



5 Elements of a Profit Generating Business Website that grabs Customers and delivers them to YOU

**What you need to own a website that is
not just another expensive business
card, but a sales machine that makes
you money 24/7/365**

+ Free Web Design Checklist

Sunday Samuel



INTRODUCTION



Dear Friend,

Thank you for accepting this special gift that I prepared for you.

Before you dive into the treasures inside this gem, I wanted to take a quick moment to congratulate and welcome you to Dgazelle Digital Family most importantly I want to congratulate you on taking this step I am thrilled to have you as part of our family!

Take it from me, building your very first website for your business can be very challenging. What is even more heartbreaking is building your website and it actually ends up repelling customers until they are all gone like farts in the wind!

In today's digital age, where everything is now online, having a website is no longer a “nice-to-have”... **it's a must.**

However, simply having a website is not enough. I've seen it over and over again. Over 90% of businesses spend time, money, and energy on a website, some shell out up to \$2,000 to pay for a web design project while some spend countless hours trying to do it themselves only to end up with a “nice-looking website” that doesn't bring in a single penny and costs more money and headache to maintain than anything else!

I know...It may seem like a lot to handle.

That's why I and my team have forged this ebook. This ebook is designed to equip you with the knowledge and insights you need to transform your website from a passive bystander into an active participant in your business growth.



We will explore the five crucial elements that, when combined, create a powerful synergy capable of attracting customers, converting leads, and boosting your revenue!

As a results-driven and award-winning agency that's registered to operate in both the United States & Nigeria, we **have generated 6-figures(\$)** in revenue for our clients, **built over 30 websites and funnels, trained over 8000+ business owners**, have gotten over 60 5-Star reviews and have been featured on a National newspaper.

For the rest of the time you will spend with us digesting this ebook, the goal is simple: ***To unlock the secrets behind a profit-generating business website that converts visitors to browsers without stress or technical overwhelm.*** I can't wait to hear how these nuggets will transform your business. I eagerly look forward to your success!

Your friend,
Sunday Samuel
Dgazelle Digital Agency

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1. CLEARLY STATE YOUR UNIQUE SELLING POINT

Have a unique selling point that you display boldly and that you live up to. People should be able to immediately understand what your business is about once your homepage loads. Please avoid “We are the best” or even worse “We have existed since 1907” ... we honestly don’t care, and it's not compelling at all.

Here are some examples I found really interesting.





Always remember, You've got EXACTLY 12 sec (scientifically proven fact) to get your website visitor's attention, build their interest and GET THEM TO TAKE ACTION, or else they're gone like a fart in the wind. So if they struggle to understand what your business is about and your value proposition from the get-go. You might lose them forever!

2. OFFER LEAD MAGNETS

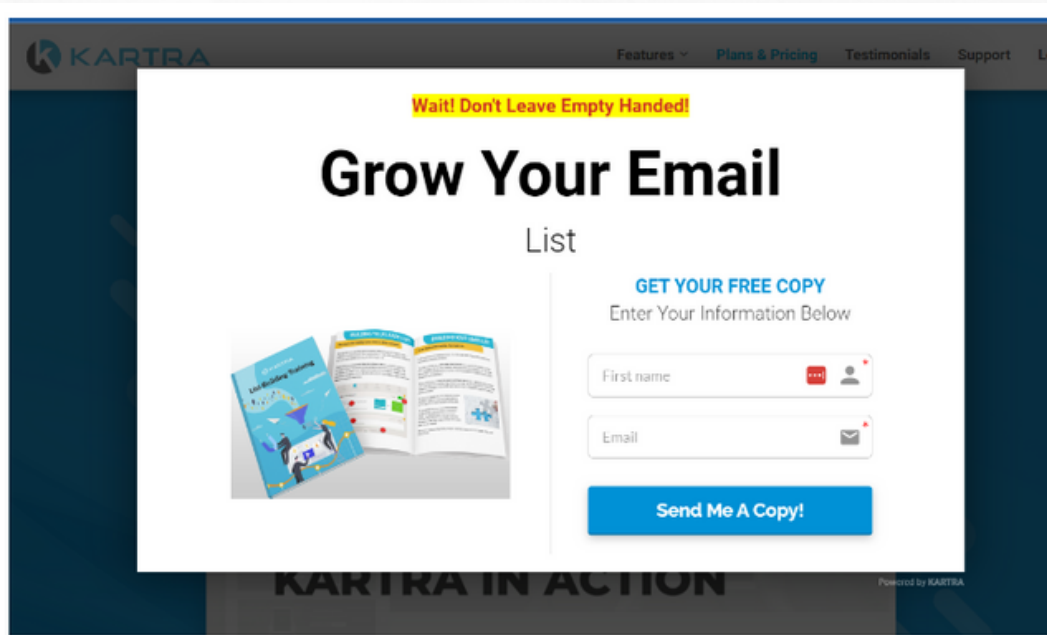
A lead magnet is a special and valuable asset that is offered to people in exchange for their contact details.

