

Getting Your Website to (finally) Perform in 3 Easy Steps

Whitepaper

advisorwebsites.com

Creating a timeless website that generates real customers is challenging for everyone; we aimed to break-down this down into simple steps and relevant content anyone can use to elevate their website in hopes of making the process easier and more enjoyable for visitors - who wouldn't want that? The three sections cover the quintessential steps to developing engaging Homepages, About Us, Services, and Contact pages as well as creating Lead-capturing content.

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Making Your Homepage Engaging

1

Your homepage is arguably the most important feature of your website

It's a prospect's first impression of you as a financial advisor and your first chance to start developing the necessary trust needed for further conversation. Think of your website homepage as the front of a store; if your storefront is messy, hard to navigate, or looks uninviting, it'll be hard to convince customers to stay long or trust you.

A website homepage has three main purposes:

1. Attract & captivate visitors
2. Educate prospects
3. Encourage visitors to visit other pages on your site

This step will walk you through the best tips for creating an outstanding homepage.

Making Your Homepage Engaging

1. Establish Your Identity

A prospect should have a clear sense of your brand within the first 5 seconds of landing on your homepage. To achieve this, identify what differentiates your brand from others. Do you serve a niche market? Do you specialize in a specific service? Whatever sets you apart, make it clear through relevant images and well-defined wording. In addition, have a clear path to other pages so that viewers can discover more about your identity.

2. Make It Simple

Whatever you do, do not overwhelm your visitors. The key to having a successful homepage is to keep text short, easy to read, and with links to other pages with more details. You want to entice your visitors to learn more about your services, not drown them with information. Utilize whitespace to separate sections and make sure to have clearly labeled sections for easy navigation.

3. Pay Attention to “Above the Fold”

The term “above the fold” is defined as: positioned in the upper half of a web page and visible without scrolling down the page. This refers to the very first thing a visitor sees when they open your website. Why is this important? Because it helps you ensure that your most salient content is displayed at the top. Decide what your best images and content are and make sure that it’s above the fold.

Making Your Homepage Engaging

4. Websites are Visual, So Make Yours Look Great

You might not realize it, but the font, colours, and images you choose influence how viewers feel about your brand. Without even reading anything, they've already formed an opinion on you based on the look of your website.

Fonts

Fancy, cursive fonts might look nice, but odds are they're hard to read. What's the point of having a fun looking font if it deters people from reading more?

Colour

Too many colours, harsh hues, or contrasts are overwhelming to viewers. When in doubt, keep it neutral with whitespace.

Images

Websites are highly visual. You want to include images that embody your brand's vision and spirit. The most engaging images are the ones of you, so try to avoid stock images when possible and hire a photographer to take high-quality images of your team.



Quality, Lead-Capturing Content

2

**Creating quality,
lead-capturing
content takes
time.**

You want your content to reflect your brand, so put in the extra effort. Having great content on your website will help you boost traffic and capture new leads.

Quality, Lead-Capturing Content

Creating Content Viewers Actually Want to Read:

Be Original

Originality goes a long way when it comes to websites. Prospects are probably looking at more than one financial advisor's website before making a decision, so stand out! Keep your wording consistent with your branding and your values.

Here are two examples:

- **Advisor A:** "Our firm helps clients succeed."
- **Advisor B:** "Your financial success is in the driver's seat; let us show you how to accelerate it."

Which advisor are you going to remember more? If I'm going to be honest I think Advisor B sounds like a lot more fun. Make originality a top priority when writing content for your website. Don't be like all the rest, aka, boring!

Quality, Lead-Capturing Content

Have Headlines with Power Words

*“As an exclusive advisor, I’ll unlock **monumental** opportunities for you through my **simplistic** and **revolutionary** strategy...”*

Okay, maybe that sentence is a bit over the top, but power words (bolded in this example) grab the attention of the reader. Action-oriented words make the potential benefits of your service more clear.

Including power words in the headlines on your website entice the reader to learn more about your offer. For example, instead of saying: “We want to help you,” say something like: “Professionals focused on achieving your goals.”

Sample power words include:

Professional; Immediately; Exclusive; Valuable; Skill; Spotlight; Authentic; Practical, etc.

Google “power words” to find more!

Quality, Lead-Capturing Content

Show Off Your Certifications

Make any certifications or achievements you have obvious on your website. This is huge for increasing trust and generating leads online. And don't just say the name of your certification/achievement, include any pictures or logos to draw as much attention to it as possible.

Increase Engagement with Images & Videos

You know the saying, a picture is worth 1000 words. Images and videos help communicate to viewers why you're the perfect fit for what they're looking for. Videos in particular are a great way to increase your conversion rates. You want to speak directly to the viewer, not at them. This will make viewers feel more informed about who you are and help encourage them to book a meeting with you.

Images and diagrams also help you communicate and explain the value you bring. Very few people have the patience to read huge paragraphs on websites. However, avoid stock images when possible. Using authentic images of you and your team is extremely more impactful than an image of a random person.

Quality, Lead-Capturing Content

Don't Forget Forms

Encourage lead conversions with easily accessible forms. This is critical if you want to increase the number of conversions on your website. Ideally, you want to have one form, or at least a call-to-action button, on every page.

