

TREEFROG MARKETING

# eight things

Every Small Business's Website MUST Include  
to Convert Visitors into Paying Customers



# Your website can either help your business grow or cost you business.

Your [website](#) is the foundation of all of your marketing and communication efforts and has the power to be your small business's most powerful marketing tool.

That said, it isn't enough just to have a website. In fact, studies show that if it takes longer than [five seconds](#) for website visitors to understand what you offer, how you can help solve their problem, and how they can work with you, visitors are practically guaranteed to leave your site. And, this means lost business.

On the contrary, if your website serves prospective customers well by quickly answering their questions and giving them clear guidance, your site can serve as a 24/7 salesperson that:

1. Delivers quality leads day in and day out
2. Helps take your small business to the next level

But, how can you turn your website into a lead-generating machine?

Thankfully, there are **eight website elements** that are PROVEN to make website visitors more likely to convert. In this guide, we're going to walk through each of these elements so that you can make them your own, update your website, and—ultimately—have a site that generates business growth. Ready to have a higher converting website? Let's get started!

*Kelly Rice*

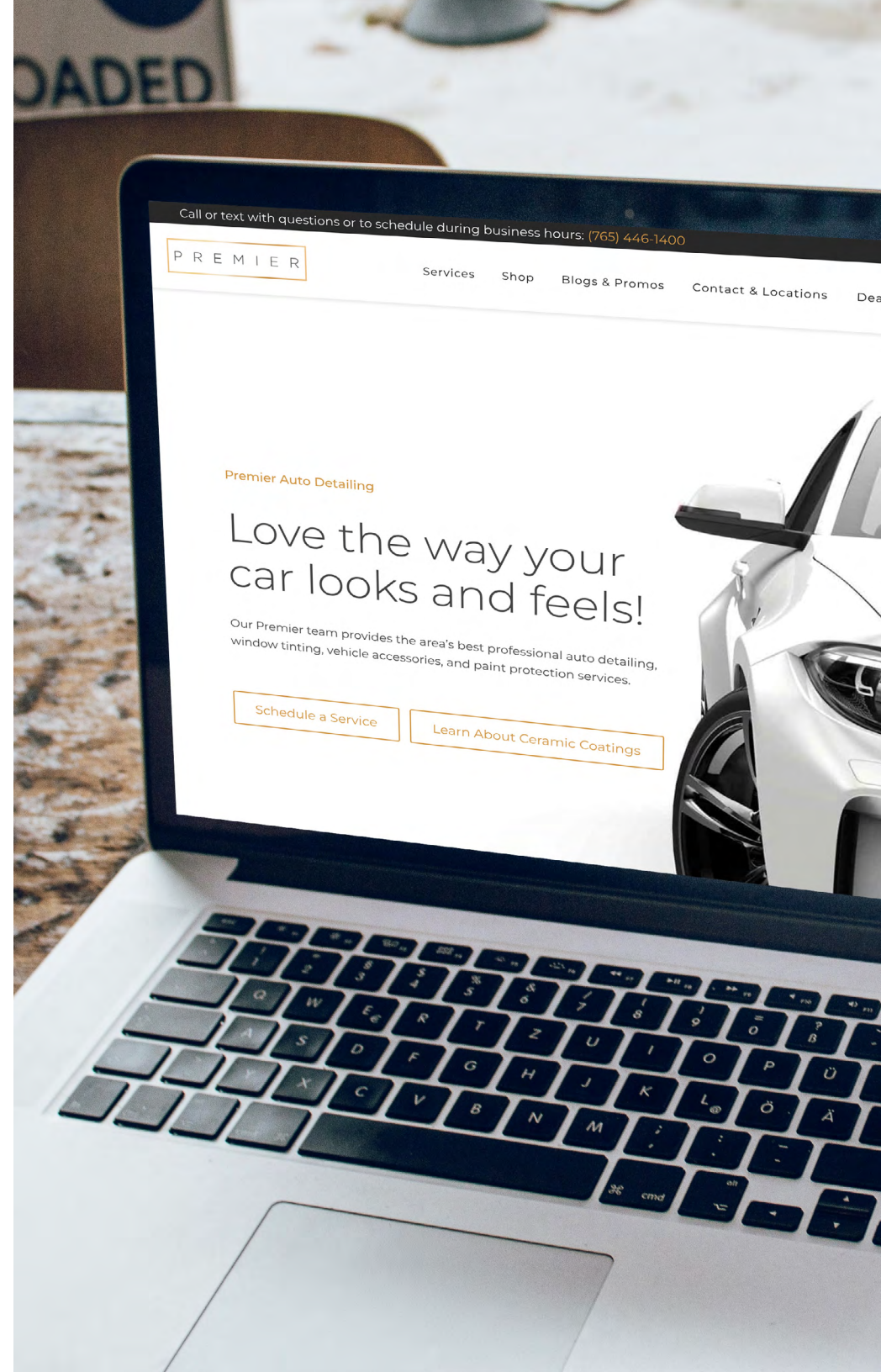
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# 1. Clear Messaging

The first thing your website needs is a clear message. **Clear messaging**—which is communication that your ideal customers can understand quickly and easily—is the key to successful marketing.

