The Anatomy of a Perfect Website G. Siegel



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".

Big WhoopTax Consulting

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- Value Proposition

Gain time and save money by outsourcing your financial planning.

Time and money are precious commodities to small & independent consulting firms. We give you more of both. Our team of experts will develop a comprehensive strategy to streamline your bookkeeping, maximize tax savings, and minimize monthly expenses.

Pair

Losing sleep at night because your finances aren't in order?

You'll make it a priority...right after you chair the Q4 sales meeting and put out the latest fire in your marketing department. Sound familiar? There's no time for long-term financial planning and you're managing your monthly expenses by the seat of your pants. It may be working now but this approach isn't sustainable.

What would you tell your client?

Successful business consultants know that the best way to run a company is to outsource tasks than can be done smarter, faster and more effectively by someone else.

Take your own advice and let Big Whoop Tax Consulting handle your financial strategy. Imagine dreaming up profitable new projects instead tossing and turning over financial woes. You'll have more time and more resources to turn those dreams into reality.

Get Your Free Consultation

Dream

Pain-free

We know financial planning is hard. We do it all day.

Managing finances can be a headache. We like to call ourselves the ibuprofen of the consulting business – it kicks in fast and gives noticeable results. We do the number crunching, loophole finding and risk reducing. Then, we implement your strategy and deliver transparent reports that give you full access to your numbers in our easy-to-navigate app. We handle:

BookkeepingWe handle the pay & receivables,

payroll and ledger – and provide

tools that allow you to view your

numbers in real-time for instant

access with minimal effort

Tax Planning

Financial Consulting

We create a fluid strategy to minimize your tax burden with policies and deductions that save serious money and improve cash flow.

We define realistic KPIs and give actionable advice to put your resources to work toward growing your business faster than ever.

Get Your Free Consultation

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

Great testimonials should follow a for-

Your navigation should feature the

most important pages. Don't add too

many items, 3-5 is enough for most

The subtitle is a short paragraph that

explains who you are, who you're tar-

geting and what you do. It should give

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

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 prod-

uct or service will end their pain. Get specific about your offer and remember to speak in terms of how your prod-

uct or service will benefit them - don't

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 in-

terest and move up to your most ex-

just list features.

pensive offering.

further insight into the headline.

the headline).

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.

Authority

 $I thought that shouldering a hefty tax\, burden$

was the cost of doing business...until I found

Big Whoop. Elaine Marley's expertise was like

-Bill Fettucini, Founder Flying Fettucini Brothers, Inc

a map to buried treasure.

Recent Articles

Hiring Big Whoop was one of the smartest

moves I made as a young entrepreneur. I never would have been able to build my business if

I'd been bogged down by managing my books.

-Guybrush Threepwood, CEO Three-Headed Monkey

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Download Your Free Guide

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.