The *Ultimate*
TOP 10 GUIDE
TO CREATING
A GREAT
WEBSITE

Website
Atelier
[French atuh-lyey] A WORKSHOP OR STUDIO

Whether you are building your own website or you are working with a Web Designer, a lot goes into creating a site that is both beautiful and effective. Websites are much more than just online brochures.

They are living, breathing things that must convey the story of you or your business enough to persuade your visitors to take the action(s) that you want them to take while on your site. This is called a Responsive site and it's an absolute must.

Sites that look dated or unprofessional will produce a negative impression of you and your business almost immediately. You have less than 3 seconds to delight your visitor enough to stay and interact buy or learn on your site.

These are the top 10 elements your site must have to be professional and effective:

MOBILE OPTIMIZED

1

If it isn't specifically designed to look good on phones or tablets, you could be actually repelling visitors, especially if you want them to fill out a lead form or buy something.

New, mobile optimized sites have a scroll down design, not a drop down menu design. That way people simply scroll down from section to section which is much easier on a phone or tablet. Also, forms to fill in are sized larger to be able to type from a phone. These all make your site user friendly so they stay longer.

Did you know that over 60% of people are now browsing websites on their phone? They are using their phones everywhere!
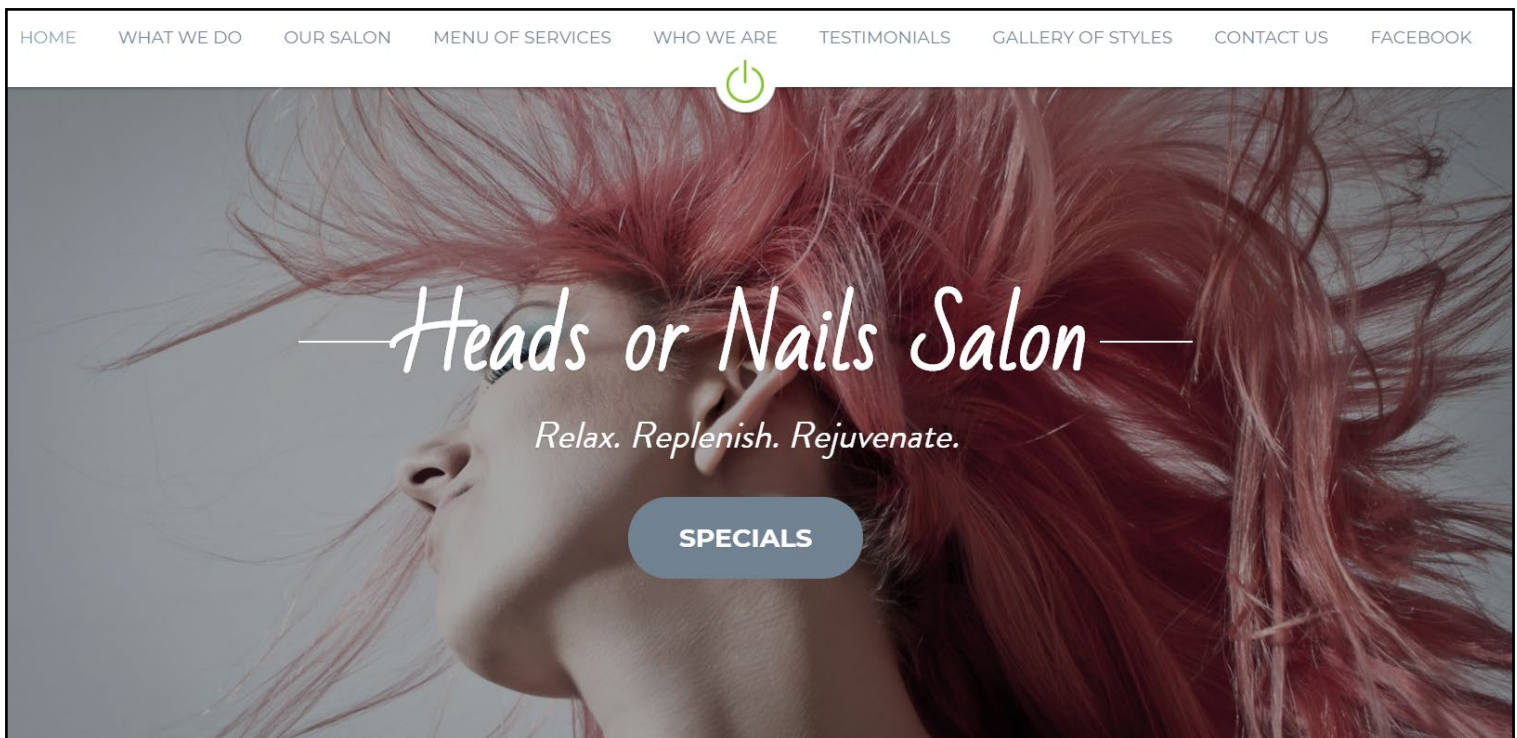
HEAVY ON THE PRO PHOTOS

