



Rock-solid websites that attract more clients.  
301.933.4062 | mightylittlewebshop.com

WEBSITE GUIDE

# Double your web leads in 7 days or less

**Make it easy!**

Display your phone number prominently on every page.

**Professionally designed logo**

Visitors DO judge a book by its cover. Make sure you make a great first impression.

**Eye-catching imagery**

Avoid using generic stock photos. Consider hiring a photographer to take photos at your office to build credibility.

**Headline that addresses a pain point**

Tell Google how your business helps so they will position you higher. Tell people how you help so they will pick up the phone and call you.

**What exactly do you do?**

Explain very clearly and simply what it is you do and who your clients are. Explain using words that your client would use to describe your services. Avoid jargon. Do not sell. Educate. The more complete your explanations are, the better you are likely to show up in a Google search.

**Clearly explain your services**

What are the benefits that your clients enjoy when they work with you? (Remember to add a link at the end of each service description with "learn more".

**Free Resource**

Share something that your perfect client would value. An checklist, guide or special report for example.

**Lead Capture**

Start to build your marketin list now! Require a first name and email in exchange for this freeresource.

**Credentials**

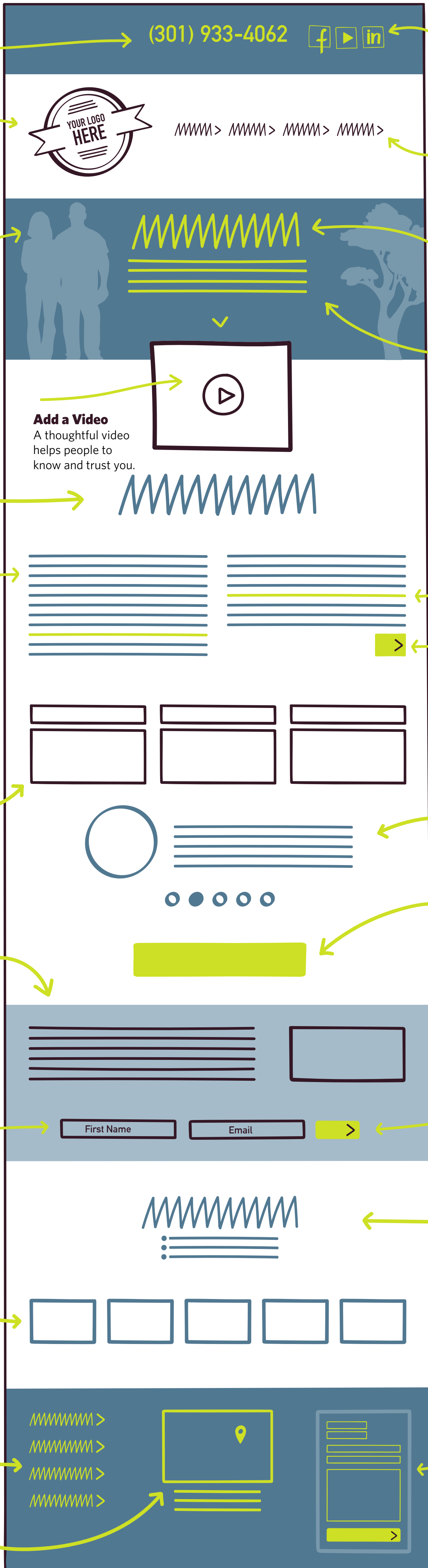
Member organizations and credential logos go here. These establish credibility and foster connections.

**Clear Navigation**

Footer navigation similar to main navigation above.

**Add a map — even if you are national.**

When Google matches your address to other websites like Yellow pages and Yelp, It knows you are legit and ranks you higher.



**Social media**

(only if you are active).

**Clear Navigation**

Consistent navigation on every page.

**Positioning Statement**

We are the premier XXXXXXXXXXXX practice in Montgomery County.

**Reassuring statement**

Tell your visitor how your services help. What are the benefits a client will experience when they choose to work with you? Not features. Benefits!

**Internal linking**

Be sure to link to other pages on your site. This will help your SEO.

**Internal linking**

Pull visitors into your site to learn more using a bright color.

**Display testimonials**

Let your clients tell how awesome you are. If possible, include their picture.

**Call To Action**

If people have read down this far, then they are interested! Tell them what to do. Give them a clear and easy call to action!

**Button**

"Sign me up" button. Make it bright and positive. Avoid the word "submit"

**Three Uniques**

How are you different? Add three reasons how your business differs from your competitor's business. What makes you special?

**Short contact form**

Make is easy for someone to contact you, especially if it is after hours.

Website strategy isn't rocket science, it's pretty simple actually. Drive more traffic using SEO, inform and engage your vistor's right on your home page and make it easy for them to connect with you, and keep in touch with them with an automated lead nurture system if they aren't quite ready for your services. Put these pieces in place and watch your web leads double, triple and more in no time.



**If you are ready to make web marketing a priority and want an expert team to help, give us a call at 301.933.4062.**