

As Seen On     *DIGITAL JOURNAL*

JOSE SILVERA



*The right way to structure your
website for success.*



10 Things Every Great Website Has

Jose Silvera

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Preface

I wrote this book based on my most successful YouTube video, which got over 1,000 views when I had only 20-some subscribers, these 10 things that every great website has, are a definite must for your business's website if you are serious about growing and expanding it to reach its fullest potential. This book is straightforward but its intrinsic value is worth millions of dollars, and maybe even more, I've used the content of this book to improve my own website and each one of my clients' websites, some of these businesses have seen even a 120% increase in visitors, conversions, and sales.

These are proven techniques based on buyer psychology, sales fundamentals, and professional prospecting strategies. Don't take any of these ten things lightly or underestimate their potential to lead customers and visitors to do what you want them to do or buy your products and services. If you already pay for digital advertising or have decent or great SEO, you will see an almost immediate increase in incoming phone calls, emails, and revenue, so much that you won't even believe it like most of my clients when I apply them to their websites.

If you are wondering who this guy Jose Silvera is and how he is so good and I don't know about him, well, that's totally normal and it's not your fault, but mine, you see I have been behind the scenes most of my career as a web designer and digital marketer, I've worked for other companies as an employee and helped other small and medium-sized businesses on the side for almost 6 years, it was until May 2019 when I decided to start my own company while I was still a full-time employee making websites, managing them, doing marketing research on different industries, creating marketing campaigns on Google, Bing, Facebook & Instagram Ads, graphic design, social media, SEO... you name it and I have done it if it's related to the internet!

Some of my biggest professional and personal achievements until now include:

1. Got businesses with \$80K a month in sales, all the way up to \$230K+ in monthly sales.
2. Reduced Google Ads cost per click for clients' accounts from \$10 to \$7 all the way down to \$2.50 and even from \$5 to \$0.50 in some amazing cases.
3. Currently manage over \$250K a year in digital advertising and counting (only in Las Vegas).

4. Built websites that are worth \$60K and more today.
5. Helped dozens of businesses around the world to dominate their sector.
6. Gave work to people that needed it the most and have found a career and a better way of living.
7. Helped charities..

At the time I'm writing this book,

I currently manage over \$250K in digital advertising with only 1 year in business and this number keeps growing every single day..

My main goal when doing anything for my clients is never to compete, but to dominate the marketplace beyond what competitors can even comprehend, I'm 100% against following the "industry leader" or the competitors because most of the time they don't even have a clue of what they are doing. Everything I do is fully custom and targeted for each one of these businesses' audiences, I always do customer persona and marketing research in order to make the best decision when building a website or a marketing campaign,

Warren Buffett says: "The more you learn, the more you earn."

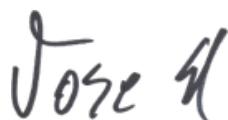
I hope you enjoy this quick read and apply these 10 things to your business's website, if you do so, please share with me your success story by sending me an email to:

successtories@josesilvera.com, I would love to hear your story!

Please also follow me on Instagram [@ijosesilvera](https://www.instagram.com/ijosesilvera) and subscribe to my YouTube Channel at youtube.com/c/josesilvera

Now let's roll!

JS



I have to tell you before we start, here we are not aiming to compete with other businesses in your niche, we're trying to be the very best, to DOMINATE.

So to do that, you need to have an excellent website, high-end, top-of-the-line. Here are some of the essential things that every great website should have, so it can help you be the very best inside your industry.

1. Modern Design

Take a look at your current website, if your website looks five years old, ten years old, or just freaking old, you have to update your website and make it look newer and more modern and fresh, you have to make your visitors feel amazing and relate to your business almost in a personal way, you have to make a connection with them. There's this persona that you have to target, your target audience, the perfect customer who is qualified to buy, that needs your product. Your website needs to suit this target audience, if for any reason these customers don't love your website, then you are doing it wrong.

