

Pristine

6 Must-Have Ingredients for Any Successful Website

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Number 1

A clear and specific website strategy is priceless.

Think of strategy as the foundation of your website build.

A good website strategy helps you, your team, and your designer get aligned about:

- The goals of the website (specific goals, like making sales, getting leads, donations, etc.)
- The content needed for the website (that is needed to achieve the goals)
- The visual direction / visual style of the website.

Now, this may seem obvious at first. In fact, you'd be surprised at how many website projects get started without having defined these specific things.

It's important to have alignment between yourself, your team, and your designer, so that your efforts together are focused and clear, and everyone's expectations are the same.

Having the website strategy saves time for everyone, and makes the entire project easier.

An experienced designer can help ask questions and uncover the deeper goals and needs of the new website and really help you craft a game winning strategy.

Number 2

Clear language. Nothing cute or clever.

Your website should tell visitors what you do, how it will benefit them, and how to get it - as soon as they land on the page.

This is the most critical thing.

So many websites are gorgeous, yet ambiguous. So many websites are clever/cute sounding, but unclear.

These websites leave people feeling confused, and not understanding what their business does. Don't make that mistake. You have about 3 seconds to answer those 3 questions for your visitors, or else you risk them leaving, because they didn't understand.

Craft clear messaging.

It takes time, but you can do it, and it's worth it.

Nothing beats clarity.

Cute and clever wording will leave people feeling lost.

Want someone to buy something?

Make the button say "Buy Now" instead of "Turn Into a Dragon". Seriously, some websites are that ambiguous.

There's a place for clever things here and there, but it shouldn't make up the majority of your messaging.

Here's a real life example of number 2. This is what you see when you land on their site. Notice how clear it is?



POWERED BY STORYBRAND

LOG IN

GET ACCESS

On-Demand Courses to Grow Yourself and Your Business

Master key business skills and increase the value you bring to your workplace

GET ACCESS

▶ PLAY TRAILER

Number 3

Focus on your customer's story, not yours.

Ever seen this? You go to a website, and the first thing it says is, "We were founded in 1942 by my grandfather Patrick, who started his own camel saddle store when he had to deliver crates of ice cream through the desert by camel-back."

It bored you to tears. It only told you about them. It left you feeling misunderstood, and uninterested.

A lot of sites do this to some degree or another.

The way to avoid this is to focus on the story of your customer. What are their goals? Their dreams? Their aspirations?

Tell them the story of how you will help them get there. About how you will make life easy for them. Not about how great you are. Even if you are great (which I'm sure you are), that only matters in the context of how you can help them, your customer, get what they want.

They will not be interested in you, until they know how you can help them. And that you understand their pains and desires. Of course, tell your story too, but don't overdo it.

It's best even to clearly list out the steps required for doing business with you. For example, on our site we have: 1. Strategy, 2. Design & Develop, and 3. Launch

Here's an example of number 3. This is the homepage of their site. See how the messaging is worded here?

astra

▲ Got hacked? Solutions ▾ Features Pricing ▾ Resources ▾ Sign in

30,000 websites get hacked every single day.
Are you next?

Secure your website from malware and hackers using Astra before it is too late.

Secure your website in 3 mins >

Built by the team that has helped secure:

Microsoft Adobe YAHOO! buffer at&t BlackBerry



Your website isn't prepared for an attack

You've spent years perfecting your site and getting steady traffic to it. You have worked hard to build a brand and a relationship with your customers.

But it could all be lost.

A single malware can hurt your business.

- ✘ Complete shutdown of your website
- ☹ Loss of your customers' trust
- 💰 Financial losses for you & your users
- 🚫 Getting blacklisted by Google

Number 4

Well-Placed, Clear Calls to Action

Here's a HUGE opportunity a lot of sites miss. When designing a website, the site should always be designed with the main goals in mind.

Example: You're selling bottles of Chlorella (green algae) pills. (It's great stuff, I promise).

Every page should be designed with the ultimate objective of getting people to the "Shop" page, and getting them to complete a purchase.

Have an about page? Great. Tell your story. And then nudge people to buying your Chlorella pills by adding something like this to the bottom of your page:

"Discover the power of Chlorella for yourself. Buy Now." See how that works?

Now you've gotten them one step closer to the main action you'd like them to take.

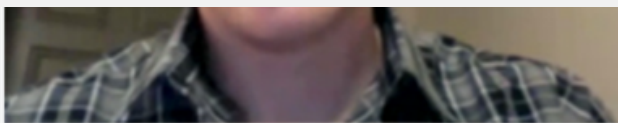
People need to be guided into taking certain actions on your site, and you're the one responsible for guiding them.

