



## 3 Jobs Your Website Needs To Do

If your website is not doing these three things then you are losing sales to your competition.



# Is Your Website Getting the Job Done?

Your website is often the first place people go to learn more about your company. Within seconds they will decide if you can help them or not. If you make it difficult to figure out then you are losing sales to your competition.

Since 2001, we've helped our clients build and maintain websites that contribute to their success. Over the years we've discovered three main jobs your website needs to do to get the attention of your buyers and keep them interested in your business.

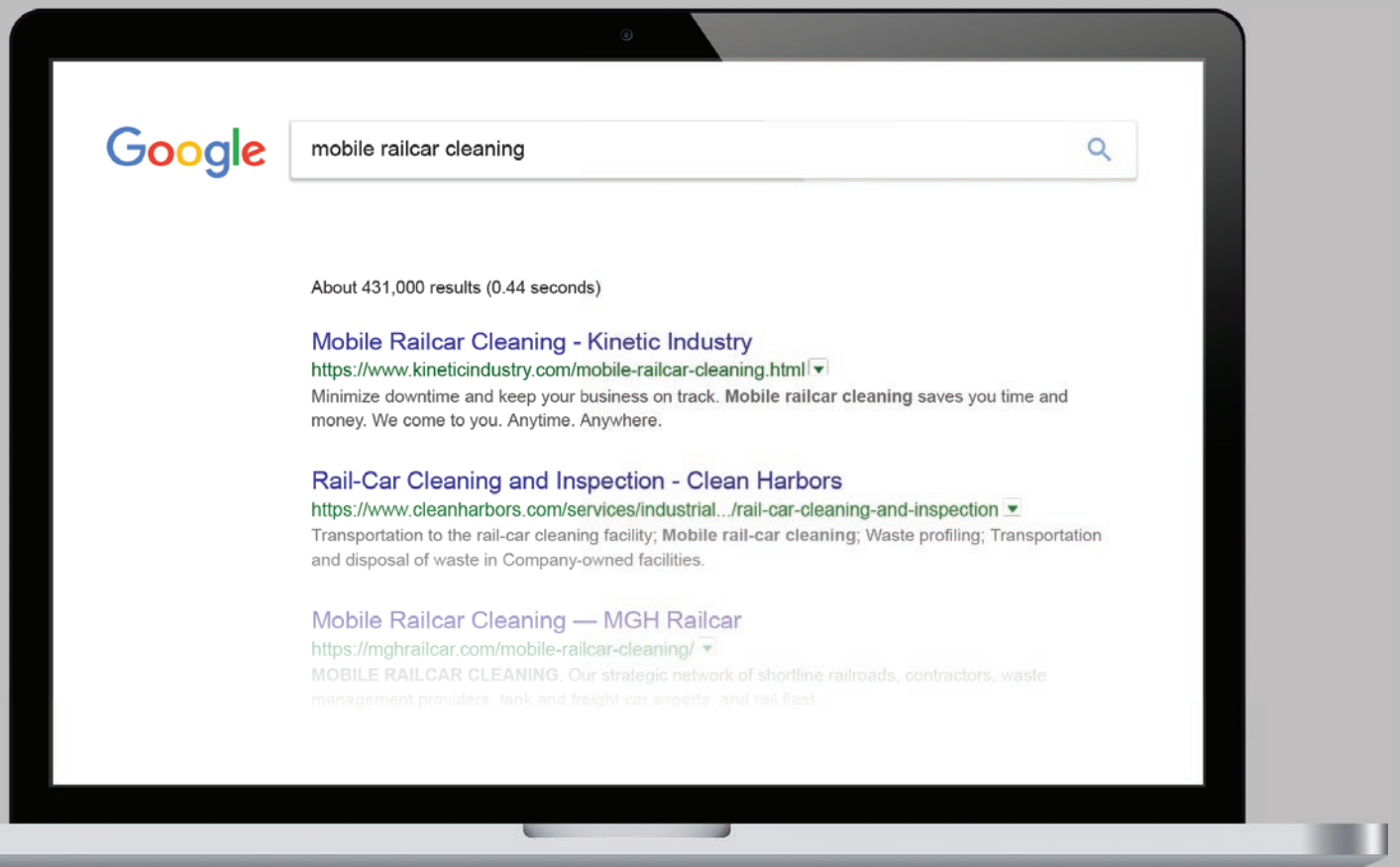
When your website does these three things well, you will stop losing to the competition, it will be easier for you to keep your crews busy with new work, and you'll make more money.

