



JAW DROPPING DESIGNS

## JAWDD's Top 10 Website **MUST HAVES**

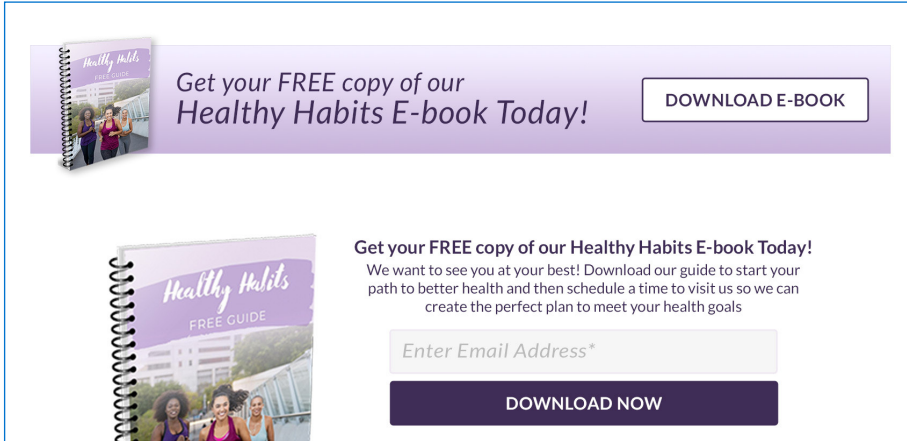
Look over our list of what JAW Dropping Designs considers to be the “must haves” that will turn **your website** into a ***business tool***.

[jawdd.com](http://jawdd.com) | [info@jawdd.com](mailto:info@jawdd.com) | (480) 648-1068

LET'S GET STARTED



## THE LEAD MAGNET



Your lead magnet is the foundation for all of your marketing efforts. By promoting a lead magnet on your homepage you provide your soon to be clients with upfront value that lets them know you are the real deal. By providing real value up front you set the stage for them to make the most of your business offering while at the same time

collecting their email address so that you can continue to send them reinforcing messages that state you understand their problem and know how to solve it for them. A lead magnet is a powerful tool that every website owner should be employing to boost their marketing and build customer trust. JAWDD can implement a lead magnet on your current website and we include them in every custom website we build.

## SEO TOOL INTEGRATION

Search is king right now and making sure every outlet for your business is integrated into how the search engines crawl websites is paramount. Tools include X Y Z By using SEO tools to integrate your site into the search engines every element they look for can be optimized. The more competitive your space is, the more important it is to be fully optimized so that customers have the benefit of finding your great products and services. Among JAWDD's specialties is SEO tool integration and deployment and we can take the learning curve out of this for you.



Name \*

First Name Last Name

Email \*

Subject \*

Which location would you like to visit?

What services are you interested in?  
(Check all that apply)

WOMEN'S HEALTH

MEN'S HEALTH

WELLNESS & ANTI AGING

REHABILITATIVE & REGENERATIVE

Message \*

Submit

## CONTACT FORM (WITH PROBING QUESTIONS)

Once someone has made the decision to contact you and goes through the steps of filling out a form, this is the perfect time to collect the one or two main things that will tell you what kind of customer they are and pre-qualify them. This may impact the marketing group they get funneled into or perhaps who is on your team responds to them. With even just a little bit of depth built into your form you not only set yourself up for the most efficient way to manage responding, but also set the soon to be customer up with the exact information they need and possibly even more than they originally hoped for. The more you can know before you respond the better the experience is for everyone.

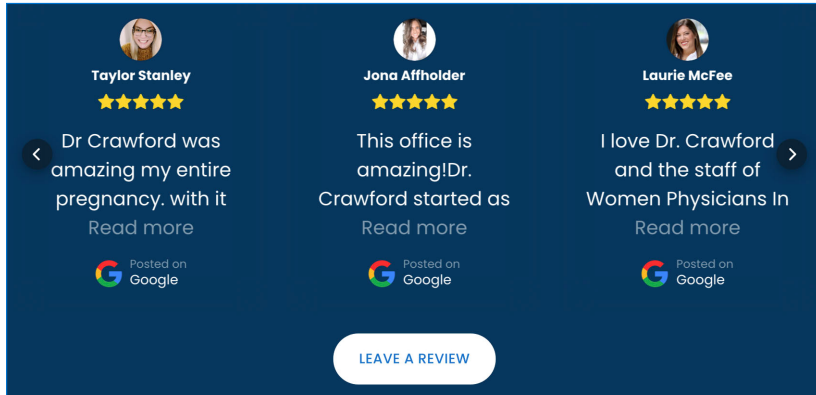
## RESPONSIVE DESIGN (MOBILE FRIENDLY DISPLAY)

Google's web traffic statistics show that as of 2021 70%+ of all web traffic is from mobile devices. Ensuring your website not only looks good on mobile devices but also takes into account all the ways that touch screens can interact with your site really sets you apart from competitors who make the customer go through multiple steps to do things like call them. By making sure your website is fully optimized for mobile visitors you stand out from the competition and make it as easy as possible for your new customers to do business with you.