Leads magnets are usually FREE and are items that are usually valuable to your target audience. This could be a special report, ebook, discount codes/coupons, or template. Workbook, an audio file, video series, etc After you offer to them you are then able to collect their contact details and follow up with them through email marketing.

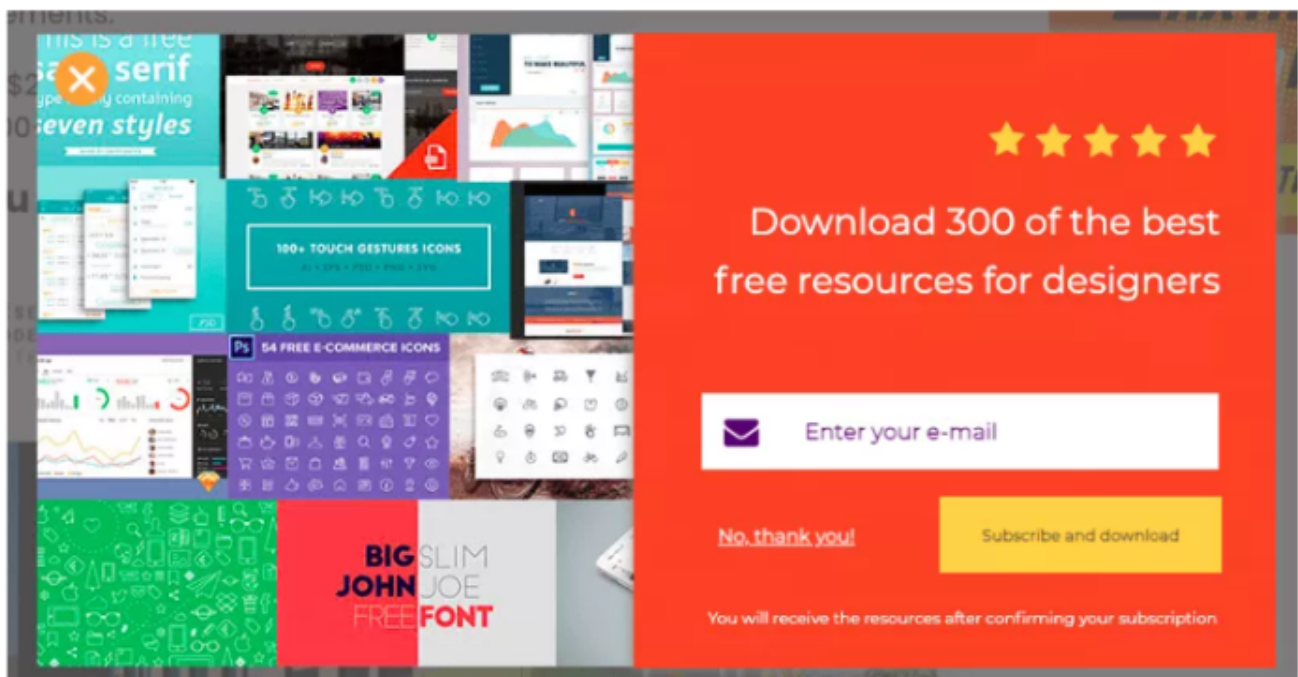
As simple as this sounds, when done very strategically, it can revolutionize your business as it will continue to bring you leads consistently and also encourages people to buy from you as you are already leading with value in advance.

