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How to generate a 7-figure revenue with a highly effective website

How to generate a revenue

UI/UX expert reveals how to stop professional services from losing leads and maximise their websites as an online marketing tool.

Is it valuable for a business to create an effective and efficient website? As a matter of fact, without a website you are only showcasing 7% of your business to the world. In this digital era, 66% of consumers would rather engage with well-designed websites than those that are plain and simple. Take Data Agility's website as an example of an online platform with an effective user interface and user experience design. It's easy to navigate. There's a clear, easy-to-digest structure to follow making it accessible and user-friendly. Effective websites are not only important in establishing your business' brand identity; they also offer a number of benefits essential to your business' growth. A great website helps you make a good first impression with potential clients leading to a revenue boost. You will also experience reduced bounce rates and improved search rankings on Google.

But what makes for a bad or a good website?

Here are top 7 common problems in low-performing websites

1. **Website contains poor or no content**
2. **Contact information is hidden or not obviously found**
3. **Content is cluttered or disorganised**
4. **Lack of mobile responsiveness**
5. **Call-to-action is unclear**
6. **Slow website loading speed**
7. **Security issues or certification problems**

If your website has one of the 7 problems above, chances are your conversion rate is suffering and you've missed on key opportunities to generate leads. Thankfully, it's not too late to turn your business around and come up with a strategy to recreate your website into a revenue-generating online tool.

Turn your website into a lead-generating tool

Here are 7 ways you can turn your website into a lead-generating tool

1. **Build pages that are easy to understand and navigate**
2. **Ensure content is structured and organised**
3. **Put more content above the fold**
4. **Optimise pages to be mobile friendly**
5. **Design your website according to the theme, purpose, and objective**
6. **Create great first impressions with your homepage**
7. **Optimise content and ensure your pages are loading fast**

Top 7 common problems in low-performing websites

Website contains poor or no content

There is an influx of well-designed websites you can take reference from. In the same way, you'll most likely find a good number of bad ones.

It's highly possible that poor quality copywriting or low resolution images are the reasons why your website isn't converting potential customers to purchase your product or services. We've heard too often that "content is king." This statement couldn't be more true for websites. If your content is unclear, confusing or misleading, it will fail to lead prospects to the conversion process.

Contact information is hidden or not obviously found

Your website is your virtual business card. This means making it as easy as possible for your potential customers to reach out to you once they're interested in your product or services. Unfortunately there are numerous websites that make it difficult for people to contact them. This creates a barrier and discourages further engagement with your business.

Content is cluttered or disorganised

Data shows that too much information creates a gap between the amount
of information we can absorb in a day and the amount of available content for us to consume. If your website visitors are greeted with a clutter of content, it creates confusion and a bad impression. This will cause drive visitors to immediately leave your website and never return.

Below is an example of a **cluttered and unorganised website.**

Lack of mobile responsiveness

Responsiveness is the latest approach to web design. This feature allows websites to “respond” or fit into the size of the screen it is showing on (mobile or web browser). By being responsive, websites can change their layouts and interface making it easier to navigate and access in other devices

In the last quarter of 2019, 52.6 percent of internet traffic comes from mobile phones. Without this functionality, you risk having a website that does not follow the form of the device screen. This could create a frustration in accessing your website and discourage visitors from exploring your platform.

Call-to-action is unclear

Call to actions (CTAs) are like sign posts instructing website visitors on where they're supposed to go and what to do next. Without these CTAs, the work you've put to drive traffic to your website will be in vain.

If you're burying your CTAs in a sea of endless paragraphs and images, chances are you're creating confusion for your users. This means potential customers are leaving your website without accomplishing the task you intended them to do.

Slow website loading speed

In the online space, load speed matters. Reports show that 47% of consumers expect web pages to load in 2 seconds while 40% are abandoning websites that are taking more than 3 seconds to load. This means the longer your load time is, the higher bounce rates you get which negatively affects your conversions.

Security issues or certification problems

Your website represents your brand. It's your digital front door where you often have your first contact with customers. If it's not safe and secure, you risk your website getting hacked and damaging your business reputation. Customers need to know that they're information is secured and protected. Without this guarantee, they lose confidence and trust in your business.

Tip 1

Let's now take a closer look on how to turn your website into an effective virtual business card and storefront.

7 ways you can turn your website into a lead-generating tool

Build pages that are easy to understand and navigate

Good website navigation is critical in ensuring good user experience. It allows them to quickly find what they're looking for and allows them to go through your web pages without any frustration.

Keep your site navigation consistent to avoid user confusion. This means maintaining continuity in your design, theme, layout. Be straight forward and keep your navigation simple as well. The important thing is to anticipate and match the user's desired outcomes. It doesn't matter how pretty your website looks if it fails to support your website visitors in completing their goals.

Take for example Naked Ambition.
The clear messaging and user paths facilitate the ease of use for every potential client visiting their website.

Ensure content is structured and organised

Great website content structure leads to more conversions. Think about the buyer's objectives when organising content and building the architecture of your website. Doing so will allow you to figure out how a user's needs will translate into an actual online activity.

