



## *The Keys To A Captivating Website*

First impressions matter - a lot. This is especially the case with websites, because if you don't draw the visitor in within seconds, you'll quickly lose them to a competitor's website. And for many prospects, this is the first real chance they have to evaluate you and your business. If they aren't impressed with your website, you probably won't get a second chance.

Within this context, the importance of your homepage can't be overstated - it should help you build trust, communicate your value and motivate the reader to take the next step and explore your site further, and hopefully in turn a relationship.

Your homepage and by extension entire website must have both compelling content and a great design.

If the content does not resonate quickly with the reader, even the most aesthetically pleasing website will not help you accomplish your goals.

And if the design doesn't immediately catch the reader's eye and draw their interest, they probably won't even read your content!

Let's look at each of these components:

### Compelling Content

- Distinguishes you/your business
  - Who you are
  - What you do
- Clearly articulates your value-added proposition
  - Why someone should do business with you
  - What your unique offerings are
- Resonates with and clearly identifies your target market(s)
- Jargon-free
- Contains Calls-To-Action
  - Compels visitor to dig deeper – provides them with a next logical step
  - "Learn More" buttons
- Always changing and updated



## Great Design

- Aesthetically pleasing
  - Logically laid out
  - Not too crowded/busy
  - Appealing colors/images
- Easy to navigate
  - No banners, pop-ups, etc.
  - No unnecessary distractions
  - Not overly complicated
- Mobile-optimized / Responsive

We would be happy to show you some of the websites that we've helped financial services companies develop to showcase their unique brands and businesses.

Give us a call or send us an e-mail to set-up a complementary review of your current website as well. Let's see if we can help you have a truly captivating website!