Like we mentioned before, if it takes longer than five seconds for website visitors to understand what you offer, how you can help solve their problem, and how they can work with you, prospects are more or less guaranteed to leave your site.

However, when your website has a clear message that helps prospective customers quickly and easily understand how you can help them and how to work with you, they're much more likely to take the next step (e.g. buy now, schedule a discovery call, etc.).





## CLEAR MESSAGING

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To clarify your message, you'll want to write what we call your **"Marketing Guiding Statements."** Marketing Guiding Statements are written guidelines that position your brand and business as a trusted partner. The process of writing these statements gives you the information you need to write clear, concise, effective messaging for your website and other marketing assets (e.g. social media, emails, sales scripts, etc.).

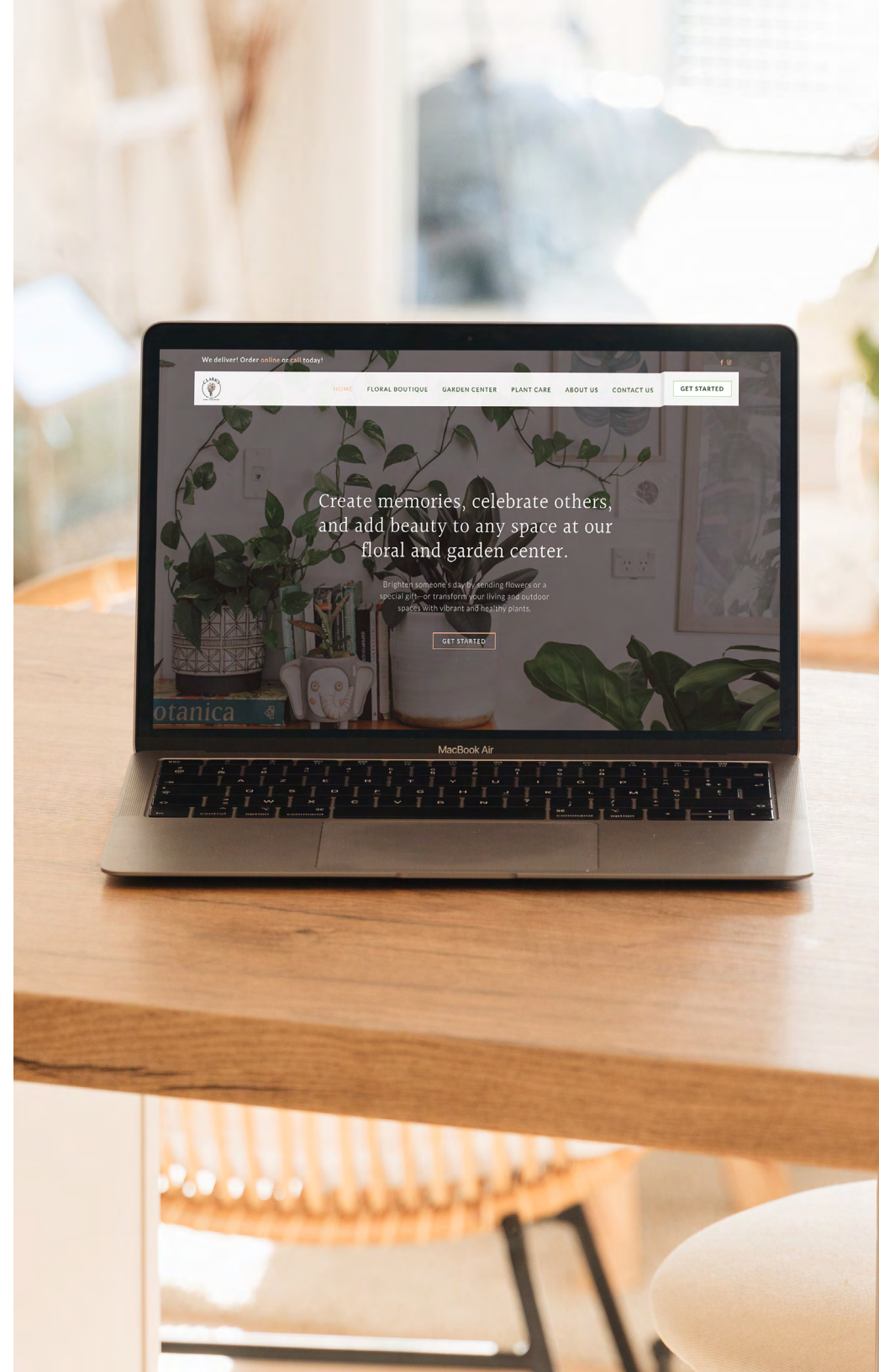
Because marketing cannot be successful without clear messaging, we put together a **free mini course** that breaks down exactly how to write your **Marketing Guiding Statements**. By the end of this course, you'll know exactly what to say to convert your prospects into paying customers both on your website and in all of your other marketing materials and tactics.

