



7 Things Your Website Must Have To Be A Converting Machine

From WordPress Expert + CEO Frederic Sune



You're ready to have a website that does the dirty work for you.
You want to send potential clients to your website knowing you'll
wake up with an email in your inbox tomorrow from them saying
"When can we start?"

If you follow this guide, you'll be there in no time.

But I must warn you....

If you follow these steps and *take action*, you won't just have a
website when you're done.

You'll have a powerful converting *machine*.

You might find yourself in high-demand, having to pick and choose
which clients you work with, being forced to double your prices
within the next month.

I know....

Those aren't terrible problems to have. 😊

Sound good?

Read on!

1. A Simple Layout & Aesthetics

2. A Clear Value Proposition

3. Strong Brand + Voice

4. Clear CTAs + Contact Page

5. Security

6. Killer Copy

7. An Irresistible Lead Magnet

Now let's explore each part in depth....

1. A Simple Layout & Aesthetics

Before a potential client is persuaded to hit the “contact” or “purchase” button, they must be persuaded to stay on your site for longer than 3 seconds.

There’s a test called the “blink test” which refers to whether or not a first-time visitor will stay on your site or leave after a 3-5 second glance.

Having an amazing web design is the trick to passing the blink test.

A clean and simple layout that’s easy on the eye works best. A design that makes your information more accessible makes it much more useful and valuable to your target customer.

Key elements of a simple web design layout:

- An obvious navigation bar/menu
- An abundance of white space (avoid clutter at all costs)
- Use of 3 colors maximum that compliment your brand

2. A Clear Value Proposition

Every website visitor should know exactly what they get if they decide to work with you. Better yet, they should know within the first 5-10 seconds of viewing your site.

They should be able to answer the question “What do I get?” as quickly as possible.

Your homepage is the most important place to have a clear value statement. If you offer weight loss coaching, your CVP should be stated in big bold letters “Get the Body You’ve Always Wanted.” (cheesy example, I know. But you get the point).

Just remember that your customer doesn’t want to go on a treasure hunt to find out what they get if they hire you.

3. A Strong Brand + Voice

Your brand must be cohesive, captivating and unforgettable. Your brand is the backbone of your business and without it you're just another face in the crowd.

How to captivate and close potential clients from your website by using your brand:

- Have a clear, unique slogan or tagline
- Use a consistent voice across all pages of your website. Does your brand speak with humor, elegance, or attitude? To build instant rapport with your ideal clients, your brand's voice must appeal to them and be consistent across all pages of your site.
 - Tip: consider what language *your ideal client* uses.
- Consider your "About" page a very personal sales letter. That page should tell the story of how your business developed and show who you are as a person (not just a business), what your mission is, and why you do what you do. Your brand story should be written in a way that appeals to your ideal client, pulls at their emotions and persuades them to hire you/buy from you/work with you.

4. Clear CTAs + Contact Page

Having a strong, crystal clear Call-To-Action (CTA) is the secret to getting your visitors to take action.

Your CTA should be in the form of a button placed strategically on your website in several different places.

But the secret to increasing your conversion rate is having *several* CTAs point towards the same end goal.

That end goal may be to book a free 15 minute consult with you, fill out an application form, or apply for a strategy call. Whatever it may be, you want to have several CTAs sprinkled throughout your site encouraging visitors to take that next step.

Tip:

- Have one CTA button on your homepage immediately after your Clear Value Proposition. Let's use the weight loss coaching business as an example again. The very top of their homepage might look like:



Your "Contact" page should also be easy to find. Make sure it's listed in the footer of your website, your sidebar (if you have one), at the end of blog posts, and in your main menu. Don't make your visitors go on an Easter egg hunt to get in touch with you!

5. Security

With so many scam offers on the internet, your customer will be looking for one very important thing before choosing to transact with you:

Safety.

Your clients must feel 100% safe about who you say you are and whether or not your claims ring true.

To help them cross the bridge from uncertainty to comfort, your website needs to provide a few different types of security.

1. Social Proof

This is the most valuable form of security you can use on your website to convince potential clients to work with you. Social proof can come in different forms, so don't panic if you don't have a 5-star review from Forbes.

The most valuable forms of social proof are testimonials or reviews.

Reviews can be left on-site and are usually for product-based businesses. If you're a service-based business, testimonials are your best choice. Include the name and picture of each person's testimonial to increase perceived legitimacy and increase trust.

2. Make your privacy policy accessible to easily let customers know you can be trusted.

3. If you ask for sensitive data such as credit card information, having an SSL certificate is important to let users know your website is safe.

6. Killer Copy

Sometimes a catchy tagline and powerful brand mission isn't enough to convince people to whip out their credit cards. In fact most people need a bit of a push before they're ready to buy.

This is where the wonderful art of copywriting comes into play.

To convert your visitors straight from your website, you need to have copy that speaks to their *soul*. Words that make them go...

“Woah! He knows exactly how I feel. He had the same problems as me. That's crazy. I'm going to buy his course so he can help me.”

Copywriting is just that. It's writing to sell.

Your website must have copy that speaks directly to your target customer, or it won't speak to anyone at all.

It doesn't matter how valuable your product or service is. If your target customer isn't convinced it was made just for them, they'll move onto something that is.

Bonus Tips:

- Your website copy should address a clear problem you're solving with your product/service.
- Remember that people don't buy products or services. They buy access to the “after” state. For example, if your service is weight loss coaching, people aren't buying ten 1-hour Skype calls with you. They're buying access to the body they've always wanted.

So show your visitor the easy move from the “before” state to the “after” state.

7. An Irresistible Lead Magnet

You know when you walk by a random store and find out they're having 70% off storewide? You can't resist going in and checking it out because it's just *such a good deal*.

Then you end up buying something because it'd be a crime to pass up such a good deal. You end up having a deeper appreciation for - or obsession with - that store and become more inclined to buy from them in the future because you know them, trust them, and like them.

That's what lead magnets do for websites.

They turn the hesitant into raving, buying fans.

They turn an "ummm... maybe..." into a "Yes!!".

But the secret to getting raving fans is that your lead magnet can't just be "decent". It has to be knock-your-socks-off amazing with incredible, useful value...

For FREE.

Offering something ridiculously useful, valuable, and free to your ideal customer will instantly build your credibility and trust with them – raising your chances of turning them into a loyal long-term customer.

Your free lead magnet should be highly visible on your website to let your target customer know you want to help them even if they don't buy from you.

If your free offer is mediocre, your customer will assume your paid product/service is mediocre. Get creative and offer something they won't be able to resist.

Kind of like what we just did. 😊

And that's a wrap! Now you have the tools to turn your website into a killer converting machine.

More leads.

More money.

More time.

But....

Chances are, if you're not a web developer like us, those 7 steps might've totally overwhelmed you.

That's okay. That's why we're here.

If you'd like us to implement the steps above and turn your website into a converting machine *for* you so you can focus on the parts of your business you do best, hop over to our website to see how we can help.

[WP Expert](#)

From one entrepreneur to the next, I wish you all the success.

Frederic Sune

CEO & Founder

