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CRITICAL WEBSITE ELEMENTS

YOUR WEB DESIGNER WON'T GIVE YOU



THE
SALESDRIVEN
WEBSITE

starkprodigitalmarketing.co.ke

WEBSITES THAT BUILD BUSINESSES ARE BE CREATED BY MARKETERS NOT DESIGNERS

THE SALES DRIVEN WEBSITE

You don't need a website!

You need a Sales Driven Website.

A Sales Driven Website delivers new clients to your business on a weekly basis.

It is not measured by how beautiful it is or by how many visitors it gets.

These are just vanity metrics.
Metrics that don't matter.

A Sales Driven Website is measured by how many new clients it devilers.

Sadly most web designers haven't been schooled in how to create a Sales Driven Website.

They only know how to make things pretty.

To create a Sales Driven Website you need a marketer experienced in the world of design, conversion optimisation and online marketing.

That is why websites that build businesses are created by Marketers NOT Designers.

HOW TO USE THIS REPORT

This report should be used to help you choose the best company to build your website.

It focuses on the website elements required to build a website that delivers new clients every week from your website.

Use it as a list of questions to ask your web designer to clarify if they are going to build you a brochure website or a Sales Driven Website.

If they answer no to any of these questions then move on and find another company that can answer yes to these questions.

ASK YOUR WEB DESIGNER...

Make sure your web designer can answer yes to each of these

IS YOUR WEBSITE A SALES FUNNEL?

Your website should not be just an online brochure for your business.

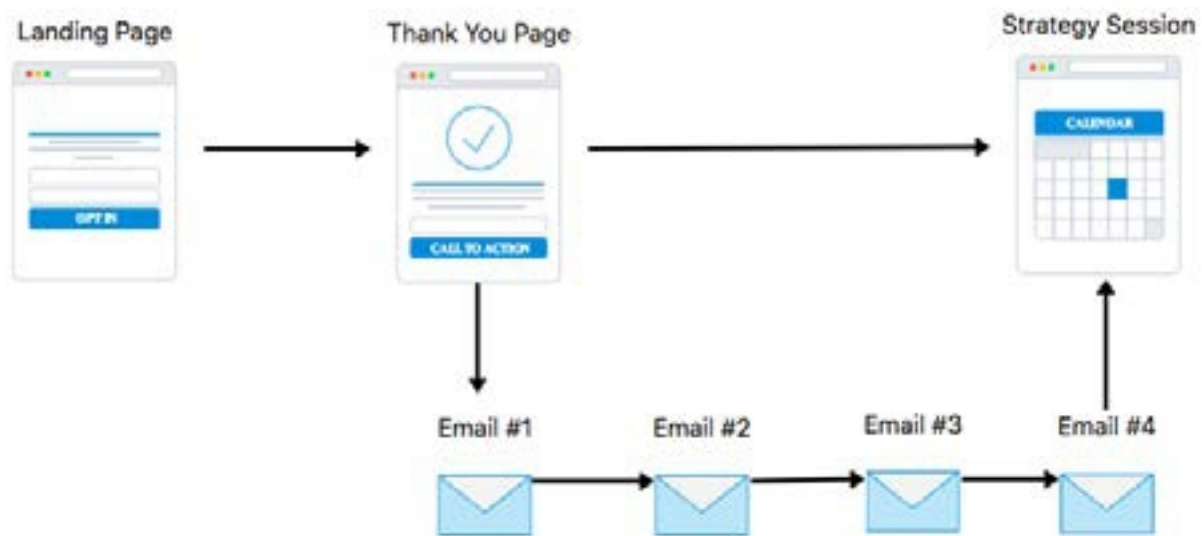
It should be an interactive sales funnel that systematically converts a new cold visitor into warm prospect and then into hot a prospect ready to buy your product or service.

Beautiful design is not enough to transform cold prospects into a hot clients.

You need a well defined sales process built into your website from the ground up.

There are 2 components to building a sales funnel on your website:

1. The Offer - Lead Magnet
2. Automated Follow Up



ASK YOUR WEB DESIGNER...

“Are you going to build a sales funnel integrated into my new website?”

DOES EVERY PAGE HAVE A LEAD MAGNET?

Most visitors who land on your website for the first time will never return.

There are too many distractions online for them to remember how to get back to your website even if they wanted to.

The best way to stop this waste is to put a lead magnet on every page of your website.

