiries and exactly what you need to do to make sure yours does!**

## 2. Getting your content right!

Most websites don't have the information visitors are looking for. They have plenty of content about how great the business is and the things the business has done.

But at the end of the day, visitors are there because they were searching for something very specific. They don't necessarily care about your business; they are in it for what they can get for themselves as a customer.

If your content is all about you and not about them and their needs, you'll most likely lose them.

**Your content needs to be clear, straight to the point, persuasive and spoken in a normal 'real person' tone.**

**Sales copy that is written as if you're having a conversation with the visitor always outperforms the traditional approach.**

**If you find yourself writing content for that doesn't add value, explain a difference or persuade the user... leave it out!**

**Focus on the customer's needs, the benefits they will receive by using your product or service and why they really should take action now.**

## 3. Making it easy for visitors to do what YOU want!

Most websites make it very difficult to find contact details or an enquiry form. The more effort that is required to move through your website to find them, the more resistance there will be and less visitors will put in the effort to do so.

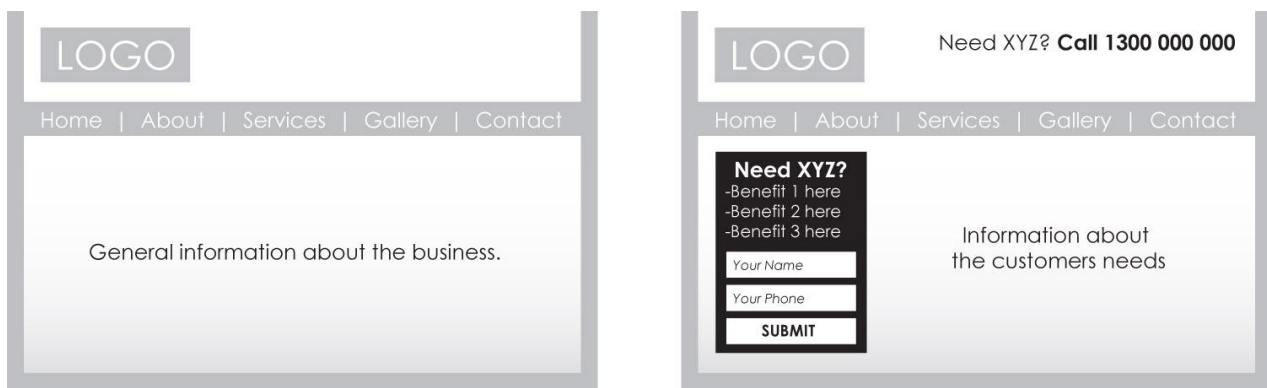
Think about it, if someone has read your great content and is encouraged and motivated to contact you but can't see your details on that same page, how long do you think it will take them to lose motivation in searching for them?

People are distracted very easily while browsing websites so you want to make it extremely obvious and easy for them to enquire.

Here's what you need...

- On every page have a phone number tied in with a call to action in a prominent place at the top of the page.
- On every page have a simple form that is tied in with a call to action or unique offer.

In the examples below, keep in mind the person looking at your website is searching for something specific. "XYZ" on the right will be replaced with exactly that.



The image shows two side-by-side website layout examples. Both have a 'LOGO' in the top left and a navigation menu with 'Home | About | Services | Gallery | Contact'.  
The left example has a large central box with the text 'General information about the business.'  
The right example has a 'Need XYZ? Call 1300 000 000' in the top right. Below the navigation menu, there is a dark box on the left containing 'Need XYZ?', '-Benefit 1 here', '-Benefit 2 here', '-Benefit 3 here', and a form with 'Your Name', 'Your Phone', and a 'SUBMIT' button. To the right of this box is the text 'Information about the customers needs'.

The example on the right makes it 10 times easier for a semi-convinced visitor to take the next step so they are much more likely to do so.

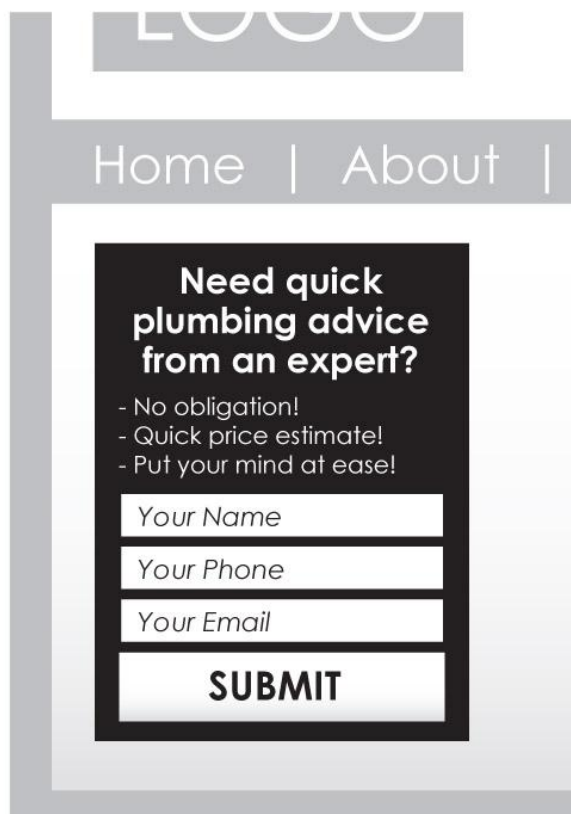
## 4. Giving visitors a reason to take action right now!

