



# 6 Things Your Customers Need to Find on Your Website

(Plus 5 Features that Will Make Your Website Enjoyable To Visit)



*How does your website check out with your visitors?*

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## FEATURE 1

# Clear explanation of how your business is unique.

### Think branding!

What sets you apart from everyone else? With the Internet your website is only one click away from a competitor. Make them want to stay with compelling branding and your Unique Selling Proposition (USP).

### Your website should ...

Clearly tell a story about your company and brand. Set the tone for what a visitor can expect from your business in terms of quality, experience, guarantees, unique features, etc. Are your prices more competitive or can you do something faster or better? Remember your website is your 24/7 salesperson.

## FEATURE 2

# Fresh, current and up to date information

### Make yourself relevant!

Have you ever visited a website that looks like it's from the 90's? Have you visited a website with their Christmas hours still posted in July? What about a website that looks like it was designed by the owner's 14-year-old nephew? Outdated, irrelevant and an old-school design can send the message that your business isn't keeping up with the times. It could even send the message you have closed shop!

### You website should ...

Maintain a current appearance and portray a professional look. Keep adding new images to a product gallery, upload new customer testimonials or write weekly blog posts. The goal is to show your visitors you are on top of your game and ready for their business. Adding and updating content can also have a positive return in terms of Search Engine Optimization.

## FEATURE 3

# Prove that what you offer meets their needs.

### Affirm that you'll help solve their problem.

Marketing 101 will tell you to meet a need or solve a problem. What are your customer's needs? Does your website prove that your business is able to meet their need and overcome any buyer reluctance?

### Your website should ...

Outline all of your product or service offerings. Explain the features of benefits of your products or services. Have FAQ pages about your products and services. Once you've sold the visitor on your product or service make sure you tell them what to do next – call, email, purchase online, order online, etc. Don't leave a visitor hanging!

## FEATURE 4

# Clear navigation to browse all important pages.

### Make it easy for visitors to learn about you.

A disorganized website is like a grocery store where the bananas are beside the canned soup and many of items are hidden in the back stockroom. There are common navigation features to all websites just like how most grocery stores will arrange their products in similar manners. Your visitors expect to find this navigation on your website.

### Your website should ...

Have navigation across the top with main pages such as Home, Products, About Us, Contact. Use drop down menus or a sub navigation to outline deeper pages. Have main links in the footer. Use a Sitemap to outline all of the pages in one glance. Use breadcrumbs to show visitors which page they are viewing.

## FEATURE 5

# Your contact information on every page.

### Visitors want to reach you.

One of the most common reasons for visiting a website is to find the business' phone number, address or hours of business. Make it easy for your visitors to access this information. Plus, when you have your phone number, address and business hours clearly stated on your website you give the Search Engines more information they need to know about you.

### Your website should have ...

- Contact Page
- Contact Forms
- Phone number in the top right of website (usually in the header)
- Contact info in the Footer
- Business hours
- Directions or map to location

## FEATURE 6

# Assurance through third-party validation.

### Instill confidence with testimonials

A visitor wants to know that you are a trusted business with happy customers. Think about the last time you searched for a new service provider or made a big purchase. You likely asked friends and read some reviews online. Why not have potential visitors start this research on your own website?

### How to integrate third-party validation on your website:

Testimonials page

Social Proof such as Facebook, LinkedIn, Pinterest, Twitter, etc.

Awards and Certifications

Memberships

“As seen on” statements

3<sup>rd</sup> Party Reviews from Yelp, G+ and so on



## BONUS 1

# Your website needs to be “Mobile Friendly”.

### We are browsing more frequently from our mobile phones.

Most websites are seeing between 25-45% of their traffic coming from mobile devices and is expected to overtake desktop visitors in the near future. In fact, at the end of 2013, 32% of all Google Searches were mobile. People expect your website to properly fit on their smaller screened tablet or phone and it to be easy to navigate to the page they need despite using their fingers.

