3 SECRETS
Your Website
Needs to Have

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STUDIO

THREE
IMPORTANT
THINGS

#1

A COMPELLING HEADLINE

#2

A STRONG CALL TO ACTION

#3

THE RIGHT WORDS

What we find is that most organizations, whether for profit or a non-profit, are not getting the results they want from their website.

We also find that most organizations have wasted money, time, and are frustrated and don't know where to turn.

Sound familiar?

We design websites that save you time, money, and frustration.

We can talk a little more about spending less time and money and eliminating your frustration later. Let's talk about three things that every website needs to have.

Quick question before we start: Did you get into business to take care of a website or to focus on your organization, grow your business, and regain your edge?

Are you interested in focusing on your organization, growing your business, and regaining your edge?

Turn the page and get started doing exactly that!

We can easily get sidetracked. The truth is that our customers no longer struggle with their website, and they are regaining their edge in their market. Although there are many things we could write about when it comes to websites, there are three essential things that a website needs to have.

Without these things, a website is just like all others, noise in an already crowded space.

ARE YOU JUST MORE NOISE IN AN ALREADY NOISEY AREA?

#1

HEADLINE

Here is a question: if someone comes to your website, can they tell you three specific things?

Ready?

First, can they tell you what you do?
Second, can they tell you how it will benefit them?
Third, can they take some sort of action?

In his book Marketing Made Simple, Donald Miller says it this way, "Words pick locks and those words open doors," and I believe that. The fact that you are reading this right now proves what he said.

The truth is that we want to spend time telling others about our family business that has spanned generations for 100 years doing the same thing.

WHAT ARE YOU SAYING?

As Donald Miller continues, "your one-liner (headline) needs to be composed of three parts– the problem, the solution, and the result." Anything less is noise in a noisy room.

Think of a website as real estate. Think about the most beautiful and attractive home you can. You want to visit it. You want to layout on the beautiful grass. You want to smell the flowers, see the house, and more.

WHAT PROBLEM DO YOU FIX? HOW DOES IT BENEFIT SOMEONE? HOW CAN THEY GET IT?

I (Phil) played soccer for about 34 years of my life. Some more competitive than others. One time I remember as clear as anything was being part of a club team sponsored by a turf and irrigation company. While it might not sound too exciting, let's just say this, we played our home games at the house of the owner. That is right; he built a field and let us play on it.

To this day, there is no better grass I have ever played on than his. There is no better grass I have ever seen than his.

I bring up all of this to say that there was intentionality in his real estate. When we think about websites, there is very little intentionality given to it by most business/organization owners. Many want to hire someone to "create" something. The owner drops it in the lap of some young person with coding skills who have no idea what the business needs, let alone how to create engagement. Instead, they are spending time on fonts, colors, and more, and then they take your 100-year history and put it front and center.

STORYTELLING IS AN ART, AND YOUR HEADLINE IS ONE OF THE ESSENTIAL THINGS ON YOUR SITE

Your headline can lead someone. You are the guide, and a guide takes people on a journey. I think about my father in law who at the age of 71 went white water rafting in Alaska. Being a retired Air Force veteran, he was never afraid of a challenge.

Truth is he embraced challenge and this one would be no different. Take first into consideration that he and my mother-in-law drove to Alaska. That is a journey in itself!

What if the guide sucked?

What if the guide didn't do their job?

WOULD HE HAVE RESPONDED
LIKE THIS?

Guides are in back of raft. My father-in-law is on left side of raft with thumb up.

So I will ask again, "what if the guide sucked?" There is no way that there are smiles, thumbs up, and enjoyment.

Your headline is a guide. It gives the end-user the chance to know what you do, how it solves their problem, and how to take action.

It does not beat around the bush. It is clear, concise, and to the point.

After all, isn't that what you want your website to do? Isn't the idea to have people interact, get involved, do something?

The headline is your front yard. **IT** is the first thing that people see. If it does not convey the three critical principles: can they tell you what you do, can they tell you how it will benefit them, can they take some sort of action, you are missing everything, and your website is just noise.

