

Build a Website that Converts

Karen Naeh, Awaken Studio

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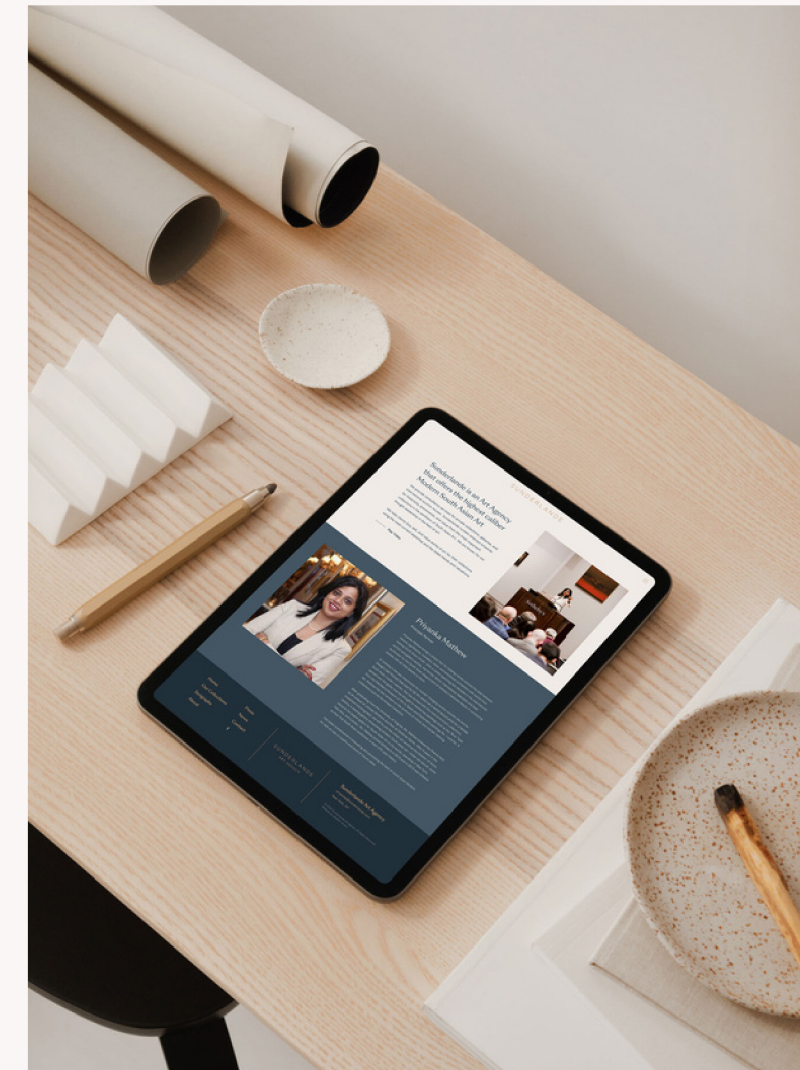
A few important facts:

- 38% of people won't engage with a website if the content or layout is unattractive or confusing
- 88% of visitors are less likely to return to a website after having a bad experience.
- 75% of consumers admit to making judgements about a company's credibility based upon the company's website design

A First Date

"Your website is likely the first impression a potential customer will receive about your company. It's almost like a first date. The customer simply needs to know that you have something they want and you can be trusted to deliver whatever that is."

DONALD MILLER



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Nice to meet you!

Karen Naeh, Founder and Creative Director of Awaken Studio

Wix Partner and former Wix NYC Ambassador

Designed over 300 websites for small businesses and startups over the last 10 years