Examples

1. These guys are a CRM company and are offering a free list-building ebook to first-time visitors before they leave the website



2. This business is giving away 300 free resources for designers in exchange for their contact details.

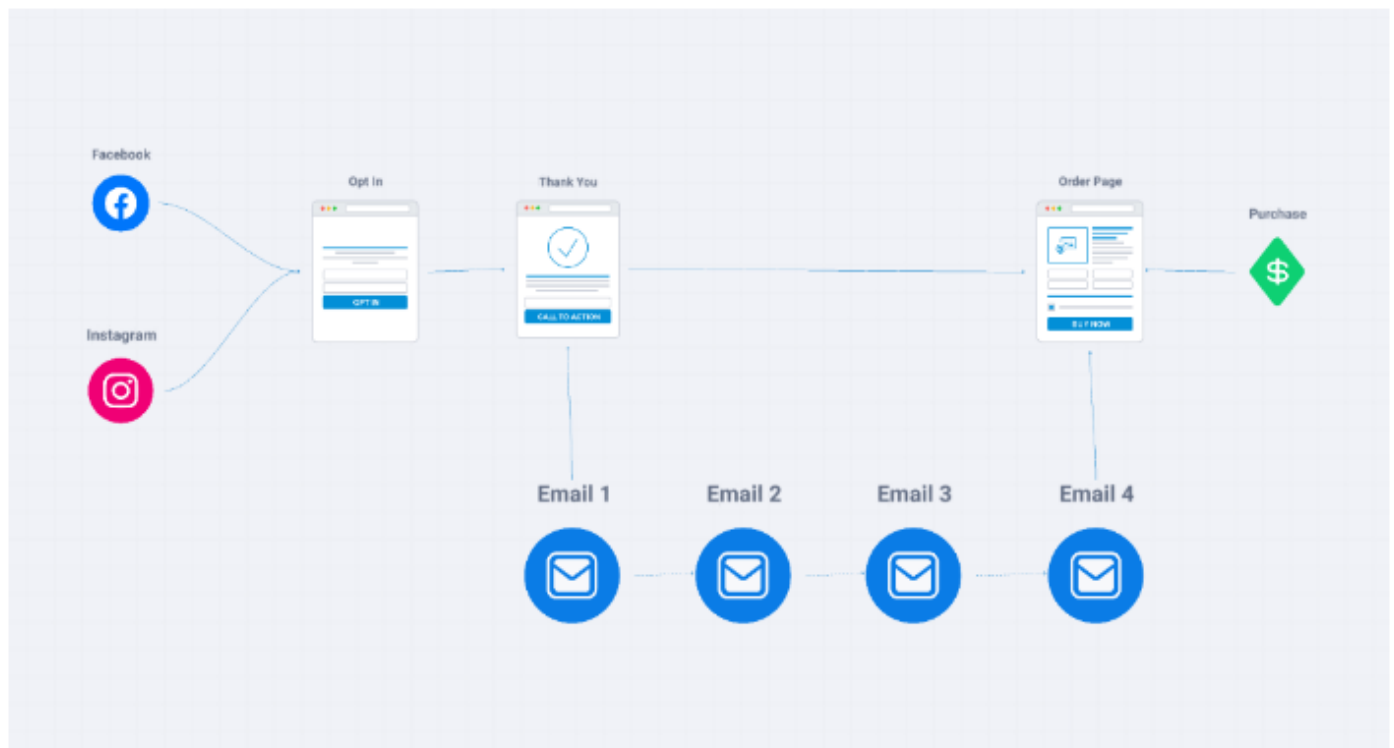


Find a way to always lead with value, that way you can deliver value in advance, build trust and give people a feel of what working with you looks like.



3. DON'T NEGLECT FOLLOW-UP SEQUENCES:

In today's fast-paced digital landscape, competition is fierce and attention spans are short, capturing and retaining customers' interest is more challenging than ever. As a smart business owner or entrepreneur, it is crucial to recognize that ***you don't just stop at getting the contact details***, follow-up sequences, such as email, direct mail, and phone calls, are extremely valuable to maximize the potential of your website and increase your conversions. Implementing effective follow-up strategies can significantly impact your business's success and help build strong customer relationships.