Most websites don't utilise "The power of now" or a call to action. If visitors don't have a good enough reason to take action right now... they won't!

So you need to come up with an offer and call to action that is inline with what the visitor actually wants.

Here's an example...

The one on the left offers general advice and benefits and the one on the right gives visitors a reason to enquire right now.



Home | About |

**Need quick plumbing advice from an expert?**

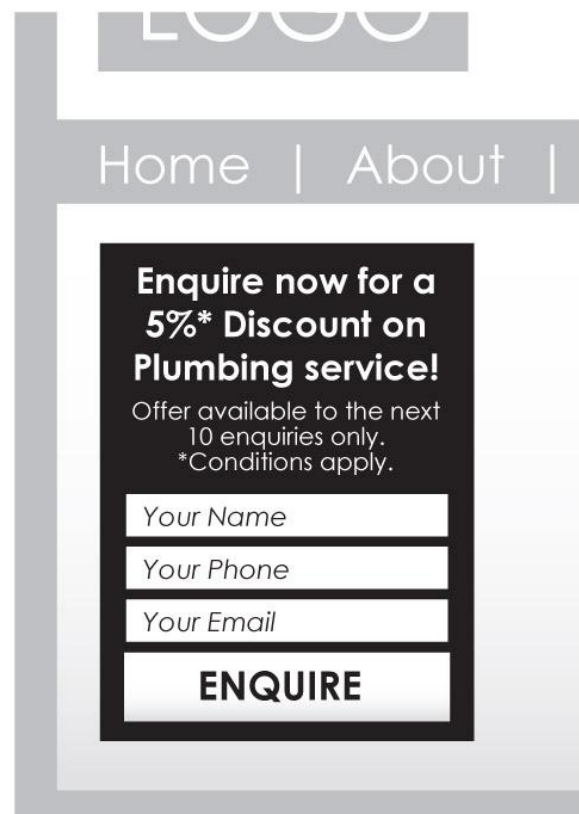
- No obligation!
- Quick price estimate!
- Put your mind at ease!

Your Name

Your Phone

Your Email

**SUBMIT**



Home | About |

**Enquire now for a 5%\* Discount on Plumbing service!**

Offer available to the next 10 enquiries only.  
\*Conditions apply.

Your Name

Your Phone

Your Email

**ENQUIRE**

## 5. What your website MUST have!

Use this checklist to make sure your website is tuned to drive sales leads.

- Keep it professional! Your customers can tell instantly if you designed your website in Microsoft Word.
- Simple works. Keep your navigation simple and consistent on every page.
- People want content, so while a pretty design may impress them for 2 seconds, they will leave the site almost immediately if they don't see content that is relevant to what they searched for. Make sure all main content is "above the fold" (you don't have to scroll to see it) and can be clearly identified.
- Always put your phone number with a call to action clearly visible and prominent in the same place on every page.
- Always have a simple form with basic fields such as Name, Email & Phone in the same place on each page that has a call-to-action which is very relevant to the content on that page. Segmenting and relevance is key!
- Don't think you know what people are looking for, do the research first! Free keyword research tools are available to show you exactly what people are searching, how many people search for the same thing each month and how many other websites are already out there providing an answer to their question.
- Don't give everything away and leave the visitor with no reason to contact you before you have their contact details. Always have a unique on-page form that offers a solution which matches the need of the visitor in exchange for their basic contact details.
- In your content, speak directly, persuasively and always remain customer focused. Customers don't care about how great you are; they need to know what they will get out of purchasing your service.
- Always promote your USP (Unique Selling Proposition) where possible and relevant to each page but don't let it overpower the customer focus and benefits of your product or service.

## 6. Why have you been sent this?

A Website That Works For You have found that business owners just like yourself have been missing out.

Getting online can seem daunting and in most cases it stops business owners dead in their tracks before they get started.

We're trying to help share this information because we know how lucrative a well created sales driven website can be... We've built an empire for our self using our own websites that follow the same practices and even been featured in various magazines because of this...

OBVIOUSLY, we'd love your business but at the very least, we'd like to help you see the value in a well created sales driven website.

**"Times are changing and everything is moving online so it makes sense to fish where the fish are swimming."**

If you don't know where to start or would like some general advice please call (02) 4704 8505. No obligation, we're more than happy to have a quick chat.

Cheers and good luck...

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*DISCLAIMER: A Website That Works For You does not guarantee that just by reading this advice pack you will double your website's sales leads.*

*A Website That Works For You does achieve this for our clients but every client has different needs and we cannot guarantee you will get such good results if you do it yourself.*

*The purpose of this report is to give you an idea of the things websites that deliver great results do.*