You can't take the customer's preferences for granted, this is all valuable data that you can use to your advantage to make them feel good and if they feel good... they pay well!

Did You Know?!

In 2017 Zillow.com was an award-winning website, because of their easy search system and modern design..

High-end websites aren't cheap. And cheap websites are never high-end.

But the real question is not how much your website costs.

The real question is how much money it helps your business make.



Scan this QR code to join our free webinar and learn why modern websites are no longer just online brochures. They are sales tools, trust builders, and conversion machines.

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2. Visible Business Information

The second thing is the visibility of your business's information on your website; your business information has to be somewhere on your website that people can always see.

Let's say you have a header that sticks to the top and follows you as you scroll up and down. This is called a “fixed header.” (The header is the top part of the website where the navigation menu usually is.).

If you have a fixed header, you're going to make sure that the phone number, email address, or whatever contact information you have is visible all the time. You have a website because you want people to be able to reach you, get to know about your products and services, make sales and/or close deals. Your product information should be apparent at the top, and not just at the top, but you should have it at the bottom too and everywhere you see fit.

The contact information is the most important call-to-action element on your website, it is the most powerful because it makes the direct connection with the customer!

Once they dial in, you got them!

3. Mobile-Friendliness

This is very important; out of all the listed things, this one is critical. If your website doesn't look good on a phone and it sucks when viewed on mobile devices, let me tell you that 60% or more of people who browse the internet do it through their mobile devices now. So you have to make sure you get this covered and that it works flawlessly.

What should never happen on a mobile-friendly or responsive website:

1. Side scrolling.
2. Overlapping elements.

3. Hard to read, lack of contrast between text and background. (We will talk more about this later on.)
4. Menu is too small or too big, and/or is not a retractable toggle menu.

Did You Know?!

Over three-quarters of adults in the United States own a smartphone. That is more than twice the percentage back in 2011. Today, it's impossible not to see anyone without an iPhone or Android device.

4. The Quality of Your Content

You want to make sure that when people visit your website, your content is fresh. For instance, if you are a restaurant and you are talking about your food, you don't want to sound boring when describing your dishes, you want to be interesting, you want people to imagine how good it tastes just by reading your content or looking at your images/videos, you want to evoke emotions and they will be like "I want to go to this business because it sounds so fun and so delicious!"

Intrigue them and you will get them to your door!

5. Internal Links

I think this is the most confusing of them all.

Internal links are hyperlinks or URLs that direct the visitor to a specific page on your site.

For example, on a website, when navigating up and down through whatever you are reading, there are highlighted links that point people to click on them if they want more information on a subject, and they will look like: "click here," "read here," "read more." Those are internal links too, also the navigation menus, etc.

Internal links on a website page will enable a reader/visitor to remain engaged with your site for longer. This may encourage them to become a client or follower. These links are more accessible to readers/visitors, and they increase the authority of your web pages and your website in general. Internal links are frequently utilized as a call to action. For instance, they may encourage a reader/visitor to

browse or learn more about a topic by clicking on the internal link, or request that a reader/visitor get in touch with you or schedule a visit.

For example, you were talking about this product that is amazing and how it has solved many people's issues, or you're talking about a service, or you're talking about anything you can think of. You want to make sure that these people are able to keep reading and learn more. This is also very important for SEO.

Before you continue, ask yourself:

Is your website guiding people clearly, or is it making them think too much?

Most business owners believe their website is easy to use.

But if visitors do not know where to click next, they usually leave.



Scan this QR code to join our free webinar and discover how a high-performing website guides visitors step by step toward taking action.

Once you understand this, every page of your website will look different to you.

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6. Social Media Icons or Social Media Presence

Right now, more than half of the world's population is on social media, there are over a billion active users on Facebook already, so at this point it is like everybody is using it. You want to tell everybody, "My business is on Facebook, Instagram, LinkedIn! I post everywhere, and I follow my people religiously, I love my folks on Instagram! Follow me!" and with this, they will keep following you and learning about your business.