2

Your site needs to have really WOW photos, especially the main heading photo. This can include your site name and you, but the background must be spectacular with color and some emotional appeal. These need to be large format high-pixel count and saved as .png for easy scaling and no pixilation.

Why so many pictures? Sorry to tell you this, but people just don't read much anymore.

HOME   WHAT WE DO   OUR SALON   MENU OF SERVICES   WHO WE ARE   TESTIMONIALS   GALLERY OF STYLES   CONTACT US   FACEBOOK

Heads or Nails Salon

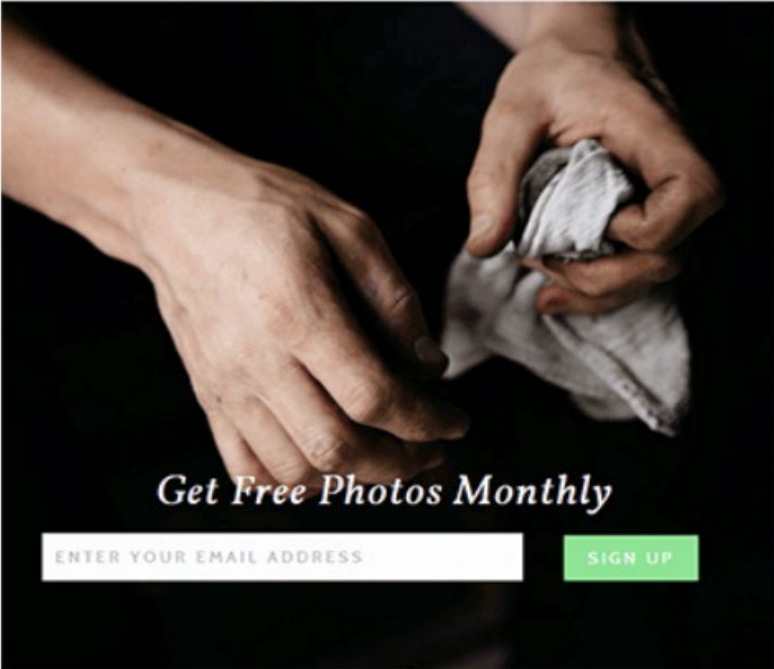*Relax. Replenish. Rejuvenate.*

SPECIALS

SAY MORE WITH LESS TEXT

3 OPT-IN OFFERS

Getting traffic is hard, so to maximize the effectiveness of your site, you want to make sure you get the email of just about everyone who visits. That's called Opting In to a mailing list. Then, you can market to that person forever (or until they unsubscribe) via an email platform like Constant Contact, MailChimp or AWeber. You won't get many emails (if any) by saying "Click here to get my newsletter" or "Sign up to be on my list". No one wants to be on more lists! But offer some appealing and helpful content that will persuade your visitor to leave their name in exchange for that. It can be a "Top 10 list thing" or a Free Gift, or a Discount coupon, or an eBook, etc.