NYC → Tel Aviv

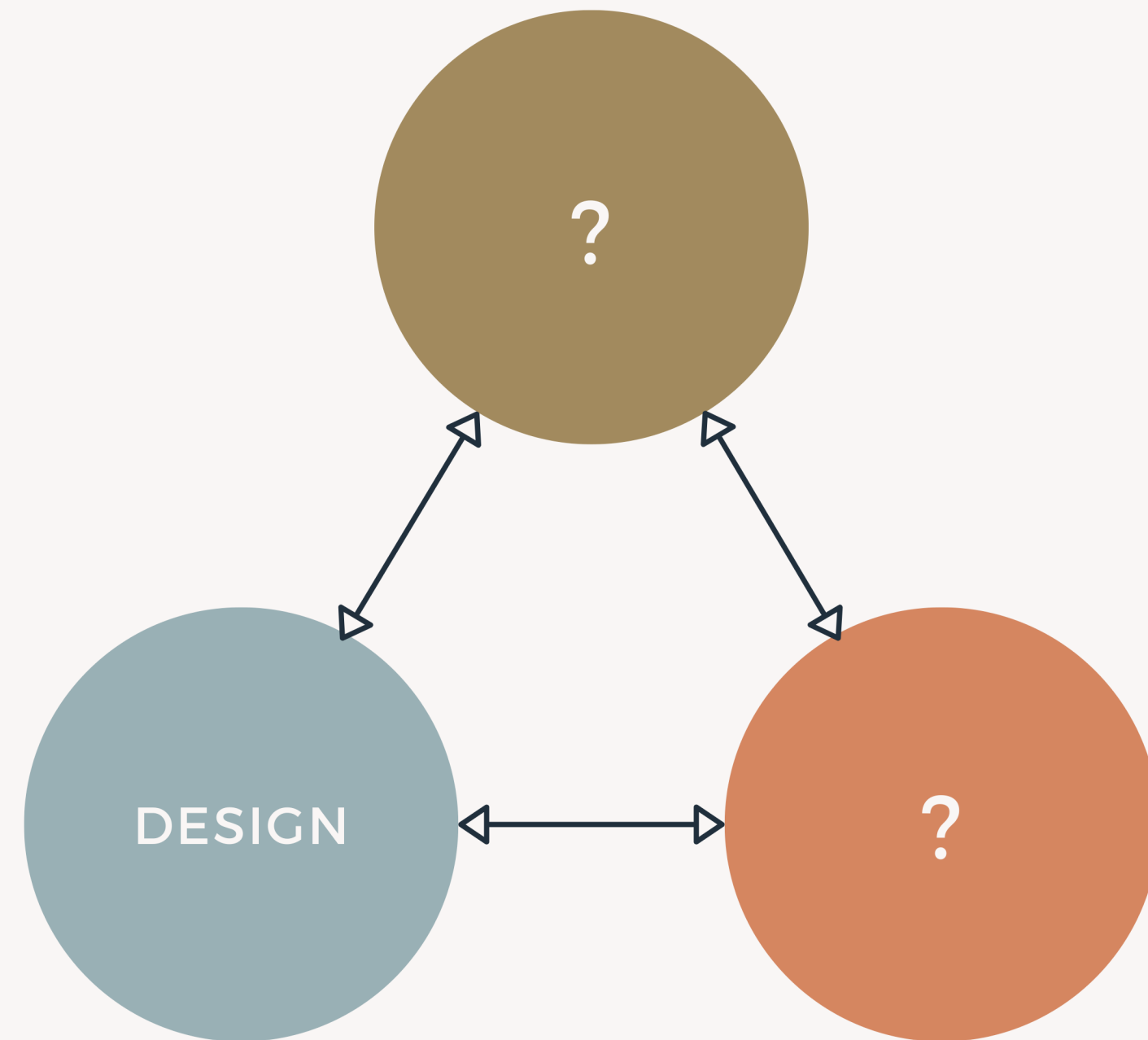
Wife and mama to a 9 month old boy

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Today's Agenda:

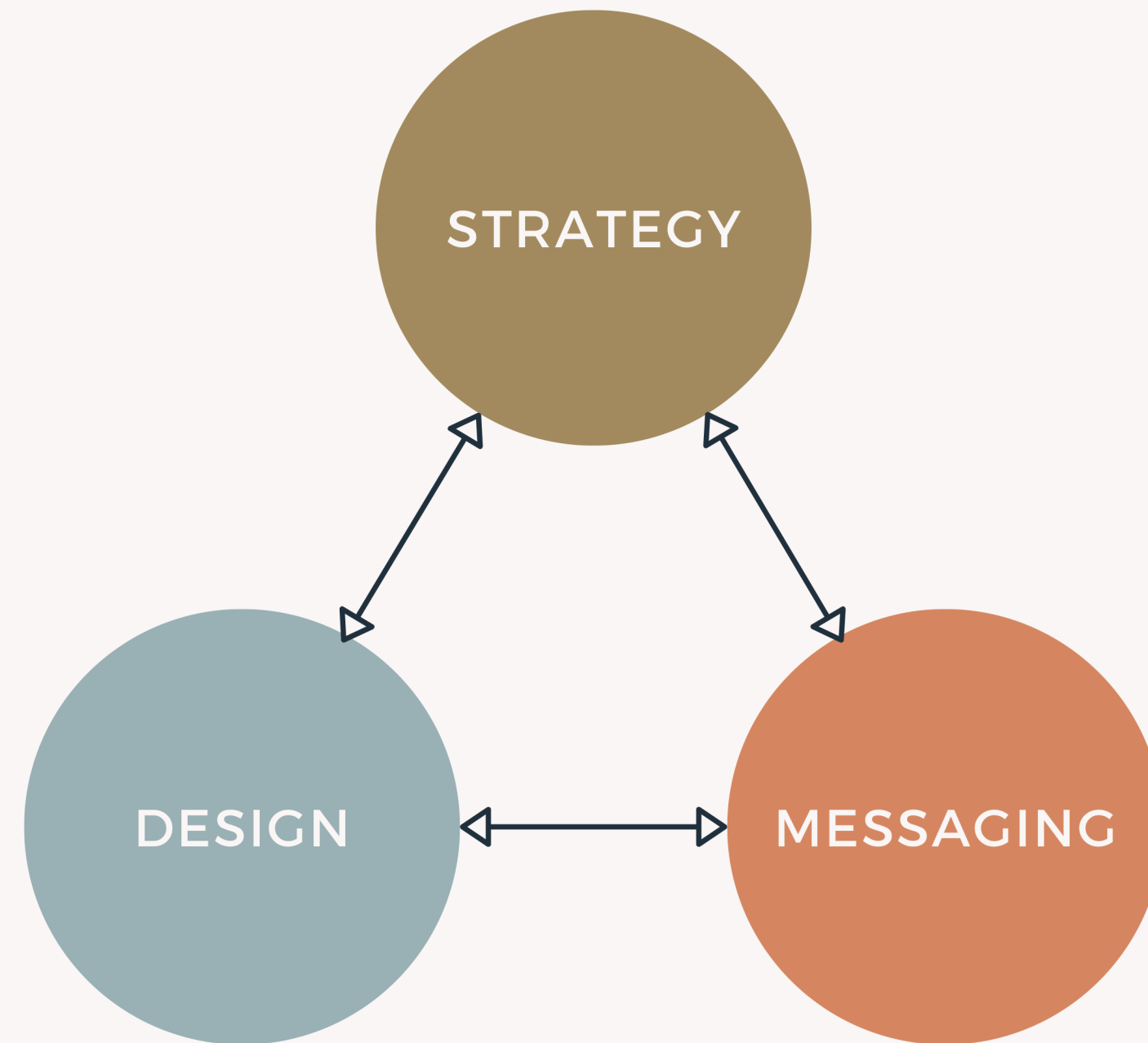
- Our top principles to create a website that CONVERTS!
- A look at our newest offering!
- Q&A

A website is comprised of 3 main principles:



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A website is comprised of 3 main principles:



Strategy

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Know the goal of your website →

- Start with setting the goals and objectives of your website
- Do you wish to get new clients? Become a recognized thought leader in your space?
- This is important to establish upfront as it will determine what kind of website you'll be creating and help define the messaging and design.


Know the goal of your website

Know your target audience →

- Try to get specific!
- Are they a certain age or demographic? What adjectives describe them?
- What is their main problem that you have a solution for?
- Knowing who your ideal customer is will help you craft the correct message that resonates with your audience, and will help them determine that you're the right person to help them.

