What's the Goal of a Small Business Website?

What it *shouldn't* be:

- A catalog containing detailed descriptions of every product or service offered (e-Commerce sites are somewhat different)

- Intended to appeal to as wide an audience as possible

- Full of verbose narrative of questionable interest to potential clients

The primary purpose of a small business website: **Motivate potential clients to contact you by phone, text or email.** Simply put, the website's goal is to trigger a conversation that leads to a sale.

For e-Commerce sites: **guide the visitor to complete the sale online**.

These goals can best be accomplished using proven methods:

- Establish **trust and credibility** with a professional website appearance and concise, customer-focused content.

- Accurately position your company in the marketplace, emphasizing your **competitive advantages.**

- Target your **ideal client**, not marginal buyers.

- Use graphical "**snapshots**" to introduce your products and services, not technical details or specs.

- Repeat **key marketing messages** on all appropriate pages.

- Employ visible **call-to-action** devices in multiple forms and locations.

- Adhere to tested and widely-accepted **best practices** in design, SEO and user interface widgets.

What's the Most Effective Website Layout?

The Top 5 Proven Best Practices:

✔ The first home page *screen view* ("above the fold")

- Has **visual impact** using primarily graphic elements
- Contains interest-generating **headlines only**
- Displays **contact information** with action options **-or-**
- Displays a compact **product menu** (for e-Commerce sites)

✔ The remainder of the home page contains a brief introduction to the *most widely-sought* products or services the company offers.

➔ By the time the visitor reaches the bottom of the home page, they should have seen an overview of the key products and services available from the company, and their unique qualifications to deliver them.

✔ When at all possible, the first page also contains confidence-inspiring **client testimonials**.

✔ Products and/or services sections are **visually separated** by color, pattern or white space.

✔ A **call-to-action** button/link is prominently displayed on every page.

*Multiple studies have shown that a website has roughly **20 seconds** to grab a visitor's attention, and motivate them to explore further.*