

# Website Must Haves for Redesign

## REACH ELEMENTS

- ✓ Keywords in page titles and content
- ✓ Map and exact match NAP (name, address, phone) on every page of the site
- ✓ Use responsive (mobile-friendly site)

## ENGAGEMENT ELEMENTS

- ✓ Clear USP, Ideally as a testimonial
- ✓ Clear minimal navigation
- ✓ Focus on your customer, not your business
- ✓ Us at least 4 trust icons (awards & badges)
- ✓ Testimonials for social proof and trust
- ✓ Social media sharing toolbar

## CONVERSION ELEMENTS

- ✓ Hello Bar/ SUMO/ Vcita lead capture
- ✓ Tracking phone number with CTA
- ✓ Strong CTA above-the-fold
- ✓ Ultimate Lead Magnet with CTA
- ✓ Live chat or Opt-in box

The wireframe illustrates a website layout with the following sections:

- Header:** "Name of the site/ location/ field of expertise" above a green "Hello Bar >> CTA".
- Navigation:** "nav | action | action" on the left and "schedule a meeting: (Phone)" on the right.
- Testimonial:** A profile picture icon, the text "Speaks to the ideal customers problem how you solve it", and a green "CTA" button.
- Trust Icons:** A row of four blue icons (triangle, pentagon, star, diamond) labeled "Trust Icons".
- Testimonial 2:** The text "How you have done it for others" next to a silhouette icon.
- Call to Action:** A folder icon with a download arrow, a green "CTA" button, and the text "Call to action: easy to consume but advances the custome journey".
- Footer:** A map icon, "Business Name", "Exact Address", "City, ST 00000", "(714) 888-9292", a "Live Chat or Opt-in" box with a person icon, and "privacy | terms of use | contact".