

# BLAND TO BRILLIANT: 50 THINGS YOUR WEBSITE NEEDS TO ATTRACT MORE CLIENTS



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Your website is your storefront. In many cases it provides your Divine Market with their first impression of you.

As they say, you can only make one first impression so let's make it count!

The good news is that keeping in mind a few fundamentals and making a few simple tweaks to your website can take it from bland to brilliant.

You can create a website that attracts visitors, converts clients, and helps you build a prosperous and exciting business that's making a positive impact in the world while making you big money.

### **1. Invitation To Friend/Follow On Social Media**

Social media is more than a trend that you can use to build an audience. It's as essential for most businesses as a website itself. And merely having a social media presence isn't enough. You have to let people know you're active on social media by inviting them to interact. Relationships are created with interaction and letting those in your Divine Market know you are real and you care.

There are many ways to accomplish this.

The first thing to do is to extend an invitation: "Follow me on Facebook" for example, and include a link to your page.

### **2. Professional Quality Logo/Header**

The online world is vast and there is a lot vying for the attention of those in your Divine Market. While you can create your own website or blog header, leave it to the professionals unless you happen to be a design whiz. Invest in your brand and your business by creating a strong and relevant header and logo that represents you and your business.

### **3. Easy To Navigate**

Make sure your visitors can find their way around your website quickly and easily. If you're uncertain about how to accomplish this, then study websites that you visit often. Notice how they guide you through the site. Do they provide relevant and easy to recognize navigation tabs? Does the flow of the site seem logical? Is there a search function so you can head directly to the page or information you're looking for?

#### **4. Interaction / Comments**

Does your website invite visitors to comment on your articles and blog posts? One of the best ways to not only measure engagement, but to also create it, is to take a look at the level of interaction on your site. With WordPress sites, you can turn comments on and off and you can allow comments for a specific period of time.

Some folks choose to not allow comments, but if you don't then you may be selling your visitors short. Engage them in conversation and invite interaction and comments. You'll not only learn a lot about your audience, you'll help build a loyal community of followers *and* clients.

Another option is to include Facebook comments. That way the conversation on your blog is continued on Facebook, where more people are likely to see and interact.

#### **5. Social Bookmarking**

Social bookmarking not only adds value to your visitors and prospects, it also helps boost your traffic and brand awareness. By adding a social bookmarking function to your site, your visitors can bookmark using the bookmarking service of their choice.

There are several top quality WordPress plugins that make social bookmarking easy. You can add buttons for the primary sites like Reddit and Pinterest.

When someone bookmarks your site it's added to their account, where other users can browse and share which gets you greater visibility. Be sure you're featuring the bookmarking sites that appeal most to your audience.

#### **6. Fresh and Compelling Content**

The single most important thing you can do to transform from bland to brilliant is to create the best content possible. Fresh content means that your content is recent and it's topical.

You're not creating content about something that happened five years ago or even five months ago. You're creating content about what's going on right now. And compelling content varies depending on your area of focus and who is in your Divine Market.

The most important thing to remember when contemplating what makes something compelling, is what voice and style you want to communicate to

your readers. Are you serious? Funny? Controversial? What makes your content interesting, different, and valuable to your reader?

## **7. Archives With Clearly Distinguishable Keywords**

This function is particularly important if you have a blog or other WordPress-based website. Make finding information easy for your visitors by creating archives. Archives are essentially directories for old content.

No one wants to search through page after page of old content just to find something they're looking for. They want to be able to find what they need with a few clicks of their mouse.

Use keywords that accurately describe the subject of the content to organize your archives.

## **8. Search Field**

It doesn't matter what the foundation is for your website, it is important to make it fully usable by anyone who visits. One of the simple tools you can use to make this happen is a simple search field. It was briefly mentioned in Item #3 above, where navigation was discussed. There are different search tools you can use.

For example, Custom Search Plugin is a WordPress plugin that allows you to create custom searches. Maybe you want people to be able to search for quotes or tips on your site. You can use this tool to add functionality to your website and to help your site stand out from others in your field.

## **9. Contact Form**

What do you want people to do when they're at your site and they have a question? You might already have a FAQ page, but what if the answer to a visitor's question isn't on that page?

Ideally, you want your visitor to be able to reach out and ask their question. This keeps them engaged and connected to your business.

To make this happen, it has to be easy for them to contact you. One of the simplest ways to accomplish this is to have a contact form on your site. They enter their email address, subject line, and ask their question. You or your assistant receives the message and can promptly respond.

