

A man with a beard and mustache, wearing a light blue button-down shirt and light blue jeans, is sitting cross-legged on a white surface. He is looking upwards and to the right with a thoughtful expression, his right hand resting on his chin. A silver laptop is open in front of him. The entire image has a blue tint.

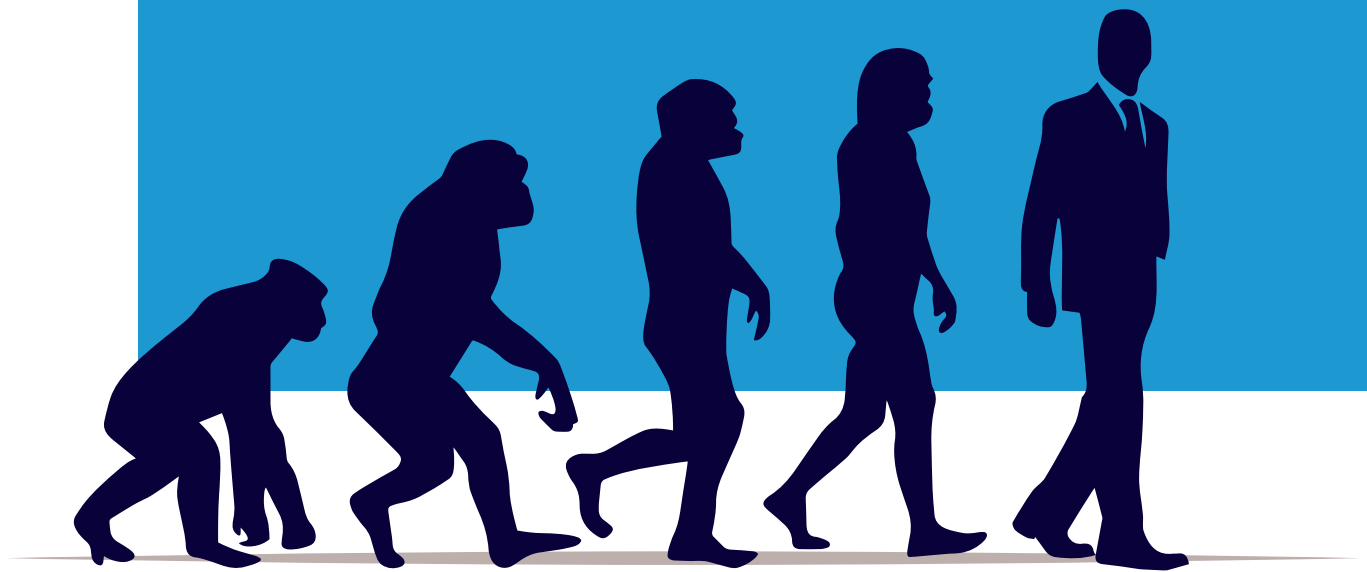
# WHY YOUR WEBSITE IS NOT CONVERTING VISITORS AND HOW TO FIX IT

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# 1 The purpose of your website is to share enough information about your business to visitors that they want to work with you.

## NOT TO SHARE YOUR LIFE STORY




10 years ago, a website was a repository of all the information about your company. You shared about how your grandfather started the business. You may have included a page of links to various resources that you thought might be helpful to your visitors. You told about all the achievements your company has earned over the years.

Guess what, your website should not be about you and your company. If it is, you are losing clients left and right and it could be costing you thousands, if not millions of dollars.

If you think visitors to your website are reading all the text you have on your website, think again. People don't read anymore. They scan. They look for keywords that tell them how you can help them with their problems. That is the only reason they are on your website to begin with, they have a problem. This is the key, they have a problem and you have a solution.





**You need to explain  
to your visitors  
how you can solve  
their problem.**

**2**

If you have not redesigned your website in the past 5-10 years, you can most likely relate to the section above. You have too much text, lots of links, confusing navigation, and out-dated design.

Modern marketing and design revolve around solving your client's problems. Of course you know that you can solve their problem, but your website may not make that obvious to your visitor.

You need extremely clear messaging that explains what your business does and how you can help your clients. If you don't lay out your benefits in simple statements or bullet points, you are going to lose visitors.

But don't stop there. Once you have clarified your solution to their problem, you need to prove that you have solved this same problem for other people. This is where client testimonials come in. The use of well crafted testimonials is important. Don't allow your previous clients to create their own testimonials for you. Give them a little bit of guidance. Ask them to specify how you solved a particular problem. Have them elaborate on part of your process. Let them share their feelings now that their problem is solved. If you can include headshots with these testimonials, they will have even more of an impact.

Open a story  
loop that draws  
your visitors  
into staying on  
your website  
longer.

