

15 ELEMENTS OF A SUCCESSFUL WEBSITE

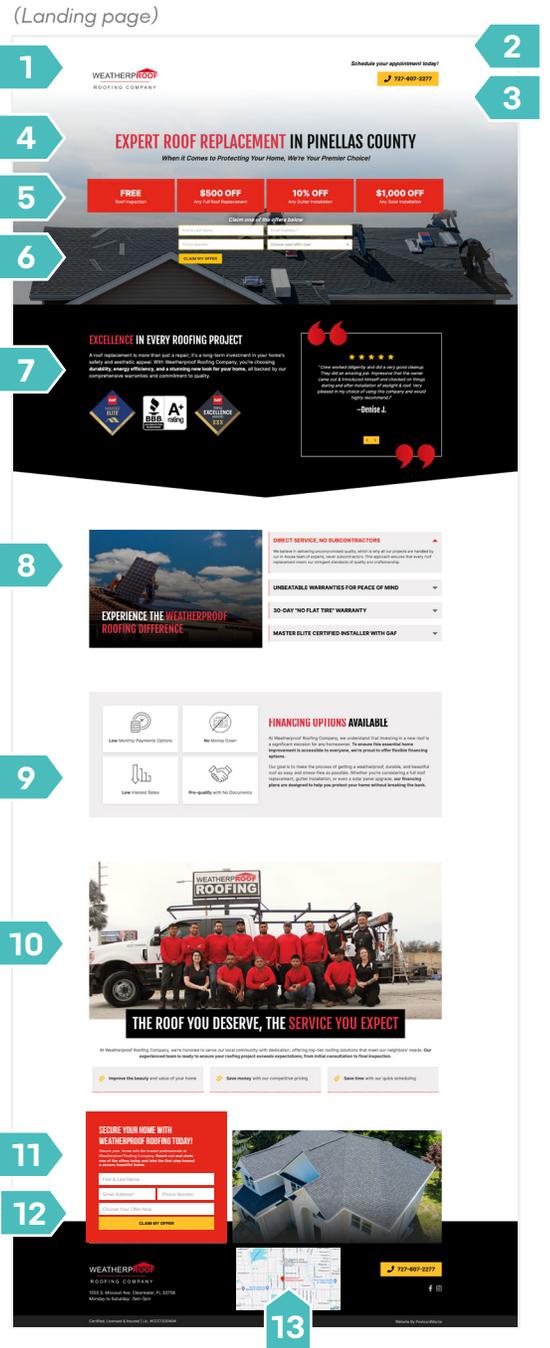
Your campaign success is our main concern! We've reviewed thousands of websites. After analyzing what works, gets conversion, and what doesn't, we created this guide for designing a successful website. This is simply a guide for success and not every point is relevant for every business but we highly recommend you ensure your design contains all or most of these points.

15 ELEMENTS:

1. Company Name/Logo at the top left of every page
2. Call to Action
3. Phone Number at the top right of every page
4. Clear & Bold Headings
5. Special Offer(s)
6. Lead Capture Forms in a Bright Non-Matching Color
7. SEO Enhanced Professional Copywriting
8. Relevant Images
9. Benefits
10. About Us & Photos of you, your Staff, and your Office.
11. Contact Info & Form
12. Color that POPS
13. Map of your Location
14. Responsive Design
15. **REV UP WEBSITE TRAFFIC!**
 - a. Everywhere Small Business
 - b. Connected TV Ads
 - c. Website to Mailbox



See the next page for more detailed information



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POSTCARDMANIA.COM



PostcardMania
SMALL BUSINESS MARKETING EXPERTS

15 ELEMENTS DEFINED

1. Company Name/Logo at the Top Left of Every Page

Add your logo to the top left of all pages so people instantly recognize that they're at the correct site dealing with the same company they saw an ad for. This is important, but shouldn't overshadow your offer or your message! [Learn the 4 benefits of a logo here!](#)

2. Call to Action

Tell prospects exactly what you want them to do. For example, "Call today to make an appointment" or "Fill out an online form." Drag the web visitor's eye, involuntarily to it by making it a completely different color than any other color on your website! [Click here to learn more about the call to action!](#)

3. Phone Number at the Top Right of Every Page

Add your phone number to the top right of every page. Make sure people can click-to-call you from their cell phones, and also that they can see your number if they're looking at your website on a desktop or laptop.