## 10. FAQ Page

FAQ stands for Frequently Asked Questions. Including an FAQ page on your website helps make it more user friendly. Create a list of the most common questions you receive and turn it into a separate page on your site. Make sure that like all your other valuable pages, this FAQ page is easy to find and read. As you receive more questions, you can add to the page.

Also, consider occasionally linking to other important internal pages. This can accomplish two things. It can help keep your visitor on your website longer. And it can help boost the rankings for the page you're linking to.

When you're creating your FAQ content remember to make it valuable and easy to understand, and don't forget to include your unique voice in the content. If you're witty when you create blog posts, then be witty when you create your FAQ page. Consistency helps strengthen your brand.

## 11. List Of Awards Earned and/or Recognitions

If you or your business has been recognized for anything relevant to your industry or relevant to your Divine Market, then by all means make sure it's acknowledged somewhere on your website. Awards and recognitions give you a boost in credibility.

For example, "Best of the Web" winners proudly display their award logo right on the landing page of their sites.

If you haven't won any awards or received any relevant recognitions, that's okay. You're certainly not alone. Consider including a campaign to win an award in your business planning. Get involved in your industry and get acknowledged.

## 12. Media Page

Do you have a media page? A media page is designed for those people who want to learn more about you; more specifically for those who want to write about you or feature you in the media. Approach it with the belief that the media will come looking for you and will want to learn more about you.

Here are just a few of the elements to include on your media page:

- Contact Info
- Your Bio
- Links to Articles About You
- Your Headshot

- Relevant Graphics or Logos
- Endorsements, Reviews or Testimonials
- Interview Topics
- Press Releases

### **13. Gamification – Get People Involved**

Gamification has the tendency to ignite a fire of attention (and sales). There are many ways you can use gamification to add fun and flare to your business. For example, you might use it to build awareness of your Facebook page. For example, anyone who “likes” your page could be automatically entered into a drawing to win a prize.

Another type of gamification gets your prospects involved and contributing, so you might have them share a story that’s relevant to your niche and readers can vote on whose is the best story. They could create videos too.

### **14. Top Quality Free Downloads**

Freebies are appreciated by just about everyone. However, they can’t be the average run of the mill freebies. Your free content needs to provide unique value to each prospect. It should inspire or solve a problem in an organized and efficient manner. Some of the best freebie downloads are simple.

For example, you might create a calendar, checklist, or even a downloadable worksheet for your prospects to fill out. Remember to brand your free downloads and use them to gently drive traffic to a sales page or the next item in your sales funnel.

### **15. Relationships With Relevant Industry Professionals**

Relationships are what build business. You have relationships with your clients and prospects, your vendors, contractors and much more. Each relationship is a Divine Opportunity to leverage, grow, and prosper.

Relationships with relevant industry professionals can be significant. For example, my having a relationship with Jack Canfield (of the Chicken Soup for the Soul fame) led to co-authoring a book with him which gives me added credibility and visibility.

Something similar for you could be huge for your business. And yet, you don’t have to forge relationships with industry celebrities to make an

impact.

Creating heart connections will build your community, one person at a time.

## **16. Contributor Content**

Let other people create content for you! Each guest blogger, interview, or contributing author who serves the same Divine Market you serve brings their audience with them. You'll gain traffic and followers. You'll also gain credibility by providing your prospects with a variety of valuable content.

## **17. Community Involvement**

What are you doing in your community to make the world a better place? Getting involved in your community is a great way to make connections for you and your business. It not only provides you with visibility in your community, it provides you with content to share online as well. And you can invite your prospects to get involved in your community causes.

For example, if you have a pet-related business you might get involved in a fundraiser for your local humane society and invite others to donate or get involved themselves.

## **18. A Newsletter or Ezine**

Email marketing is still one of the most powerful means to connect with your Divine Market, build relationships and attract clients. However, your email newsletter has to be valuable. Make sure it provides different value than your website content. And separate that content so that newsletter subscribers receive unique value.

## **19. Membership Option**

Have you ever considered offering a membership for your business? Members receive exclusive content, products or services, or promotions. You can charge for the membership or offer it for free. The choice depends largely on your audience, niche, and goals. Consider offering a membership option for your site to help broaden your offerings and set your website apart from others in your field.

## **20. Events**

Hosting events is a great way to not only attract attention to you and your work but gets people involved with you and your vision. Events create relationships. Consider hosting regular events and posting about it on your site to generate interest and attendance. You can host regular monthly webinars, chats, and other events to educate and promote at the same time.

