



Attract or Repel?

J e n

Line of Hope  
Creative  
Solutions

line of  
*Hope*  
creative solutions





# ABOUT MY SERVICES

Online Events

Web Design + Care

Branding

# Why do you have a website?

Hint: the answer isn't, "Because you should."

W e b s i t e s

## You need a goal for your website

A clear cut and measurable goal will help you understand why you have a website and what you want your website to accomplish.





Each business  
will have a  
unique  
website goal



- Sell Products
- Attract Leads
- Connect with Clients
- Provide resources for clients
- Encourage Donations
- Share menu
- and many others

Conversion:  
visitor completes  
desired goal

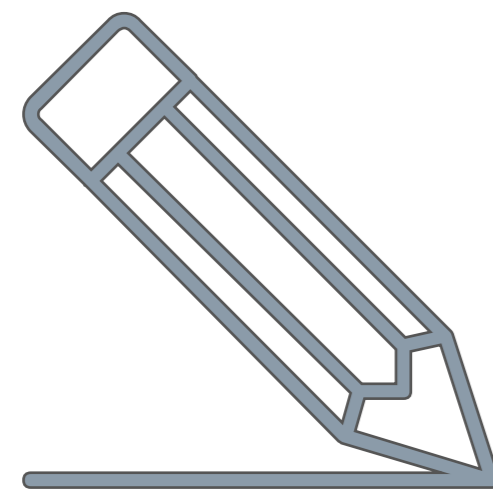


The goal of  
your site  
should be to  
“covert” your  
visitor

Take Action

## Conversion - visitor completes desired goal

There are many different ways a visitor can convert on your site.



Fill out a form



Purchase a product



Sign up for a freebie





Which would  
you prefer?

Scenario 1

Scenario 2



**What is your goal?**

How are you guiding  
your visitors to  
**CONVERT** and  
accomplish this goal?



## Three Big Issues

If you get these three things right, you are going to be doing a much better job attracting visitors.



