
Marketing Masters™ Series

MMS Part 1: Create a Website that Sells



Bentsen Breakthrough Consulting

1st Edition

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Create a Website that Sells

There are lots of important things that go into creating a killer website, but a few things reign supreme. This PDF document is designed to cover the most important parts of designing an effective website. Effective in this sense means the ability to convert casual browsers into clients.

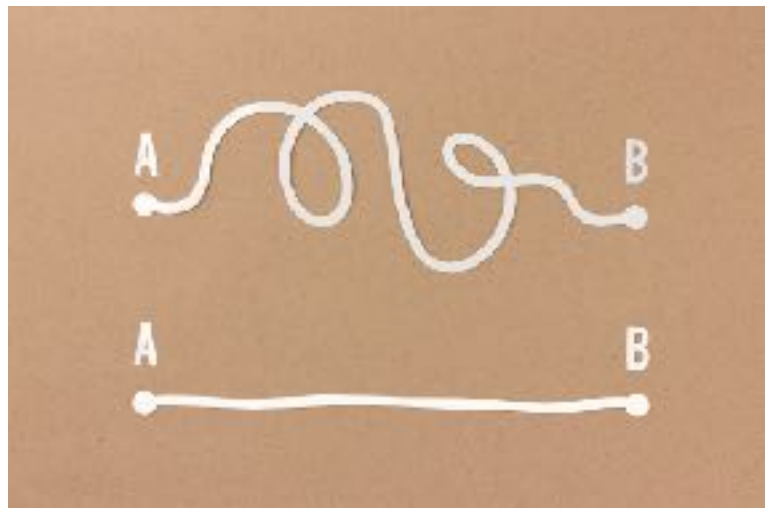
While reading this, keep every point in mind and go through your own website with a fine-toothed comb to make sure you're following each of the points below. Each point has been carefully selected from thousands of articles and books on marketing, and has been tested over the years to prove its efficacy.

Ease of Navigation and Use

It's crucial that your website is simple to navigate. A quote by Charles Mingus reads: "Making the simple complicated is commonplace; making the complicated simple, awesomely simply, that's creativity."

The reason Google became so popular is because of how easy it was to use when it first started. The creators of Google took one of the most complicated algorithms in the world and simplified it down for the user into a single search bar. Anyone could figure it out, even if they never touched a computer before.

Your job as a small business owner is to take your website, however complex it may be, and simplify it down so that even someone with little to no computer experience could find what they need with just a few clicks.



Keep your menu bar to just a few, key items. Allow people to easily find your pricing. Ensure that your contact info is in plain sight. As a general rule of thumb, just think of it like this: the easier it is for people to find what they are looking for on your website, the more likely they will buy from you.

“About Us” & First Person POV

Your “About Us” page is much more important than you think. In a world where everything is fast-paced and no longer personalized due to automation and the internet, people want to see human faces and feel a personalized connection.

For this reason, numerous studies have shown the “About Us” page to have the lowest bounce rate, especially if it has high quality team headshots of everyone who works at your company.

When you write the “About Us” biography text, be sure to write it in first person using the words “I” and “my” or “we” and “our,” as opposed to something that might come off as too corporate, such as “John Smith is,” or “The company team consists of,” etc.

Keep your website written in first person as much as possible and be sure the tone comes off as conversational. Studies have shown that consumers trust small businesses much more than large, faceless corporations, so take advantage of that by writing your copy in a way that feels accessible and friendly to everyone who comes to your site. Try to write in your own, personal voice. A good way to tell if your writing is in your own voice is to read it out loud after writing it. If anything doesn’t feel like “you,” change it.



Use the Words “You” and “Your” at a Ratio of 3:1

It’s a good rule of thumb to count up the number of times you talk about yourself, and make sure you talk about the client at least three times as often.



Be sure to talk about the benefits the client will get by choosing to hire you. Avoid talking about the features of what you offer (i.e. we are the fastest, most reliable, offer the best value, etc.), and try to replace that with the benefits the client will receive and how it will make their life better (i.e. you’ll receive the work quickly, you’ll be absolutely thrilled with the results, you’ll save money, etc.). An easy way to do this is to list all the features you offer and then ask yourself, “What will this mean for the client?”

Contact Information

There is a lot more that goes into your contact information than just putting an email address and phone number on your site. The first thing to note is that you need to include your contact information on every page of your website, so it's best to include it in the footer or header section.

Additionally, if you don't already have your phone number AND email listed, it's time to put them both up. There are numerous companies that say spammers are a reason not to include your phone number and email (so instead opt to simply put a "contact" form onto your site), but this should not be a problem. Clients trust companies much less if they can't find a telephone number, and not having an email address annoys many clients. Having to deal with a few more spam phone calls and emails is worth it if it leads to more paid work. Plus, have you ever had the unfortunate situation arise where a client accidentally had a typo in their email address for a contact form and you were unable to reply to them? This is no good, so you should ditch contact forms once and for all.