4. MAKE YOUR WEBSITE SIMPLE & EASY TO NAVIGATE

When it comes to designing a website, simplicity is key. It's important to avoid overwhelming your visitors with too many choices, instead create a purposefully simple and intuitive user experience. By streamlining your website, and focusing on the essential elements, you can enhance usability, improve engagement, and ultimately drive conversions.



Here's why you must take simplicity seriously when developing your website design strategy:

- Clarity and Focus,
- Improved User Experience,
- Faster Load Times,
- Mobile Friendliness,
- Clear Call-to-Action

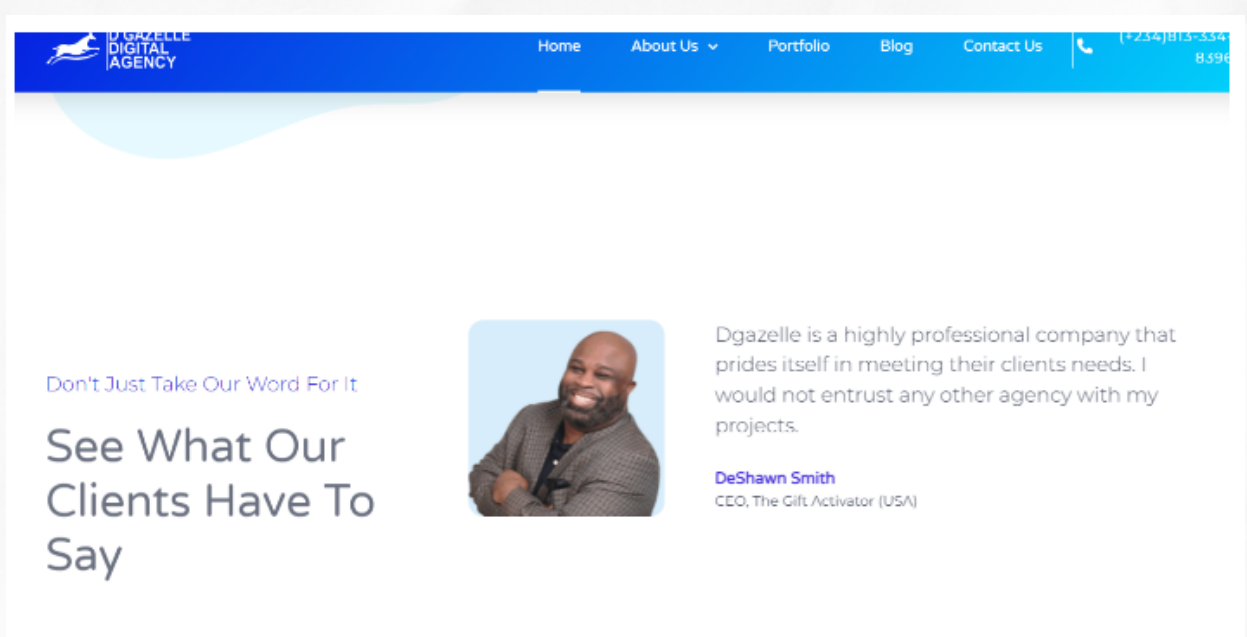
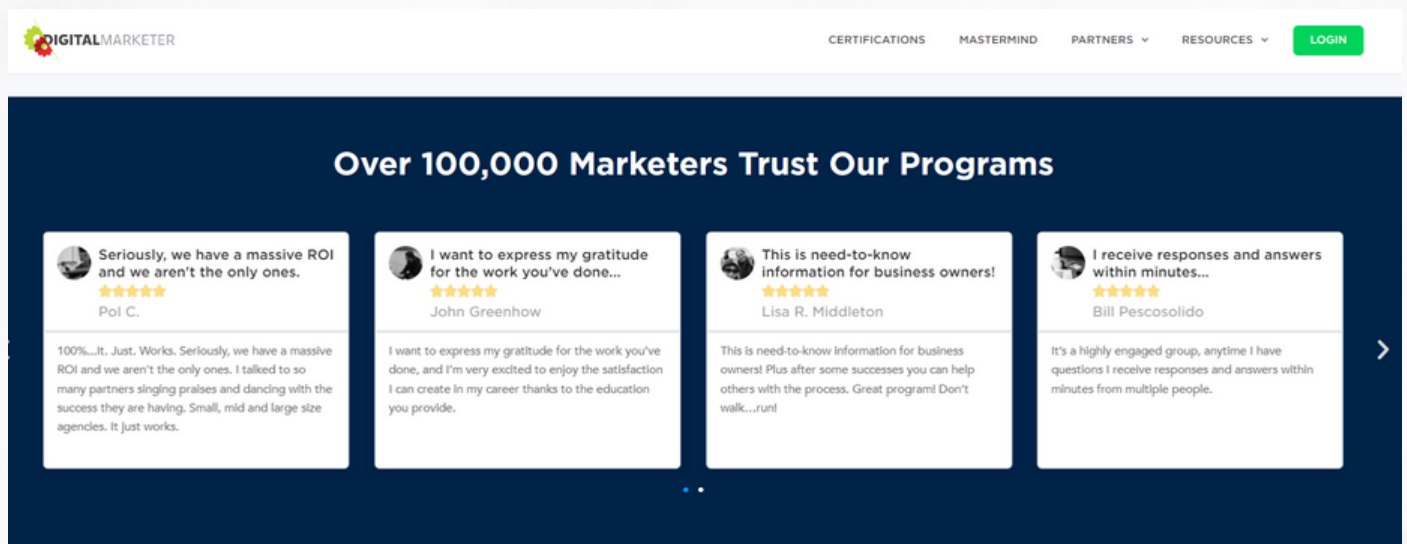
By focusing on simplicity, you create a website that is visually appealing, easy to navigate, and effectively communicates your message. Remember, less is often more when it comes to web design, and by prioritizing simplicity, you can create a website that resonates with your visitors and drives them to engage with your brand