Site: deathtothestockphoto.com

POP-UPS, DROP-INS, PAGE TAKEOVERS AND OFFER BARS

4

All these are ways to put your Opt-in offer in a more prominent location on your site. There's no better way to build your mailing list. You might think people don't like that, but they convert 72% better than a static box on your site. I suggest using a HelloBar. com pre-designed template to add a cool opt-in that matches your goals and colors and preference.
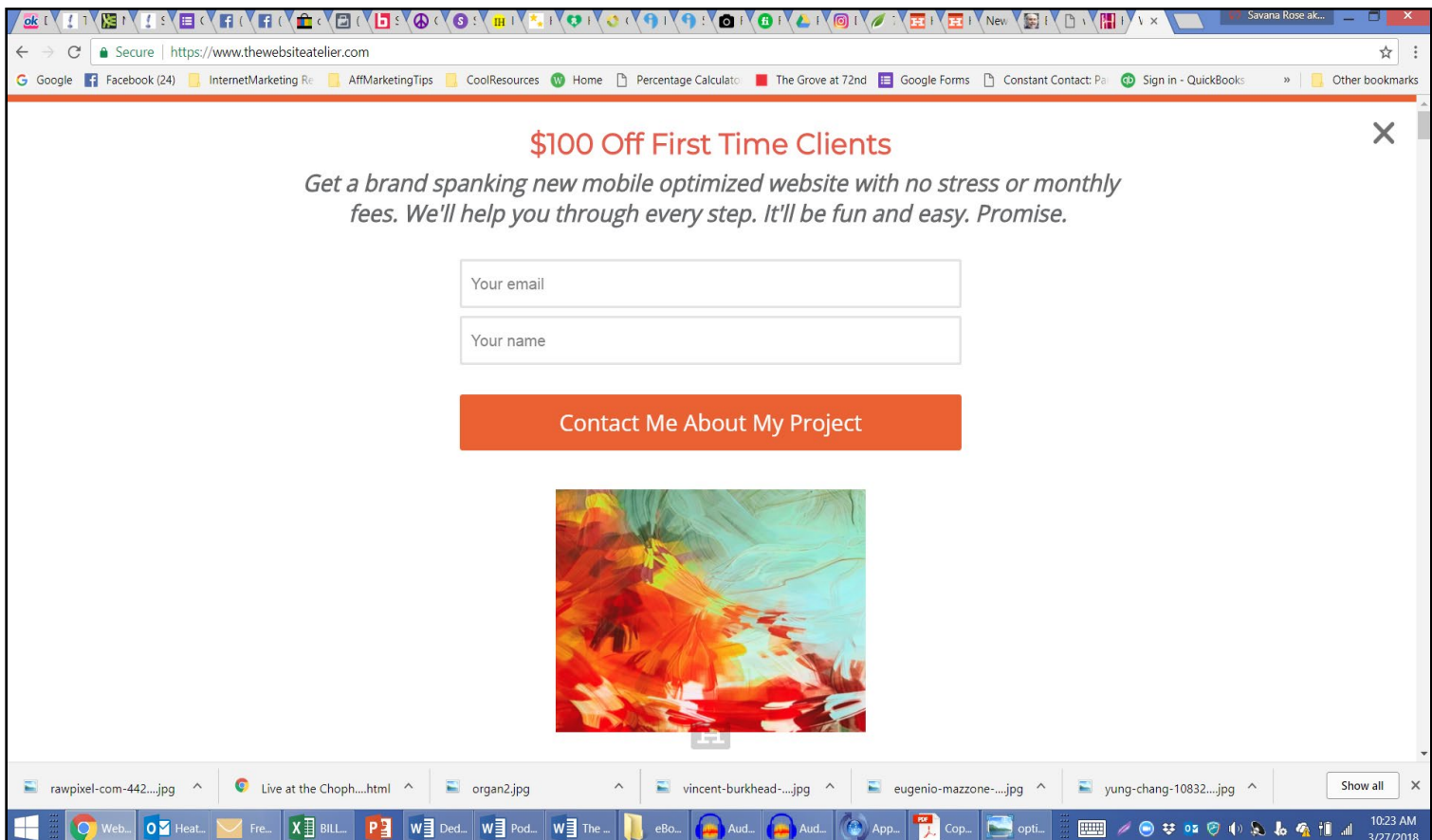
5 SEO BASICS (SEARCH ENGINE OPTIMIZATION)