## **21. Optimized Sign Up Offer**

How do you motivate people to sign up for your newsletter? A great sign up offer can do the trick. There are many options to consider. You can give away a free report or ebook. You can provide a free online tutorial, video series, or access to behind the scenes audio recordings.

Create a fabulous offer to inspire subscribers and publish that offer in a prominent location on your website – ideally in the same place on every page of your site. Experiment to see what type of opt-in form works best. Some people have great luck with pop-ups, while others find that the upper right hand corner of their website works best.

## **22. Mobile App**

There are more than a billion smartphone users around the world. And according to Smart Insights, global mobile traffic now represents roughly 51% of all Internet traffic. You can take advantage of this growing trend by creating a mobile application for your business and promoting it on your website. Offer it for free or charge a fee and include it in your product catalog.

At the very least – be sure your website looks great and is readable on mobile. If you don't, you run the risk of losing readers and dropping in the search rankings.

## **23. Testimonials**

Testimonials are golden! They're mini-promotions made on your behalf by a satisfied client. Who better to promote you and your services than an unbiased client? Use these testimonials wisely and place them strategically on your website.



## **24. Social Media Widgets**

You're active on social media right? You can add social media functionality into your website. Social media widgets can invite people to join you on your chosen sites. Social media widgets can also display your activity on your favorite sites. For example, if you have a Facebook account you can add a Facebook widget to your site and display your latest posts.

## **25. Newsfeed**

Use newsfeeds to display the latest industry news. Help keep people coming back to your site for information and to provide them with many levels of value.

## **26. Webinars**

This is one of my favorite tools! You can take your website up a level by offering webinars and using them to provide teaching opportunities for your prospects and clients. You can even use material from the webinars as the foundation for new content on your website and in paid products and programs!

## **27. Great Headlines for Everything**

Headlines have an important role to play, and the more compelling and relevant they are the better. They'll attract your prospect to your content. Practice writing headlines. Test headlines to determine what your Divine Market responds to.

## **28. Exceptionally Effective Calls To Action**

Include a call to action in every single piece of content you publish on your website – even if you merely want someone to stay on your site and read some more. Tell your visitors what to do next and help guide them through your site step by step.

## **29. Have You Written A Book?**

If you've written a book, then list it on your website. Promote it and use it to help establish you as a credible resource.

### **30. Have You Been Featured On The News?**

If you've had the opportunity to be featured on the news then share the logo of that show on your website. Imagine how powerful "As Seen on CNN" can be for your credibility and business.

### **31. Do You Have Credentials?**

What are your credentials? What makes you an exceptional source of information, services or products? Include your credentials on your website in the form of a bio on your "About" page.

### **32. Clear Brand**

What's your brand? Is it strong and apparent on your website? You can use your colors, logo, header, buttons, graphics, and the voice of your content to help build and establish your brand.

### **33. Obvious Divine Market**

Who is your Divine Market, and when they visit your site is it obvious that you're talking to them? Your Divine Market are the people who your products and services are designed to help. They're the people whose problems you solve.

If you're unsure who your Divine Market is, then it's time to conduct some research. Take a look both at the demographics and psychographics of your clients. What do they have in common? Create an ideal prospect and then craft your website to appeal to that ideal prospect.

### **34. About Page**

Your "About" page can include a number of pieces of information. Consider including information about your vision and mission. Share a little of your story and why you are passionate about helping those you are here to help.

### **35. Contact Page**

The contact page is simple yet it is very important. Include your contact information even if it's already been published elsewhere on your site. Include name, phone numbers, email addresses and physical address.

Also consider including any social media links on this page.

### **36. Video And Welcome Audio**

Video and audio have become primary means of communication online. YouTube, Vimeo and other social video sites have changed the way we interact online. People enjoy being able to put a face with a business. They also like to hear your voice. Consider including both video and audio content on your site. You might even include a simple welcome message embedded into your landing page and/or sales pages.

### **37. A Way For People To Give Money**

Are you passionate about a cause? There are many ways you can integrate your cause into your website. Taking this step not only helps raise money for something you believe in, it shows your humanity and can build your business.

A simple plug-in to help people click and donate, or a link to a cause you believe in, helps identify you and your business as a conscious or socially responsible one.

Additionally, if you have environmentally friendly practices then take time to identify those on your website. Sustainability is not just a buzzword; it's an approach that others respond to.

### **38. UVP**

UVP stands for unique value proposition. It's what makes you different. How do you separate yourself from others in your field? What do you do better or differently from them? Integrate your UVP into your voice, branding, and content online.