They will see all the new products and services you come up with, so it is very important to put social media icons on your website and build that social media presence as well. This will make you lots of money, I promise you!

7. Visual Graphics or Effects

A fresh web design with visual graphics and effects creates a different kind of user experience. Cool features and an interactive website are key to keeping these guys engaged and hooked on your business.

Maybe you have seen these effects before. When you are scrolling down, you start to see new elements coming from one side or the other, and then they come together and form one sentence, or you see this effect where it looks like somebody's typing on the screen. There are countless effects! These effects catch your eye and therefore your absolute attention! Centuries ago, when we were cavemen, we were always hunting and we were also being hunted by other predators of all sorts. So these instincts are still inside of us.

So what are you going to do with this?

Well, you can have a call-to-action button, for example, “shop now” after you talk about your product, you briefly say a few things about it and when they scroll down, the button comes up with a nice, smooth movement, then you make them aware of the button and that button wasn't there before, now it is there and it is big and it is red or something like that, this catches their eye immediately!

This is an amazing tool to converting people into buyers!
But shh, don't spread it!

8. Branding

If you are one of those businesses whose business card is green, then you have a website and it is yellow, and then you also have these flyers and they're freaking blue and orange... or the classic one, you have like three different logos...

Or whatever crazy thing you are currently doing. Honestly, when I think I have seen it all, bang! There's always someone who breaks a new record with this.

JUST STOP! You're not creating a brand; you are killing it.

You need to establish a brand. You need to have a standard and maintain that standard forever and if you haven't yet, do it right now.

Have these standards, and always use them nonstop. Maintain consistency with your logo, shirts, website, stickers, colors, flyers, etc.

If you get a billboard, and the billboard is yellow, then they go to your website and

your website is also yellow, and your logo is the same as the one they saw on your billboard, they will know it is the same company and that it is a professional, reputable business that is consistent with their branding. And this, my friends, believe it or not, creates trust in your business. And trust is VITAL!

As a business owner, you should know this, and you have to start creating consistency for your audience and/or your customer base. Look at Coca-Cola, Nike, Disney and all these big names. Disney has this castle, Nike has the checkmark, and they have stayed consistent forever with their style and branding.

So this is very important, guys. You should always repeat and repeat; you brainwash them with your brand, they will trust you and eventually they will buy from you for sure.

Did You Know?!

It takes 5 to 7 impressions for people to remember a brand. Color improves brand recognition by up to 80%, and presenting a brand consistently across all platforms can increase revenue by up to 23%.

9. Easy Menu

This is something that governmental websites just can't get right. I mean, seriously, they have too many things going on. They have all these forms, all these crazy menus that are like endless trees. I suggest you go to one of these websites and then you will have the perfect example of what it is that you should never do.

Well, getting started with the easy menu is very simple, it can be on a sidebar or at the top, even at the bottom, but you have to make sure it looks good and it is not confusing. You want even a kid to be able to use it effectively!

The navigation menu has to be easy to use and easy to understand, like, for instance, if you click on Services, you want the services to show up. And not like when you hover over Services and then there are like twenty different services and within each individual service, there are like 12 more...

This is the perfect formula to lose all your customers and send them to your next-door competitor almost instantly.

You don't want that happening on your website, so you need to stop that from happening. (And it might be happening by the time you are reading this and...oops,

it just happened two more times, you better fix this fast.)

It is better if you create a Services tab, and then you show them your main services, so when they click on the one they need, they see the different options for that same service.

For example: Make one for “moving,” another one for “repair,” and another one for “paint.” Visitors will click on the one they need, then you divide that into different types of “moves,” or under “paint,” you show them all the different paint colors they can choose from and so on and so forth, you should get the point.

That way it will be easy for them to find what they want step by step.

But if you put everything on the menu, you're going to confuse people.

So make it as easy as possible.