Just be clear, and direct.

Including clear Calls to Action across often across your site will help your users easily get where you want them to go.

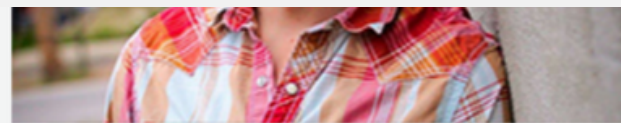
And that's great for them, and great for you.

Check out this example of number 4. This section is placed at the bottom of their About page. Great way to get people to go where you want.



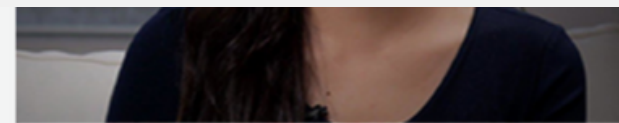
"I make 25% more than I did at my old job. I work in the field of my choice. I have more vacation days. I live in a great city. And above all that... it's knowing I have the ability to market myself and get another dream job in 3 to 5 years."

Eric C. Dream Job graduate



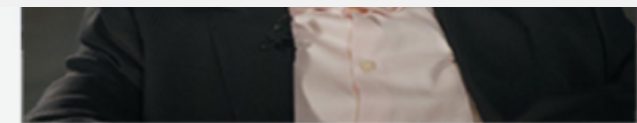
"I used the Dream Job system to land a job I was underqualified for in a completely different industry in a city across the country with an extremely competitive compensation package."

Luke W. Dream Job graduate



"I feel so lucky, because I remember just a few years ago thinking... I just like to help people... I have all these ideas. I never really thought that I could make money out of it... I've had months where I've made close to the amount that I made in an entire year."

Selena S. Zero to Launch graduate



"In just a matter of a month... I don't even think it's been a month. And I've booked nearly \$10,000 in online product revenue, and I don't even have a website."

Naveen D. Zero to Launch graduate

Join the hundreds of thousands of people who use my proven system to live a rich life.

Choose your #1 goal below.

EARN MORE MONEY



Make \$1,000/month—or more—on the side using skills you already have

[Get Started Today](#)

FIND YOUR DREAM JOB



Do you know the game being played around you to tap the hidden job market?

[Get the Inside Scoop](#)

SAVE MORE MONEY



The simple system to save money while buying the things you want — guilt-free

[Everything You Need to Know](#)

Number 5

Include All-Powerful Social Proof

This is mega important.

Do you have amazing reviews from clients? Include them!

Have you been featured by any media outlets? Add their logos!

Have you done projects with notable brands or organisations? Add their logos too!

Why? Because when people see that, it instantly makes you seem more credible, no matter what.

Even if the companies you've worked with aren't so big, include them anyway. It builds trust.

Do you have statistics about how much impact you've made?

Or numbers showing how successful your product is?

Do you have a ton of Google reviews?

You see where I'm going with this

Any sort of testimonial, or sign that you've worked successfully with other clients, makes your customers feel at ease and like they can trust you. And then buy from you.

That's a good thing!

Here's a great example of number 5 from Mailerlite. There is strong social proof going on here. Numbers, testimonials, and logos. This is awesome.

You're in good company

Join **907,291** happy customers worldwide who are already using MailerLite.

“

What really impresses me with MailerLite is how they seem to be one step ahead of the competition. Their software is incredibly progressive and works perfectly across all devices.

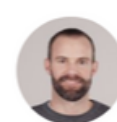


Rob Ford

Founder and Principal, The FWA

“

We love the simplicity and flexibility of MailerLite. It's helped us connect Typeform's online magazine with our audience as we've grown from a small to mid-sized startup.



Eric Johnson

Senior Writer / Researcher, Typeform



GoPro

FWA

boredpanda

marvel

Typeform|

Number 6

Simple and Intuitive Menus

Ever landed on a website, saw a huge menu, and said, "Woh! What's that?" And then proceeded to get lost?

Yeah, don't be that guy.

As a rule of thumb, the top right corner of your website is the most valuable real estate on your site.

It should be home to the page/action you most want your users to view. I.e. "Schedule a call", "Buy a Bottle", "Donate".