Know the goal of your website

Know your target audience

Determine your call to action
(CTA) 

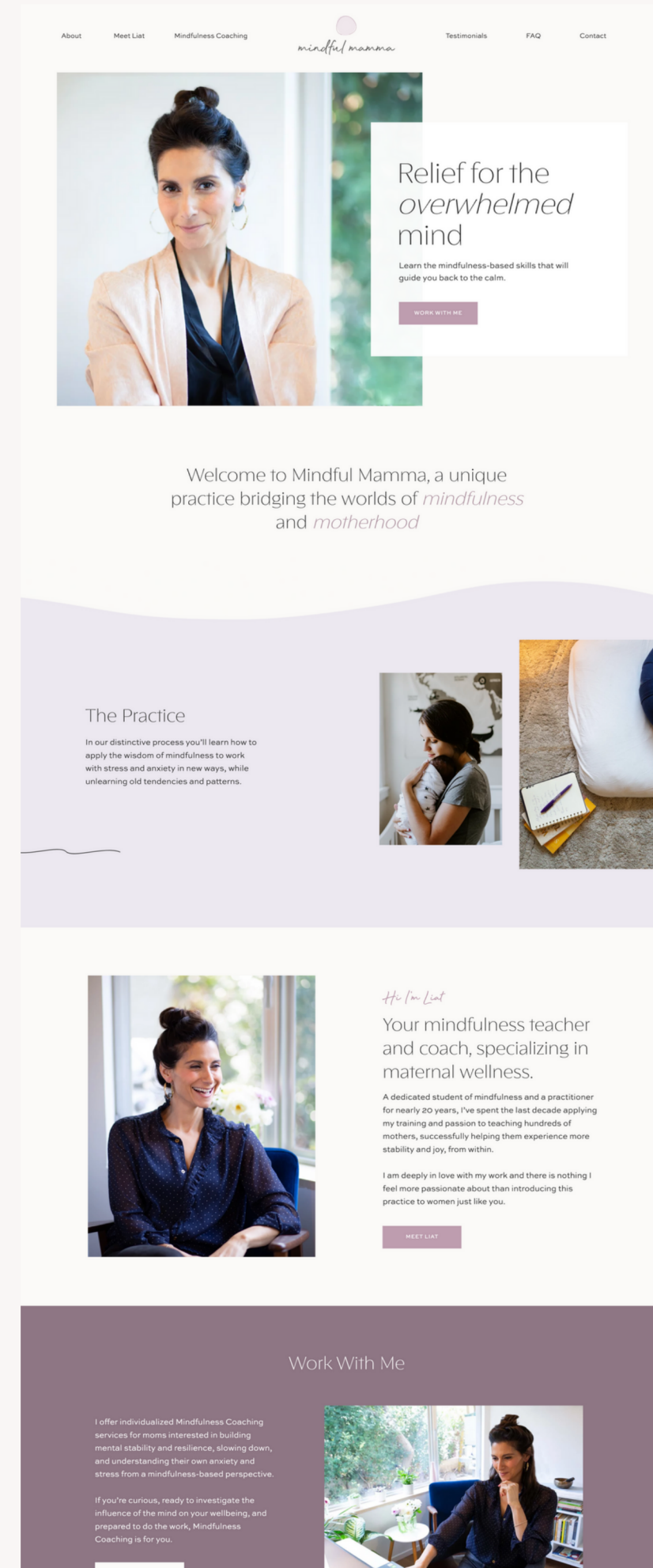
- Ex. Contact Us, Schedule a Call, Book a Free Consultation, Buy Now.
- It's important to choose one main goal that leads your customer to the action you want them to take on your website.

Let's take a look at
an example

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Mindful Mamma

- **The business' purpose:** To teach mothers mindfulness as a practice through which they can lessen their anxiety and stress, and increase their sense of calm and joy.
- **Target Audience:** Women and mothers mostly. This woman is usually sensitive, she has high emotional intelligence and high self-awareness. She believes in learning and growth and therapy. She is trying to be the mother that her own younger self needed.
- **Client's most basic problem that you have a solution for:** This woman cannot tolerate the stress and anxiety any longer, and is seeking a change. she wants to feel calmer, happier.
- **Call to Action:** Contact Us



