



SWIPE FILE

# CONVERSION FOCUSED WEBSITES FOR LOCAL BUSINESSES



According to research from Stanford University, 46.1% of people say a website's design is the top criteria for deciding if a company is credible or not.



I have created this collection of websites from small businesses that exemplify the best practices when designing websites that convert. My wish is to help inspire you to optimize your website, or in the case that you don't have one yet, to create one.

An online presence is extremely important for all businesses today, in particular for small businesses, because customers will trust you more if you have a credible online presence.

The examples are organized according to the design principles that they are successfully demonstrating, and the objectives they accomplish.



*Jacob Landis-Eigsti*

Jacob Landis-Eigsti  
[jacob-le.com](http://jacob-le.com)

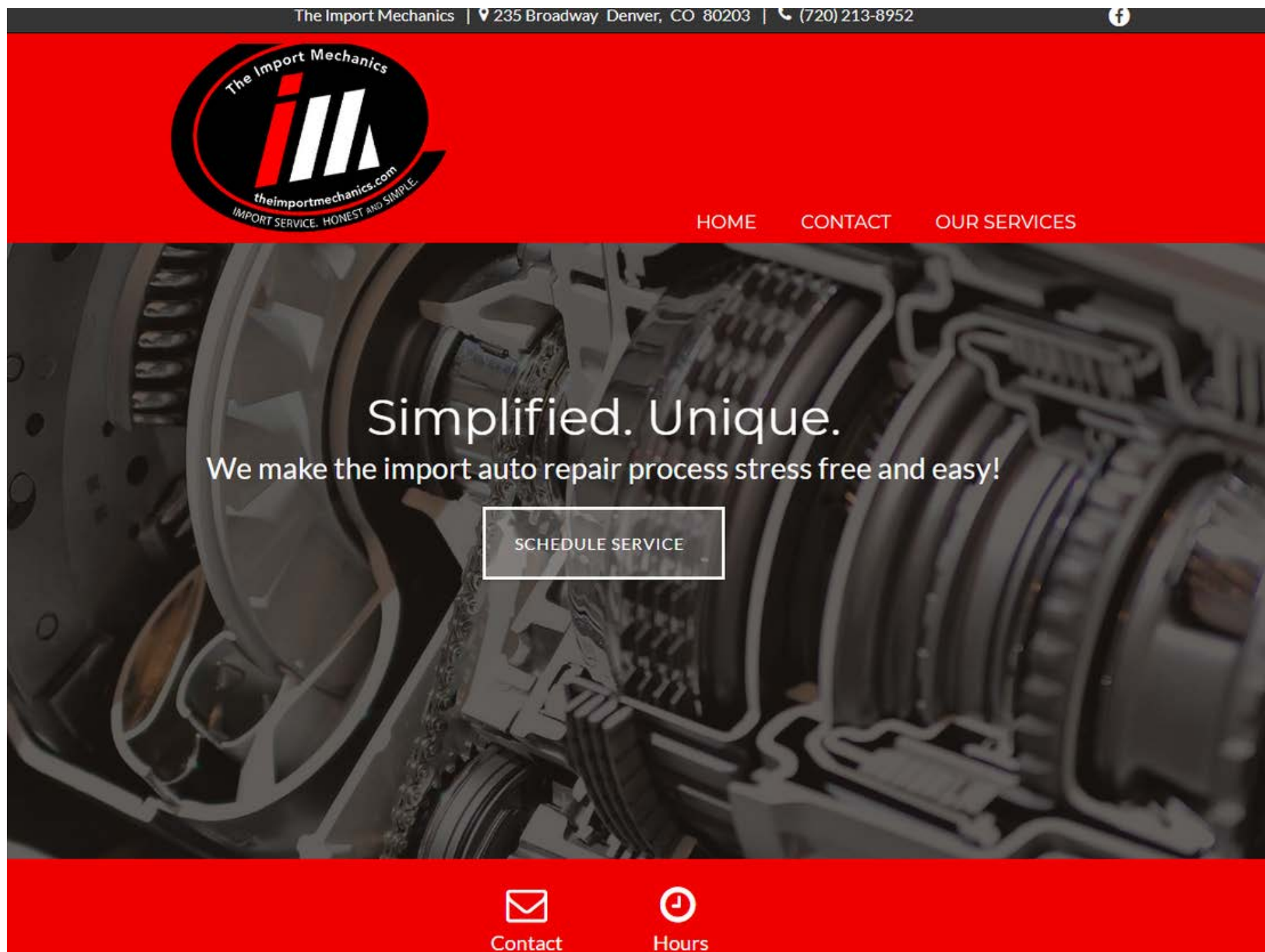
# Remove any barrier to a potential conversion



The navigation of your website needs to be optimized for potential conversions. Poor navigation frustrates users, and more often than not they leave your website.

