

VALIANT BRANDING

THREE C'S  
OF  
WEB DESIGN



THREE CRITICAL ELEMENTS YOUR  
WEBSITE ABSOLUTELY NEEDS

# LET'S TALK

You have a website. Congratulations!

However, you're finding out that your leads aren't turning into clients as quickly as you would like.

*Do I have bad products?*

Probably not.

*Do I have a bad service?*

Again, probably not.

*Then what is going on?!*

Don't worry. We are going to help you.

Sometimes business owners are so close to their products or services, they become too familiar with their mumbo jumbo lingo and can't simply articulate what they do. This causes confusion for customers, which makes them feel unintelligent, and they walk away. Staking your marketing on your "grandfather owning the industry for thirty years" or "this product has 7,000 newtons of ions built into the compressor" means nothing to someone who just wants cold air conditioning in their house.

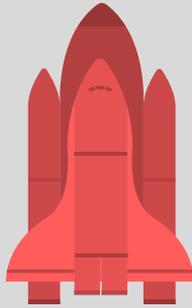
This leads us to the "**Three C's**".

# THREE C's

**Compelling Story**



**Call to Action**



**Caveman Friendly**

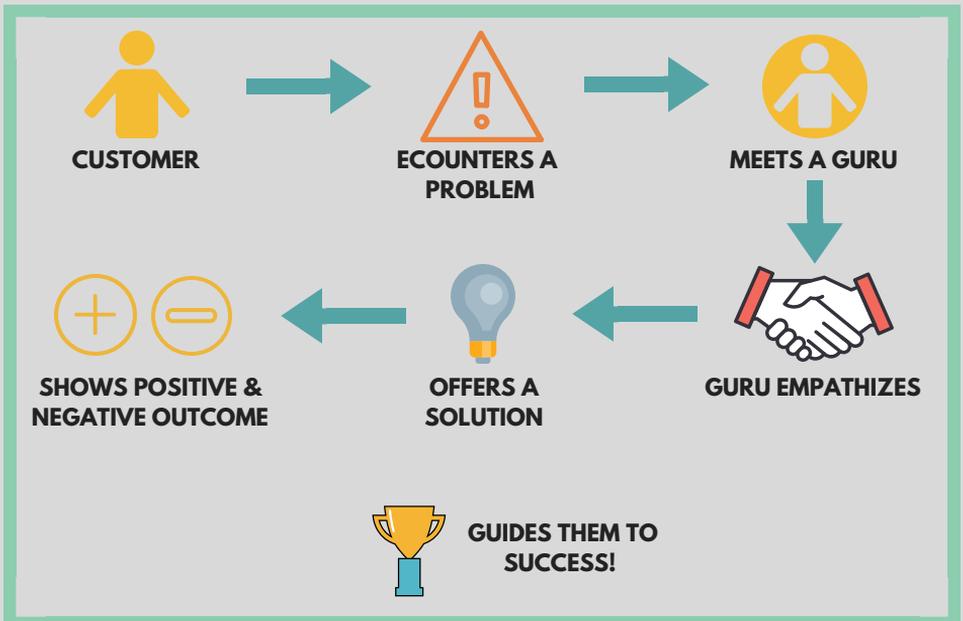


# COMPELLING STORY

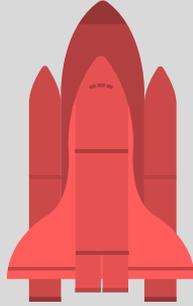


The human brain communicates in story. We love paying to see movies, read good books, or watch riveting plays because story puts our mind at ease. Since we now know how the brain responds, why would we not apply this to our business?

What are elements of a *business* story?



# CALL TO ACTION



Believe it or not, but people actually want to be told what to do. Yes. You heard me. They are coming to you because they have a problem. Don't make them figure out what to do now. Your website should have an obvious Call to Action. This is typically called the "5 Second Rule". If someone can't figure out what to do on your website within five seconds, they will navigate away. This is usually not because they don't want your product, but they actually feel unintelligent for not knowing where to go or what to do. If your main objective is to solicit donations, have a huge button that says, "**DONATE NOW**" on the front of your website. If your main objective is getting a quote to them for a project, have a huge button that says, "**FREE QUOTE**". This button should be obvious for them, embedded in multiple places on your page. Tell them what to do! You're the boss.

# CAVEMAN FRIENDLY



What do we mean by Caveman Friendly? Are you familiar with the old Geico tagline, "So easy a caveman can do it?" Well they nailed it with this campaign. Why? Because their website was broken down into one objective: Get a Quote. You actually couldn't do anything else on their website besides get a quote. They had one purpose and made sure their customers knew this.

**Caveman:** *"Me need car insurance. Geico give me quote fast."*

Done. In seconds, anyone could fill out a form if they had half of a brain and receive a quote for car insurance. Keep your verbiage simple. Make your products easy to understand. Create the least amount of barriers of entry for a person to access your product or service.

# NOW WHAT?



Get to work! Only you know what your story is and how to reach your audience. We hope this information has been beneficial for you.

If you need help implementing these elements into your website - or maybe this has spurred you to create a new website - we would love to see if we are a good fit for each other.



Visit us at [www.valiantbranding.com](http://www.valiantbranding.com)