3



We have all visited websites where we read the headline and maybe a few sentences and then we hit the back button. Why?

We realized that this particular website either could not solve our problem, or it could not keep our attention. We burn calories when we spend time searching on Google for a solution to our problems. (I wish I could market that workout program!) It is true. Our brains are designed to limit calorie burn on tasks that are not helpful for us. So if we find a site that is hard to navigate, requires a lot of reading, or is overwhelming, our brain's tell us to get out.

So the question is, how do we keep people engaged in our site without boring them while providing enough information to explain that we can solve their problem?

Here is where the story loop comes in.

Imagine you are at a conference and the speaker starts with something like this. "So there I was, in the next 5 seconds I was going to find out if I would win 10 million dollars." I'll bet you would listen to what he had to say for the next few minutes. Only for the fact that you want to know if he won the money or not.

This is the same thing we need to do on our website. We need to get our visitors attention and open a story loop that keeps them engaged. We want them to scroll down our entire site so they can read our entire pitch. We don't want them to scroll half way down the page and then click "Back" because they lost interest in what we had to say.

Imagine for a moment, that someone lands on your homepage and reads your headline and is captured by the story loop you just opened in their mind. Now they are on your team. They want to learn how the story ends.

And if it ends with their success as well as yours, even better!

## WHAT IF YOUR WEBSITE COULD DO THAT?







# 4

## Create a villain in your story.

Every good story has a villain. Think back to a commercial or marketing message you have seen recently. Whether it was a cold germ, weeds in your yard, a stain on your shirt, or a lack of cellular phone service, there is always a villain.

Any good movie or TV show has a villain. Every novel has a villain. Your messaging needs a villain too. You need to determine what evil force you are combatting with your prospective client.

The villain can be a physical issue, an emotional feeling, or even a philosophical point of view.

Your villain may be the feeling of confusion when you review your retirement account. Or it may be the feeling you get when you know something is wrong with your car but are afraid the cost will be too high. Or it might just be the fact that "no one should have to deal with \_\_\_\_\_".

Whatever your villain is, you need to identify it on your website and explain how you can help your client defeat it.

You need to create a little bit of fear in the client. Notice I said a little bit. You do not want to get too negative or scare people. They already know they have a problem to solve.

By creating a villain, you are helping them identify their problem and proving to them that you are the one to help them overcome it.



# Give your visitors a plan of action.

## 5

Let's review.

- We have explained how we solve our clients problems.
- We have captured their attention by opening a story loop.
- Then we created a villain that they can relate to, which puts us both on the same team.

Your visitor is primed and ready. They are wondering what the next step is.

So let's make it very easy for them.

While it may be clear to you how a visitor gets started, that is usually not the case for the visitor. Do they send you an email, fill out a form, click a button, or call you first?

Wouldn't it be great if you spelled out exactly what your on-boarding process looked like right on your website? Imagine that, a simple path that your visitors can follow that is clearly explained so they know what they need to do next. Why don't we create that for them. That way there is no question how to get started or what to do next.

On your website you need a section that starts with the first step to your on-boarding process. Whether you want them to complete a form, schedule an appointment, or call your office, you need to make it abundantly clear what to do next.

You also need to have multiple "Call to Action" buttons on your home page that allow the visitor to take that first step.

# 6 Show them what success looks like

Here is another great place for a testimonial or case study.

You want to show them what life is going to look like after working with you. Again, it may sound obvious, but they may not be able to see the light at the end of the tunnel.

Show them what life is like when this problem has been solved. They can stop worrying about that cold, weed, stain, or lack of cellular service and move on with their life.

If you work with other businesses, explain the benefits of defeating the villain. What else can you spend your time and resources on when this particular problem is solved.

A case study is a great opportunity to highlight your previous work and show how your service has benefited other companies. It does not have to be long and technical. All you need to do is explain the problem your client had and the process you used to solve it.





# 7 This is great and all, but I don't have the time or money to update my website

And that is where we come in. We would love to meet you. We want to hear your story and how you have been helping your clients. We want to see you grow your business. We want to help you create a website that becomes a 24-hour marketing machine. We are marketers, web developers, SEO experts, and a support team that is here to make life easier for you.

If your website is not creating a consistent stream of leads for your business, you owe it to yourself to schedule a free 15-minute phone call.

You have nothing to lose and you can schedule the call for a time that is convenient for you. After the call, if you decide to work with us we will schedule a time to meet so we can learn even more about your business. We will also share with you our amazing website design platform.

Our revolutionary platform allows you to send files, images, content, and other design aspects directly to us through your own client portal.

Once your website is created we will transfer your current domain if you have one.

If you need email addresses, we can take care of that as well. Your website should never be a static resource. It needs to be up to date on the latest service offerings you provide. Updates and revisions are simple with us. We will make sure that your website is a current reflection of your brand 365 days a year.

