

3 Reasons

Your website could be failing
your small business



Here are some simple steps you can
take to improve your website, today.

BY EMMA THOMAS

Reason 1: Your website is not designed with your audience in mind

Your audience are your customers, clients, readers. They're the reason you offer your products/services. They're the reason for your income and should be your number one priority.



important tip

Make your audience a priority for all aspects of your business, from the decisions you make to your website.

Things you can do make your website more audience focused

- Make it user friendly - readable font, mobile responsive, no dead ends or blank pages
 - Simple is always best - keep your information simple
 - Have one very clear call to action across your whole website (schedule a call, buy now, contact)
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Reason 2: Your website doesn't highlight your audiences problems

To demonstrate that you understand your audience's issues and can help them. Your website should highlight the problems you're solving with your product/service for your audience.



important tip

Understanding who your audience is and how you're helping them solve their problems is the key

Things you can do make your website highlight your audiences problems

- Make sure you know what problems your product/service is truly solving for your audience
 - Actually mention the problems as one of the first sections on your website, like 'are you struggling to find the perfect gift for that special someone who has everything?' or 'are you feeling stress or anxious?'
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important tip

Your website is a sales pitch, don't be afraid to sell your solution with confidence

Reason 3: Your website isn't selling your solution to your audiences problem/s

Most of the time our products and services are actually tools to providing a solution, they're not actually the solution to your audiences problems. Are people searching for your product/service on Google or something else that your products/services become the solution too.

Things you can do on your website to sell your solution

- Your product might be candles but what problem is it solving for your audience? It could be ways to make your home smell nice or a get well gift. Sell that instead.
 - Don't sell your tools (product/services) - sell how they help your audience
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You deserve to have a website that conveys your message, captivates your audience and converts customers

You need a website that:

- ✓ Supports your business goals
- ✓ Is client focused
- ✓ Provides a great user experience
- ✓ Is lead-generating
- ✓ Is growth-driven
- ✓ That has been thoughtfully designed to be a business asset



Here's how Emmagraphy can help your website become a valuable business asset

1

Get in Touch

Send a message to discuss your website plans
Click on the button below

2

Planning

No good design is complete without a great plan. Receive a plan pack for your website

3

Making it a Reality

Your new website will be transformed into a business asset with great user-experience

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Hi, I'm Emma from Emmagraphy (pronounced Em-mag-raphy)

Emmagraphy is a boutique WordPress website designer in Bundoora, Melbourne.

More than a website, with Emmagraphy you will get a professionally designed website that translates your business ideas and goals into a beautiful, smart reality.

Designed to provide user experience (UX), lead-generating, growth-focused and audience-driven. Taking your service-based businesses to the next level.

With a friendly approach and thoughtful process, you will find that your website becomes an active and powerful tool that supports your business.

Emma



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<https://emmagraphy.com>
emma@emmagraphy.com
