



# 10 WAYS TO FIX YOUR WEBSITE

*and grow your  
business today!*

## Standing out online is hard!

Having a website is one thing. Having a website that does a job and helps grow your business is another.

Your website should be building credibility for your company, and converting visitors into customers. If it's not, then you might have some work to do.

Luckily, there are some simple things you can do - right now - to set yourself apart from your competitors.

We've put together a **top 10 list** of things you can do make your website stand out so you can get more attention, impress your visitors, and grow your business.

Here we go!

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# 10 Ways To Fix Your Website & Grow Your Business



## 1. *Declutter your content.*

You've been to those sites... with information EVERYWHERE. Every inch of the website is filled with images, text, and ads. When your site is so over-filled with information, your visitors don't know where to look. Decluttering is easy. Simply decide on the most important thing you want your visitors to do and remove any content or images that don't help your visitor find and take that action.

### ***Action Item:***

Review your website and make sure that the pages aren't cluttered with too much information. Remove anything that isn't directly useful for the visitor.

As you go through the pages on your website, ask yourself:

- "What value is this element bringing to the visitor?"
- "Would this be better suited in another location or page on my site?"
- "Does this element relate to the content or topic of this page?"

Don't be afraid of whitespace, it's a good thing. It will bring more focus to your important content. If you've removed all the extra fluffy content you can and your page still seems cluttered, consider breaking up the content into vertical sections.

Here is an example of this on our site:

<https://www.liquisdesign.com/services/affordable-small-business-websites/>



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## 2. *Be consistent!*

Your message is important but if you aren't consistent throughout your website with that message, your visitors will miss it. New prospects want to know what you're about, because it builds trust and increases engagement. Take a minute to review your website pages and make sure that who you are, your brand identity, and your message is clear from page to page.

### ***Action Item:***

Is your brand identity obvious on every page of your site? Make sure your message and brand are clear and consistent.

One misconception is that your brand is just your logo, when in fact it is so much more. It's true that your logo is the visual representation of your brand, but there are a few other important elements that need to be considered when creating a cohesive brand for your company.

When you go through your website look at the way the verbiage is written, how are you speaking to your visitors. Is it consistent? Are you using the same tone, and the same type of vocabulary throughout your pages?

Another element you will want to pay attention to is the imagery you are using throughout your site. Do the images have a consistent look and feel?



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## 3. *The wall of text.*

Your content is important, and although you want your visitors to know what you're all about, if it looks like one big block of text... no one will read it. You don't have to get rid of all of it, but you can increase the odds that someone will read it by creating smaller, super short paragraphs. Edit out repetition, runons, and focus your content on what visitors need to know to take the next step.

### ***Action Item:***

Review your content areas, break apart blocks of text into smaller paragraphs. A one-sentence paragraph is okay!

- Separate your content with headings. This helps the visitor to easily skim the content to find the most useful information.
- Try not to have your content spanning the entire width of the webpage. It is better to create narrower blocks of content because they are much easier to read on a screen.
- As mentioned before, breakout your content into multiple sections and add some whitespace around it. This draws focus to your content and makes it easier to read.



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## 4. *Too many pictures.*

Yes, you can have too many images. There's a time and place for a series of images, like a gallery or portfolio. If your informative pages have lots of pictures but no content, Google isn't going to know how to find you. Images should make sense and be relevant, but copy/text is what Google is looking for so make sure your headlines and content are clear.

### ***Action Item:***

Review each page of your website and make sure you have an appropriate amount of images; remove extras.

- Be sure that the images you use on your page are supporting the content.
- Test how your images appear on a mobile device. Many WordPress themes give you the option to hide certain elements on mobile. It might be a good idea to hide unnecessary images in mobile views for easy scrolling.
- Be sure to have a good text-to-image ratio. While there is no magic number here, you just want to make sure that the visual elements are enhancing the content and not obstructing it.
- Consider your page loading speed. The more images you have, the longer it can take for your page to load. Be cautious of the amount of images on a page and how fast your page loads.



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## 5. *Call-to-action.*

Every page on your website should be strategic. When a visitor lands on a page, you'll want them to take action, but what if they don't know what action to take? Your call-to-action (CTA) can be a simple button directing them to "learn more" about a product or service, or maybe you want them to "get in touch" or "schedule a meeting" or "make a reservation". CTA buttons should describe the action. "Click here" is too vague anymore.

### ***Action Item:***

Review each page of your website and make sure there is a specific call-to-action.

- The CTA should be obvious and clear to the visitor. Tell them what action you want them to take.
- Try and limit the amount of CTA's on a single page. The more action items you are asking the visitor to make, the more confusing it is and likely they will not take any action.
- Make sure your CTA stands out from the rest of your content. You can do this by using a contrasting color and/or creating whitespace around the call-to-action.
- Here are some ideas for your CTA's: Newsletter sign ups, contact, free downloads, free consultations, scheduling, shopping, or whatever else makes sense for your business objectives.



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## 6. Give 'em something!