## REVIEW FEED

Reviews are everything especially in competitive spaces. By prominently displaying your highly rated reviews, feeding to your website from multiple channels, your soon to be customers will quickly get a sense that they can trust you. Furthermore, using the right widget matters and choosing one that ties into Google's search engine will ensure that

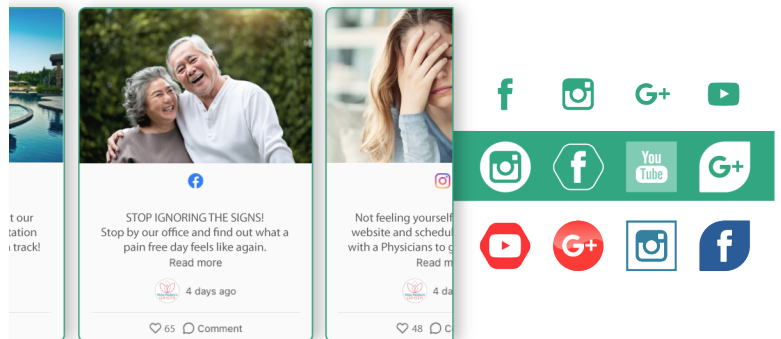


customers who are searching for your offerings will be able to see how great you are at providing for them.

## SOCIAL FEED

(WITH SOCIAL PROFILE PAGE AND SHARE LINKS)

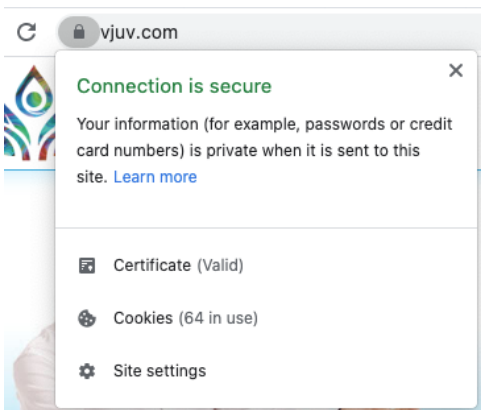
Search is king right now and making sure every outlet for your business is integrated into how the search engines crawl websites is paramount. Tools include X Y Z By using SEO tools to integrate your site into the search engines every element they look for can be optimized. The more competitive your space is, the more important it is to be fully optimized so that customers have the

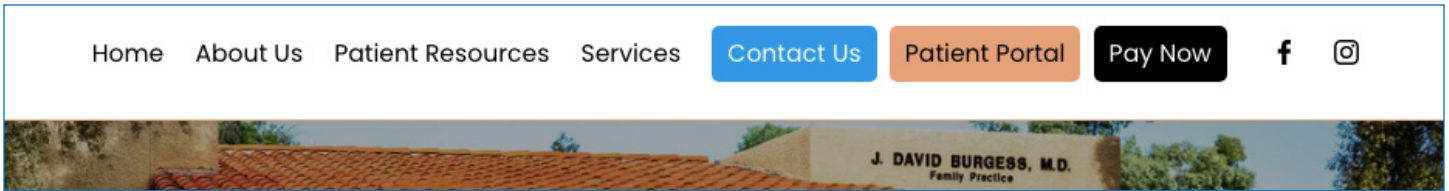


benefit of finding your great products and services. Among JAWDD's specialties is SEO tool integration and deployment and we can take the learning curve out of this for you.

## SSL CERTIFICATE

Having an SSL Certificate (Secure Sockets Layer) is what gives your website the secure lock next to your website name in the search bar. Not having an SSL certificate is what gives the "Warning this site may not be secure" message that will quickly turn visitors away. This step is simple to take and sets the stage for your customers to trust that your business is safe to work with. Make sure an SSL certificate is installed on your website.





## FIXED HEADER WITH CTA(S)

Making it so your website is efficient for visitors to use sets in their mind that working with you will also be an efficient process. Hiccups and annoyances can quickly turn them to a competitor who makes it easier for them to navigate. By fixing the header in place so that menu items are always easily accessible the amount of effort required to learn all the ways you can help them is made as simple as can be. Plus with the header fixed in place you can have one or more always accessible CTAs (Call to Action) that directs them to the next stage in developing a relationship with you whether its to call you or to schedule an appointment. The easier it is for them to become a customer, the more likely they are to choose you over a competitor.

## QUALITY IMAGES WITH KEYWORD TAGGING

While the right image can say a thousand words, having the right keywords associated with the image can help make sure the image is seen by your target audience. Making sure your site uses high resolution images that have the right tags assigned on them are an essential part of ranking your website on search engines, especially for image intensive searches. JAW is able to provide you with high quality stock photos and keyword research and application to ensure your site is properly optimized.



FILENAME (OPTIONAL)

Hair-Restoration-Covenant-Health.png

## Newsletter

Sign up with your email address for educational content and future promotions.

We respect your privacy.

## NEWSLETTER SIGN UP

Your newsletter is a great way to keep in touch with both existing clients and soon to be clients. This is the place to talk about new additions to your services or products, social and cultural events in your industry, and all kinds of other things that will let them know that you are an active authority in your space

and that they can be trusting and excited to work with you. Prominently providing space and incentive for them to sign up to your newsletter is an excellent way to build your list and keep them coming back.