4. Clear & Bold Headings

Most people skim websites. Headings are there to identify what the page is talking about. Here's some more info about [search engine optimization \(SEO\) and headings](#).

5. Special Offer(s)

Keep in mind, most people are already subscribed to a ton of promotional emails and are not looking to subscribe to more unless the offer is really enticing. I suggest focusing on getting leads with a special offer and once you get their consent (once they give you their email), you can add them to your newsletter list and continue to market to them.

6. Lead Capture Forms in a Bright Non-Matching Color

Almost all your prospects who became interested from your postcard are 95% more likely to visit your website before contacting or buying from you. One way to grab those online leads is by placing lead capture forms (including pop-ups) on your website. In fact, we tested different pop-ups on PostcardMania's website (over many years) and saw our leads increase by a staggering 400%! It was crazy! So, we developed a [VERY affordable tool](#) to help you do the same, it's called The Catch That Lead Tool.

Don't have time to follow up with prospects via email? Don't sweat it! [We have an automated solution for that!](#)

7. SEO Enhanced Professional Copywriting

Professionally written content that is optimized from an SEO standpoint to improve your online ranking and make it easier for more local customers to find you through search engines.

8. Relevant Images

Most people do not read websites word-for-word and so I recommend using relevant imagery so whatever doesn't get read can still be understood with the help of imagery. For instance, to promote dentistry, use an image of a smiling person with beautiful teeth.

9. Benefits

A feature is something about you, your product or your business (i.e. a new piece of equipment you use) whereas a benefit is something that helps the client (i.e. No Insurance - No Problem! Financing available!) Benefits sell people on a product!

10. About Us & Photos of you, Your Staff, & Your Office

When you're in an industry where trust is crucial, adding an "About Us" section and your photo to your website significantly builds credibility with your prospects. When they read about who you are, see what you look like, and recognize the real people behind the business, it helps create a sense of familiarity that makes them more likely to choose you!

11. Contact Info & Form

Make it really easy to get in touch with you by displaying your contact info all over your website especially close to calls to action. Whatever you ask prospects to do, give them the means to do it – right away. For your contact forms, capture the bare minimum and don't require anything that's going to make them stop and think before they can answer or hesitate (i.e. an address), because they're not comfortable giving out that info on an online form.

12. Color That POPS

Use complementary colors that are on opposite sides of the color wheel; this will result in a high-contrast, bright color scheme for your website. Make sure your site is uniform and use colors that evoke the tone and theme of your website.

13. Map of your Location

If you're a local business, use a live map on your website to show prospects where you're located (aka, that you're close to them!).

14. Responsive Design

It's important that your website is user-friendly no matter if your web visitors are using a desktop, laptop, cell phone, or tablet. Make sure your website is programmed to look professional across all devices.



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15. REV UP WEBSITE TRAFFIC!

We present to you, our most optimized marketing program which combines the effectiveness of direct mail with the genius of Google, Facebook, Instagram, Gmail, and YouTube follow-up ads. It does exactly what it says... It puts your business everywhere it needs to be to drive qualified leads and revenue to you.

a. Everywhere Small Business

To maximize your response and return on investment, you can integrate Google, Facebook, Instagram, YouTube, and Gmail ads into your direct mail campaign for just pennies extra per piece. We handle it all and your marketing gets shown to prospects literally everywhere they spend their time (at home and online!). When someone clicks your online ad, they're taken back to your website. [Watch the Everywhere Small Business video here.](#)

b. Connected TV Ads

With Connected TV ads, not only will you be able to mail postcards to a targeted mailing list and run digital ads on social media to increase brand recall, but you'll also receive a professionally created and edited video that will run on dozens of Connected TV platforms, including Hulu, Amazon Prime TV, YouTube TV, and social media sites like Facebook and Instagram. [Learn more about connected TV ads here.](#)



c. Website to Mailbox

We have the ability to send direct mail retargeting postcards to anonymous prospects who visit your website! About 96% of visitors will leave your site before filling out a form. With [Website to Mailbox](#), you now have the power to send physical print postcards to prospects who visit your website even before they've provided you with their contact information.



**EVERYWHERE
SMALL BUSINESS™**

