

Elements of a Great Website

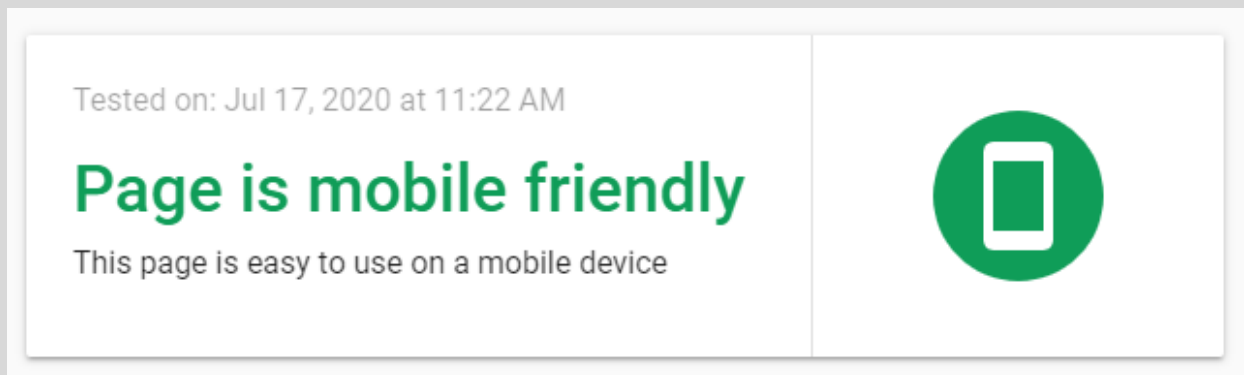


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Great websites will have some or all of the elements below.

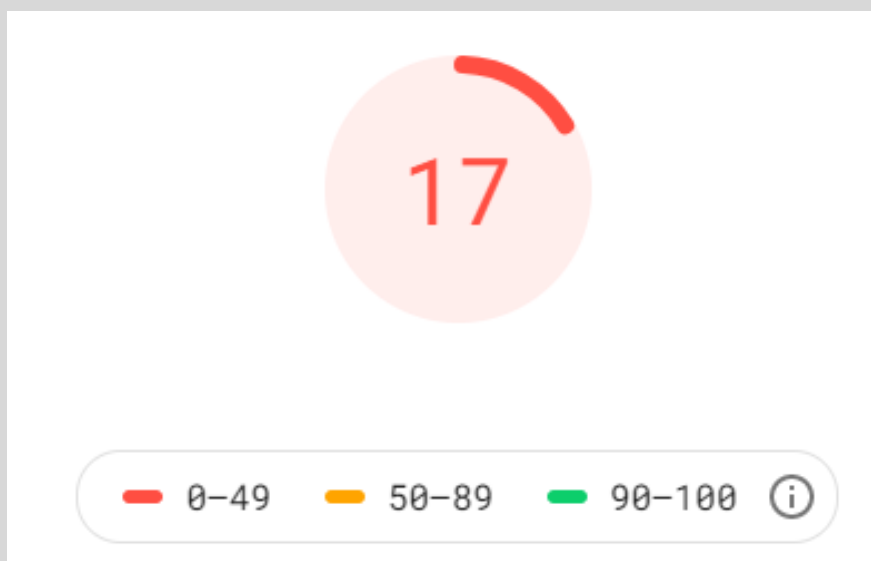
Visit [MichaelDaehn.com](https://michaeldaehn.com) to see examples.

MOBILE FRIENDLY (<https://search.google.com/test/mobile-friendly>)



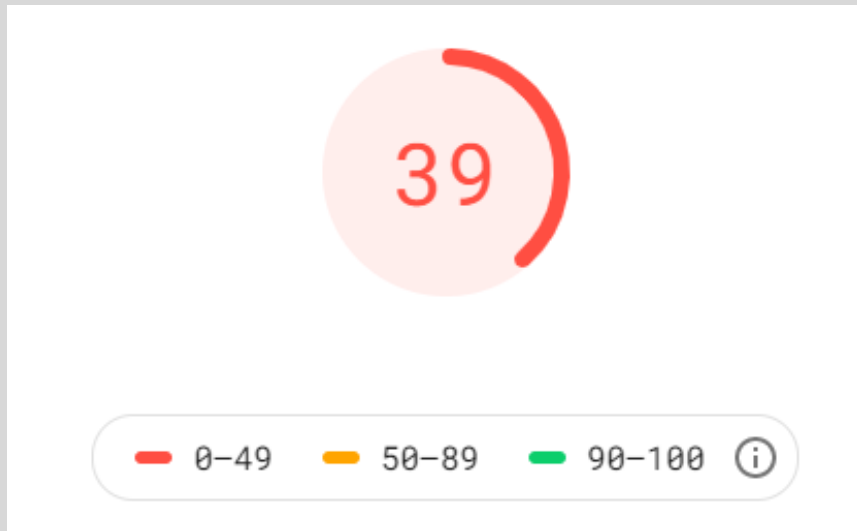
PAGE SPEED (<https://developers.google.com/speed/pagespeed/insights/>)

