

# THE CLEAR & COMPELLING WEBSITE CHECKLIST



---

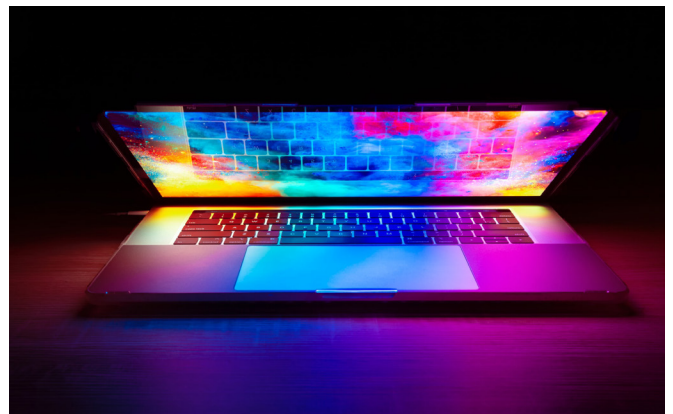
# THE CASE FOR A CLEAR, COMPELLING WEBSITE

For many organizations, their website is one of the most common ways people will interact with the brand.

Unfortunately, that means a website that's not clear or pleasing to look at can be a major deterrent to prospective customers interacting with the business.

However, the opposite is also true—a clear, easy-to-use website can be a powerful tool to give your profits a solid boost.

**So what's the secret to making your website a better asset for your company? We're glad you asked!**



---

## YOU ARE NOT THE HERO

Before we go any further, we need to communicate something foundational to this checklist.

The #1 mistake we see people make in their marketing is talking too much about themselves. Experience, skill, and history have their place, but don't get stuck on trying to prove yourself and neglect the very people you serve!

If you only remember one thing from this guide, it should be this:

### **YOUR CUSTOMER IS THE FOCUS, NOT YOU**

They are the hero, and you're the guide helping them solve their problem.

Got it? Let's go!