Let's get started.

Warren Diggles  
President, Diggles Creative

# Job 1

Get found online.



Google

mobile railcar cleaning



About 431,000 results (0.44 seconds)

## Mobile Railcar Cleaning - Kinetic Industry

<https://www.kineticindustry.com/mobile-railcar-cleaning.html>

Minimize downtime and keep your business on track. Mobile railcar cleaning saves you time and money. We come to you. Anytime. Anywhere.

## Rail-Car Cleaning and Inspection - Clean Harbors

<https://www.cleanharbors.com/services/industrial.../rail-car-cleaning-and-inspection>

Transportation to the rail-car cleaning facility; Mobile rail-car cleaning; Waste profiling; Transportation and disposal of waste in Company-owned facilities.

## Mobile Railcar Cleaning — MGH Railcar

<https://mghrailcar.com/mobile-railcar-cleaning/>

MOBILE RAILCAR CLEANING. Our strategic network of shortline railroads, contractors, waste management providers, tank and freight car experts, and rail fleet...

For many business owners, optimizing your website so you can get found online sounds complicated and confusing. There are so many finicky rules and it seems like they are always changing.

The thing is, search engine optimization can actually be a really simple and effective tool to help you get more customers for your business.

**Google, the king of all search engines, has one main goal: To make it easy for people to find what they are looking for online.**

When people are searching for things on Google, they type in “keywords” into the search bar, and then Google presents them with a list of websites that match those keywords. Have you ever wondered how Google comes up with this list?

What you need to keep in mind is that Google scans your website content to find information that matches with what people have searched for.

Here’s how you can ensure your website is one of the search results:

- **BE CLEAR**–Write your content how your customers speak. Don’t worry about using fancy technical terminology or industry jargon. You want to use words and phrases that your prospects type into Google. Use longer titles that are more descriptive vs vague, short titles. Don’t write an “Industrial Maintenance” article, write about “Ethanol Plant Maintenance: 7 Strategies for Keeping Your Plant at Peak Production” instead.

- **BE CONSISTENT**—How often you add content on your website can increase your visibility online. Start a blog and write about topics that are relevant to your customers and prospects. Be sure to consider keywords they may be searching.
- **BE SPECIFIC**—Think about the title of your articles as the keyword phrases people are searching. To give your website the best shot at getting found online, each article you write should focus on one topic. If your topics are specific, the people who read them are more likely to need your services. Both Google and people trust websites that show expertise on a few, specific subjects.

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**TAKE ACTION NOW**—What questions about your products and services are your customers already asking you? Make a list and write one article that answers each question.

# Job 2

Get people's attention by saying something they care about in your headline.



Your website's headline is the first thing your visitors will read. It's front and center on your home page, framed by an inspiring image that supports your message. This is your golden opportunity to show your website visitors that you understand their problem—and you know how to fix it.

**If people don't relate to your headline, they are likely to leave your website within seconds. If you do capture their interest, they will scroll down and see what else you have to say.**

Your headline should be short, clear, and specific to your audience. Avoid using industry jargon or complex terminology. Assume that your website visitor doesn't want to spend time and energy figuring out what you're trying to say.

Here are some common mistakes we've seen people make and what you can do to avoid them:

- **DON'T MAKE IT ABOUT YOU**—Focus on the result the customer receives by working with you.
- **DON'T BE CLEVER OR CUTE**—Avoid using words that sound cool but have no clear meaning.
- **DON'T MAKE IT TOO LONG**—Wordy headlines don't get read. Try to keep it to 15 words or less.

When creating a headline for your website, start by thinking about who your ideal customers are and the specific problems they are facing. Also consider how your business helps them solve those problems and what results they get from working with you.

**Example**

Imagine a company that sells solar energy kits to dealers and installers, who then sell these systems to the end user.