Remember, all websites serve a purpose - whether that is selling a product or service, or providing information to a target audience. Every piece of content or element you add to your online platform should then be directly related to that purpose.

Here's a tip: go through each of your web pages and ask yourself: "Does this text, image or button need to be here? Will it help reach the website's end goal? If it does, is there a better way to meet that objective?"

More content above the fold

Above-the-fold refers to the content that fills your screen when the page first loads. It's critical in grabbing a visitor's attention and encouraging them to stick around.

Optimise your design by placing more visible content above the fold. Make sure it's compelling and that your headline stands out. It's your first chance and could probably be the last to make a good first impression. Get right to the point and show your visitors exactly what you offer.

Optimise pages to be mobile friendly

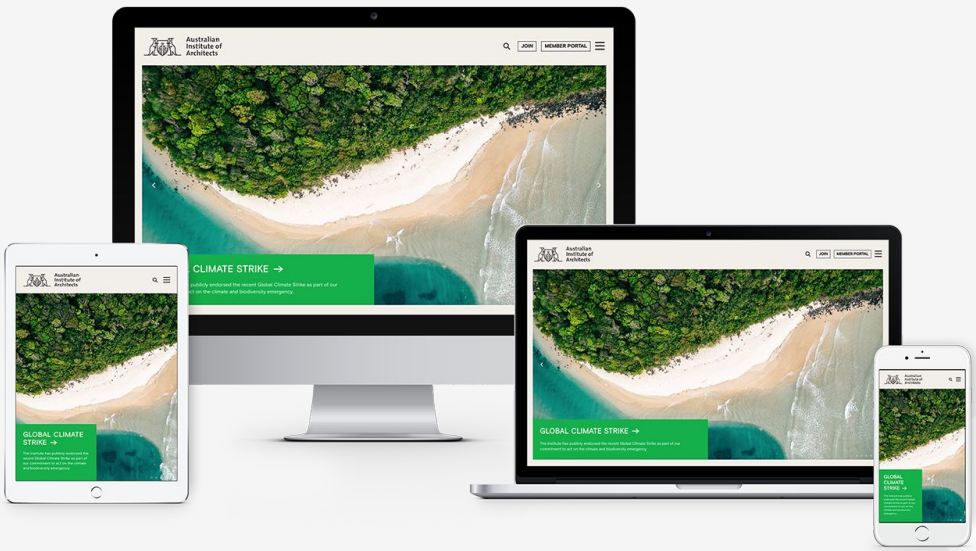
More and more people are consuming content from their mobile devices. If your website pages are not yet optimised for mobile, you risk losing a significant part of your target market.

Having a mobile optimised website encourages conversions and allows you to reach more people. But you have to take note that a mobile-friendly site is different from a mobile optimised site. A mobile friendly site is about being able to function on mobile devices. Mobile optimisation reformats content, buttons, and images to make sure that each page displays on smaller screens properly, allowing visitors to quickly navigate the site.

Design website appropriately to the theme, purpose, and objective

Your website is one of the most important aspects when building your online presence. It should look good, but at the same time, the design should be appropriate to the theme and purpose of your brand.

Look at the **Australian Institute of Architects' website below.**



The web design is created with a deeper understanding of the desired outcomes of the Institute's target audience. The look and feel of the site is directly related to its purpose, which is connecting with architects in Australia. This is because web designs shouldn't be based on hunches alone. If you want to create a high-quality website, you need to do research on what kind of design is suitable to your brand.

Create a great first impressions with your homepage

Every webpage is important, but your homepage is your gateway to creating great first impressions as it's the first page that visitors will view.

A homepage with high-quality content and visually-pleasing design will help you attract more potential visitors to your site. It should represent your brand and it needs to address your target audience's needs. Including links to your social media accounts, testimonials, and case studies on your homepage is also a good way to connect with more people and establish credibility.

Optimise content and ensure that your pages are loading fast

Writing high-quality and engaging content is not enough. You need to make sure that your website content is optimised to reach more customers. Through content optimisation, you are helping the search engines know what your content is all about. You can do this by adding relevant keywords, links, and meta and title tags.

Aside from optimised content, making sure that your website is loading fast is also important. Page speed plays a major role in the success of a brand's online presence. If you have compelling blog posts, videos, or other content, but your page speed is slow, your web visitors won't stick around.

What to do next?

Maximize the Power of Your Website

We can help you create a website that is specifically designed for your users and represents what the company truly is.

Claim your free 30-minute consultation today and learn how your website can drive more results.

On our call you will:

- know what key improvements can be applied to your website
- receive a free analysis report of your website to take away with you
- learn how to let your website visitors know you're the subject matter expert
- receive tips on how update your website with updated branding

Jesse Mullins
Managing Director
Ooze Studios

Who will you be talking to?

Jesse has been helping professional services and other B2B companies create impactful websites for many years. He's a Director of 4 Melbourne start-ups and is continually improving our client's websites.

Combining UX and UI principles with Minimum Viable Product modelling he can help you identify key improvements on your website. As well as find gaps that your competitors aren't maximising to their advantage, which becomes your advantage.

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