# THE GRUNT TEST

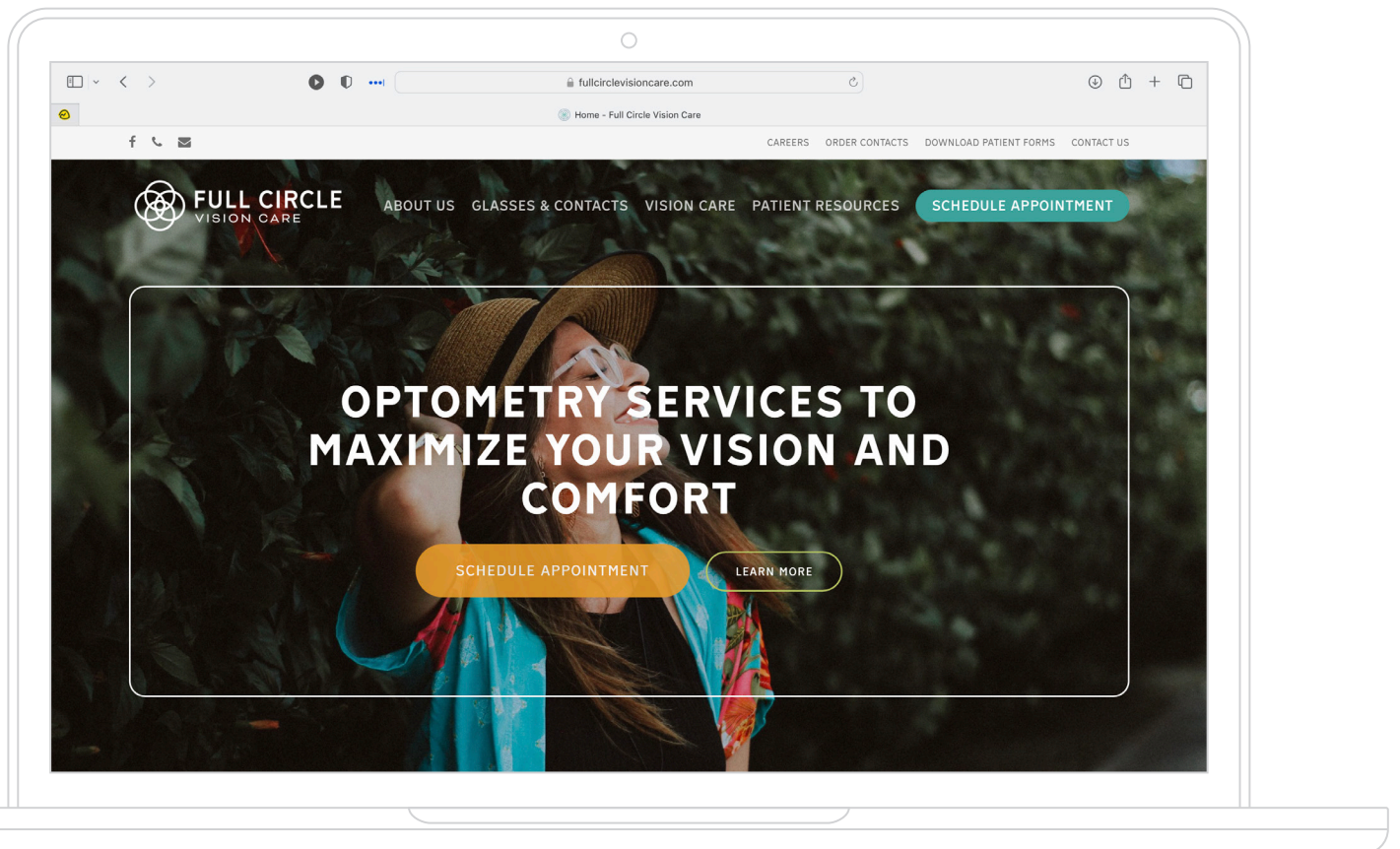
## Am I being clear from the start?

No, GRUNT is not an acronym. We literally mean grunt. Simply put, when people visit your website, they should be able to grunt (like a caveman) the following in 8 seconds or less:

- ◆ What do you do?
- ◆ How does it benefit me?
- ◆ How can I engage?

The average human attention span is less than that of a goldfish, so if visitors can't answer these questions quickly, they are more likely to leave your website.

Make sure you answer these questions quickly and clearly, and you are off to a great start!



