

5

THINGS YOUR
WEBSITE
MUST HAVE



TWOTONE
creative

1

An offer above the fold

Your client or customer is coming to you because they have a problem, and you have a solution for them. This offer should be visible right away on the homepage so the user doesn't have to spend time and effort searching. The space above the fold is key because it is the first thing the user sees. You want to position yourself as a leader in your industry who can assist your client and solve their problem.

2

Obvious calls to action

Many people may visit your website, but you want more than just site views—you want leads and sales. The call to action (CTA) prompts users to take the next step after browsing your website. The CTA can lead to contact forms, subscriptions, or internal pages of your website. A straightforward CTA increases the likelihood that the user will contact you and eventually purchase your product or services.

3

High quality photos

People are highly visual and we connect with images of other people. When you have high quality photos on your website, it establishes a sense of trust and credibility with the user.

4

Bite-sized breakdown of your products or services

Your primary goal is to connect with the user by explaining how your offer will benefit them and solve their problem. When the user feels understood, they will want to learn more about your products or services. Your copy should be succinct and informative.

5

Clear messaging

Know your brand and stick to it with consistent and clear copy. Don't overcomplicate the content on your website. Users skim when they read websites, so write in concise paragraphs and break it up with descriptive headers.

SCHEDULE A DISCOVERY CALL TODAY

BOOK A DISCOVERY CALL

CALL JENNY 515.864.9466 OR
BOOK ONLINE: [TWOTONECREATIVE.COM/DISCOVERY](https://www.twotonecreative.com/discovery)