5. DISPLAY TESTIMONIALS / SOCIAL PROOF

Displaying testimonials and social proof on your website is a powerful strategy to build trust, credibility, and confidence among your visitors. When potential customers see positive feedback from satisfied clients or endorsements from reputable sources, they are more likely to trust your brand and feel confident in their decision to engage with your business.

Here are examples from DigitalMarketer and Dgazelle Digital Agency





When incorporating testimonials and social proof on your website, consider using a variety of formats, such as written quotes, video testimonials, case studies, or reviews from reputable third-party platforms. Ensure that the testimonials are authentic, relevant, and highlight specific benefits or results that align with your target audience's needs and desires.

By prominently displaying positive feedback and endorsements from satisfied customers or reputable sources, you can influence potential customers' decision-making process, overcome objections, and encourage conversions. Harness the power of testimonials and social proof to create a compelling and trustworthy website that resonates with your visitors and drives business growth

BONUS: INVESTING IN DRIVING TRAFFIC TO YOUR WEBSITE (UNDERUSED TACTIC)

Driving traffic to your website is essential for expanding your online presence and reaching a wider audience. While social media is a popular and effective avenue for driving traffic, offline advertising can be an underused tactic that yields impressive results. By leveraging both social media and offline ads, you can create a comprehensive strategy to maximize your website's visibility

EXAMPLES OF ONLINE ADS:

- Social media: With billions of users worldwide, social media platforms provide a vast audience for promoting your website and driving traffic. Here's how you can leverage social media effectively:
 - Run Paid Ads
 - Promote Your Content
 - Engage and Interact



EXAMPLES OF OFFLINE ADS:

- Although online marketing dominates the digital landscape, offline advertising can still be a highly effective strategy. By utilizing offline ads, you can tap into a different segment of your target audience and stand out from the digital noise. Here are some offline advertising tactics to consider:
 - Events and Sponsorships
 - Outdoor Advertising
 - Direct Mail
 - Print Ads

When implementing a strategy that combines social media and offline ads, it's crucial to track and measure the effectiveness of your campaigns. Utilize analytics tools to monitor website traffic, track conversions, and assess the ROI of your marketing efforts. By analyzing the data, you can refine your strategies, optimize your campaigns, and allocate resources effectively to drive continuous traffic to your website.