A new site is not recognizable to Google until you take certain steps to let search engines know what your site is about and that it exists. Here's a few things that are basic and must be included:

- Meta title and descriptions – these should be strong keywords that describe your content

- Make sure register with Google Business and use Webmaster Tools – there you will get a Site Map, and other other help with site recognition

- Use security domain features like https: (the s is for security) and SSL (Secure Sockets Layer) is a standard security protocol. Google will rank you better for having these.

- Alt Image tags – make sure that all those gorgeous images you are using have "alt image" tags. These are hidden text labels that describe the photo. Google bots can read that and then understand more what your site is about.

- Custom domain – that is www.yoursitename.com (or org, biz, and so on) rather than www.yoursitename.builderplatfrom.com (like Strikingly, Wix, Weebly, Squarespace – those site are usually free. Custom domains must be purchased annually, use GoDaddy.com for best service.

There is much more to the science of SEO that will move your site up in the page rankings, which is a lengthy and ongoing process. But these are the most important foundational elements that must be done

CTA BUTTONS & CALL TO ACTION

6

This is the most important thing that your website must do – Get people to take the action you want them to take! Fill in an Opt-In, Join a Club, Register for a course or event, Ask for a Consultation, Use Contact Us box or Buy SOMETHING!

Having buttons that stand out that direct the attention of the visitor is very important. You can use more casual terms like "I Want In" or "Sign me Up" or "I'm Ready to Shop". Be clever and creative here.

Home   About   Welcome to   **Program Details**   Meet Our Experts   **Click Here to Register**

HERE'S WHAT'S INCLUDED IN THIS FREE COMMUNICATIONS MASTERCLASS:

- Each day for 5 days you will receive an email with an audio link to that day's interviews
- Each interview will be chock full of practical tools along with a deep exploration of everyday issues related to communicating more effectively
- A free gift from each expert
- Access to the interviews for a full 2 weeks!

Sounds Good - Sign me up!

CONTACT US BOX

7

Some people think that if they already have an Opt-in Box, why use a Contact Box. Because sometimes people *want* to contact you about something. Please let them. Have that go to an email or phone that someone is monitoring frequently. Nothing worse than trying to get your question answered and nobody ever contacts you back. Don't leave off your phone number. Visitors really like to be able to call the company.

Vancouver, WA, USA

By Appointment only

360-521-6428

Wendy@ReikiWithLove.net

First Name

Email

360-521-6428

What's On Your Mind?

SUBMIT

I'd love to work with you!

Shoot me a note in the comments box!

START A BLOG

8

There are 2 main reasons why most sites need a blog added to their site.

- The more fresh content you post, the more relevant Google thinks your site is to the keyword being searched.

- The more good content you provide to your visitors the more they will come to know your brand and relate to it, which means they will eventually buy something from you, or take the action you want.

Blogs don't have to be lengthy, time consuming articles, they can be any of these:

Videos, Quick Tips, Images/Memes, Charts or Graphs illustrating a point, Surveys/Polls or even Guest Blogs (let someone else do the writing, just get permissions, give credit and a link to their site).

GET CREATIVE!

Living Your Bold Life

Thoughts, musings, and ruminations.

Has Anger Hijacking Your Ability to Communicate?
March 5, 2018
This month I thought I would have us explore the topic of communication that will culminate in a super duper exciting FREE event. More to come on that! I want to start by describing a little scenario...see if you can relate. You are having a conversation with your significant other (or anyone...

It's Time to Be YOU!
February 24, 2018
Are you getting any clearer on how your life will be different if you stopped comparing and started getting your groove on? Take a minute to imagine this.... You walk into a room full of people with a dance floor in the middle. In your mind you think, "oh yeah, I got this. I own that floor"....