### Look at your website from a tablet and phone.

You be the judge. Visit your website from your phone and tablet and navigate through your pages, enter the shopping cart or just try to find your contact info. You may quickly decide that your website needs to provide better viewing experience no matter what type of device the visitor is using. Do you have a mobile responsive website that simplifies itself to accommodate the smaller screen size and user behavior?

## BONUS 2

# Your website needs to load really fast.

### Speed matters a lot.

If your website is slow customers are going to go elsewhere. Fast and optimized pages lead to higher visitor engagement, retention, and conversions. Google recognizes that users expect fast websites and account for page speed/ page load times in determining how you should rank.

Google recommends that pages load in 3 seconds or less if possible and load times over 5 seconds are penalized.

### You can expect your visitors to be patient.

Don't let a slow loading page be the reason you lose a website visitor and potential customer.

Speed up your website and keep more visitors on your site and happy.

## BONUS 3

# Your website needs to work in all browsers.

### What's a web browser?

A web browser retrieves and presents information on the Internet. Common browsers include Internet Explorer (IE), Firefox, Chrome and Safari.

### Test your website in all browsers and make needed changes.

Not all browsers will display your website the same way and often functionality of your website can differ from browser to browser. In August 2013 the most common browsers were Chrome (53%), Firefox (28%) and Internet Explorer (12%).

## BONUS 4

# Your website needs a branded 404 page.

### What's a 404 page?

A '404 Page Not Found' page is an error page that is presented when a user or search engine clicks through to a page that does not exist.

### Benefits of a good 404 page

Google recommends that you create a custom 404 page along with making sure to have the proper HTTP referrer. Most of the time visitors will give up on their search for the information and leave your website in search of a website that does have the information. Rather than letting your visitors leave you can turn your stock 404 page into a helpful page that directs visitors to a similar page they are looking for.

## BONUS 5

# Easy to scan information on each page.

### Your visitors likely won't read every word on your page.

Visitors are looking for easy to scan information and reassurance that the answer they are looking for is in your text before committing to read through all the text.

### Use basic writing connotations.

Break up long content with headings, bullets and lists to make it easier for your visitors to scan your information. Headings in particular (such as H1, H2, H3 etc.) can also help the Search Engines understand your text.

## Does your website pass the test?

We'd be happy to talk to you more about your website and how you can better meet the needs of your customers and website visitors.



Call us today at **1-888-262-6687** to speak with one of our Consultants.



Request a call back using our [Contact Form](#).



Email our Consultants at [Sales@1stonthelist.ca](mailto:Sales@1stonthelist.ca) .

## More about our Web Design Services

Sometimes it can be more time and cost effective to redesign your website to account for current Best Practices. Our websites aim to address all of the features mentioned in this eBook! Additional key features include:

- **SEO Friendly Web Designs.** All of our designs feature SEO friendly components and lay the critical foundation for optimization.
- **Update Your Own Site!** Our WordPress training means that you can learn how to make updates and changes to your own website on the fly, without having to pay someone else!
- **Mobile Compatible Sites.** Your website will maintain optimum usability and appearance, whether your visitor is on a phone, tablet or desktop.

### OUR CORE VALUES AT 1ST ON THE LIST

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**Results Oriented:** Go the extra mile to achieve results, strive to exceed goals and expectations and work to find solutions rather than focus on challenges.

**Customer Focus:** Understand client needs and goals, listen to what clients are saying, respond in a timely manner and ultimately derive value from satisfied clients.

**Teamwork:** Share information and resources in order to achieve outstanding results, be realistic and seek to understand others' points of view and ideas.

**Flexibility:** Keep the big picture and end result in mind, look for new profitable opportunities and adapt practices to conform to changing trends and Best Practices.

**Innovation:** Challenge conventional thinking and learn from past experience and use it in the future.

## **VISIT US!**

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