### **39. RSS Feed**

RSS is a means of syndicating your content. It allows others to subscribe to your site and automatically receive new content and/or blog posts in their email inbox or via their favorite reader. It's ideal if you can offer both reader RSS and email RSS so that your visitors have a choice.

#### **40. New Products and Services**

One of the best ways to make your website stand out from others in your field and really take hold is to create a stream of top quality products or services. Create a launch plan that provides you with the ability to talk about valuable new products or services often, to discuss pending launches, and to offer promotions. It keeps things exciting and of course it helps create consistent income in your business while you make a positive difference in the world.

#### **41. SEO**

Less exciting but important, is SEO - search engine optimization. It's the strategy and toolbox of tactics that drive traffic to your website. There are many tactics to embrace including linking, keywords, content, social media and more.

#### **42. Analytics**

Analytics will not only help you fine tune your SEO strategy, it'll help you build stronger relationships, better understand your clients and prospects, and it will help you create highly targeted content. Analytics is essentially a program that helps track every single visitor activity on your website.

Google offers a free version of analytics software that is easy to use. You embed the code into your blog or website and then you can track your website activity. You can see which pages receive the most visits, where your visitors come from and much more. Analytics is an essential tool for any serious business owner and can be a lot of fun once you get into it!

#### **43. Relevant and Strong Outbound Links**

Many people are frightened of outbound links. They're worried that they will be sending their visitors away. The key to good outbound links is to link to websites that are complimentary to yours and that you have a relationship with.

For example, someone with a dog training blog might link to their favorite dog toys website or favorite dog breed information site. Choose relevant sites that are complementary to what you offer. These outbound links should also only be with professionals that you have a connection with. Ideally they'll also help promote you by linking to your site or by promoting you on social media.

#### **44. Controversial Content – Share Your Opinion**

Some blogs seem to thrive on controversy. Others avoid it like the plague. There is a happy medium. Consider adding the occasional opinion piece.

If you take a stand for things that matter most to you, your Divine Market does too. By sharing your opinion in a professional, passionate and interesting way, you engage conversation and can create a lot of interest for you and your site.

#### **45. Pictures**

Do those in your Divine Market know what you look like? Add pictures to your website and show them. Make it a professional image that represents you and your brand and don't be afraid to show pictures of you that reflect your other interests and personality as well.

#### **46. Promotional Offer**

Ideally you'll always have something going on, something that you can promote. You don't need to have a sale every other week; in fact, that's generally not a great idea. However, a relevant and valuable promotion can create interest in your programs, products and services. There are many opportunities for promotions including new program or product launches, valuable free training and free offers, holidays, etc.

#### **47. Referral or Affiliate Program**

Word-of-mouth marketing is one of the best forms of marketing because it doesn't come from you. It comes from satisfied clients. Consider creating a referral program. You can reward referrals with money, discounts or add-ons.

You might also consider creating an affiliate program. An affiliate program pays others a commission based on sales they send your way. It requires some additional legwork because you'll want to provide them with materials to be successful, but it can pay off generously.

#### **48. Security**

Make sure your clients' information is protected. Use a secure shopping cart and payment system. Make sure your clients know they're protected by sharing your security protocol and policies.

#### **49. Fast Load Times**

Invest in a good webhost and make sure the graphics you're uploading aren't so large they slow down load times. People are impatient and generally won't wait more than a few seconds for a site to load.

#### **50. Visual Interest**

With good design elements and attractive, relevant graphics strategically placed throughout, you'll create a website that is beautiful to look at as well as useful. Work with a designer to get an attractive and balanced site that reflects the essence of who you are, the difference you are passionate about making in the world and is aligned with your Spirit and values.

There you have it!

50 ways you can improve your website to attract more clients in your Divine Market!

Start with a few of these changes and gradually implement more of them as you can.

Each step you take helps your business grow, provides value to your Divine Market, and attracts more people to you and the work you are doing in the world!

### **ABOUT EVA**



Eva Gregory is a Law of Attraction expert, speaker author and mentor to spiritual entrepreneurs – coaches, healers and holistic practitioners.

Her passion is helping spiritual entrepreneurs go from chaos to clarity, and from clarity to cash flow by learning how to tap into their own inner guidance and merge it with proven practical business strategies to create enlightened businesses of purpose, passion and prosperity.

She is author of “The Feel Good Guide to Prosperity” and “Life Lessons For Mastering the Law of Attraction” co-authored with Jack Canfield.

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