[Take the FREE Mini Course](#)

## 2. Clear Header

The next thing your website needs is a clear header. Basically, when someone visits your website, the first thing they should see (before they even scroll) is a clear statement that tells them exactly what you offer.

With a clear header, visitors will immediately know if you can help them, and this immediate validation will make them more likely to continue browsing your website and—ultimately—do business with you.





## CLEAR HEADER

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Here are just a few examples of clear, concise headers for various small businesses:

- The Most Reliable Residential Plumbers in Lafayette, Indiana
- Indianapolis Wedding Photographer for the Type-A Bride
- Create memories, celebrate others, and add beauty to any space at our floral and garden center located in Remington, Indiana.
- Enjoy local, farm-fresh freezer beef in Lafayette, Indiana.
- We're a marketing agency for small businesses committed to helping you get to the next level.

As you can see from these examples, your header isn't the time to be cute, abstract, or vague. Remember, you have less than five seconds to engage potential customers and show them that you can help them, and because your header is the very first thing prospects will see, you want your header to be as straightforward as possible.

**Note:** When possible, you also want to make sure your header includes the web page's long-tail keyword. This will make your website more likely to rank well in Google search results. To learn more about keywords and how to use them, check out our ["Keyword Guide: How to Use Keywords to Improve Your Small Business's SEO."](#)

### 3. Value Proposition

To be effective, your website also needs to include a value proposition—which is simply a clear list of what your customers will receive when they invest in your services.

When people are looking for a product or service, they often compare three to five options. While your competitors' websites may include paragraphs of information that are hard to digest or not give enough information about deliverables, an easy way to make your website stand out and to convey the value you offer is to simply include a bulleted list of what your customers receive when they choose to work with you.

That said, your value proposition isn't *just* a list of product or service features; it should also help prospects see the value of working with/buying from you.





## VALUE PROP

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For example, an auto detailer could have a value proposition that looks something like:

Your full detail will include:

- Exterior hand wash
- Towel and blow dry
- Cleaned wheels
- Tires dressed
- Cleaned windows (interior & exterior)
- Cleaned door jams
- Thorough interior vacuuming
- Cleaning of all plastics (including center console and glove box)
- Seat cleaning specific to material (leather vs cloth)
- Ceramic paint sealant (applied to paint for 3 months of protection)
- 12-point inspection
- Customer satisfaction guarantee

This value proposition both tells website visitors what they'll receive and shows this business's attention to detail.

Again, when prospects can see exactly what they'll receive from you and the value that you offer clearly stated on your website, they'll be much more likely to do business with you.

## 4. Three-Step Plan

Next, your website needs to include a three-step plan that helps your audience understand how easily their problem can be solved when they choose to work with or purchase from you.

Why three steps you ask? The brain simply likes and tends to remember sets of three.





## THREE-STEP PLAN

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To give you an example, a strong plan for a local meat supplier might look like:

1. **Shop** online or stop by our farm store for fresh beef, pork, lamb, chicken, and more.
2. **Choose** your favorite cuts & preferred method of pickup or delivery.
3. **Enjoy** pasture-raised & grass-fed meat that gives you peace of mind.

Now, there are likely dozens—if not hundreds—of steps to serving each and every one of your customers. However, your website isn't the place to get into all of the nitty, gritty tasks. This—if needed—can happen later on.