Conclusively, If your website doesn't have all of these elements at a bare minimum you're wasting time and money and you must get it fixed ASAP. You are literally bleeding away money because each visitor or lead that you don't convert into a paying customer is another minus in your checkbook.

.....and its a wrap!



What next???



Dear Friend,

As a business owner, are you feeling overwhelmed by the idea of creating your first website? Or maybe you have an existing website but you know it needs help because it's not converting or attracting customers to your business.

Does the thought of reaching a larger audience online, only to be held back by the technicalities of web design, keep you awake at night?

You're not alone. Many business owners like you share these concerns. The online landscape can indeed seem daunting. Navigating SEO, design principles, user engagement, and content creation may feel like a mountain too steep to climb. And on top of that, there's the worry about the time, energy, and cost it might take to not only build but also maintain a successful website.

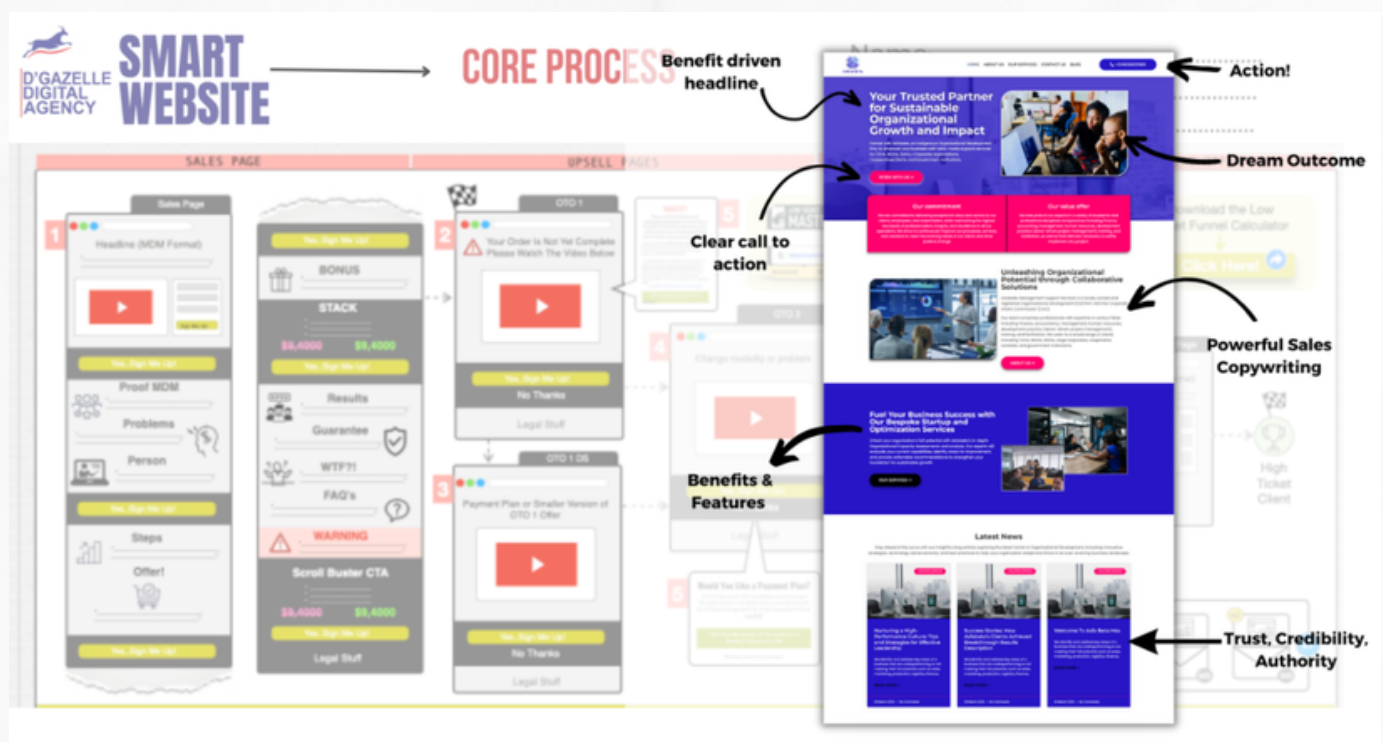
Please Check All Of The Boxes Where Your Answer Is YES!

