

## The 13 Key Points to a Successful Website

An effective website that delivers results and generates sales is built on a strong foundation. This checklist will show you what's needed to have a fine-tuned, accurately set-up, and successful website. Maximize your digital asset now and for years to come with the key points in this guide!

# A

### 1. Content (I.E. Copy)

When it comes to copy, less is more. Condense some of the information you have – you want your content to be sufficient and to the point. Also, make sure that your content is centered on the benefits and value that prospects can expect from you.

### 2. Use of Prime Real Estate

The first thing that visitors see on your website is what's "above the fold" and it's where to place your most important content. Consider deciding what you want your site visitors to do, and build around that. Be sure to use the areas of your website that are most likely to generate conversions.



### 3. Clear Offers & Next Steps

A clear offer and/or clear next steps allow you to maximize the ability for your site to interact with visitors. Add an offer or some marketing copy and action steps, like calling you for a consultation or opting in for a free report that puts them into a marketing funnel.

#### 4. Lead Capture

Include a lead capture box to glean information from visitors so you can market to them and build a relationship. Offer something of value in exchange for contact information. You can try several types of interactive points on the site to encourage engagement including a way for your patients or prospects to become part of your Facebook fan page.



#### 5. Automated Email Follow-Up

Automated email follow-up lets those who have signed up to your mailing list confirm that they are now on your list. It also allows you another chance to build your relationship with prospects by thanking them for signing up, and gives you an opportunity to provide a special offer or more information about your business and what they can expect from being on your emailing list.

#### 6. Relevant Images

Most communication is not done through words, but through visual cues. The images on your website help prospects understand what the content is about, and also helps break up the monotony of textual content. Images are a fast and effective way to engage your website visitors, who will look at images before anything else on the page.





## 7. Clear Navigation

Without a clear navigation, visitors may give up and leave your website. Visitors don't want to work for the information they want, so navigation must be presented clearly and simply, with titles that adhere to best business practices such as, "About Us," "Services," etc.

## 8. Logo Placement

A logo is necessary for branding and recognition. It gives a unique "face" to a business and it will be harder to remember you if you don't have one. According to best business practices, the logo must appear in the upper left corner of the page.



## 9. Contact Info Placement

Best business practices instruct that the contact link and phone number must be positioned in the upper right corner of the page.

## 10. Testimonials & Case Studies

Testimonials, case studies, and reviews are an excellent way to gain credibility from visitors and prospects, and further loyalty and confidence from current clients.





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### 11. Active Blog Feed

Blogs are an opportunity to keep your site up to date and relevant. Blogging also gives you a way to tie in your social media and email marketing efforts.

### 12. Mobile Responsiveness

More than 60% of Americans use their smart phone to go online. Your website needs to have a mobile-optimized (or “responsive”) design in order to accommodate these visitors, or you may miss out on over 60% of your potential prospects.



### 13. Social Media Icons

Social Media icons should be clear and prominent on your website. They are usually located at the top of the navigation and/or in the footer of your website. Social Media is another opportunity to engage your prospects and current customers, facilitating credibility and loyalty to your business.

## Okay, So Now What?

If you're wondering how your website can meet these key 13 standards, don't worry! Let us take an in-depth look and provide important recommendations on how to improve your site and increase the success of your business online based on the key points discussed above in an exclusive audit.

[Click here](#) to get your website audit today and you'll get it for just \$99 (normally \$249)!