



30

MUST HAVE
FEATURES
— OF A —
**BUSINESS
WEBSITE**

Introduction



Jonas & Barbara Troyer live in Ohio with their 6 children. They are the owners of Troyer Websites and besides their family they love traveling, hunting, fishing and the great outdoors! It is their hope and desire that this PDF will help you improve your website in order to get better results from it. Please feel free to contact Jonas at any time if you have questions.

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1. Descriptive About Page

The About page on your website will be viewed by a large percentage of your site visitors before they buy or become a lead. It's very important to have a great About page on your website that shows visitors who you are, what you do, and how you can best help them. Check out our [About page on jonastroyer.com](#).

2. A Clear Call to Action (CTA)

Way too many websites make it difficult for visitors to know what they are supposed to do next on your website. Are they supposed to sign up for an email list? Purchase a product? Contact you? Request a Quote? Make it very clear on your website what you want visitors to do when they land on your site. Have a clear Call to Action (CTA) at the top of the home page as well as the bottom.

3. An Email Subscription Box

A simple way to increase the number of leads your website generates is to allow people to subscribe to your email newsletter. Regularly emailing your audience is an excellent way to build relationships and drive sales. There are many great email service providers, but we highly recommend [Aweber](#). [Click here to get a free 30-day trial](#).



SIGN UP FOR OUR NEWSLETTER

Name

Email

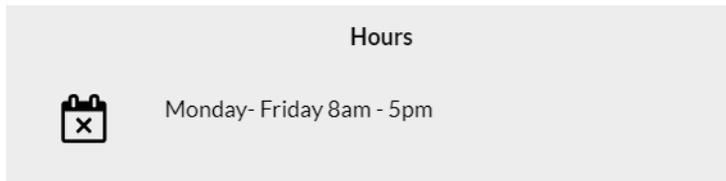
SIGN ME UP >>

4. Clearly Display Your Contact Number

In most industries you will want to display your business phone number right on your website. It provides trust to your visitors. They are more likely to convert knowing that a real person is available on the phone if need be.

5. Show Your Hours of Operation

This is especially important if your business provides hospitality service (a restaurant, shop, store) Your opening hours should be easy to find and always updated when hours change. At [Troyer Websites](#) we like to



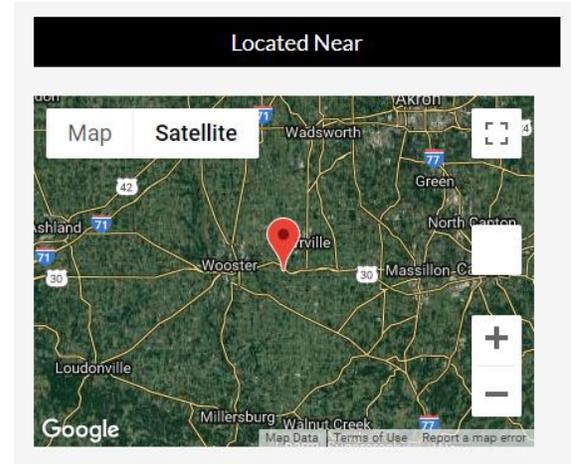
put the phone number and hours in the header and/or the footer area of the website.

6. Easy to Use Contact Page

It is very hard to cover all your customers questions on one website, and sometimes it's often better to leave some questions unanswered in order to prompt leads to contact you. A contact page is definitely one of the most important features of a good business website.

7. A Map Showing Your Location

If you have a physical location you do business out of, then you will want a good map of your location. Use an embedded Google map and not a screenshot or picture. At Troyer Websites we like to add a button as well that let's visitors click on and get immediate directions to the location.



8. Social Media Links

The way we interact digitally with our target market has changed drastically in recent years. Now business profiles on social media such as Facebook, Twitter, and Instagram are just as important as your website. Make sure you add your social media links are displayed clearly throughout your



website, so your leads and customers can interact with you on a more personal level. We also highly recommend Social share icons on all your blog posts and even some pages.



9. Photos of You and Your Team

Even if don't like having your photo taken, adding a photo of you and your team is an excellent way of personalizing your website and adding a face to your business. It builds trust and gives visitors confidence to purchase from you.



10. Client Reviews (Testimonials)

There is no better way to persuade visitors to buy from you than descriptive, genuine customer reviews. Adding a photo of the customer, or even better a video testimonial can give even more weight to an already powerful trust and confidence builder. We always recommend getting reviews on Facebook, Google, as well as your website. (We create a page that makes it easy to do all 3! [Click here to see it and leave a review if you want.](#))

11. An Incentive to Convert

We spoke earlier about considering the goal of your customers, but now we need to entice them to achieve that goal. A PDF or maybe a discount on your services if they buy today, are common strategies to incentivize your call to action. This PDF is a perfect example of that. Something that helps your ideal client.

