



8 Essential Components of Your Lead-Generating Website

A Special Report by Sandi Smith Leyva



There are over 1 billion websites today (source: NetCraft). Some websites make their owners millions of dollars in revenue, while others are hardly visited. What makes the difference between a multi-million dollar website and one that generates nothing? It has everything to do with whether these eight components are present.

As you read through this report, compare your webmaster's skills and your website features to see where your site might be falling short of its million-dollar potential.

1 PROFESSIONAL DESIGN

The current look is the "one-page" look where the home page contains sections that a visitor can scroll through. If you want to attract younger clients and high-tech clients, then you need the latest look. This includes wide attention-getting graphics, icons, lots of color and background graphics. Sliders are common now too – these are graphics that rotate, often in three's.

The good news is that design is the easiest one of the components to implement. We recommend using Wordpress to design your site; over 76.5 million sites use Wordpress (source: codeinwp.com). You can choose a theme, which makes fast work of design implementation. Wordpress is free, and many themes are free, but some require a small annual fee. The challenge is there are over 2,000 themes to choose from.

A great professional can help you select and implement a modern theme for your Wordpress site.



2 TECHNOLOGY

Your webmaster needs technology skills to implement your website. They need to be proficient in multiple web languages, such as HTML, CSS, and PHP, and at least one content management system, such as Wordpress.

They'll also need to know everything about DNS, domain name system, and how to edit DNS Zone records. This is what enables your web files and pages to show up when your domain is typed into the address bar of a browser.

A great webmaster will have an overview of web hosting and server requirements, especially in the area of security. They'll need to know how to install a security certificate, how to recover a website that's been hacked, and how to restore a site that has been deleted.



And last, webmasters who help your site to rank higher will need to know at least a little bit about markup languages.

3 COPYWRITING

The words, or copy, on your site are essential to conveying what you have to offer your site visitors and what you want your visitor to do. Not only do you need a professional writer, you should hire one with marketing copywriting experience.

Your home page and “about” page are the two most important pages on your site. Pages that describe your services and products should be professionally written, too.



A first step in getting the copywriting right is to determine who your ideal client is and what problem will be solved by using your product.

Please note that copywriting is different from copyright. Copywriting is the act of writing copy or words on a page. Copyright is a legal term denoting ownership of intellectual property.

4 CUSTOMIZATION

Certain parts of your web site should be customized, even if you purchase a site with stock copy.

The pages that must be customized include your contact page, your product pages, and your “about” page which should show your bio. Your header, showing your logo and contact information, and your footer should also be customized.

It's good to customize your home page and service pages when you can.



There are other ways to customize your pages: by showing client reviews, a press page, awards, and memberships.

The more you can customize your pages, the more you become a category of one when it comes to your competition.

5 GRAPHICS

The web has become increasingly visual, and websites are no exception. Graphics can often supplement thoughts and ideas easier than words, but they can also detract too.

The best graphics are high-quality, relevant, professional, the right size, and placed properly on the page. You'll also want to make sure that the graphics you use are licensed correctly for copyright.



A good webmaster will understand which images to use and where to place them so that the visitor reads your copy and doesn't get distracted from your message.

6 SEO

If you simply want to send people you meet to your website and use it as a brochure, you won't need to do SEO, search engine optimization, on your site.

If you want to get leads from your site, then it's essential that your webmaster optimize it using the latest ranking factors Google considers important.



SEO is quite a complicated area for webmasters. The first step is to determine the keywords that potential clients will enter into a search engine to find your site. Your site then needs to be populated with these keywords in the text, image details, headers, links, and title tags, which are parts of the code of the site. Several other technical factors will affect rankings, too, such as the age of your domain name, whether your site is mobile-friendly, if your site is secured with an SSL certificate, and many more.

There are many off-the-page factors to ranking as well. The most important are how many other sites link to yours, what directories your business is listed in and if your name, address, and phone is consistently listed, and how often your content is shared on social media, to name a few.

The bottom line to SEO is that it's one of the most important components of your website. If you want business from online sources, your webmaster must excel at this skill.

7 DOMAIN

Your domain name is an essential component of your website. If you already have one, stick with the one you have. Google likes domains that are older.

If you don't have one, here are some tips for choosing one.



- Include keywords in your domain
- Don't abbreviate; it's confusing to your prospects and there's no reason for it to be short
- If your domain name is taken, consider adding your full company name or the word "online" to make it unique
- Choose only domains that end in .com (unless you are choosing for a nonprofit, then choose .org)
- You only need one domain. You cannot optimize two domains pointing to one site
- Do not let anyone buy or maintain your domain for you. It should stay in your name at all times

That takes care of most of my domain "rules." Once your new web site is ready, your webmaster will ask for the login credentials to your domain account so they can update the DNS zone. This is a normal part of transitioning your web site, and your email should not be impacted.

8 MARKETING

The ultimate goal of a website is to market your business. Out of all the skills a webmaster should have – technology, graphics design, SEO, writing – marketing skill is probably the most important and least realized among webmasters. Your website needs to come together to bring the best out in you, your products and services, and your business. If it doesn't do that, then it's time to get a new website that does.



How did your site fare with the eight essential components of a lead-generating website?

I hope you enjoyed this free special report. If you feel like your Web site is missing any of these eight components, you may benefit from our Web site services. I'd love to find out more about your business.

I offer a free initial consultation with no obligation. You can set up your appointment here: <http://www.meetme.so/SandiLeyva>. I'll ask you questions about your business, and together we can determine what's best for you and your company.

About the Author:



Sandi Smith Leyva, CPA, CMA, MBA, loves bringing out the best in her clients so they reach their perfect clients, and she is best known for her SEO work, having made clients millions of dollars in online revenue over the years. Founder of Accountant's Accelerator and Accelerate Small Biz, Sandi provides online marketing services, including websites, social media, blogs, newsletters, and other online marketing services to accountants, speakers, and other professional services entrepreneurs.

Clients Say



"I've gotten more leads in the last 4 weeks than I have in 4 months with my old one."

Joel Berman, CPA



"I am getting more traffic, more calls, and many compliments from my clients! Thank you Sandi!"

Michele L. Etzel, CPA, EA

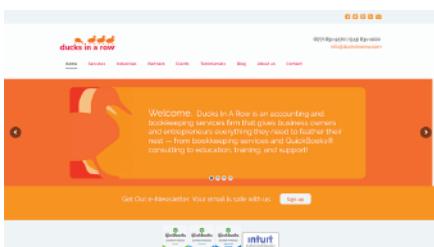
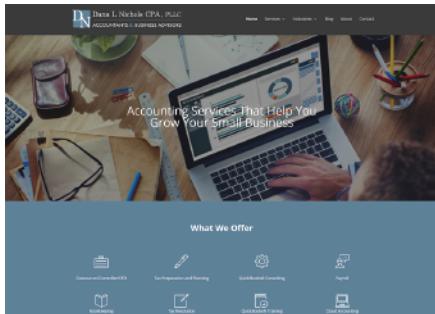


"Just this past tax season I acquired several new higher end clients who came to me through my site resulting in thousands of dollars in increased revenue. Sandi Smith is the way to go."

Suzanne Conrad, Owner, Suzanne W. Conrad, CPA

[More testimonials...](#)

Portfolio



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Take your website to the next level:

Call us at 408-550-4325 or email support@sandismith.com

**Sandi Smith Leyva, Web Strategist
6965 El Camino Real #105 PMB 683
Carlsbad, CA 92009
www.AcceleratorWebsites.com**