Your bounce rate is going to increase. People are not going to engage, and you are going to be frustrated because all the money you spent is for not.

CALL TO ACTION

HOW DOES AN EFFECTIVE CTA WORK AND GET RESULTS?

Now that you have defined what you do, how it helps solve a problem, the real question is, are you asking for someone to do something with the information that they have?

Whether you sell something on your website or not, there needs to be a clear call to action(CTA).

Billy, who was a salesman, was hired by the ABC Acme Company to sell widgets. Billy was super likable. When he walked into any office, he was the most liked person by everyone around. Everyone knew Billy by name, knew who he worked for, and knew what he did.

They all loved Billy.

Too much of the surprise of everyone in the ABC Acme Company, one year went by quickly. The year-end celebration took place with a big party and an award ceremony.

IS YOUR WEBSITE PULLING A
"BILLY?"

Open bar, incredible food, live music, people were excited, and the energy was high.

Everyone thought the salesman of the year was locked up, and then the awards started.

Tension started to mount in the room as one award was given, then another, and another. This led to the final award, salesman of the year.

SOMEONE SAID A LONG TIME AGO THAT IN SALES YOU SHOULD, "ALWAYS BE CLOSING." MOST WEBSITES DON'T.

"Salesman of the year goes to," said the President of ABC Acme Company, "Jim Jackson."

Nobody liked Jim as much as they liked Billy. How could he have won this award? People were stunned that Billy didn't win the prize. Awkward applause filled the room as Jim went to receive his award.

Come to find out; **Billy never made a sale that year**. He never closed one deal. Everyone loved him, but he never got a result.

Many of the websites that we review are just like Billy. They are nice, but they never get a result. Why is that? Because in most sites, there is no clear call to action.

WHAT ARE YOU ASKING YOUR CUSTOMERS TO DO? IS IT CLEAR, AND EASY TO DO?

Someone said a long time ago that in sales, you should "always be closing." Most websites don't.

Most websites take you on an endless journey of look at me. Look at how long I have been doing "x." Look at how good I am. Look at all my pictures (why does a bank website need a photo gallery?). "Contact me if you would like more information about anything that you see here."

Sound familiar?

YOU NEED TO DEFINE YOUR
CTA!

Defining your call to action is critical. If your headline speaks clear enough and someone knows what you do and how it will help them, why are you not asking them to buy it, taste it, or have it shipped to their house?

In sales, we don't want to appear pushy, right? In the same light, we can't be passive, or we are out of business. On a website, clearly defining your call to action is critical to your overall success.

So what is your call to action? Is it a download? Is it a physical item? A digital item? Is it bought online or through a physical location?

What are you asking your customers to do?

Here is the thing. If you don't ask your customers to do something, at the end of the year, you get the same award Billy got; "nice guy." If you don't ask your customers to do something, they will more than likely wander aimlessly through your website until they bounce off of it and go elsewhere.

If you have what they need and it can fix their problem or help them in some way, give them a clear path to get it and don't be shy.

Take a moment and look at your homepage. If you were to take your website's homepage and ask five random people, "can you tell me what this company does, how it will a problem, and if you see a clear way to get it," what would those five people say?

Here are a few suggestions:

1. Make sure your headline is ready to go.

2. In the menu, add a button to the far right of the page and place the words "buy now" (provided you are selling something) in it. If there is a different call to action, put those words in the button, but make sure it is clear. The button should stick out a bit from the rest of the menu.

3. Just below the menu or header is your prime real estate area. Use it wisely. A strong recommendation is that your headline statement (could be referred to as a "one-liner") goes here. It could have a small caption underneath it, backing up what you just claimed but again, one sentence.

4. Directly under that headline and caption, place a call to action button identical to the one in your header.

If you do these few steps, you will be light years ahead of most organizations that are still telling people about their 100-year history.?

WHAT ARE THEY
SAYING?

