



Top 23  
Website  
Necessities



**23 essential elements** every entrepreneur should include on their website!



# Top 23

## Website Necessities

For a full description of each point, visit [fempire.com.au/top-website-necessities](http://fempire.com.au/top-website-necessities)

### Home Page

#### 1. Company Name/Logo

This should be the first thing your website visitors see. Place it top centre or top left.

#### 2. Who You Are and What You Do

Don't leave your visitors wondering who you are or what you do! Communicate this information clearly throughout your entire website. Ways you can do this include:

- Use headlines and subheadlines to tell visitors exactly what you have to offer.
- Include clear statements about what you can actually do for them.
- Clearly present your unique value proposition (UVP).
- Emphasise the features of your product/service.
- Link to your company's story or about page from your homepage.

#### 3. Common Sense Navigation

You'd be surprised at how many visitors leave a website with unintuitive navigation. Make sure you have an easy to understand navigation so that visitors don't get lost.

#### 4. Contact Information

It can be tempting to omit contact information (or make it hard to find), however, we recommend that you make it as easy as possible for visitors to get in contact with you.

### Specific Pages

#### 5. Blog

Including a blog on your website comes with many benefits, including:

- Helps to enhance your site's SEO.
- Creates trust because they show a human side to your business.
- Including calls-to-action can help turn leads into conversions.
- Builds your business's authority and establishes yourself as an industry expert.
- They can form the heart of your content marketing strategy.

#### 6. Frequently Asked Questions

Dispel common fears and possible objections that could cause a visitor to not take action on your website with an FAQ page.

#### 7. About page

This page should include your business bio, vision, mission, and values.

#### 8. Disclaimer/Terms/Privacy

For risk management, your website should include a disclaimer, terms and conditions and a privacy policy.

#### 9. Resources

Most of the visitors to your website won't purchase your products or services immediately. So make them hang around longer by providing a 'Resources' page.



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### All Pages

#### 10. Appealing Language

Your copy should address your target market's pain points, and connect to their emotions.

#### 11. Capture Leads Opportunities

Your website should provide a method for capturing the details of your ideal clients for the purpose of building your list.

#### 12. Testimonials

Testimonials build trust and create an emotional connection - they're proof that you have customers and are a legitimate business.

#### 13. Calls to Action

Website visitors should always know what their next step should be. A call to action (CTA) on every page is essential.

#### 14. Videos

If you want visitors to absorb information easier, put it in video form and place a number of videos throughout your site.

#### 15. Photos

The photos you choose should represent your brand and the message you're trying to send.

#### 16. Social Media Connection

Your website and social media pages should send visitors back and forth.

#### 17. Comments and reviews

Allowing visitors to comment on and review your website is one of the best ways to engage with your audience.

### Design

#### 18. Clear Design and User-Friendly Style

Consistent and clear design is key if you want to make a positive impression on viewers.

#### 19. Responsive Design

There's no quicker way to lose your online audience than with a PC-designed website that won't flex to fit your target market's mobile devices.

### Behind the Scenes

#### 20. Speed/page loading

Website speed is crucial for success with today's impatient audience.

#### 21. Website Security

It's critical that your website has some form of security to prevent hackers from accessing sensitive information. A key way to beef up your security is by installing an SSL certificate.

#### 22. Analytics

Analytics will tell you who your audience is, where they come from, the pages they frequent the most, and other crucial pieces of information that you don't want to ignore.

#### 23. Search engine optimisation (SEO)

SEO is all about making changes to your site that help it be found by your target market in search engines, such as Google.