The Dance Party Continues....
February 22, 2018
How are you doing? I know I left you sitting a bit in the muck of feeling the feels of sitting on the sidelines of your life. Hang in here with me. This is like that old campfire song, "Going on a bear hunt". You gotta go through it. So, what did you come up with? Where are you aching to stop...

9 ANALYTICS

I can't tell you how many small businesses that I talk to have no idea what their site traffic is, where the traffic is coming from, where the visitors live, how long they stayed on the site or what action they took. This is crucial information!

One client did not know that 82% of her hard-earned traffic was leaving in UNDER 3 Seconds! Clearly they did not find what they were looking for or buy anything.

Conversion from visitor to prospect to buyer is the name of the game. How many people visited? How many took action (lead)? How many purchased? If you don't know this, you are operating in the dark! By knowing the information, you can make changes to your web content or layout that leverages this data into a more satisfying experience for your visitors which will increase their engagement with your site.
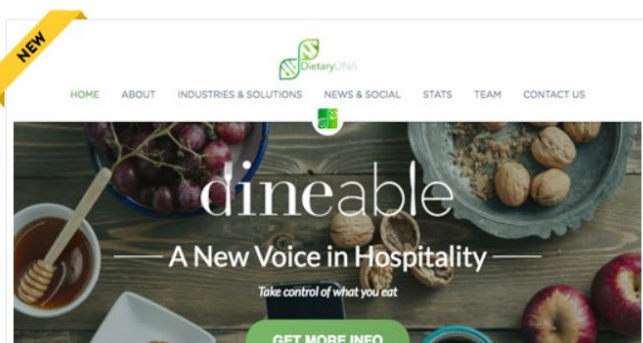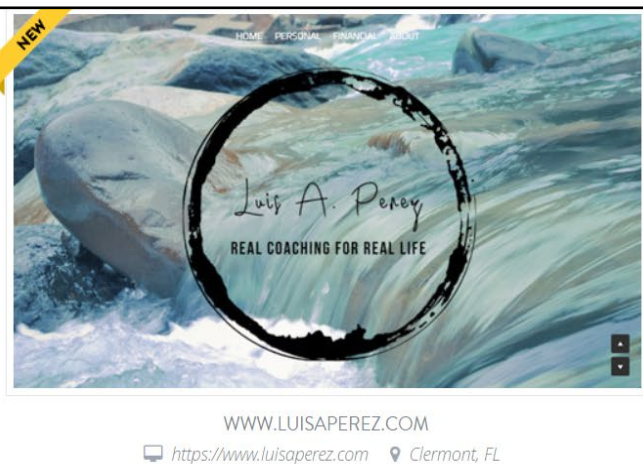
You can get Google Analytics for free and your website builder (like Strikingly, Wix, Wordpress) all have simple Stats in their dashboards that you can access.

10

USE A WEBSITE BUILDER LIKE STRIKINGLY.COM TO BUILD IT YOURSELF

This easy to use and edit platform was used to create ALL of the websites in our portfolio located at: www.thewebsiteatelier.com. The word "atelier" means "art studio or workshop" in French and we believe that each one of our websites are a work of art! We would love to create one for you!

Here are some samples of Strikingly.com themes:

インテリアショップ「SMUK」スムーク　北欧・家具・雑貨・ライフスタイル・空間デザインの提案
www.smuk.co   Tokyo, Japan

WWW.LUISAPEREZ.COM
https://www.luisaperez.com   Clermont, FL

Website *Atelier*

[French atuh-lyey] A WORKSHOP OR STUDIO

When you have your website designed at TheWebsite Atelier – we make sure that every single point on this document is covered in your website design! We are knowledgeable and experienced in providing everything you will need to make your site effective and successful, not just beautiful!

If all this seems overwhelming, please do contact us today for a free consultation about your dream website vision. Let us take the stress of out creating your own website. We'll handle it all!

Contact Savana, Head Designer at TheWebsiteAtelier@gmail.com
or call (541) 601- 4201 in the US Pacific Standard Time.