Most systems on the market are overly complicated, take a long time to install, and require training. Our solar company’s patented technology makes installation much simpler. The result they provide is saved time and money–i.e. more profit–for resellers that join their dealer/installer network.

| PROBLEM  | SOLUTION                                 | RESULT  |
|--|--|---|
| Most systems take too long to install because they are overly complicated. | Installing our system is quick and easy. | Resellers make more money because of the time saved on each installation. |

*Save time and money on each job with our simple to install solar energy kits.*

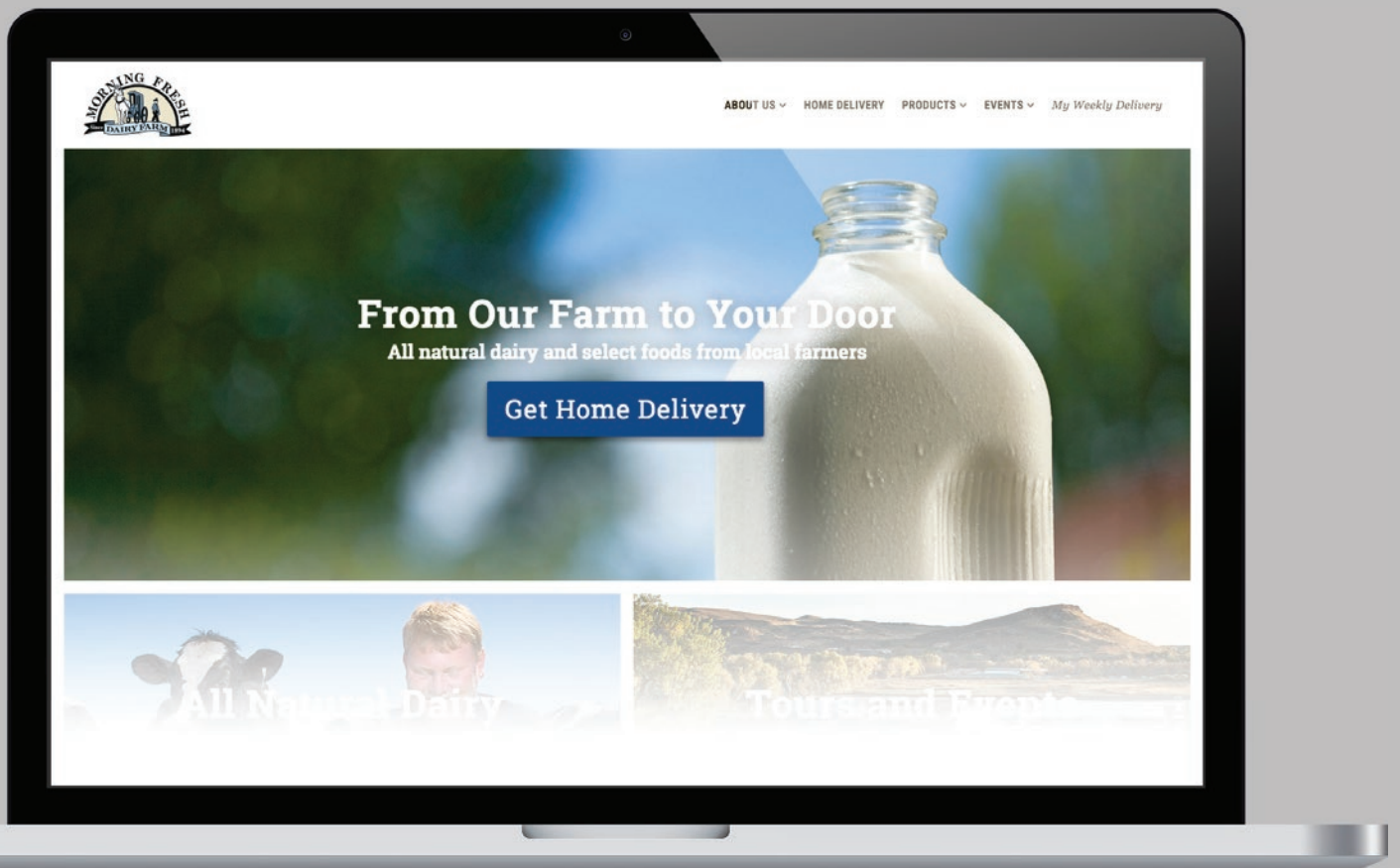
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**TAKE ACTION NOW**–Write out 5 different headlines for your business, incorporating the customers problem, your solution, and the result they get. Get feedback your team then pick your favorite.