Include an Email Signup Link

Many small business owners make the mistake of hunting rather than farming when looking for clients. Think about it... would you rather go out and spend all your time and resources trying to capture one client? Or would you rather set up an automated system that gathers the contact info of people not yet ready to buy, and constantly reminds them about your company, until when they finally are ready to buy, they choose you?

It's critical to have an email signup form on your website where you can promise to deliver those who sign up consistent, high quality information or value.

Lead gathering is beyond the scope of this Marketing Masters™ Series PDF, but feel free to search online for strategies on how to successfully convert visitors into leads, and leads into clients, or email me at martin@cityheadshots.com.



Search

Ensure your website has a fully-functional search bar, especially if you run an e-commerce site. Search bars for e-commerce are absolutely essential because without them, people will have a much more challenging time finding the products they want.

If your website is small and only contains a few pages, you might not need a search bar yet. But the second you start writing valuable content and articles and begin posting more products or services on your website for sale, you're going to need one.

High Quality Photography

This should go without saying, but the photography on every website should be professional, engaging, and connect with clients on an emotional level. On your "About Us" page, you absolutely need to have a set of professional headshots of your team, along with photos of your office or interior space if clients come to you.



In addition to that, having high quality photos of the products and/or services you offer, photos of people happily using the products and services, and other examples of your work are all crucial.

Studies have shown that the most effective way to connect emotionally with prospects is through photos of people showing genuine emotions.

When looking at photos of a beautiful landscape or a photo of a person, by far most people remember the photo of the person. Our brains are just hardwired to pay attention to other people.

Use this to your advantage by including photos of people experiencing intense emotions so they remember your website and imagery and connect positive emotions with your products or services.

Pricing Info is Crucial

You absolutely must address price somewhere on your website. Countless website users who have been asked how they feel when they are unable to find pricing information on a company website will give responses such as, "frustrated," "mad," and "upset."

Does this mean you have to list all the details of your prices on your website? Absolutely not. What it does mean is that you need to *at least* address the general idea of pricing. Whether

your answer is, “Pricing depends,” or, “A quote will be sent,” etc., you must address it somewhere on the website so users know what to expect and how that process works. As discussed at the beginning of this PDF, nothing frustrates a website user more than not being able to find information they want. And what is the one thing everyone wants to know when they’re on a website looking for a product or service?

How much it costs!

Creating a Sales Page

One thing most people don’t know is how to create an effective sales page on a website. A great technique to use is to turn your pricing page into a sales page. This way, when a user clicks on the pricing page, instead of immediately getting the info they need, it takes them through a carefully laid out series of bullet points that are designed to convince them to hire you instead of a competitor.

So how do you do this? Well, the full “Sales Page” layout and details are beyond the scope of this PDF, but the basic layout consists of the following:

1. General pricing. Give the general pricing of your product or service first so the client has an idea of what it’s likely to cost and won’t be thinking, “How much is it?” the whole time they’re scrolling through your sales page.
2. Proof. Include a link to a Yelp or Google reviews page where people can see all the happy clients who have worked with you.
3. About. Give a little background on your company in case the prospect skipped that page on your site. Only include the most relevant info that will make them more likely to book with you.
4. What Goes Into a Great [your product/service]. On our photography site www.cityheadshots.com, we include a section called “What Makes a Headshot Great?” The purpose of this is to simply prove to the client you know what you’re doing and show them you’re an expert in this field.



5. **Why You Need this Product/Service.** You need to have some sort of statistics or industry knowledge from a reputable source that explains to the client why the product or service you're selling is so valuable and why they need it.
6. **Why Work With Us?** Include your USP (Unique Selling Proposition) here. What makes you different and why should the prospect choose you over the competition?
7. **Packages/Pricing.** Include your exact packages and pricing, or information about how to receive a quote from you.
8. **What if Prices Are Too High?** This segment should explain to the client what their options are if they can't afford your product or service (such as payment plans or an explanation of why the cost is what it is). Be sure to explain why it's crucial that they buy now and not put it off any longer.
9. **Preempt the Competition.** This final segment should offer the prospect guidance if they are still looking around. It should explain to them what they should look for when hiring someone who does your type of work or sells your type of products. The purpose here is to set the buying criteria in your favor so when a prospect looks at a competitors website, they're looking for things that only you are able to provide.

Hopefully this information has been helpful! If you have questions or need more information, please feel free to reach out to me directly at martin@cityheadshots.com.