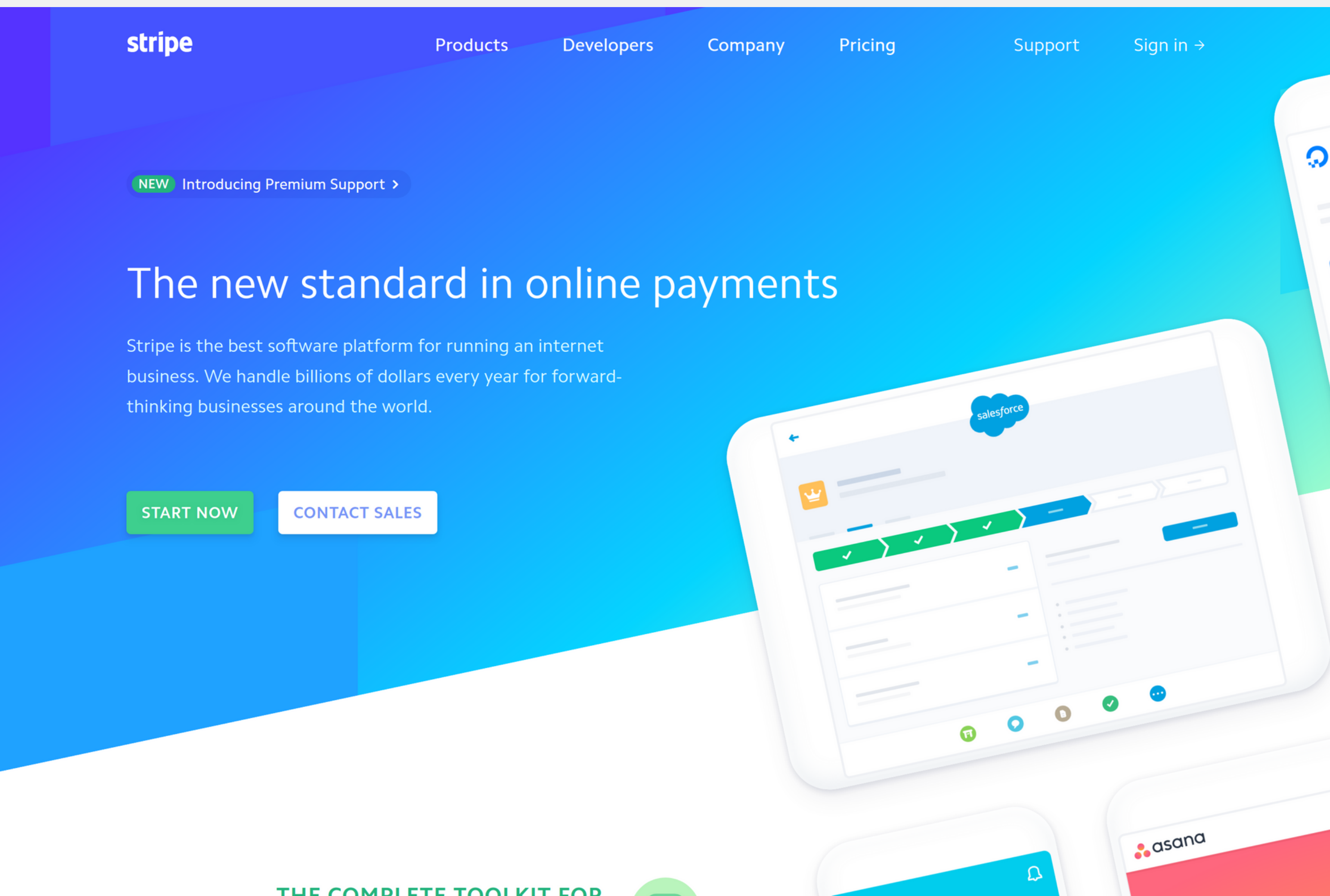
Then the rest of your main menu should include only those items which relate most closely to your main item, and lead people to that action.

Non-essential menu items can be put in the footer of your website.

Many multi-million and billion dollar companies do this.

The idea is to keep people focused on the main actions you want them to take, without distractions.

An example of number 6 from one of the best designed websites ever, Stripe. A billion dollar company...with six menu items.



Congratulations! 🎉

Now You're Ready for the Next Step

If you've read this far, I can guarantee you that you've learned at least 1 thing that even many web designers don't know or implement.

I hope this knowledge has helped you, and that you are successful with any website project you are undertaking.

If you would like my personal help with building your new website, [book a free 30 minute clarity call with me.](#) Or email me at gabriel@pristine.media. I'm super friendly.

To your success,
Gabriel Miguel