## EXAMPLE : FULL CIRCLE VISION CARE

**What do you do?**  
Optometry services

**How does it benefit me?**  
Maximize your vision and comfort

**How can I engage?**  
Schedule Appointment

# CALL TO ACTION

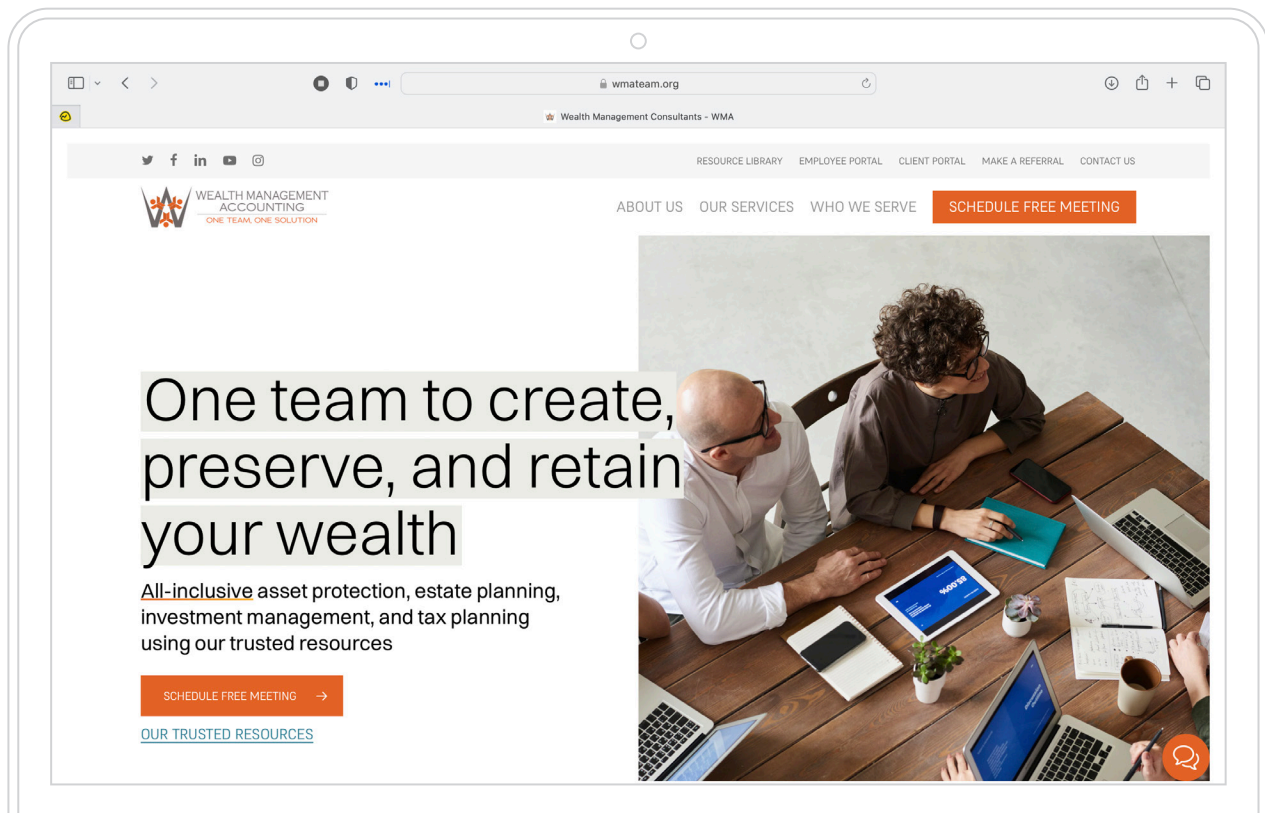
Am I making it easy for visitors to buy now or contact me?

We could argue your sales could be boosted immediately by simply adding a large CONTACT US button to the top right corner of your website.

Clicking a call to action like “Buy Now,” “Contact Us,” or “Schedule an Appointment,” should be

the easiest action to take when people visit your website.

Bonus Tip: Make sure your contact information is easy to find as well. People don't want to search your entire site to find an email address or phone number!



