





# 12 things your website needs

Did you know 70-80% of people research a company online before visiting them or making a purchase? Your website is one of the first things (hopefully) any potential clients will find, but what does your say about you and your business? Does it answer your clients' questions? Does it say who are you? What you do? How you can help? Why people should chose you over your competitors?

Your website should...

## Be a joy to use

-  **1 Clear, user-friendly navigation** – your website visitors should never be more than a couple of clicks away from the information they need. So don't overcomplicate your menu – 6 items is usually plenty – and give all labels a simple, logical name.
-  **2 Simple and professional web design** – people stop engaging with a website if the content or layout is unattractive. You have 10 seconds to leave an impression. After this time (and often before), potential clients will leave. Create a visually appealing website with clean lines, on brand colours, easy to read text and white space.
-  **3 Mobile friendly** – stats vary, but it's likely that well over half of the people visiting your website are doing so on a mobile or tablet. Recognise this shift from desktop by ensuring a mobile optimised design and experience.
-  **4 Quick to load** – people lose patience quickly. The longer your website takes to load, the more likely potential clients will leave. Several factors affect site speed, but whoever manages your website can minimise these by using reliable site hosting, proper website code and optimised images.



## Give your visitors the information they want



**Clear benefits** – be specific about what you can offer to potential clients and how you can add value to their lives. What problems can you help them to solve? How much will it cost? Why are you different than your competitors?



**Quality content** – your content needs to be clear, concise and engaging. Keep your sentences short and use bullet points, images, icons, headings and bold font to improve readability. But importantly get to the point quickly!



**Clear customer journey and calls-to-action (CTA)** – it might sound obvious, but you need to make it clear when people land on your site what you want them to do. Remember that not everyone will land on your home page. Make sure there's a clear next step and call to action.



**About us page and contact info** – despite living in a digital era, we can't escape the fact that people buy from people. Yes you've got the right qualifications, but so have your competitors. Potential clients want to know about you, so make it human. And ensure people can easily contact you, including links to your social media profiles.

## Instil trust



**Reviews and testimonials** – positive reviews and testimonials not only have the power to influence decisions, but can also strengthen your credibility, gain trust and encourage people to interact with you. Most review services (such as Trustpilot) have a widget that you can add to your website which will pull through your reviews, star rating and/ or number of reviews. You can then add testimonials manually and encourage people to post on social media – tagging you in.



**Social proof stats** – the 'wisdom of the crowd' is well documented as persuading potential clients to take the next step. Stats are a great way to bring this to life – how many people have you helped? what per cent of new clients came from referrals? how many people do you speak to every month/year?



**Accreditations and qualifications** – before trusting you with helping them to make big financial decisions, potential clients will need to know that they're in safe hands. Adding your accreditations, qualifications and experience is a great way to showcase your level of expertise.



**Case studies** – bring your services to life with real case studies. This is particularly helpful for common problems that you can help with, but maybe people don't realise e.g. if someone is struggling with an interest-only mortgage, but don't realise they could do equity release. If you can use real customer images and/ or videos then even better!