Testimonials are a good thing. Listen to what Jordan Moore had to say:

"Simply put, Jeff and I loved the process, and they turned our website into a functional marketing tool that has already gathered attention from all over the United States!" – Jordan Moore– KBH Corporation

So what have we covered so far?
Get a headline
A clear call to action

We have also briefly discussed the placement of your call to action and headlines and why that is important. In case you missed it, people scan a site, generally left to right then down. Placing the call to action in the right area can cause the eye to catch it multiple times in the first ten seconds. This is critical because most people bounce off a site within ten seconds. Keeping them there with clarity is essential.

Only one more to go!

WORDS

MIGHT THINK THIS IS OBVIOUS BUT MISTAKES ARE BEING MADE.

If you have not heard this mentioned already, listen to it again; "your website is not about you, it is about your end-user (customer)."

The number one reason that an organizations website fail is they are more about themselves and not about their customer. In the words of Yoda, " a fatal mistake this is."

Words have the power to transform, inspire, tear down, lift up, empower, destroy, and more. They can cause someone to do something so great as to defeat an army all by themselves.

Think of your favorite movie. Most likely, there was someone that went on and did something that others didn't think they would do or could accomplish, yet they did it. Not all movies go precisely like that, but most do. The words conveyed tell a story, and when done in the right way, it becomes a best seller or a box office hit.

DID YODA REALLY SAY
THAT?

Words are essential, and they are equally important on a website. Here are two problems with what I just said:

1. Most companies do not spend the time on words and conveying who they are clearly, how they can solve a problem and a call to action that is easy to get to.

2. They hand their website to a designer that is not concerned about words. They are worried about the look, colors, fonts, and UX or UI.

Don't get me wrong, colors, fonts, etc. are important, but I would contend that the placement of the right words in a simple way will yield more results than something fancy and unclear.

HAVE YOU MADE OR ARE YOU MAKING THESE MISTAKES? DON'T WORRY, YOU CAN FIX THEM!

Designers and developers do not live in the land of words; they live in the area of code, movement, colors, font type.

We need them. We also need people that can guide people through words to get a result. When you combine those two, then you have something. Without the right words, you are noise in an already noisy area.

Ready for another suggestion?

1If you have already started thinking about your headline, you are already on the path to better communicating. As the owner or concerned person for your organization, you need to know that words are critical. More important than that, the right words are crucial.

Who to better tell what you do than you? You are the one that knows all the in's and out's of who you are, what you do, and why it is beneficial to someone else. Can you convey that message in a short, concise way? Creating a headline helps that process.

Remember that your great grandfather is important to you, and probably not that important to your customer.

Here is how words can work. Let's say you sell a widget. The widget helps something work more efficiently. You can frame up your wording like this:

"This _____ is the strongest and most efficient on the market."

Although that is true, contrast it with this:

"this _____ is so efficient, think of all the time you will have to do _____."

Both are true, but one of them gets to the emotional connection, and the other tells facts. Emotion sells. Facts are important and need to be there, but they should be used to support feeling. People move when they feel compelled to move. Your words need to coerce (sounds terrible but it isn't) others into action, and this is why the headline is so important.

Our goal and aim with our organization are simple:
"We design websites that save you time, money, and frustration." We want you to be able to focus on your organization, grow your business, and regain your edge.

What organization doesn't want that?

Charity Jones, of Lighthouse Ministries, said this, " since working with Phil, our mission and purpose have been redesigned. We can now say who we are, what we do, and why we do it."

We accomplish this by implementing the three things above as well as many others. We are intentional in what we do. Sure, colors, fonts, and code are essential, but the right words are more important.

Here is some advice. Because you made it to the end of this, I am providing you with something that I am not offering to anyone else.

That's right; **it is a secret** just for you.

On our website, you will not find this page anywhere, so the general public does not know that it even exists. So when I say that this is for you, I am not lying.

Go to https://philipbrand.studio/secret.
Enter the code, secret
See what is waiting for you.

DID YOU GET THE
SECRET?

We want to help you focus on your organization, grow your business, and regain your edge.

Think of all the time you could invest if you weren't worrying about your website.

Feel free to contact us through our website at any time.

Remember, we build websites that save you time, money, and frustration so that you can focus on your organization, grow your business, and regain your edge.