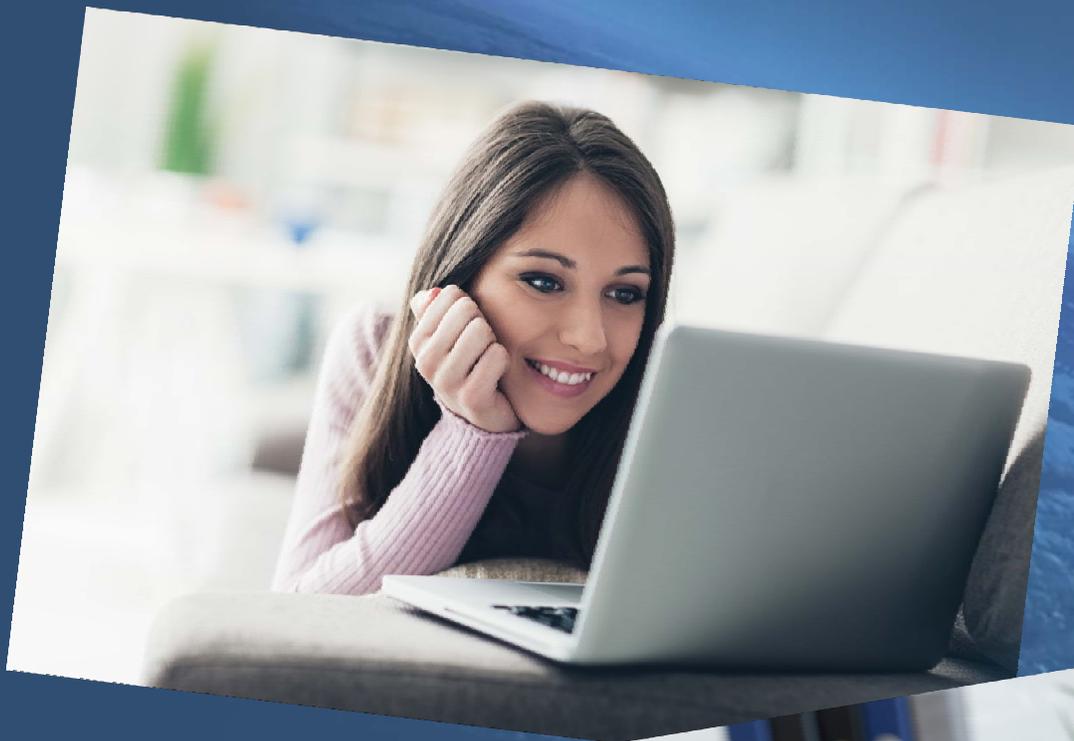


7 Ways to Grab Attention on Your Website...

(and Mistakes That Drive Clients Away!)

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WELCOME!

Studies show you have less than ten seconds to win someone over on your website before they lose interest and move on!

Chapter 1: You had me at your home page

Think about your home page like the entryway of your home. What kind of impression are you trying to make? In most cases, when inviting someone into your home, you want it to appear neat and organized, rather than cluttered and disorganized, right?

People form fast opinions when they first arrive – what do you want their first impression to be? If they met you somewhere or heard you speak about your business before, does your website match what they heard? Or will they feel like they are at the wrong “address?”

Studies show that most people spend **less than 10 seconds** on your home page before making the decision to leave or to look around more. Let that sink in for a moment... that is not a lot of time, is it?

In that very short amount of time, they need to understand **what you do and how you can help them**. They need to see that you understand their challenges and **how you can help them**. How are you **different from your competitors**? Most of all, your home page needs to be **about THEM, not about YOU**.

Let's look at the essential items you should have on your home page...



We can help you!

Thank you for taking the time to read this information!

I hope it provides you with some basic guidelines as you prepare or update your website for your business!

Of course we are here to help at any time so please do not hesitate to contact us!

Stuck on what to say, keep, or add?

We have the expertise to guide you in what would best serve you AND your prospects when organizing your website...

Drop us a line or give us a call at:

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