It is fine if they have to look a little bit further on the website by clicking twice, rather than getting confused right off the bat when navigating the main menu. This can be a huge turn-off, you know, people are lazy and they want it all stupidly simple.

You don't want to scare the people who go to your website, and if they go and they are like: “Man, I don't understand this!” they will most likely just quit and leave the website because they can't even browse around. Then all those advertising dollars you spent will be worthless and you will be better off just lighting them on fire and dancing around or burning some marshmallows. (BTW, I've heard \$100 bills are the best because they last longer when on fire... hey I'm just saying!)

Warren Buffet Says: “Rule #1: Never lose money.

Rule #2: Never forget rule #1.”

10. Call to Action

This is the one thing that is keeping you from converting people and selling.

Getting people to close when buying from you is what really matters, you want your prospects to reach you and then serve them to make a profit. (This is the truth)

This is the thing that you're missing: call-to-action buttons or clear call-to-action elements on your website.

You have to make sure that you're talking about your products or services and...

Boom! You ought to tell people to “buy now” and close the deal right there, get their money, and finish the transaction ASAP.

So just after you hit them with a good explanation about your product and created value, you go and put a freaking big “buy now,” “call us,” or “contact us” button!

A lot of businesses are doing this wrong. They have great marketing and they put a lot of money into it, they get people to go to their website, and then when they finally get customers’ attention on the product, they read through the text, they love the product and they are all hyped up about it. They are like: “Oh, I love this. I need this product right now!”

Then when they are ready to buy... they don't even know where to click. They can't even find where to buy the product, there's nowhere to click and buy! OH MY GOD!

There's no buy now button. There's no price. There's nothing to guide them through the process. There's just no way they can actually buy after they read about the product or service.

If you are thinking: well, they'll have to go to the menu or look for the product page, and... No, no, no, no!

You're doing it WRONG.

You're killing the customer's time and you are destroying all the previous good things you did. You're destroying the whole funnel just because you don't ask people to buy, and this is one of the things you need to do when closing a deal.

YOU HAVE TO ASK FOR THE CLOSE.

Grant Cardone says: “One of the biggest mistakes when closing a deal is never asking for the close.”

If you know about sales and you are reading this, you know what I am talking about and your website is your best salesperson, it will work endlessly, it will never talk behind your back with your other employees and it will never complain.

But you need to have everything in place for it to be an awesome salesperson that will bring you lots of customers and sales.

In conclusion, this call-to-action button is going to get you more conversions than you could ever imagine. This button is going to be the closing technique of your website when it closes the deal!

You need to understand this. You gotta go for the close, you gotta close the customers. Most of your customers already know what they want and/or need. They've been researching this product for six hours or more on average. And this is not BS. I'm telling you, these people know more than you when they go to your website. They have already been through 10 other websites or maybe even more!

And then they find your website. They like your product. They like everything, bang, you tell them to “buy now.”

They freaking go and buy now, and they pay you, and that's what you want!

You want to CLOSE THE DEAL, you want to finish the transaction and take their money.

Grant Cardone Says:

“Business Owner told me, I don’t want to push products on customers.”

Grant replied: “It’s a shame you have products you don’t believe in.” So now I'm going to give you two bonuses just for you guys!

Bonuses

11. Website Loading Speed

Bonus number 1 is the loading speed of your website.

If you have a website that loads in six seconds, 10 seconds, 20 seconds and people are like: “This thing is never-ending!

You don't want that to happen; actually, if you care about SEO, this thing is extremely important.

Google wants you to have a website that loads in less than one second. If you achieve this time, I'm telling you, you're going to sell more, you are going to get more conversions, because you don’t want your people waiting until your website actually loads and then leaving without buying from you.

Does your website take 20 seconds to load?

If it does, then you're out of the game and they're not gonna come back because they hate your website now. They might not have even seen the website at all.

So all the things in this book, like the modern design and all these other key points we talked about, don't do you any good.

You put all this effort into making it look good, but if you have a slow website because you have a bad hosting server, you are doing things in the opposite direction.

