

How to develop website content that attracts interest and produces 5-10 times more leads

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If you're doing your first website or you've done many before, the question of **what do I put on my website** is one of the first questions most people ask themselves. Marketing is about communications and the more clearly you state your message the better your results.

As a long time web consultant and designer, I've had to address this with clients for years and below is a successful formula that **has a proven track record for attracting more clients through a website.**

The other thing you should know about this formula is that while it is being presented for a service business **it will work with all types of businesses and sites**, with some minor modifications. The important thing to note is that it helps accentuate the other things you are doing to market yourself or your business. It is THE component that helps people become actively involved with you.

One final thought about the formula. It forces the website to be about your customer rather than about you. What is most important to your customer isn't your company history or your products. It is about them and their problems, issues and concerns. You must demonstrate that you understand their situation and convey that they are not alone. You have a short few seconds to communicate that information.

The formula fixes these important issues:

There are many problems you see when you visit typical websites today, but the one that stands out most is **not having enough complete copy to clearly communicate the message.** This issue is prevalent in a majority of websites you see on the web. They use a bullet list or a few short sentences to try to describe what is on the site. We know this just won't work! It is just not enough information to

get people interested. People are looking for something that's why they are coming to your site in the first place.

The other problem the formula fixes is marketing syntax or **the order in which information** is presented. **If you follow the formula, it is a natural flow of information in the order that people typically wish to receive it.** You wouldn't think of asking someone to buy something without telling them the benefits of the product first. Changing the syntax changes the meaning people get from.

The Formula

Here is the formula for a website in terms of the page structure:

1) Home Page

To start out the heading of the home page you must have an attention getting headline as you have just 3 seconds to capture interest before visitors are gone.

The first step is to call out your target market. Business owners..., Business leaders..., tell them who this site is for.

The next step is to tell identify what they are frustrated with.

So you headline might look like this:

Small Business Owners:
Struggling to get leads and attract clients?

If you want a visitor to pay attention to you, start out by talking about their problem. Show that you really, really, understand them. You have a sense of what they are experiencing and show some empathy for their issues. This can be in the form of a strong headline or question type headline followed by several paragraphs describing your understanding of their situation.

2) "Who We Work With" page

When someone visits your web site, one of the very first things they think is **"Is this for me?"** They want to know if your business and your services are designed for people like them. They want to know **if you understand them, have worked with people like them** and appreciate their situation and problems.

Most web sites don't have a page that addresses these issues, and they don't talk about the needs of the prospect. The web site is all about the company and not the customer. Visitors to your web site want to know whom your services are for and if you really understand their needs.

On this page you want to list a series of problem scenarios. List each problem, challenge, issue or predicament your clients might experience and then a few sentences to clarify it even more. Don't give a single line sentence to this, really elaborate on the problem so they know you understand them.

3) "How we work" page

What is it like to work with you and what are the typical results they can expect. They'll learn the guiding beliefs, your approaches to client projects and how you're different than others in your industry.

4) Case Studies and Testimonials

The most convincing thing you can do is let others share how great you are. Other people's experience of working with you is a way for people to really get a feel for working with you before they actually do. In many ways, this is so valuable that is why the infomercials that you see on TV focus heavily on this approach. You'll see testimonials after testimonial there of people just sharing their experiences. Case studies can give you a chance to go into depth of how you help people and your contribution through your services.

5) Contact Us

You need a way for people to contact you but even more you need a form on this page to capture their information i.e. name, email, best time to call, phone etc. In addition, you need to thank them for visiting your site and outline some of the next steps in working with you. Tell people what to do next!

6) Free Stuff

The ultimate purpose of getting people to come to your website is to capture visitor information and get them on a mailing list so that you can continue establishing a relationship with them. The perfect way to do that is give something away for free. A sample chapter in a book, an article, white paper, a free subscription to a newsletter or ezine. This is a crucial step in any website

strategy. You simply must do this. Once you have people's permission to send them things you want to do it consistently and frequently to remind them about you and your company. Caution: you don't want to over do this but just enough.

You can utilize a service to put a signup box on your site to help with managing subscriptions. These services will send out information, attachments to a mailing list without being considered SPAM. We can assist you with this process.

That is the formula and foundation for the structure of a strong, well written website that will attract customers and get results.

If we can be of help with this process please feel free to contact us at info@developwebsites.com