Consider giving your visitors something for just checking you out. A freebie item can give your visitors a reason to engage. They get something useful and you get an opportunity to collect an email address. Who doesn't love something free? A freebie can be a simple checklist, a free consult, a free sample, or even a discount coupon.

### ***Action Item:***

Do you have a freebie? If not, add one pronto. Make it simple, clear, and easy to get.

- The best way to incorporate a giveaway (or aka: content upgrade), is to create a form where the visitor enters their email address and is emailed the freebie upon clicking submit.
- We like to use Gravity Forms to accomplish this.
- Here are some ideas for your giveaways:
  - Ebooks - It's a good idea to offer an ebook that is relevant to the content of that page. One way to go about this is to create an ebook that expands on the content of your blog post.
  - Checklists - What can your customers do to accomplish a common goal?
  - Discount codes - These work best as seasonal to attract more buzz and exclusivity.





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## 7. *Build trust.*

The quickest way to gain credibility and respect is through the use of testimonials. You don't have to have a ton of them, you just need 1. Yup, one strategically placed testimonial can build credibility. Be creative with the font and even color so that it stands out. No one will read an entire wall of testimonials, a couple is all it takes.

### *Action Item:*

Add a few testimonials. If you don't have any, then take a minute to reach out by email to a handful of customers. Ask them for a 2-sentence testimonial to make it quick and easy for them to reply.

- A great time to ask for a testimonial is right after they have received your service or product.
- The best way to obtain their testimonial is on your Facebook page or Google Business page because that's where most prospective customers are looking. When you ask for the testimonial send them a link to these profile pages.
- Don't forget to show the visitor who you are. Adding a picture of yourself can instantly build a connection with your viewer. People always like to see who you are and who they will be working with.



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## 8. *Even more trust!*

Having a client list or portfolio is a wonderful way to show credibility through who you work with and the work you've done. But what about on your home page? It's the first place people come to learn about you. Send the right message!

### ***Action Item:***

Here are some more ways to build trust with your website visitors.

- Adding a simple slider of logos of companies you've worked with adds another layer of trust. It's always a good idea to get permission first.
- Display a portfolio of the work you've done for clients. Include what you did and the results they received.
- If the work you do is not visual, then a case study might be more appropriate. In your case study define what the problem was, what you did to fix it, and what the end result was.



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## 9. *What's important?*

If everything looks the same or if you're trying too hard to create a "soft" look, your visitors might not see what's important. Make sure that important things have prominence. Help your visitors know what to do and where to go.

### ***Action Item:***

If everything looks the same then it's challenging for the visitor to know what actions to take.

- Add contrasting color to your buttons, call-to-actions, and important links.
- Use action words to tell the visitor what to do.
- Use title text, bold, or all caps on text that you want to emphasize.
- Be sure to use the above in moderation, If a page is full of bold text and uppercase letters then it will come off to aggressive and your visitor will not know what is important.



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## 10. *How do I contact you?*

Having a contact page is great, but you can increase the likelihood that someone will contact you if you include contact information in the footer and strategically throughout your content call-to-actions. Phone numbers can go in a top pre-header area. In the footer include all your contact information and make it easy to find you and get in touch. If you rely on local customers, include a map to let people know where you are.

### ***Action Item:***

Take a minute to add contact information in a pre-header, header, and footer. Include email or phone numbers in strategic places throughout your website.

- When you add your phone number on your website, make it an active link. This means that when someone is on their mobile device they can click it and it will initiate a phone call.
- It's simple to set this up, here's how: Place this code where you want your phone number to show up, and just replace the example number with your own. `<a href="tel:555-555-5555">555-555-5555</a>`
- If you want people to fill out a form, we recommend using Gravity Forms. It is not a free plugin, but it's worth every penny!



# Surprise, we have another item to help you fix your website!



## 11. *BONUS PRO TIP: The 15 second test.*

According to [Tony Haile of Chartbeat](#), 55% of visitors spend less than 15 seconds on your website. Can the visitor understand who you are, what you do, and what action you want them to take next within 15 seconds of viewing your website?

### ***Action Item:***

Run a test! This will require someone who is not familiar with your site already, and preferably not familiar with what you do. Have your site pulled up in a browser but don't have it visible. Tell them that you are going to show them a website for 15 seconds. Don't tell them what to look for, just tell them you want them to look through the site for 15 seconds and that you are going to ask them questions about it. Now open the browser and start the clock. After 15 seconds, shut it down and see if they can answer the following questions:

- What does the company do?
- What action did they want you to take?
- If they could answer both questions, then your job is done. Well, for now anyway!



## **10 super easy things you can do to fix your website and grow your business starting today!**

Most items on the list take less than 30 minutes to implement. If you do one a day for 10 days, you'll have increased your visibility, credibility, and Wowability!

**LET US KNOW  
YOUR RESULTS!**



CUTE CATS  
IN HATS!



ADIÓS!

# QUESTIONS? WE'VE GOT ANSWERS.

*Need help getting your  
website off the ground?  
We can help!*

Click here

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