Navigation



Site Speed



Mobile Friendly

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Site Speed

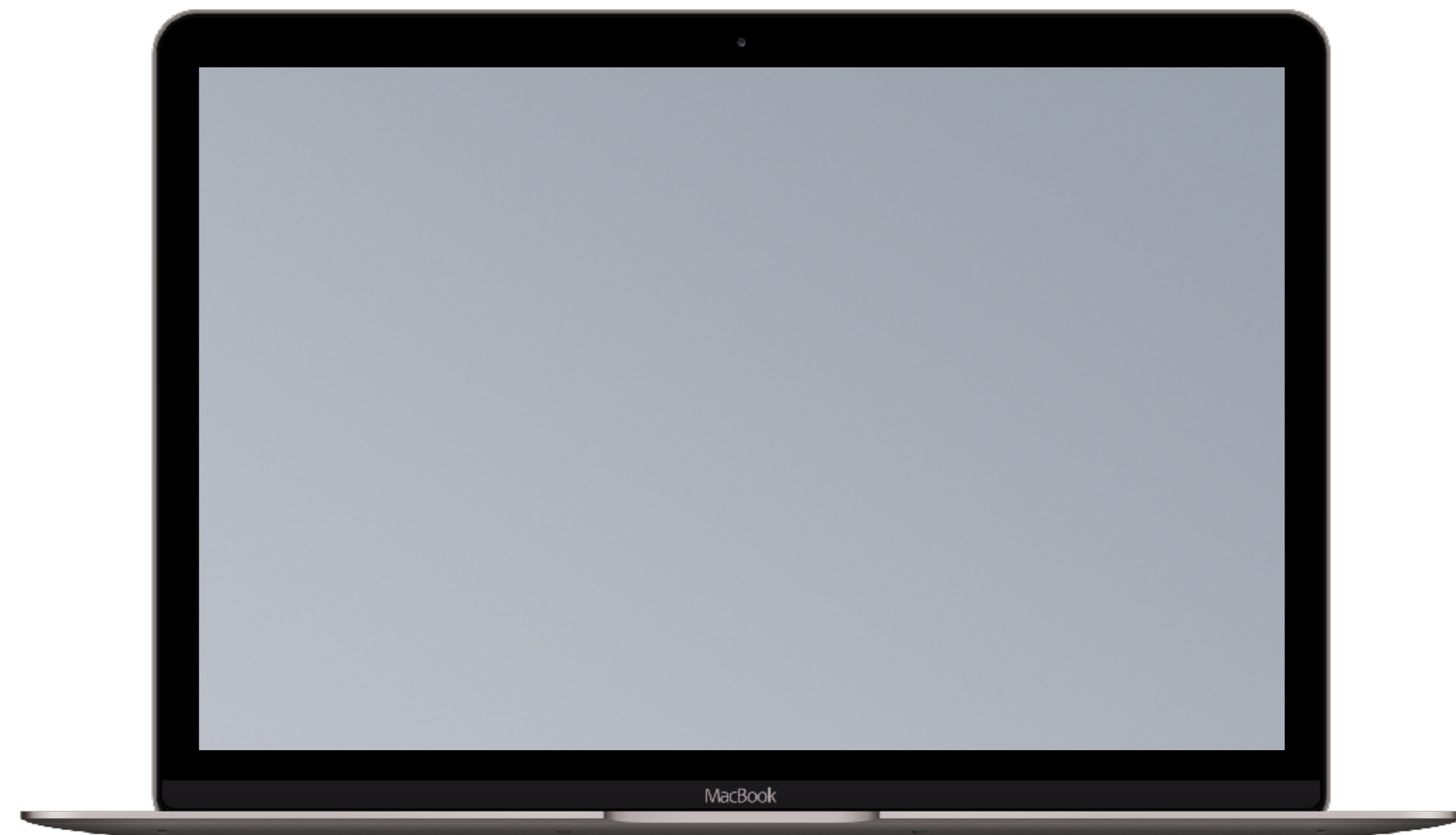


Mobile Friendly

## Navigation

- Few options
- Clear and understandable
- Available in multiple locations

Less is More

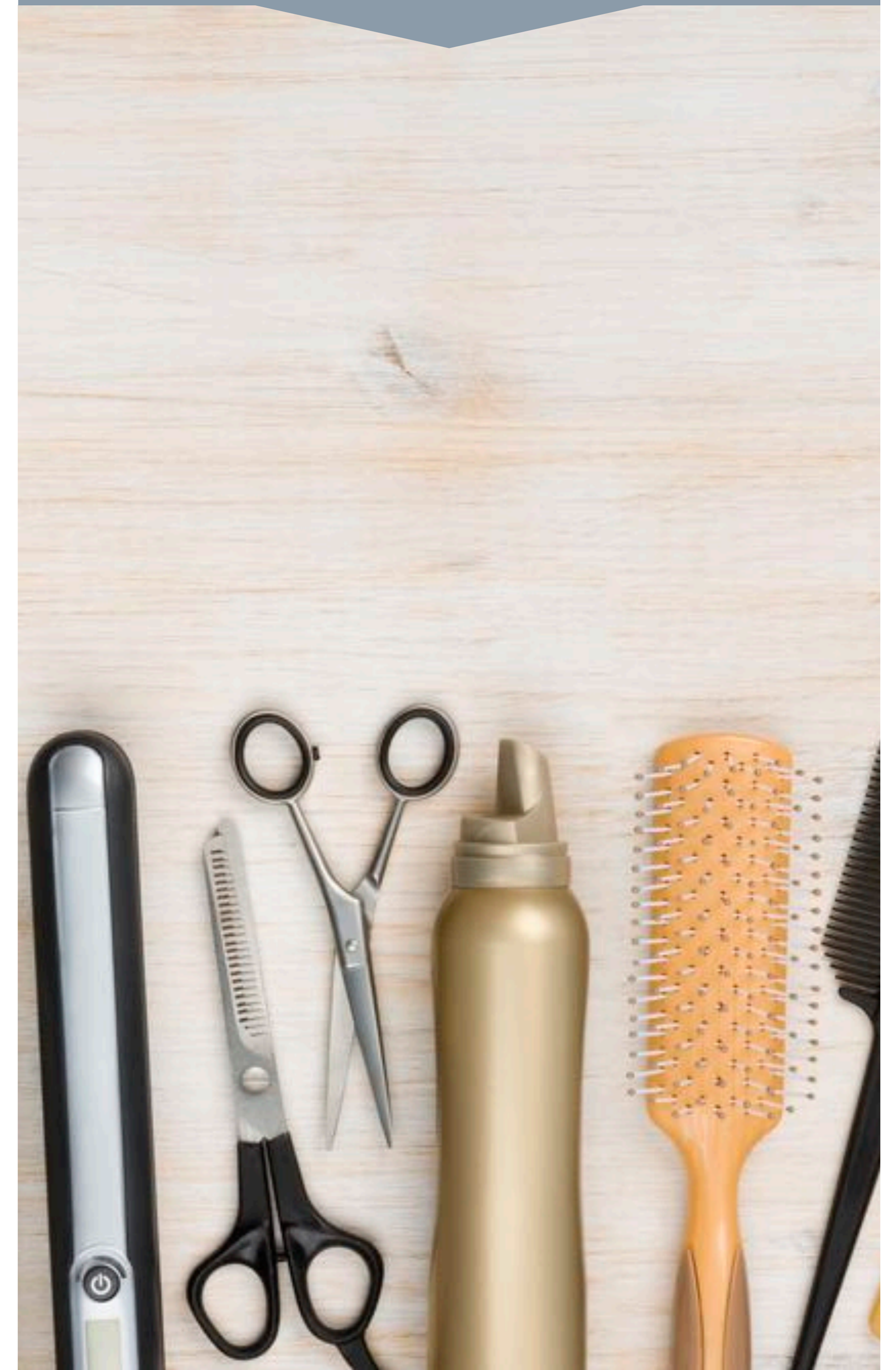


Make Links  
(Hypertext)  
obvious



Clear and Simple  
Navigation

Connect Navigation  
with your website goals



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Mobile Friendly

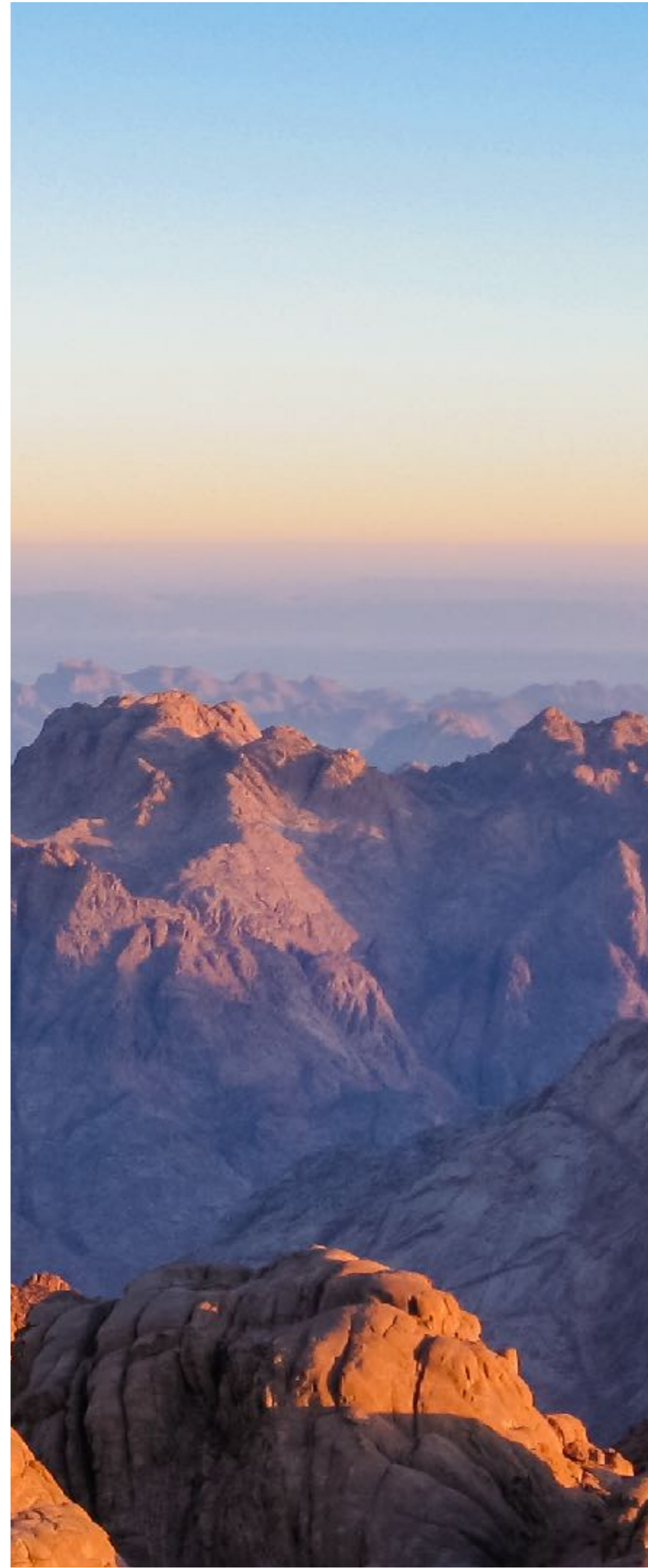


1

## Hosting

Cheap Hosting =  
site speed limits





# 2

## Image Size

Huge Images slow down sites

1. Resize images before uploading to site
2. Set the dpi on your images to 72 (dots per inch)
3. Use an image compression tool such as Shortpixel

## Plugins and Themes

Use lightweight themes and plugins

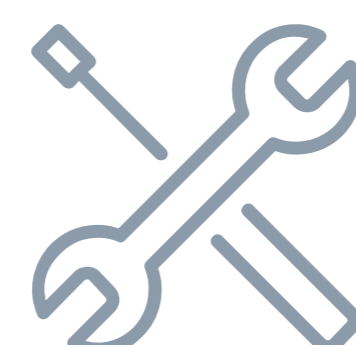
1. Many themes are bloated with extra code (CSS, Javascript, etc.)
2. Get rid of unused plugins



3



[GTMetrix.com](https://gtmetrix.com)



Google PageSpeed  
Insights

## Run Page Speed Test

These aren't perfect tests, but good to give you an idea where your site falls.