12. Professionally Written Copy

There's nothing worse on a website than spelling errors and grammatical mistakes. It looks cheap, unprofessional and will turn more customers away than most other website errors. If copywriting isn't your strength, invest and pay a professional copywriter to work with you to produce content that is engaging and error free.

13. Good Search Engine Key Phrases

If your website visitors are likely to search for your services, it's important that you think about the phrases (search terms) they may search for and ensure your copy contains these. If your business is primarily local, try to ensure your local towns and cities are mentioned in your copy. If you're struggling, there are professional search engine optimization companies that can boost your search engine rankings. **(Side Note: NOBODY can GUARANTEE you Page 1 results with SEO...** If you hear those 2 terms in the same sentence, run the other way!)



14. A Mobile Friendly Website

With more than 50% of internet users now using a mobile device (64% of our traffic is from mobile) it's now more important than ever that your website works great across all devices. Most modern-day WordPress themes will automatically do this for you, but if you have an older website or it's not on WordPress you might want to consider moving it over.



15. A Simple Domain Name

Keep your website address (domain name) short and simple if possible. Try to use full words rather than initials or acronyms, and always stick to popular extensions like .com, .org, .net, or your own country extension such as .co .uk .ca or .com.au

16. A Site Map

I debated whether I really wanted to still include this one anymore. In recent years the sitemap gets used less and less. But we always recommend adding it and connecting it to the Google Search Console. This way Google can “crawl” your site faster and easier.

17. A Blog

Blogs don't have to be complicated. As long as you have a way of easily updating a page with new content on a regular basis, then you can consider yourself the owner of a blog. Use this area to add your latest news and talk about solutions to problems your customers often encounter. If you have a construction related business, it's a great idea to add your completed jobs. (Complete with pics) This also a great way to boost your search engine rankings.

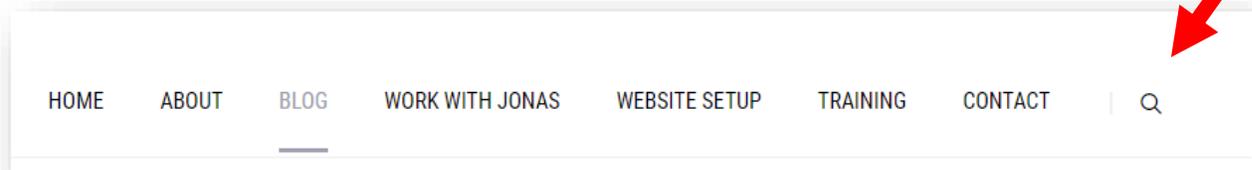


18. Good Quality Web Hosting

Having a great quality web host is essential for any successful business. If your website isn't loading or your emails stop working, it's your web host who should be there to help. Always a good idea to ensure you can easily get ahold of someone immediately if an issue arises. (It'll happen sometime sooner or later) At [Troyer Websites we use a hosting company](#) that has 30 second or less response time for support. (And super-fast hosting)

19. Search Functionality

On large websites especially, it's important to have a text search where visitors can type in a phrase and find a list of results on your website. If you are using WordPress, it's likely to already have a search feature.



20. A Cookie & Privacy Policy

If your business is based in Europe, or your website serves customers from Europe, you must receive permission from your visitors to store cookies on their device. Cookies are little pieces of data stored on your visitor's devices to remember certain pieces of information, such as their login info or purchase history. If you generate leads you must also have a privacy policy on your website.



21. A Secure SSL Certificate

If you are selling products online or customers are handing over personal data, you must have a SSL certificate which makes your website secure. Even if you don't sell or collect personal info we highly recommend having an SSL certificate. Google Chrome browser now warns visitors whenever they land on a website that is not secure. The Web Hosting company we recommend includes SSL certificates for FREE.



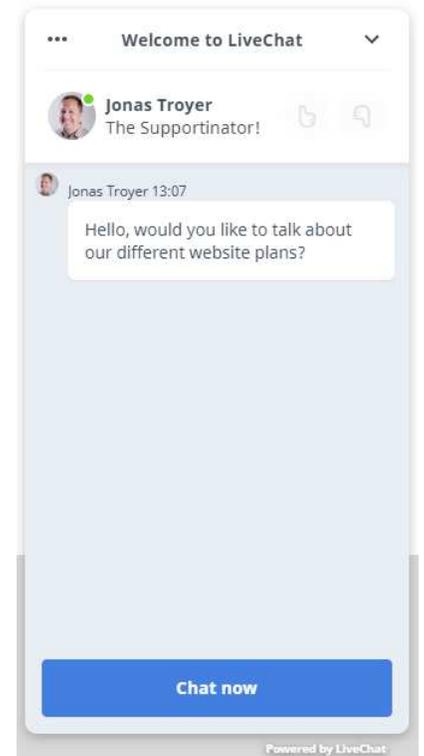
22. Useful Analytics

Once your website is live, it's important to know how well it is performing. Ask your web designer to install Google Analytics. We always recommend that they use a Google account (Gmail) that is in your name so you have access to it anytime you need it. You can download the Google Analytics App for the app store and login with that Gmail to get access anytime.