# Job 3

Get more customers by telling people the next step with an obvious call to action.



What should people do on your website?

If you don't tell them, they won't know. Remember, you have 8 seconds of their attention before they decide to go somewhere else. As a result, you have to make it clear to them what they should do next.

**A call to action (CTA) tells your website visitors the next step.**

Ask yourself what the main purpose of your website is; that is your main CTA. What is the best way for you to get new customers? Do you want people to call you? Or do you want them to fill out a form to set up an appointment?

Don't make your prospects search for the CTA. Your main CTA needs to be placed in an obvious spot on every page of your website—usually a brightly colored button in the top right corner. When your CTA is easy to find and easy to understand, your prospects are more likely to click it and take the next step.

Not all CTAs on your website will be the same. Some will lead the visitors down a logical path through other pages on your website.

When a potential customer visits your website, they may not be ready to call you or set up an appointment just yet. This is why it's a good idea to create a secondary call to action. Doing this gives people another reason to share their contact information with you—such as downloading a guide or signing up for a newsletter.

**For your main call to action, here are some effective options**

**CALL US NOW**—Many times, a phone call is the quickest way to find out if you can help somebody fix their problem or not. If this sounds like your business, don't make people jump through hoops for your phone number. Have it available front and center.

**GET A QUOTE**—This CTA should lead to a simple form so visitors can send you an email. Don't make it complicated by asking for too much information. If you do, people may change their mind about filling it out.

**BUY NOW**—For ecommerce websites, this CTA is clear and effective. Everybody knows what it means. A variation on this CTA is 'Place an Order.' This CTA is great for purchases that require a conversation.

**BOOK AN APPOINTMENT**—For many businesses, the first step is a meeting. Use an appointment booking software to make it easy for your prospects to grab a timeslot that works for them.

**For your secondary call to action, consider a download**

**DOWNLOAD NOW**—Sometimes your website visitors are interested in your business but not quite ready to talk with you. This is why you should offer a secondary CTA in the form of a download. People can access the download by giving you their email. The purpose of your download is to help people. It can be a guide, checklist, worksheet, etc. (Kind of like what you're reading now.)

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**TAKE ACTION NOW**—What is the ideal next step for your prospect to take after they visit your website? That is your main call to action. Be sure to distill it down to two or three words.

# Build a website that gets the job done.

Get Found Online  
Get People's Attention  
Get More Customers

**Call (970) 744-3611**

*"Our old website was full of content but said very little. We spent years paying thousands of dollars and getting no results. Diggles Creative has eliminated problems, marketing roadblocks, and replaced 5 levels of service vendors. Our new site is fresh, simple, and user friendly. We are generating the traffic and orders we always wanted."*

**Barbara Southwell**  
Sun Bandit®

*"Diggles Creative are exceptional listeners who take the time to understand our organization. They are patient, professional and skilled. They delivered a high-quality website that exceeded our expectations on a tight timeline. Diggles Creative provides ongoing support for our website and are easily accessible and friendly. We highly recommend them."*

**Communications Staff**  
Bohemian Foundation

# ABOUT US

Most business owners are not sure how to improve their marketing in a cost effective way, so we help them create a strategic marketing plan that delivers predictable results and makes their company more money.

We believe everyone deserves to feel certain that their marketing dollars will deliver dependable growth for their business. Which is why, since 2001, we've been developing our strategic approach to marketing.

Our typical client is a small- to medium-sized company that operates in heavily regulated industries like construction, energy, manufacturing, and commercial services that have a complex sales cycle.

We can help you create a marketing program that will give you a competitive advantage certain to accelerate your profit growth in the years ahead.

<https://www.digglescreative.com>

NOTES:

# Strategic Marketing and Creative Design

Make growing your business easier with our proven approach to marketing and feel proud of the way your company looks.

