

# The “SmartSite” Website Concept

I write this from the viewpoint of a 42 year old business owner who has owned a website design company for over 12 years. We are now a 7 figure Digital Marketing Agency, and we do just about anything that can be done for business marketing online.

Here’s my viewpoint; Without a Smart Website, NOTHING ELSE MATTERS.

Let me be clear(er), and then let me elaborate with an analogy.

A website is not an online business card. It’s not an online business listing. It’s not a piece of digital art. It’s not a series of pages with which to communicate important information about your business.

A website IS your business, online. It’s an office, where people enter, and then are “sold” on your products/services, and either actually make a purchase, or become a “lead” through a form, email, phone call, or text message, on your site.

This requires a few vital things... First, let me paint a picture.

A potential new client hears about your business and comes to your office. His name is Tom, and he needs your product or service. As he walks in, he engages with the door, even this is helping him form an opinion of your business. Burger King uses a branded asset for a door handle, it’s a spatula. It matters. Tom

walks in, and immediately does a quick scan, a visual inspection. He's not looking for anything in particular, but his alligator brain is looking for threats, trying to determine if he's safe. He desperately seeks a human face to make contact with, and to assure him he's in the right place.

This is that first 30 seconds that you already know are the most important when meeting someone. The 10 and 5 rule applies - 10 feet from a guest, smile and make direct eye contact. And when you are five feet from a guest, verbally greet. Common knowledge in the hospitality industry. Back to Tom.

Tom is nervous, his personality profile is on the DISC scale, an S, C. This means he's not necessarily good at creatively expressing himself verbally. So he finds a commonly used word track that he's familiar with. This is where we get the typical "I'm just looking", when Tom walks into a shoe store. In this case, it's not a shoe store, and there's real money on the line. Real generated revenue for your business, and Tom is potentially very important to you and your business.

So, what do you say to Tom? What is he seeing when he scans your office? What are the first words that come out of your mouth? What is the directed, intentional conversation? What is your expected outcome? After he leaves, where do you record his info and the conversational notes? What's your follow up? Do you offer Tom a gift? Some water? Handouts? Testimonials?

How do you engage with Tom?

You're seeing it, you're putting it all together, I don't even have to say it.

Your website should be doing THE EXACT SAME THING.

I assure you, your website gets more traffic than your office. It's a few clicks away, not a few miles away. Also, Tom doesn't have to get dressed, be social, or waste time driving (ever have anything delivered? People don't need to drive around anymore). He can just do all this on Google.

So, here's a list of what a SMART website does, so you can compare it to what YOUR website does, and then call me to find out how much it costs to fill in the gaps. That's my pitch. Now, here's your report, based on over a decade of working 7 days a week, 14 hours a day, on websites.

- Human face engagement above the fold
- Google's preferred NAP top header
- Clickable links to call, text, email, find your office on google maps, etc
- A phone button that sticks to the bottom left hand corner of the screen at all times
- A USP, and a CTA, used throughout the site (universal sales proposition, Call To Action)
- Navigation menu with tabs that make sense to the visitor, not just home, about us, contact, other, blog, etc
- Forms for communication that end up in your inbox and a CRM
- A gift, educational or financial incentive, etc

- Videos for explaining concepts that don't convey in pictures, or less than 150 words
- A CRM to collect lead/contact information, along with stats on pageviews, time/date stamp, etc
- Easy to update
- Low cost of OWNERSHIP. Yes, OWN your site. Don't rent it.
- Conversion tracking, so you can calculate ROI, for more effective budgeting and higher margins
- Google readiness - GLSA, GBP, PPC, SEO- your site needs to be ready to receive traffic, and already leaning in to lower the cost of those endeavors
- Social proof- that's testimonials, case studies, reviews, etc
- MOST IMPORTANT - BRANDING, to build credibility, know/like/trust in you and your company and your product/service
  - Psychologically driven content
  - Color psychology
  - Branded assets
  - Branded imagery
  - A Branded design, logo, theme, etc

Every Pixel Matters.

Thanks, Enjoy!!!

-Chuck Peters

About the author;

Chuck Peters is a husband and father of 3, CEO of a 7 figure Digital Agency, and avid camper and brother of the leaf (cigars). He works closely with over 100 7, 8 and 9 figure businesses to create wealth through effective marketing and advertising online.

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