## EXAMPLE : WEALTH MANAGEMENT ACCOUNTING

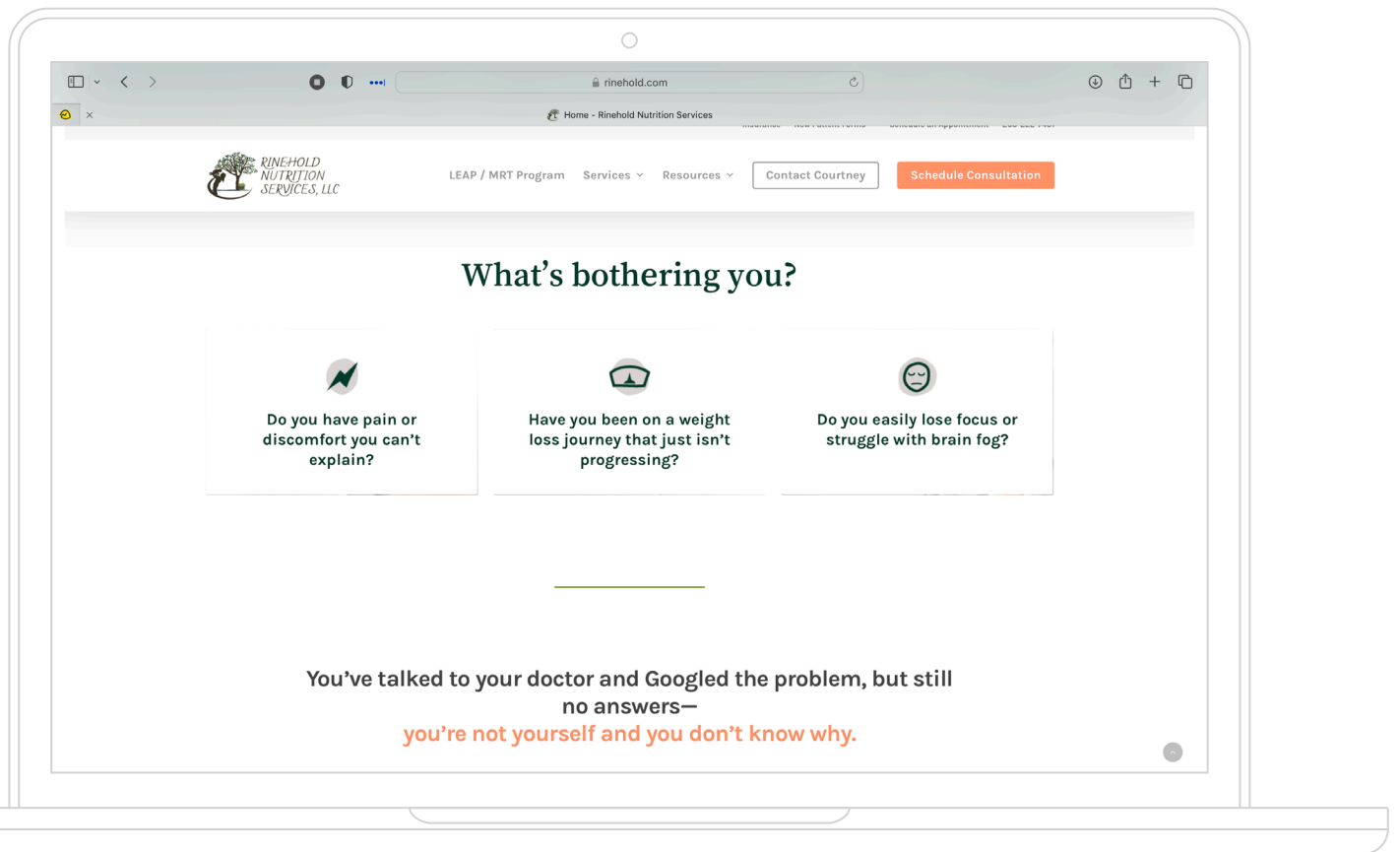
An all-inclusive wealth management firm who wants clients to schedule a free consultation, which is made simple by two prominent orange SCHEDULE FREE MEETING buttons.

# NAME THE PROBLEM

## Am I solving a problem?

People visit websites in search of solutions, and a big reason people don't engage is that they are unclear on what problem you are solving.

You may have the greatest product the world has ever seen but if you don't address the problem you are solving, your customer will have no reason to buy. Don't be afraid to name the problem!



## EXAMPLE : RINEHOLD NUTRITION

A dietitian who names her patients' struggles: pain and discomfort, weight loss struggles, trouble focusing, and not finding relief or answers from research or doctors.

# BE THE EXPERT

Do I set myself or my company up as a reliable resource or partner?