Mobile Speed



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Desktop Speed



ARCHITECTURE

- Page Title – Page | Site Title, make it clear, use keywords
- SSL/Encrypted
- Headings – Organize site with headings for clarity and to boost SEO

Optional

- Announcement Bar
- Popover Offer
- Newsletter Signup



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DESIGN

- Clean and simple
- Modern theme
- Clear call to action (CTA)
- High contrast CTA buttons
- Consistent brand
- Consistent voice
- Consistent color palette

PURPOSE/CTA

- What do you want people to do?
- What is the purpose of the site – primary CTA?
- Secondary CTA? Free offer?

HEADER

- No or Small Image – Get to content without scrolling
- Logo – Clear, Scalable
- Call to Action Button
- Clear Navigation – 3-7 Topics
- Search
- User Login



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FOOTER

- CTA
- Replicated and Expanded Navigation
- Branding
- Contact Info
- Social Icons

-- PAGES --

HOME

- Identify Your Product/Service
- Primary CTA
- Brief Explanation of Product/Service
- Content Section CTA's
- Clients – Logos
- Testimonials/Reviews

Optional

- Photo/Video Galleries
- Press Coverage
- Licenses, Platforms, Certifications – Logos



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ABOUT

- Business Focused Profile – Some personal OK
- History
- Key Personnel
- Career Opportunities

PORTFOLIO/CASE STUDIES

- Examples of Your Work
- Success Stories

EVENTS

- Calendar of Events
- Training Sessions
- Meetings
- Speaking Engagements
- Online and Offline

BLOG

Original Content – Shows your expertise, boosts SEO, provides content for a newsletter



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CONTACT

- Location
- Map
- Phone
- Email
- Form

LANDING PAGES

- Same Website – Build your landing pages on your main website, avoid new domains, platforms, “microsites”, better for branding, easier to manage, better for SEO
- Focus on One Offer
- Offer Value for Value
- Keep Form Brief – The more you ask for, the less people will fill out a form, get what you need to start the conversation, you can get more details later

RESOURCES

- Helpful Information – eBooks, Articles, Checklists, Guides, Videos, Charts
- Establishes Expertise



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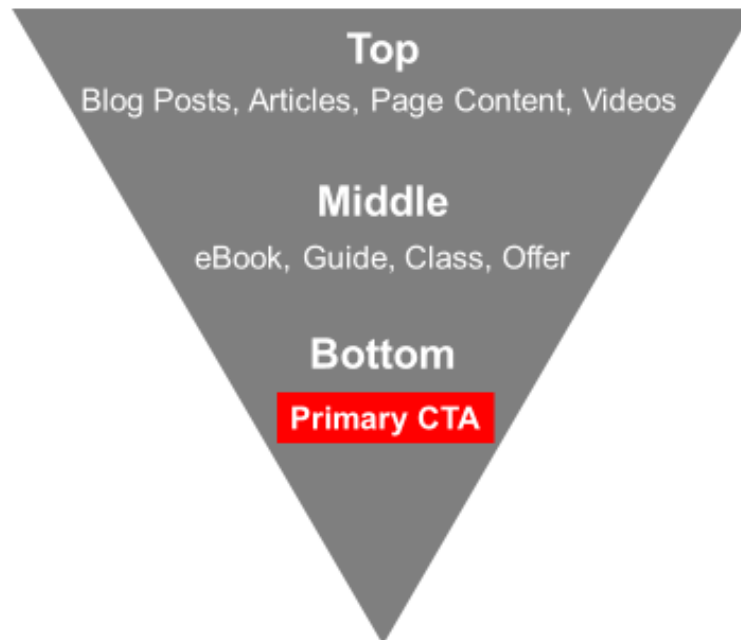
- Provides Value
- Gate Items – Gate higher quality items by requiring contact information like an email



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Website Content Funnel

Different Types of Content at Each Level



Need a Website That Actually Gets You Customers?

GET A FREE WEBSITE



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