We do all this for a fraction of what most web design firms charge. You will pay a low one-time set up fee for your website and a very modest monthly fee. Your monthly fee includes hosting, security certificates, ongoing security monitoring, ongoing backups, unlimited emails, and 48-hour website revisions.



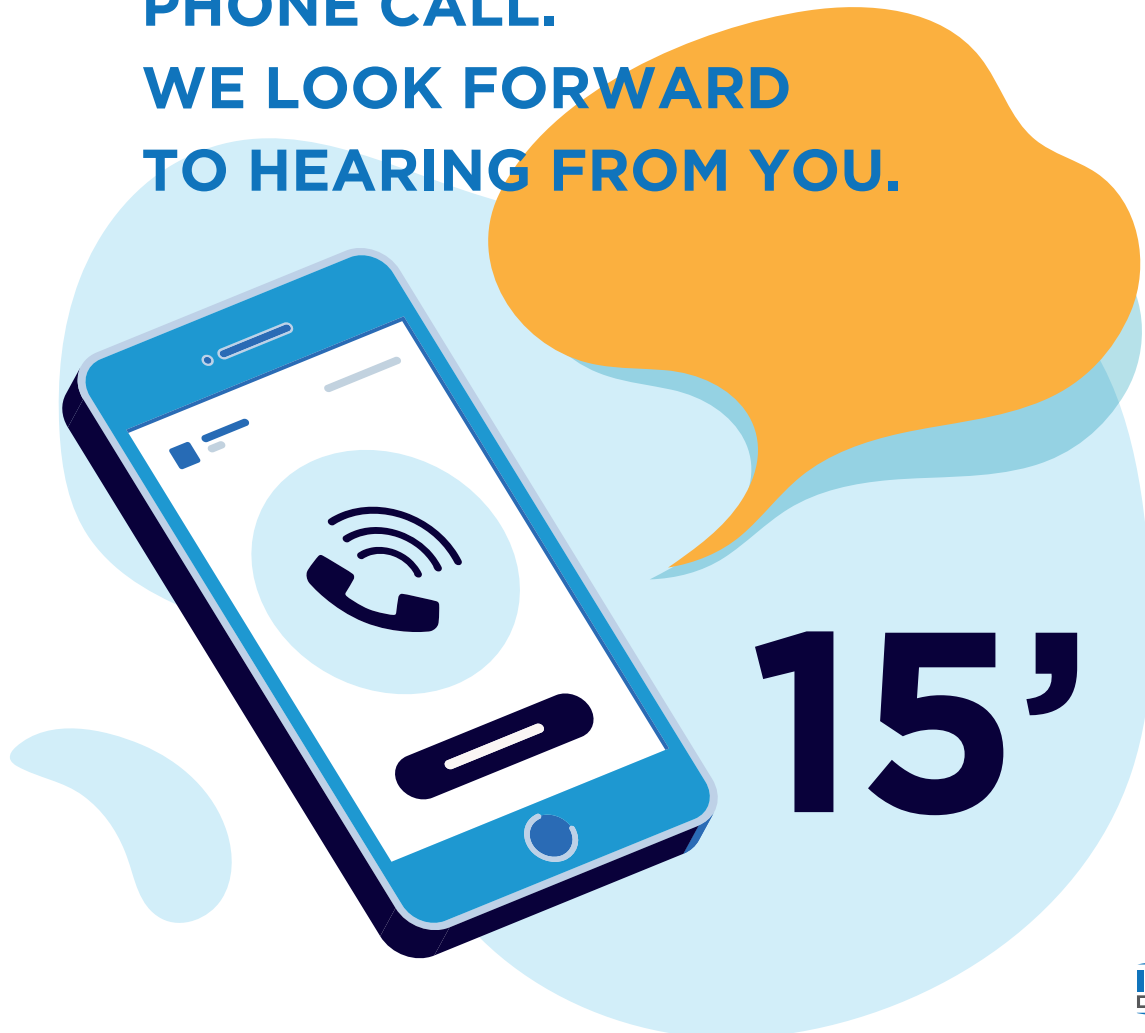
## 8 So you have come to that point now...

You have a choice to make. You can either keep your current website and continue to lose clients you didn't even know existed. Or you can choose to build a website that turns visitors into clients. A website that opens a story loop and explains how you solve their problem.

A website that identifies their villain and how to defeat it. A website that lays out a clear plan to do business with you.

And you can do all of this for a fraction of what you think it is going to cost you.

**CLICK HERE IF YOU ARE READY  
TO SCHEDULE YOUR 15 MINUTE  
PHONE CALL.  
WE LOOK FORWARD  
TO HEARING FROM YOU.**







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