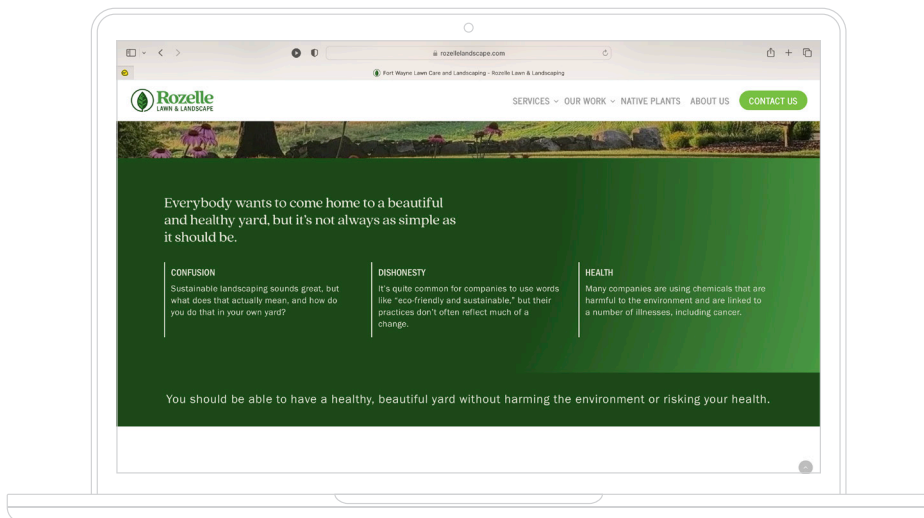
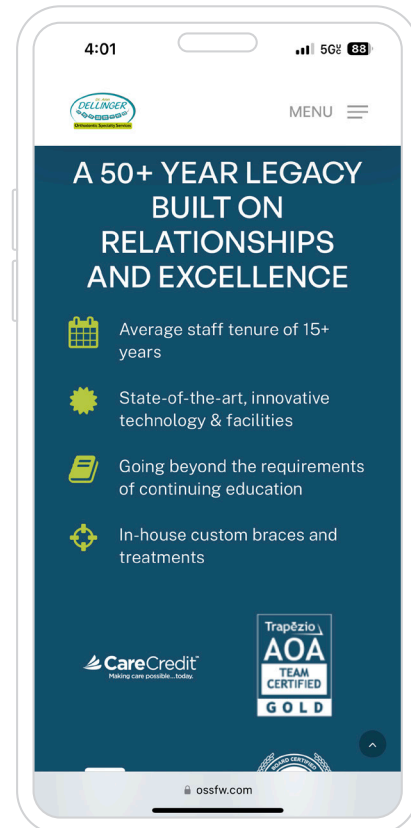
Your customers are making an investment of time and/or money when they decide to work with you, so it's crucial that you communicate you're trustworthy in two key ways:

## 1. You know what you're doing (Authority)

Remember when we said experience and history have their place? This is it, but don't go too crazy here. Think of this as checking off the boxes that prove you're an expert. For you, this could be years of experience, a showcase of your work, or any certifications you may have.

## 2. You understand your customer (Empathy)

In simple terms, people want to know that you get it. Once your customer knows that you understand who they are and what they are going through, they will listen to what you have to offer. This is related to our last point of clearly stating the problem you solve; let the customer know that you've been there and you're here to help!



## EXAMPLES :

### ORTHODONTIC SPECIALTY SERVICES ROZELLE LAWN & LANDSCAPE

Above is an orthodontist's website where they share their years of experience, qualifications, and certifications. This is a great example of authority.

