

# 5 THINGS YOUR WEBSITE PROBABLY DOESN'T HAVE RIGHT



## 1. Optimize the Hero Image:

Ensure your hero image is visually captivating and relevant to your audience. It should quickly convey the essence of your offerings. It should support the text in your above-the-fold section and we suggest that it show people smiling and if possible, enjoying the service/product you provide.

## 2. Provide Two Prominent Call to Actions (CTAs):

ABOVE THE FOLD (before scrolling) offer two clear and strategically placed CTAs that guide visitors towards taking action. Make these buttons stand out and compelling. (We even have a psychology-based approach to placement and color.)

## 3. Use Color Branding Effectively:

Employ your brand colors thoughtfully throughout the website. Consistency in color schemes reinforces brand identity and aids user recognition.

## 4. Create a Lead Generation Mechanism:

Develop a lead generation form or mechanism that entices visitors to share their information in exchange for valuable content or insights. Like this email!

## 5. Shift Focus Away From You-Centric Content:

Emphasize user benefits over company features. Concentrate on how your products or services solve client problems rather than just promoting your company. The more people recognize your understanding of their problem, the more likely they are to trust your solution.



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