Keep it Updated

Websites are an asset that need to be maintained. Think of your website as a second home. If you never cut the grass or give it a new coat of paint, over time it's going to start to look neglected. Don't treat your website like you would a second home.

Starting a blog is an easy way to keep your website fresh with new content. Advisor Websites' Content Library is a great way to get started with a blog if you're struggling to find the time to write one yourself.

About Us, Services, and Contact Pages

3

Importance of the About Us, Services, and Contact Pages

You've made a great first impression with your homepage and now potential leads are going to these pages to find more information. Push visitors to become leads by having engaging About Us, Services, and Contact pages.

About Us, Services, and Contact Pages

1. About Us

To create an awesome About Us page you need to clearly identify your unique identity and share it with the world. But how do you go about doing that?

- **Talk about your clients first.**

Start by identifying your client's challenges and pain points. This will demonstrate to prospects that you have their needs at the top of your priority.

- **Prove that you're the best.**

Humans by nature want reassurance from others that they can trust you. If you have any awards, like InvestmentNews' Top 40 under 40, put this next.

- **Use pictures and videos.**

This is the About Us page, so show prospects what you're all about with videos and pictures of you and your team. Make sure to hire a professional photographer or videographer for the highest quality content. Investing in high quality content will communicate to clients that you're willing to invest in them too.

- **Tell a story and cut out jargon.**

Describe how your firm was founded, how you've grown since then, and what your passions are. If you specialize in helping war veterans manage their money for example, make this well known. As well, if you include jargon, you may come across as intimidating rather than an expert. Make prospects feel comfortable by cutting out any jargon.

About Us, Services, and Contact Pages

3. Contact

The contact page is probably the most underrated page of your website, however it's the most important. How are prospects ever going to get in touch with you if they can't find it or it's not maintained?

- **Offer lots of options for contact.**

You probably have your firm's phone number posted on your site, but you should also have an email and social media option. Some people do not feel comfortable talking on the phone, so offering more options is your best bet.

- **Cut out the fluff in contact forms.**

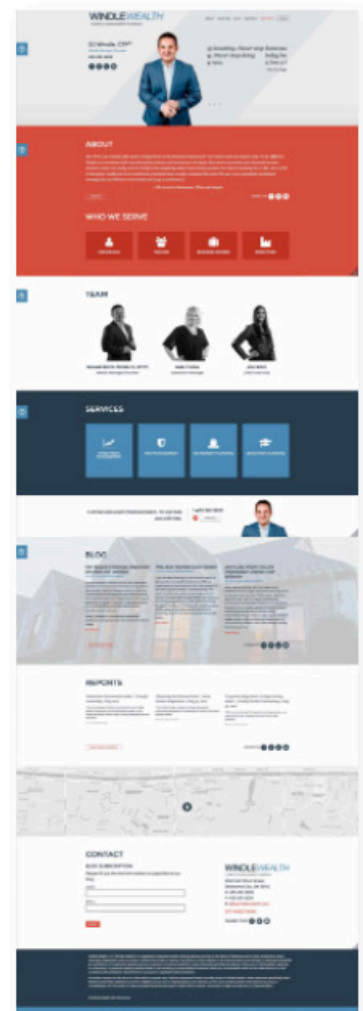
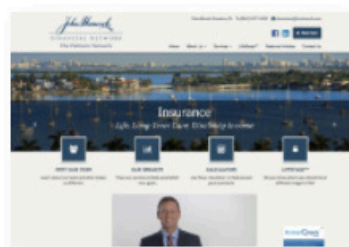
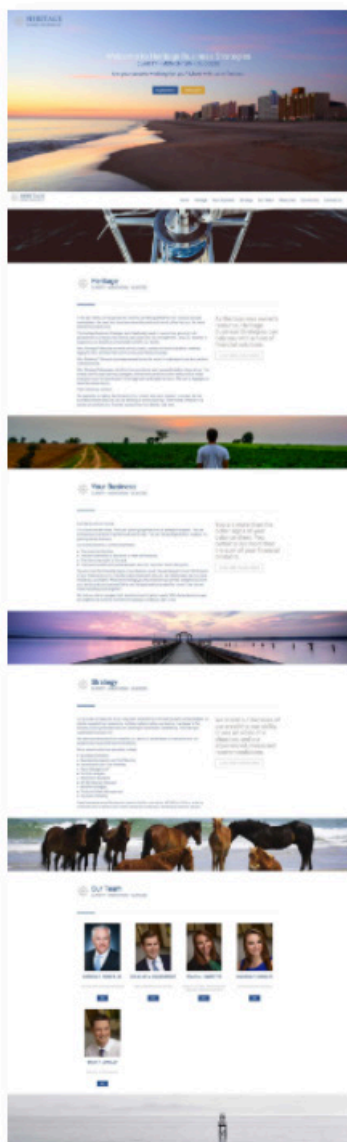
You want to include only the necessary information in contact forms on your website. For example, asking for first & last name, phone, email, and reason is usually a good place to start.

Remind prospects why they should contact you. State your value proposition as a financial advisor and summarize your key benefits from your services page.



Before you go, make sure you schedule a demo with one of our web experts!

You'll be amazed to see what you're missing out on!



Book your demo



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