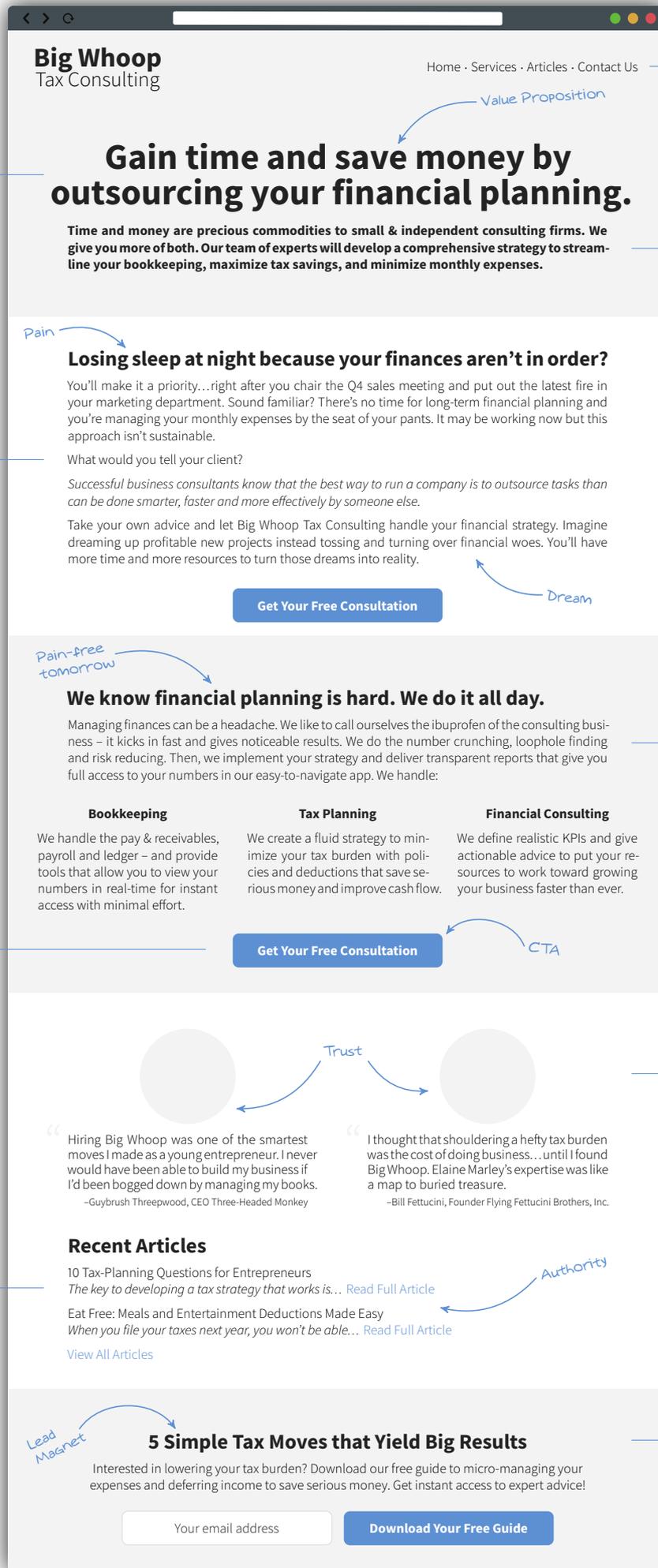


# The Anatomy of a Perfect Website

By Daniel G. Siegel



This headline will serve as a hook to get your audience interested. It should state the big, expensive problem you're going to solve for your ideal client – your **value proposition** – and compel them to learn more.

People need to know they have a problem before they decide you are their solution.

Start by addressing the problem using language that will help them visualize what that **pain** point looks like for them. Remember that a website should be written as if you're speaking to your ideal client – doing so here will help you disqualify poor leads.

Then, flip it upside down and show them what their **dream** world would look like without their big, expensive problem.

Your **Call To Action (CTA)** is the most important item on your page. Everything you have done so far builds up to this item. By now, you should have convinced your audience that your product or service is the right solution for their big, expensive problem.

If you're selling services, the CTA should be exchanging an email address for a free report, phone number or contact form. We're solving big, expensive problems, so prospects will not buy directly here. You'll have your chance to close the sale later.

I recommend using the same CTA multiple times throughout the page.

This is a great place to add content that showcases your expertise. Use snippets of articles, talks, or any content that will establish you as an **authority** in your niche.

As a side note: never call your articles "blog" or "news".

Your **navigation** should feature the most important pages. Don't add too many items, 3-5 is enough for most businesses.

The **subtitle** is a short paragraph that explains who you are, who you're targeting and what you do. It should give further insight into the headline.

In some cases, it makes sense to switch the two (for example, if the subtitle is shorter or acts as more of a hook than the headline).

How will you bring your client from the painful world they live in now to the **pain-free tomorrow** they want? Describe how and why buying your product or service will end their pain. Get specific about your offer and remember to speak in terms of how your product or service will benefit them – don't just list features.

I generally recommend using a **product ladder** with a range of products and services. If you're offering a free or low-cost product, start there to capture interest and move up to your most expensive offering.

Testimonials, a client list, or case studies are all effective ways to establish your credentials and build **trust**.

Great testimonials should follow a format (unsolvable problem, finds a solution, problem solved, perfect world). It can be helpful for your leads to see themselves in a client testimonial. Feel free to sprinkle them throughout the page.

If you rely on case studies, make sure to state very clearly how your client is better off than they were before you worked together. Use numbers and facts to back them up. The more hard proof, the better.

Add a **lead magnet**, like a free email course or downloadable asset, for people who aren't ready to act on your primary objective now. This establishes contact and allows you to collect their information to reach out later.

Make sure you comply with GDPR requirements.

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