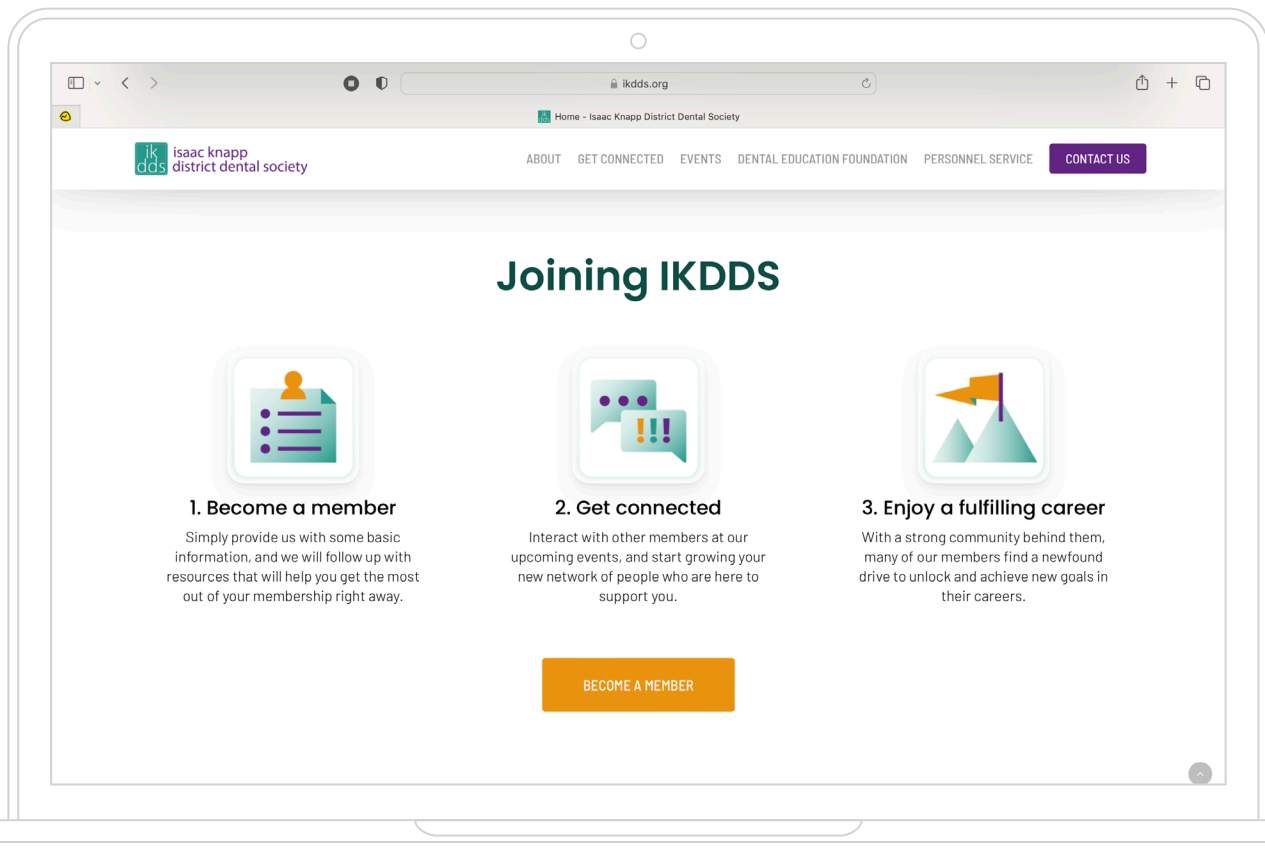
To the left is a landscaping company's site where they state the problems with typical landscaping, then say that it shouldn't be so difficult or hazardous to enjoy beautiful landscaping, showing empathy for their client's situation.

# SHARE THE PROCESS

Do visitors understand what it will look like to work with me?

Before you unleash the 1 million steps that go on behind the scenes, pump the brakes. What we are looking for here is a 30,000 ft view of the few steps people can take to engage with your business.

Try limiting yourself to 3-5 steps. When you give people a general idea of what to expect, they'll feel more confident about engaging with your organization.