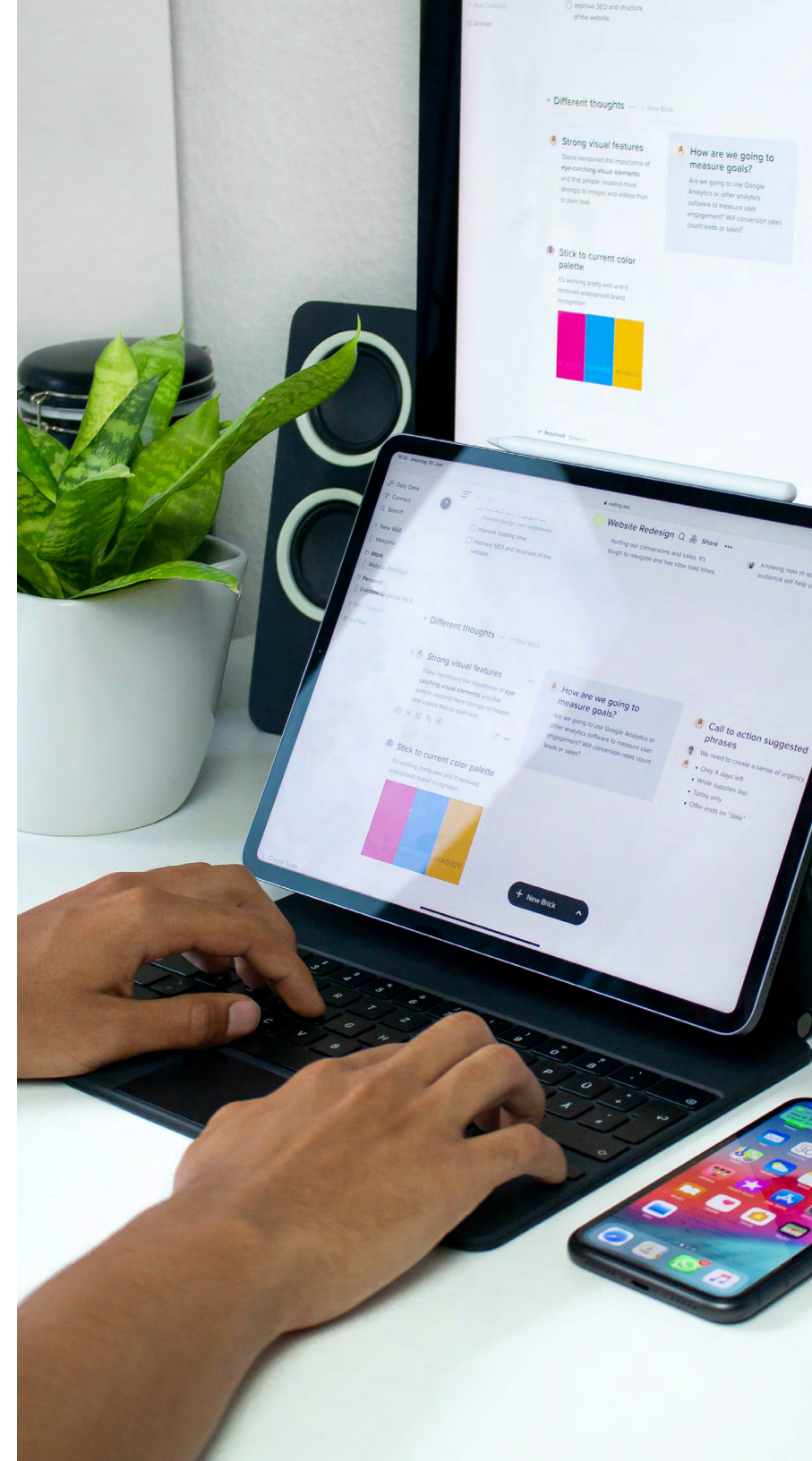
Your website should simply give prospects a three-step plan that's easy to follow, makes the process of working with you feel less daunting, and shows success. This will make your prospects more likely to inquire, resulting in more leads for your small business.

## 5. Direct Call to Action

In addition to having a straightforward plan, your website also needs to include a direct call to action (CTA). In other words, you need to clearly invite your website visitors to do whatever it is that you ultimately want them to do (e.g. buy now, schedule a discovery call, etc.).

As you include your CTA throughout your website, there are a few things to keep in mind:

1. **Make your CTA stand out and actionable by putting it on colored buttons.** Your CTA should be as concise as possible (no more than four words) and fit nicely on a website button. As you build your website (or have a designer build your site), put your CTA on buttons, use color to help those buttons stand out (preferably the same color for every button), and make that button link to a page where site visitors can take action. For example, if your CTA is “Schedule a Discover Call,” make the buttons take prospects to a page where they can schedule a discovery call.
2. **Include CTA buttons in the top right corner of your menu and throughout your website.** As prospective customers peruse your website, they will be ready to take action at different times. For example, some will need to read testimonials before deciding to work with you, while others will need to see pricing. By placing CTA buttons strategically throughout your website, you ensure that your website visitors can easily take action whenever they're ready—making them much more likely to inquire or purchase before you lose their attention.