A Lead Magnet is an irresistible offer you give your visitors in exchange for their contact details.

The offer must be so irresistible that they are compelled to sign up for it.

The best way to make it irresistible is to create a lead magnet around their #1 pain point that you can solve.

A lead magnet can take the form of an ebook, report, webinar, video, infographic or cheat sheet.

A website with lead magnets is like a toothless tiger. The power has been stripped from it.



ASK YOUR WEB DESIGNER...

“Are you going to build and integrate lead magnets into my new website?”

DOES YOUR WEBSITE HAVE AUTOMATED FOLLOW UP?

Once a visitor gives you their contact details you now have control over the relationship.

You can now contact via email to move them along your sales process.

The best way to do this is to use marketing automation software.

Marketing automation software allows you to write a series of emails which are scheduled to send at regular intervals once a visitor signs up for your lead magnet.

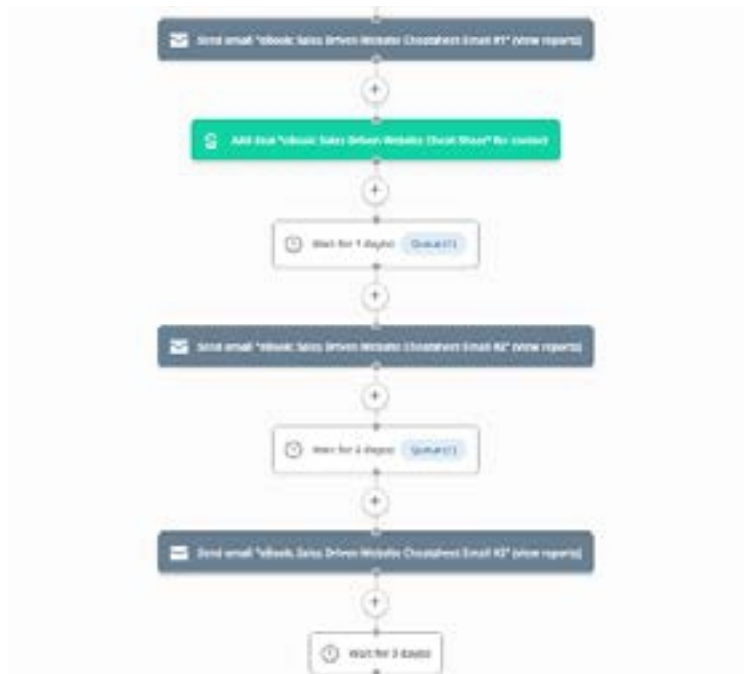
These emails should be written to educate your

new prospect on the problem and show them the solution.

At the end of each email you should have a call to action to the next step in the sales process.

For some businesses that will be to buy the product and others it may be an invitation for a phone or in person meeting.

Without a follow up sequence for visitors your website is not going to help you convince prospects to take the next step



ASK YOUR WEB DESIGNER...

“Are you going to build a follow up sequence for people who sign up for my lead magnet?”

ARE YOUR VISITORS RETARGETED OTHER WEBSITES?

Have you ever visited a website and for the next weeks you see ads for them all over the internet and Facebook?

This is called retargeting.

All the companies who are successful online are doing it and you need to do it if you want to win more clients online.

The awesome thing about retargeting is that is

it not expensive, but it is very powerful.

Retargeting is a way to following your visitors around the internet to make your brand famous to just them.

The two main platforms to use for retargeting is Facebook and the Google Display Network.

The ads you show them can offer your lead magnet or the next step in your sales process.



ASK YOUR WEB DESIGNER...

“Are you going to set up retargeting for my website on Google and Facebook?”

DOES EVERY PAGE ON YOUR WEBSITE DIRECTLY ADDRESS YOUR PROSPECT, THEIR PROBLEM AND YOUR PROMISE?

When a potential prospect lands on any page on your website they must instantly and clearly understand if your site can solve their problem.