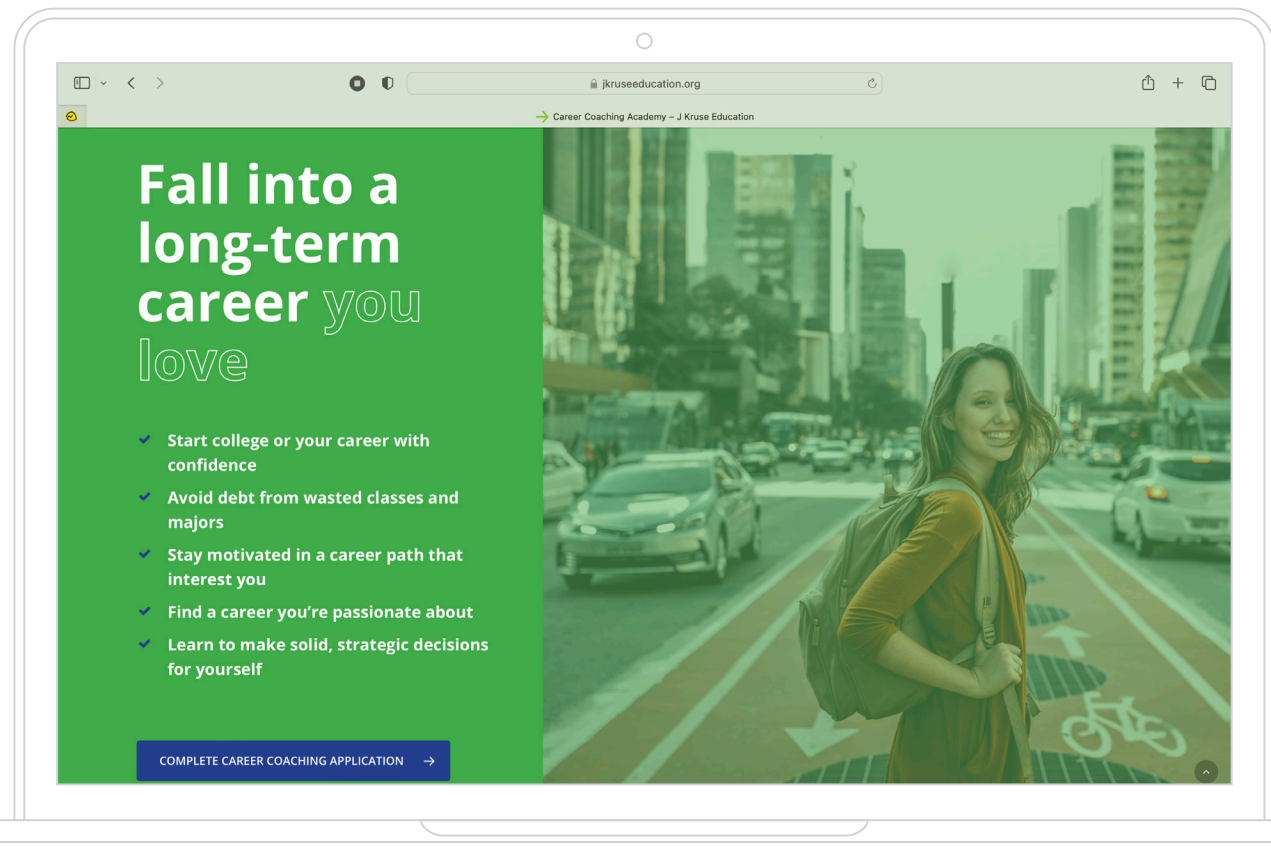
## EXAMPLE : ISAAC KNAPP DISTRICT DENTAL SOCIETY

A regional group for dentists to connect, support each other, and grow their skills and practices. The steps to engaging with IKDDS are outlined in 3 brief points on the website.

# SHARE THE SUCCESS!

## Do I paint a picture of success?

This is the fun part. We've named the problem that the client is facing, but what will life look like once the problem has been solved? Show people the benefits that come from working with you and don't hold back!



## EXAMPLE : J. KRUSE EDUCATION CENTER

A career coaching organization helping young people and veterans find fulfilling careers through assessments, coaching, and hands-on activities. The success of working with them is that you'll love your career long-term, along with a whole list of other benefits.



---

# YOU'VE GOT THIS! (BUT WE'RE HERE TO HELP IF YOU NEED IT)

If you work to implement all of the elements in this resource, you will start to experience the benefits of a clear and compelling website.

Of course, if you have any questions or need help making it happen, our team is more than happy to help you get where you want to go. Just reach out!

---

**260.271.4404**  
**HELLO@**  
**CROWNJEWELMARKETING.COM**