- ☐ Have you ever felt like you're missing out on potential business opportunities because your competitors have websites and you don't?
- ☐ Do you ever feel overwhelmed by the technical aspects of building and managing a website, to the point where it's interfering with your core business activities?
- ☐ Have you ever launched a website, only to find that it doesn't attract as many visitors or generate as much business as you'd hoped?
- ☐ Do you wish you could more effectively convert your website visitors into leads and customers, increasing your sales without needing to increase your traffic?
- ☐ Are you unsure of how to create content for your website that will engage visitors and persuade them to do business with you?
- ☐ Do you worry about the costs involved in building and hosting a website, and whether you'll get a return on your investment?
- ☐ Are you confused about SEO and how to make your website rank well in search engine results?
- ☐ Do you feel stressed about the idea of dealing with website problems or security issues, like hacking or data breaches?
- ☐ Are you ready for a website that not only looks great but also drives real business results, without causing you stress or technical headaches



If you nodded yes to **ANY** of the boxes above, then I want to invite you to a [no-nonsense 30-min Web Design Strategy Call](#) where we'll take a deep dive into your business and come up with a plan to help you transform your business without stress in less than 30 days.

The goal for this call is simple: ***To show you the New "SMART WEBSITE" Strategy We Are Using to Turn Websites From Expensive Business Cards To Customer Attraction, Engagement & Conversion Machines Without Any Tech Overwhelm or Constant Attention***



You are under no obligation to work with us after this strategy session, you can take the strategy and implement it yourself or allow us to do it for you either way, it's a win-win for you...both options are risk-free.

What is guaranteed to not help you now is closing this ebook today without booking the strategy call.

YES! I'M READY TO BOOK MY STRATEGY CALL
Hurry! Spots are almost filled up!



WEB DESIGN CHECKLIST



- ☐ **Purpose and Goals:** Define the purpose and goals of the website, and ensure that the design is aligned with them.
- ☐ **Target Audience:** Understand the target audience and design the website to cater to their needs and preferences.
- ☐ **Domain and Hosting:** Choose a domain name and hosting provider that aligns with the website's purpose and goals.
- ☐ **Platform and CMS:** Choose a website platform and content management system (CMS) that aligns with the website's purpose and goals, and is easy to use and maintain.
- ☐ **Navigation:** Ensure that the website's navigation is intuitive, easy to use, and accessible.
- ☐ **Responsive Design:** Create a responsive design that works well on different devices and screen sizes.
- ☐ **Content:** Create high-quality, engaging, and relevant content that aligns with the website's purpose and goals.
- ☐ **Visual Design:** Use appropriate colors, typography, images, and other visual elements to create a visually appealing design that aligns with the website's purpose and goals.
- ☐ **Speed and Performance:** Ensure that the website loads quickly and performs well, and optimize images and other media files for fast loading times.



WEB DESIGN CHECKLIST



- ☐ **Search Engine Optimization (SEO):** Optimize the website for search engines by using relevant keywords, meta descriptions, and other SEO techniques.
- ☐ **Analytics and Tracking:** Set up analytics and tracking tools to monitor website traffic, user behavior, and other key metrics.
- ☐ **Security:** Ensure that the website is secure, and take appropriate measures to protect user data and prevent hacking and other security threats.
- ☐ **Testing and Optimization:** Test the website thoroughly before launch, and optimize it based on user feedback and analytics to ensure that it meets its purpose and goals.

Building a successful website requires careful planning, attention to detail, and a focus on the needs and preferences of your target audience.

By following this web design checklist, you can ensure that your website is designed with purpose and aligned with your goals and that it provides a positive user experience for your visitors