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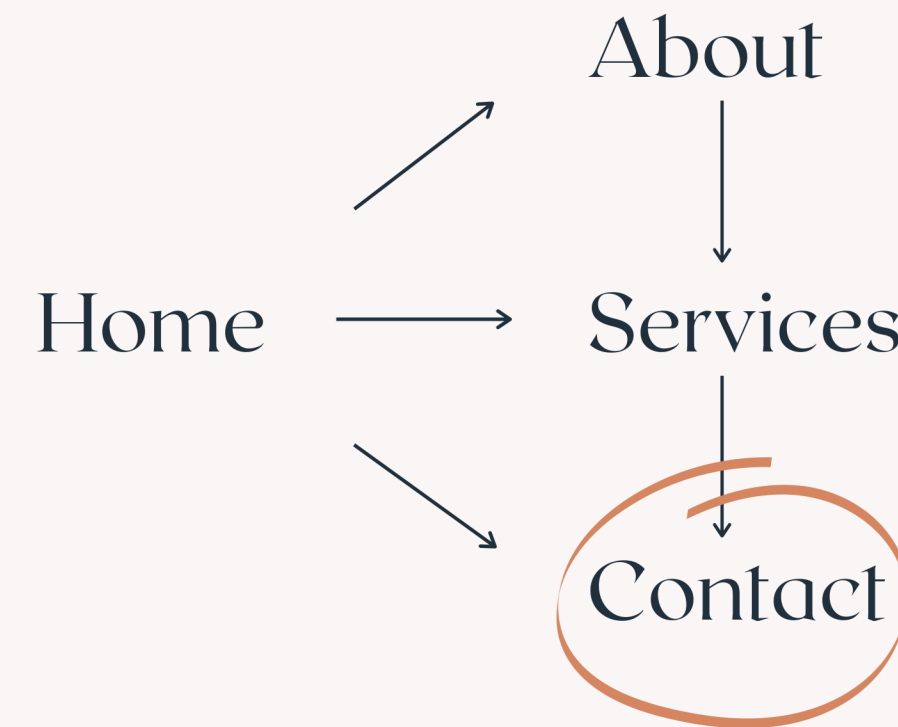
Know the goal of your website

Know your target audience

Determine your call to action
(CTA)

Map the user journey →

- Now that we know our main goal, how will we guide our customer to it?
- Your call to actions can be spread across multiple pages and even take your customer on a journey through your website that leads to where you want your visitors to take action.



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Strategy

- Know the goal of your website
- Know your target audience
- Determine your call to action
- Map the user journey

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Messaging

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Have a clear headline →

- Have a clear and compelling headline
- Make sure people understand what you do within seconds of visiting your website
- Visitors need to be inspired to read on!!



[About](#)

[What We Do](#)

[For Parents](#)

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You're here to
create safe spaces
& prevent abuse

[LET'S GET STARTED >](#)



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thru

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[Our Projects](#)

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[Contact](#)

→ Thru is a team of problem solvers.
We help school systems do great
things for students.



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[home](#)[about](#)[work](#)[let's talk](#)

You **work** hard.

Your marketing should be easy.

Skip the stress. Take the direct route to maximizing
return on your marketing buck.

↓

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Have a clear headline

Create snackable content →

- Too much text on your website will deter your visitors from reading it.
- Make sure your website content is "snackable" and broken into bite-sized digestible chunks.
- Use images to break up large amounts of content
- **Test this:** Have a stranger quickly skim your homepage, do you they immediately understand what your website is about?

Have a clear headline

Create snackable content

Always sell the benefit →
not the product

- It's pretty easy to talk about yourself or a product you're selling on your website...
- ...However users only care about how what you do or sell will benefit them.
- Highlight the benefits your product or service will have for your potential customers
- Solve a pain point!!

Have a clear headline

Create snackable content

Always sell the benefit
not the product

Speak *to* your visitors, 
not at them

- You is always better than " we".
- Whenever appropriate, create copy that talks to the visitor and not at them.
- This type of messaging will always convert better.

Let's see this in action!

Roombuzz.co.il

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Messaging

Have a clear headline

Create snackable content

Always sell the benefit not the product

Speak to your visitors, not at them

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Design

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Have an identifiable logo →

- A logo is the foundation of your brand
- It is one of the first things a visitor will notice on your website
- Make sure your logo gives off the right impression about your business and resonates with your ideal customer

Have an identifiable logo

Choose a color palette →

- Select colors that resonate with your brand
- Stick to using a few main colors on your website and be consistent with where they're used.