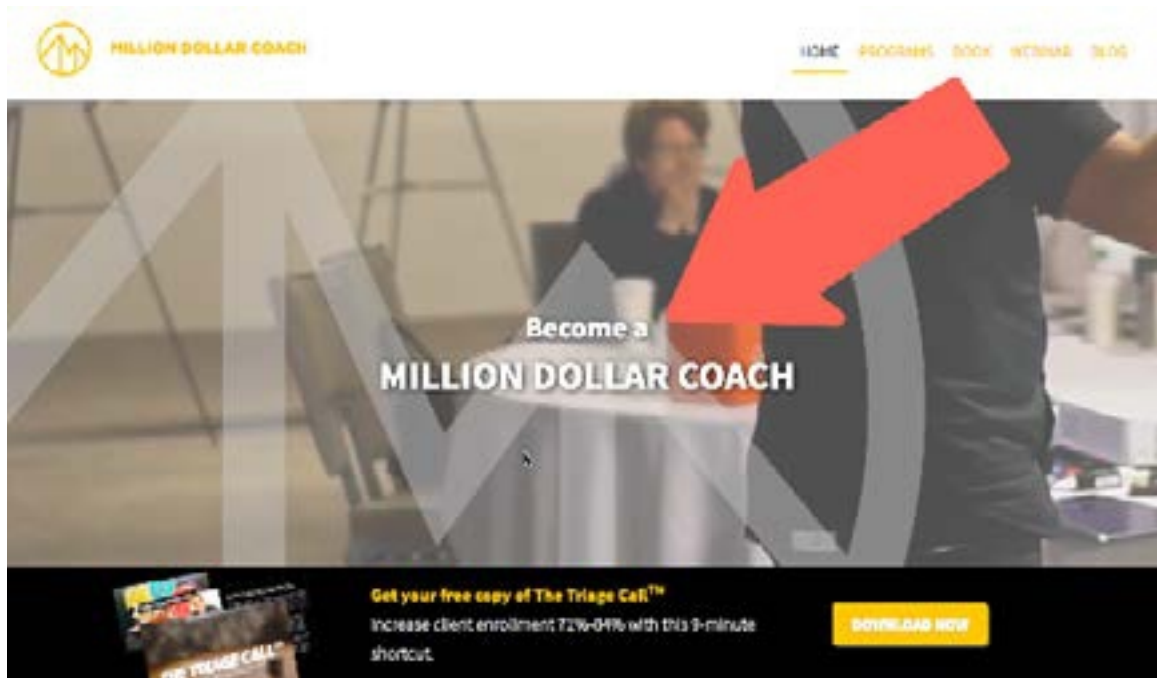
Each page on your website should clearly state the following:

1. The Prospect - Who does your company help
2. The Problem - What is the problem your company can solve for them

3. The Promise - What is the solution you provide to that problem

The copy on each page must be written professionally so that it engages your visitors in just a few second.

This is not easy to do, but if done right will engage the visitor to take the next action based on who they are.



ASK YOUR WEB DESIGNER...

“Are you going to write copy on every page that engages The Prospect with their Problem and our Promise?”

DOES YOUR WEBSITE CONTAIN COLD WARM AND HOT OFFERS?

Each visitor to your website is at a different stage of the sales process.

They will usually fall into the following categories:

1. Cold - They are a first time visitor and know nothing about your business
2. Warm - They are a returning visitor and know a little about your company and the problem they need solved
3. Hot - They are a returning visitor who knows lots about your company and the problem they need solved

Each category of visitor requires a different offer. For example:

1. Cold visitors would sign up for an ebook, but not a webinar or book an appointment.

2. An ebook is a low commitment, low time commitment with no contact with the visitor
3. Warm visitors would sign up for a webinar or to watch a video.

They know more about your business and are more committed so are more willing to spend more time with you, but probably not ready to speak to a real person.

Hot visitors are comfortable with your business and ready to make a commitment.

These visitors are usually ready to purchase so you can offer them a discount coupon or ready to speak to someone so you can offer them to book in an appointment with a consultant.



ASK YOUR WEB DESIGNER...

“Once you build my website are you going to help me drive traffic to the website or are you going to set and forget?”

CLAIM YOUR FREE WEBSITE AUDIT TO CREATE THE STRATEGY TO DOUBLE AND TRIPLE YOUR SALES FROM YOUR WEBSITE

Do you want a Sales Driven Website?

Because you have read through this report, your understanding of what it takes to build a Sales Driven Website is better than 99% of business owners.

So, we want to reward you with a free strategy session worth \$1000 because you have a much greater change of using your website to win new clients every week.

In the strategy session we will review your website with you and recommend a strategy to turn your website into a sales machine.

Click on the button below or go to <https://starkprodigitalmarketing.co.ke/appointment/> to book in a time that is convenient.

[BOOK A FREE STRATEGY CALL](https://starkprodigitalmarketing.co.ke/appointment/)

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