## CALL TO ACTION

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3. **Use the same CTA.** Remember, your website needs to give visitors clarity. If every button gives your website visitors a different instruction and takes them to a different web page, you'll only cause confusion and increase your chances of losing a prospect. Instead, use the same CTA over and over again so that website visitors know exactly what they need to do.

If you'd like to see an example of how to use CTA buttons, visit [treefrogmarketing.com](https://treefrogmarketing.com). Our CTA is "Schedule a Discovery Call," and if you go to our website, you'll quickly notice CTA buttons all over our site telling prospective customers to do exactly that.

Remember, if you're leaving room for uncertainty on your website by not clearly telling website visitors what they need to do, you're drastically increasing the likelihood that people will leave your site before taking action. In other words, without a clear CTA, you're missing out on business!

## 6. Authority

Another element your website needs to include is authority. To help potential customers trust that you know what you're doing—and so that you don't have to awkwardly brag about yourself—we recommend adding authority to your website by including any of the following:

1. Testimonials from happy customers (This suggestion is a must.)
2. Links to publications where your business has been featured or awards your business has received
3. Client logos if you work with businesses that are recognizable
4. A portfolio that showcases your work
5. Case studies that show the results you deliver for your customers

Showing you have authority on your website—without blatantly saying it or making yourself the **hero** of the story—is a great way to build trust with your prospective customers and increases the likelihood that they will do business with you.





## 7. Pricing

Another item that you should include on your website is pricing. We'll discuss different ways you can share your pricing in a moment, but for most small businesses, it's crucial to share what you charge on your site, because:

1. Not including pricing on your website can come across as sketchy to potential customers, making them much less likely to inquire.
2. Website visitors can pre-qualify themselves before contacting you, which helps ensure your leads are warm.
3. Sharing your prices is an opportunity to share your value.

For some small businesses, listing prices is very straightforward. For others—especially those with customized products or services—pricing is a little more complicated as it varies for a number of reasons.

## PRICING

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While you should certainly include your prices on your website, there are a few ways you can do so:

1. **Starting Price:** Displaying your bottom-dollar fee allows potential clients to pre qualify themselves and tends to work well for businesses with add-on options.
2. **Price Range:** Listing a range of prices (e.g. [INSERT SERVICE] ranges from \$X - \$X) allows prospective customers to see the least to the most they can expect to invest when working with you. Please note that this strategy doesn't work well for businesses with wide price ranges. For example, if you offer a \$100 service and a \$10,000 service, you do not want to list a price range as these are two very different numbers.
3. **Average Price:** Listing the average price your customers spend with you is often a great way to share your prices, because this tactic gives potential customers a clear look at what the fee will be while also leaving some wiggle room.
4. **Exact Prices:** If you have specific pricing for each of your products or services, simply detail that information. Website visitors will appreciate how clearly your pricing is listed and that you don't leave room for surprises.

Choose a price listing strategy based on your business model and ideal customer. And, ultimately, include pricing on your website to build trust and make your website visitors more likely to inquire.





A FORMAT THAT IS EASY TO USE & NAVIGATE

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## 8. A Format That Is Easy to Use & Navigate

Last but not least, your website needs to be user-friendly. In other words, website visitors need to be able to find exactly what they're looking for quickly and easily before you lose their attention and they leave your website.

To accomplish this final suggestion, make sure your website is cohesive with your brand, has clear and concise messaging, and doesn't require users to do a bunch of clicking or detective work to find the information they need.

# Your website is your small business's most powerful marketing tool.

More often than not, people don't buy the "best" products or services; they invest in the solutions that they can most easily understand.

As a result, when you have a website that answers your ideal customer's questions, sets clear expectations, and serves prospects well, you can almost guarantee business growth.

Remember, your website is your small business's most powerful marketing tool. In fact, after identifying your ideal client and clarifying your message, website development is the **FIRST** thing we recommend that small businesses invest in from a marketing perspective.

With this in mind, do not put off either (1) updating your current site with the eight items we discussed or (2) investing—whether it be time or money—in a [new, strategically built website](#).

There's nothing we want more than to see your small business succeed, and the truth is, you *need* a strategy-driven website. Because, without one, you're limiting your company's growth.

So, make your website one of your top marketing priorities!





Grow your small business with a strategically designed, professionally written, SEO-optimized website.

Want a website that *actually* converts prospects into paying customers? If so, schedule a discovery call to discuss our [marketing partnership](#) options. Our team is ready to use our science-based system to help you turn your website into your most effective marketing tool.

[Schedule a Discovery Call](#)