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KEY ELEMENTS FOR A WINNING WEBSITE

1

HOME PAGE (FIRST PAGE)

Make it instantly clear what visitors will find and gain from your site.

2

PRODUCTS/SERVICES

Dedicate a keyword-optimized detailed page for each product or service you offer.

3

SOCIAL PROOF

Customer testimonials, media features, and badges prove your reliability and excellence.

4

FAQ

Address the key objections your prospects have to buy. Answer the 'Why choose us?' question.

5

LEAD FORM

Add segmentation and simplify forms to include only essential fields to boost mailing list growth.

6

PRIVACY POLICY

Clearly articulate and guarantee customers of their privacy protection.

7

BLOG

Share insights and expertise through content pillars relevant to your audience.

8

CASE STUDIES

Impress potential clients with a portfolio page and case studies that exhibit your best work and results.

9

TERMS & CONDITIONS

Transparently outline service and purchase rules to build trust and set expectations.

10

CONTACT US

Ensure easy, accessible contact options. Feature a phone number in addition to a form, if possible.

For more tips visit: www.creativeanalyticsdc.com