Have an identifiable logo

Choose a color palette

Choose your fonts →

- Stick with 2-3 fonts
- Example: one for the header text, body, and CTA button.

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Have an identifiable logo

Choose a color palette

Choose your fonts

Have great visuals →

- Brand photos or stock photos
- Make sure your photos are high quality - not blurry!
- OR use colorblocks, illustrations, patterns

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Have an identifiable logo

Choose a color palette

Choose your fonts

Have great visuals

Keep animation subtle →

- Even though they are cool, don't overdo it! They will distract your visitor.
- Subtle animations on text and images that float or fade in will add some nice movement to your website

Have an identifiable logo

Choose a color palette

Choose your fonts

Have great visuals

Keep animation subtle

Leave enough breathing
room →

- Have a healthy amount of breathing room between sections, images, and text
- Small tip that makes a BIC difference

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WELCOME | BOOKS | MUSIC | VIDEO | TOYS & GAMES | ELECTRONICS | e-CARDS | AUCTIONS | zSHOPS

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Wednesday, October 13, 1999

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Search of the Day: [saffron](#)

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by Rachael F. Heller, Richard Ferdinand Heller
2. [The Carbohydrate Addict's Diet : The Lifelong Solution to](#)



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Let's see this in action!

Buzzitmarketing.com

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Design

- Have an identifiable logo
- Have great visuals
- Choose a color palette
- Keep animation subtle
- Choose your fonts
- Leave enough breathing room

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A look at our Template Restyle

Template Restyle:

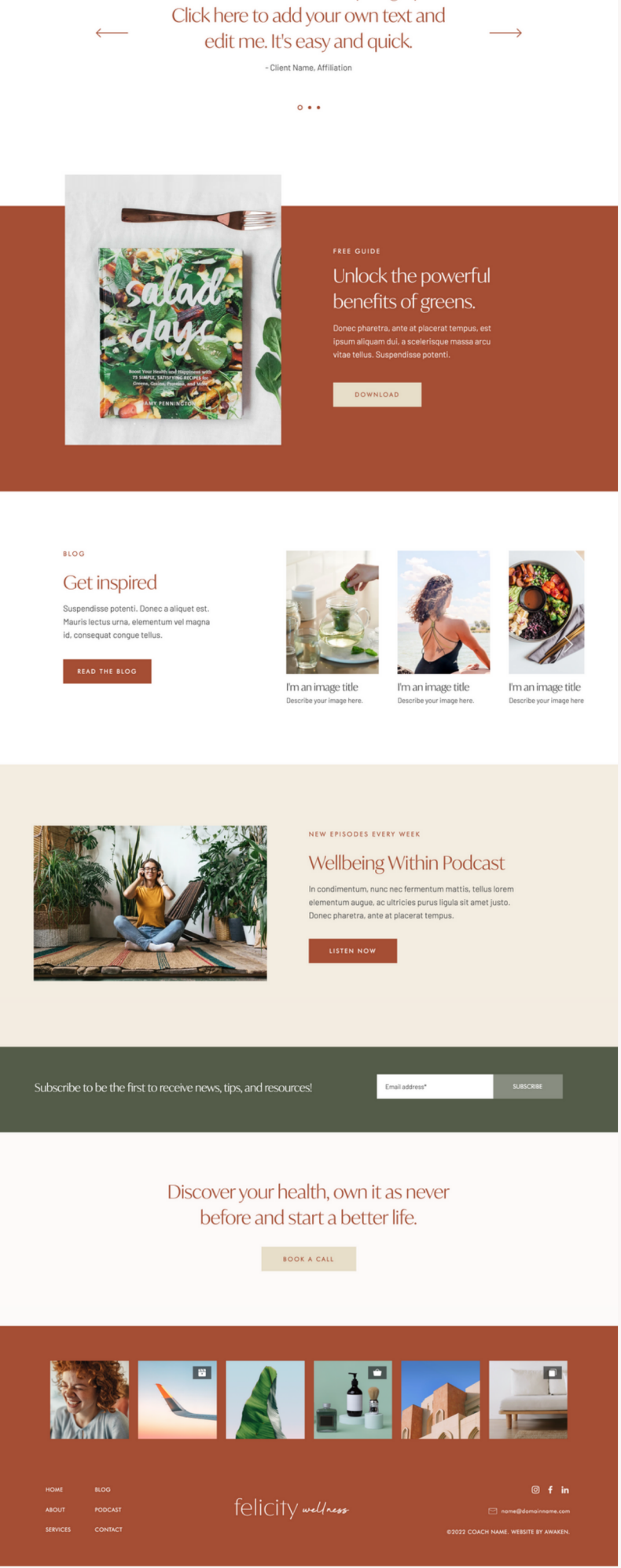
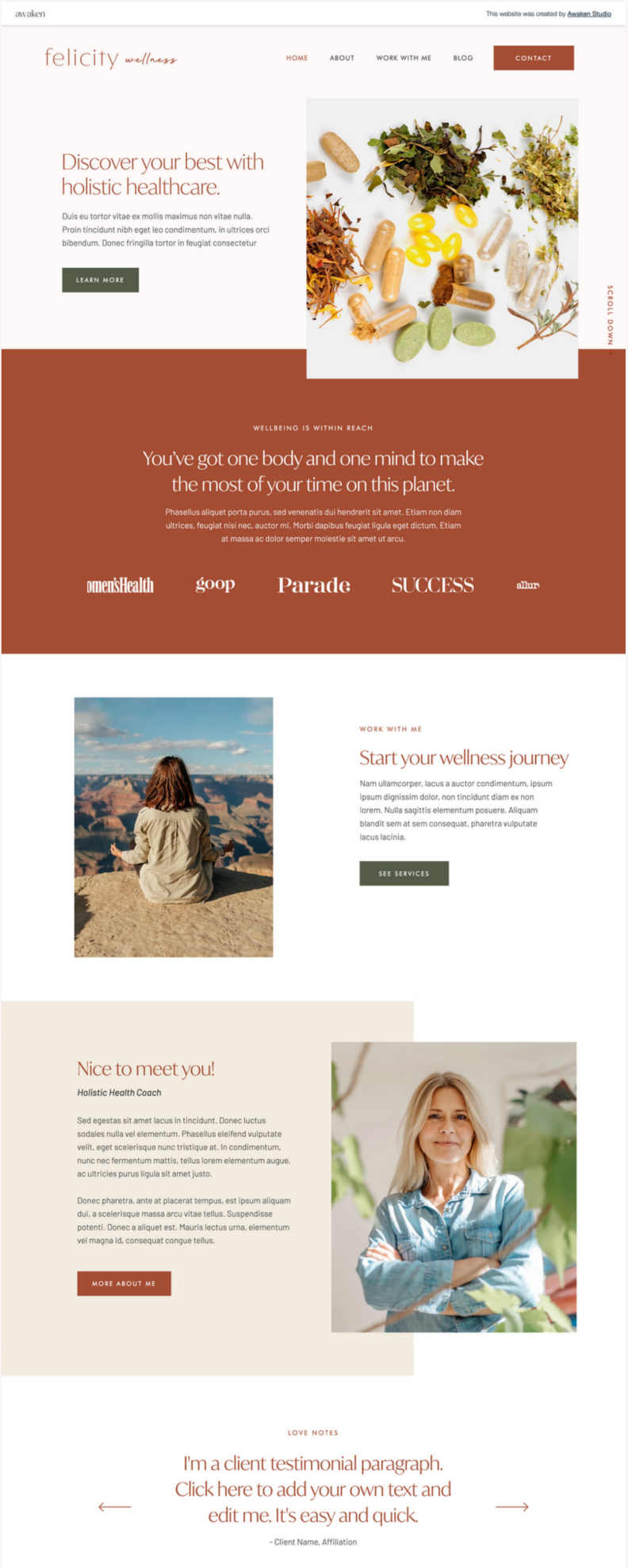
\$2,200 | 8,000 NIS

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- Aren't quite ready to pay for a full-fledged website build
- Want their sites to look super professional
- Need a structure that works for their clients
- Won't need to redo their website in a year

www.awakenstudio.nyc/template-restyle

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VIP WEBSITE IN A WEEK

TEMPLATE RESTYLE

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<https://www.linkedin.com/in/karensokolow>

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Thank you!

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