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Navigation



Site Speed



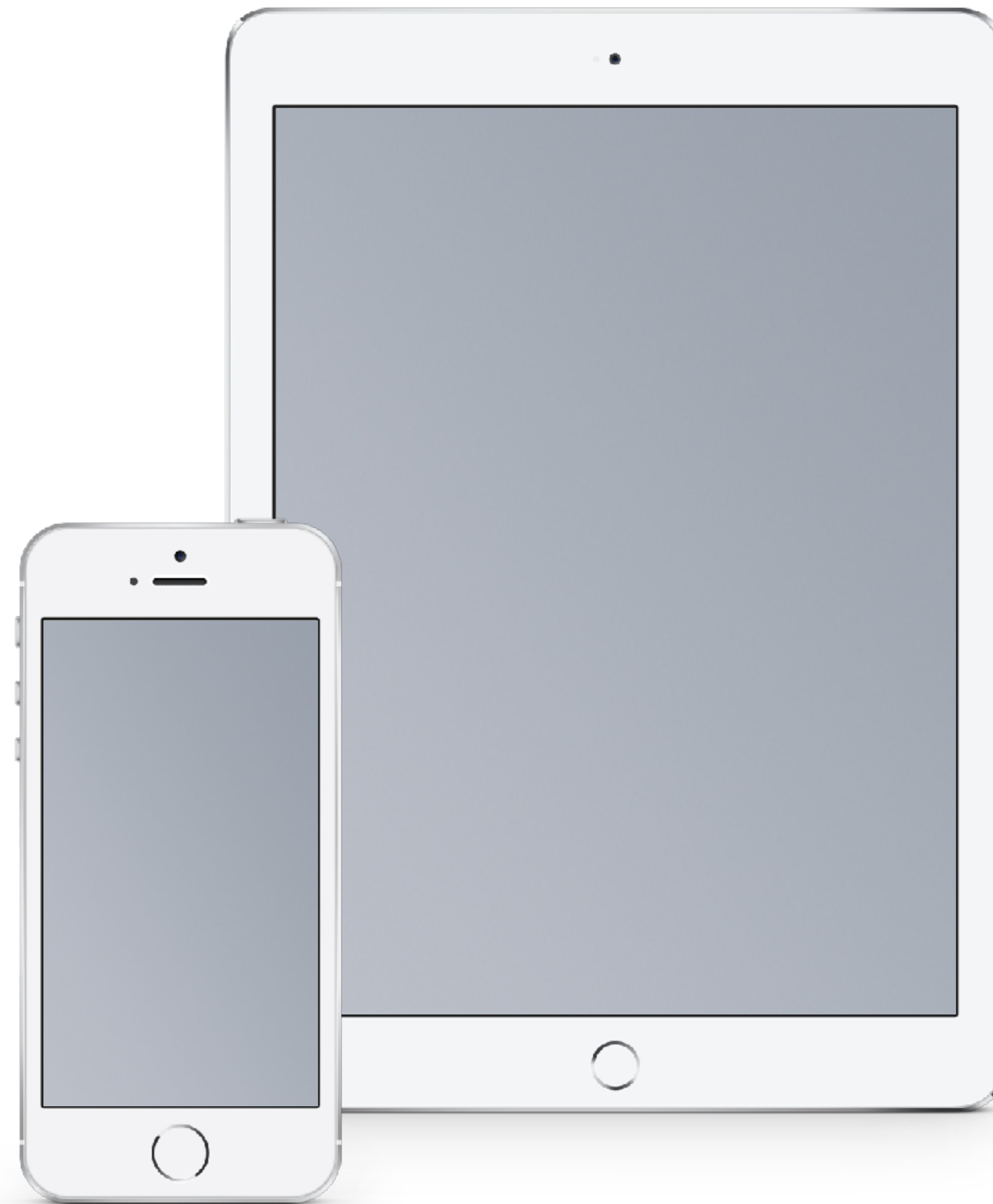
Mobile Friendly

## Mobile Friendly

Mobile traffic isn't going anywhere.

Making your site hard to navigate on mobile repels your visitors.

Mobile Friendly



## Mobile Friendly Test

Run a mobile friendly  
test.

Just Google "Mobile  
Friendly Test"

Evaluate Results

Mobile Friendly



Failing on any of those big 3 will repel visitors from your site quickly



**Navigation**  
**Site Speed**  
**Mobile Friendly**