23. Feedback or LiveChat

Receiving feedback or offering LiveChat on your website is a great way for your visitors to send you their thoughts, suggestions, or ask questions. We use LiveChat on our website and are able to chat live with customers directly from an app on our phone. Have had great success with it. Feel free to test it out yourself on TroyerWebsites.com.



24. Links to Other Websites

Do you notice we've added links to other websites in this PDF? There are 2 clear reasons for having external links. First and foremost it is helpful for readers to receive further information from elsewhere. And just as important, linking to other authority websites on your website is a proven technique to improve your search engine rankings.

25. A Simple Order Process

Does your order process require visitors to sign up with a username and password? Is it 6 pages long? If so, its time to simplify. Reduce the steps required to make a purchase, and make sure users can purchase without signing up. By doing so, more customers will buy, and they will be happier at the end of the buying process. We will often times use a 1-page checkout process for ecom stores we build.

Naturesorb NS22
\$62.00
Add to order
Category: Di Absorbent

Description
2.2 Cu. Ft. Double Compressed Di Absorbent
Absorbent is 22 grams of Di or other non-toxic
Per full size quantity (20) call the link below to get an instant quote.

Returning customer? Click here to sign in

I'm a new customer? Click here to enter your code

Billing details = Ship to a different address?

First name	Last name	First name	Last name
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Company name		Company name	
<input type="text"/>		<input type="text"/>	
Country		Country	
United States (US)		United States (US)	
Street address		Other address	
House number and street name		House number and street name	
<input type="text"/>		<input type="text"/>	
Apartment, suite, unit no. (optional)		Apartment, suite, unit no. (optional)	
<input type="text"/>		<input type="text"/>	
Town / City		Town / City	
<input type="text"/>		<input type="text"/>	
State		State	
<input type="text"/>		<input type="text"/>	
ZIP		ZIP	
<input type="text"/>		<input type="text"/>	
Phone		Order notes (optional)	
<input type="text"/>		Enter notes for your order (e.g. special requests, gifts, etc.)	
Email address		<input type="text"/>	
<input type="text"/>			
<input type="checkbox"/> Create an account!			
Product	Quantity	Total	
Cart Subtotal		\$62.00	
Order Total		\$62.00	

26. Working Hyperlinks

It sounds simple, but broken hyperlinks are a pain for everybody, website owner and visitor alike. Use an automated service to check your website on a regular basis for broken hyperlinks.

27. Outstanding Imagery

Images can make or break a website. Just like with copy writing, it's worth investing money into professional photography to display your products. Likewise if you're using stock images, make sure the photos are of a high quality and clearly relate to your visitors.



28. Excellent Load Speed

As more people surf the Internet on their mobile devices, often via a 4G or LTE connection rather than via Wi-Fi, it's as important as ever to ensure your website loads quickly. If your website isn't loading in a couple of seconds, you're likely to disappoint at least half of your visitors. To increase your website load speed, keep your website simple, compress images so they are small in file size, and use a web host who hosts your files in a location close to where the majority of your visitors reside. For example, if you primarily serve US East Coast visitors, using a web host who stores your files in London is going to reduce your website load time for most of your visitors, compared to a web host storing your files in New York. Check out troyerwebsites.com/speed to learn more ways to speed up your website.

29. A Good Platform (Content Management System)

If you want to avoid constantly asking your website designer to update your website, a user- friendly content management system, such as WordPress, will allow you to complete most copy and image updates. Be careful though... this can be time consuming, so it may provide a better return to simply ask your website designer to do it for you. We highly recommend WordPress.

30. Secure Backups

Just like your office computer, it's entirely possible that one day the computer storing your website files (managed by your web host) will crash and be too badly damaged to fix. In this case, it's best you have your website files backed up. Web hosts often provide these backups for you, but don't rely on them. If you use your website to sell your products and earn revenue, it's your responsibility to keep your own backups in case of emergency. Speak with your web designer or web host for advice if you're not sure how to create a backup.

Some of these 30 features will be more important than others for some, and I hope you'll utilize the right ones for your particular website. Rest assured, if you follow the advice here, your website will be more effective, secure, and dynamic for all of your visitors and customers alike.

Helpful Resources

FREE Webinar: *“How to Build Your Own WordPress Website from Scratch”*

Melanie Gibson
Host/Online Marketer

Melanie Gibson has been in the online marketing space for some time now and has some experience with WordPress Websites.



Jonas Troyer
WordPress Expert

Jonas Troyer is the founder and owner of Troyer Websites and has worked with WordPress Websites for years!

<https://troyerwebsites.com/webinar>

FREE 17-page Ebook: *“The Ultimate Guide to Earning Money with a Blog”*

<https://jonastroyer.com/blogging>