Don't go for bad servers. Invest some money. Don't be cheap!

Don't be cheap on something that is going to make you thousands of dollars, tens of thousands, hundreds of thousands of dollars, or maybe even millions per month. You know, your website is your best salesman. You have to invest your money in a good server!

Also invest some money, probably in a good developer that is going to optimize your website and make it super fast. This matters, guys.

Now, like we talked about previously, more than 60% of people are using their phones to browse online. Their phones are not as fast as a computer, and the internet is not landline hardwired internet, or maybe not even Wi-Fi. It is not the same thing to have LTE, 4G, or 3G as having Wi-Fi, you know?

These guys don't even know their plan ran out of megabytes, or whatever their thing is. It is super slow.

And if your website loads super fast on their phones, guess what... they will buy from you!

This is the first impression before the first impression. You get it?

Did You Know?!

40% of people abandon a website that takes longer than 3 seconds to load, and page speed can have a direct impact on your Google and Bing Ads campaign's Quality Score, which will also increase your CPC (cost per click).

A slow website doesn't just hurt user experience.
It can silently cost your business leads, calls, and sales.
Speed, structure, design, and clarity all work together.
When one of them fails, your website starts losing opportunities before your team
ever speaks to the customer.



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identify the hidden website issues that may be costing your
business money.

Your website should not just load.
It should perform.

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12. Contrast & Site Readability

I promised you two bonuses, and the second one is a no-brainer.

So it's the most stupid thing you can think of, but this is something that almost everybody does wrong. Like, almost everybody doesn't care about this thing, and you let it go, but this thing is everything. It is so stupid!

You have to make sure this is in check, that the text on your website is easy to read. You have to make it big, and you want to make sure that there's contrast.

For example: you have a dark background, and you have white lettering.

Not like having a dark background and a gray font...

I mean, if it is going to be hard for them to read it, they are going to leave because they're going to hate it and have a bad experience on your website. They can't read anything if they are older; everything is harder for older people. You've got to make sure it's big enough for them to read, or else they will have a bad time reading your content.

This is also being monitored by Google, believe it or not. When they send their robots to check the SEO on your website, the robot will go over your website and tell Google if there's good contrast between your background and the text, and also the other things your website is missing. You've got to fix this. They'll tell you on the Google “web.dev” tool. Amazing tool, BTW. It will tell you everything that is wrong with your website, and fixing this will also help you with your SEO. If your business is targeting older people, you've got to keep that in mind, and those are the little things that your competition is doing wrong.

Remember, we talked about dominating, not competing. You don't want to be like the rest of the guys that are using a black background with gray text. You don't want that, and that's where you kill the competition. That way, you dominate the market because you do all these little things right.

I hope you apply all these tips I am giving you, because trust me, this is going to take your business from the ground up to the highest places it can possibly get to, and then even more!

If you like to be at the top of the food chain and be the very best in your sector, then you need to invest some money in a website and marketing, and make sure your customer service and sales team is top of the line as well.

You ought to have an amazing website, one that is perfect and in check with all these things listed in this book and even beyond that, the very best in your industry. That way, you make it clear who is superior.

Remember that your website is the best salesman you have! And you need to make it work 24/7 for you. A well-made website will never let you down and will bring you lots of sales and money to your business.

Need a new website or want to improve the one you already have?
Schedule a free appointment with our team and let's talk about how to make your website work better for your business.

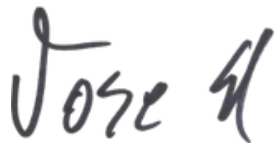


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If you need any help, more tips, have any questions, or would like to work with me to help you get your business to the next level, just give me a call at (833) 886-2681 or send an email to customerservice@striveenterprise.com, and I promise to get back to you ASAP.

Your Friend,
Jose Silvera

A handwritten signature in dark ink, appearing to read "Jose Silvera". The signature is written in a cursive, flowing style with a large initial "J" and a stylized "S".