It is also very important that the options to convert (buy, give email, contact form etc.) are available at various places on the website, not just at the end.

Users need to access what they want in a straightforward simple way.



<https://www.autorepair-denver.com/>.

## Schedule an Appointment

How important it is to feel taken care of when a repair expense comes up. At **The Import Mechanics**, we will get you back on the road fast while saving you time and money on repair costs. To schedule an appointment with us, call (720) 213-8952.

This screenshot shows a 'Schedule Service' form overlaid on a background image of a car's rear wheel and tire. The form is a red vertical rectangle with white text and input fields. At the top, the title 'Schedule Service' is centered in white. Below the title, the form contains five sections, each with a label and an input field: '\* Contact Full Name', '\* Contact Phone Number', 'Year', 'Make', and 'Model'. Each input field is a white rectangle with a thin red border. In the bottom right corner of the form, there is a small red square button with a white upward-pointing arrow.

This website emphasizes the conversion (scheduling their service) in several places in the navigation. This allows customers fast access and keeps the needed action in sight.



# Boost Conversions by Limiting Decisions

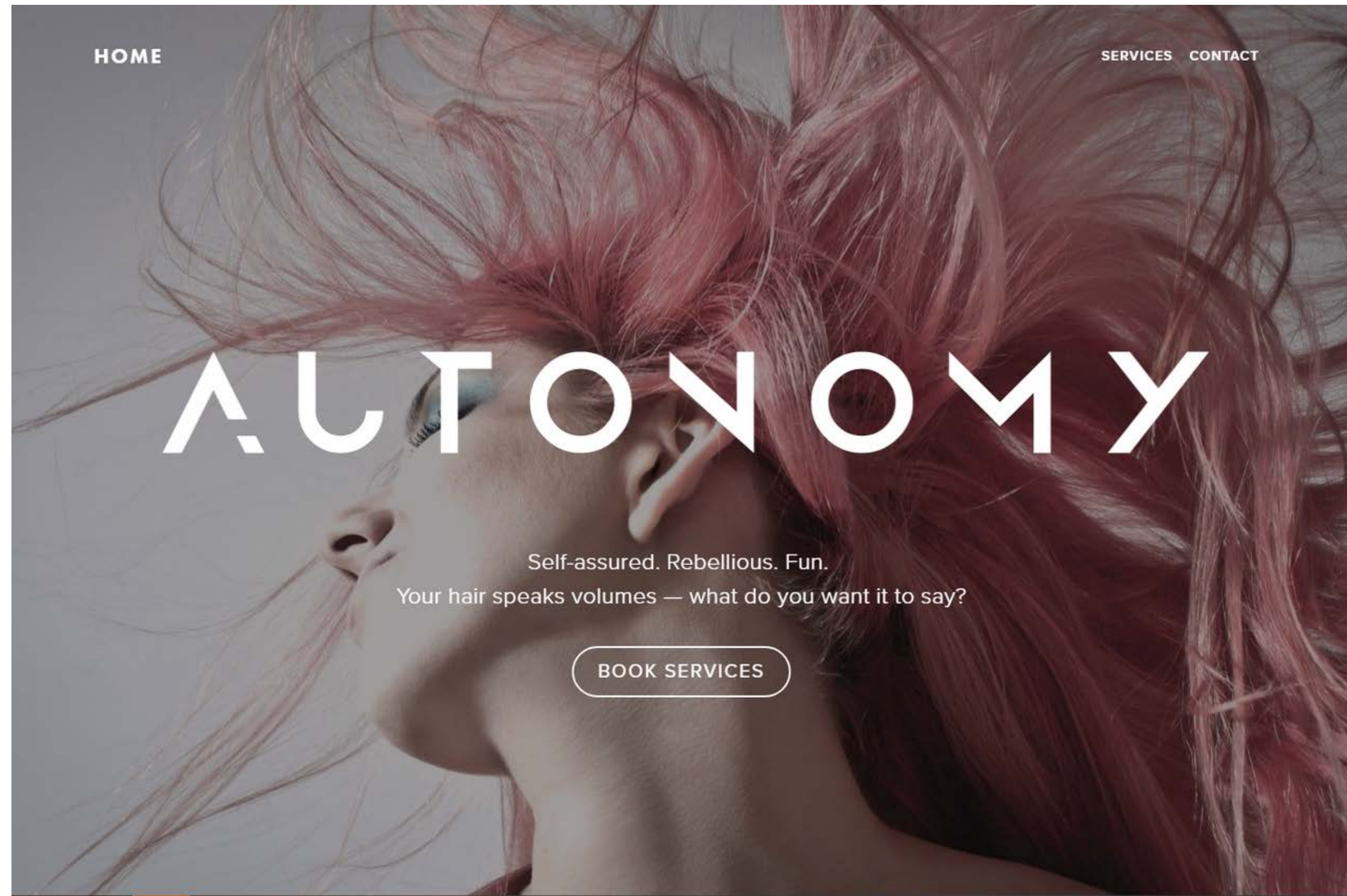


Which actions are the most important for your bottom line? What is it most important that customers visiting your website do?

Whatever the bottom line is (buying, booking, contacting you, opting in etc.) you need to make sure that choice is very visible, and that it is not part of many other options.

Also, keep in mind that each page on the website needs to achieve one main objective. The more limited the choices, the more conversions you will see.

<https://www.autonomyhair.com/>

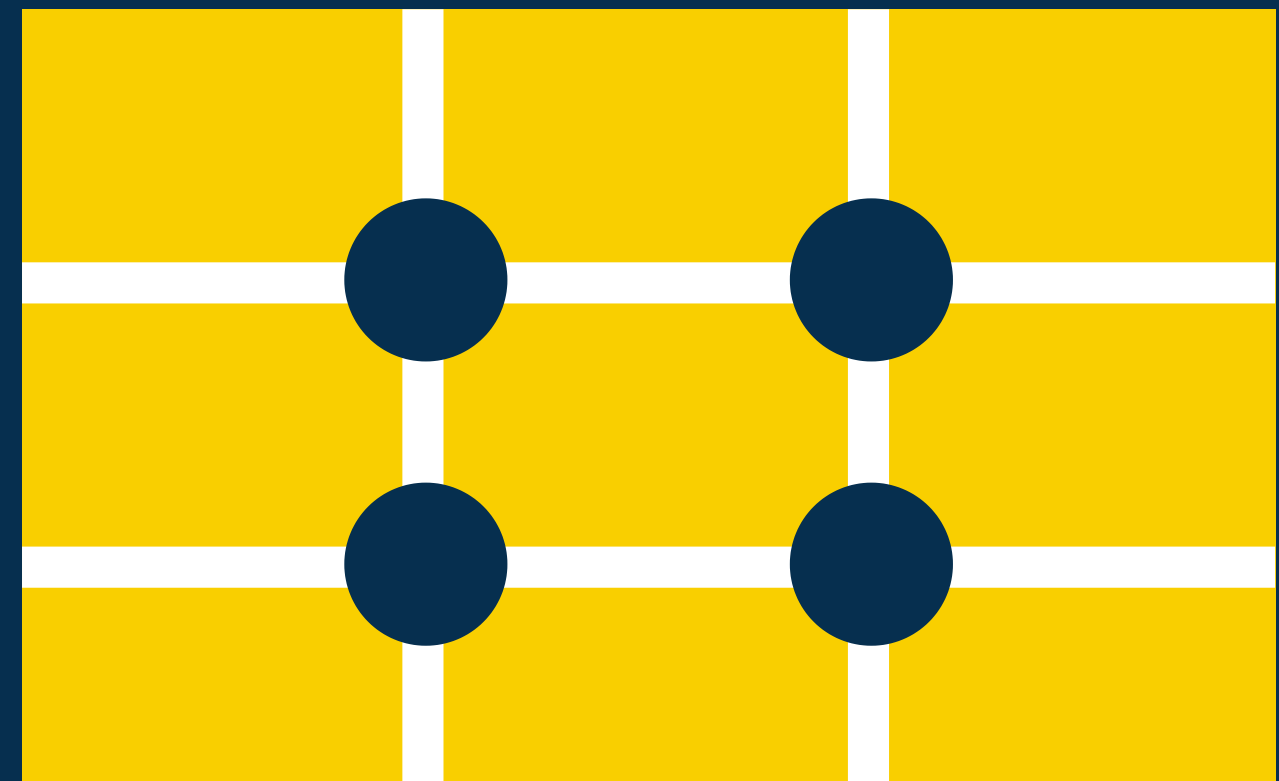


The main focus for this salon's website is for clients to book their services. They give this action the main space of their landing page making it easy and more probable for customers to take the desired action.

# Leverage the Rule of Thirds

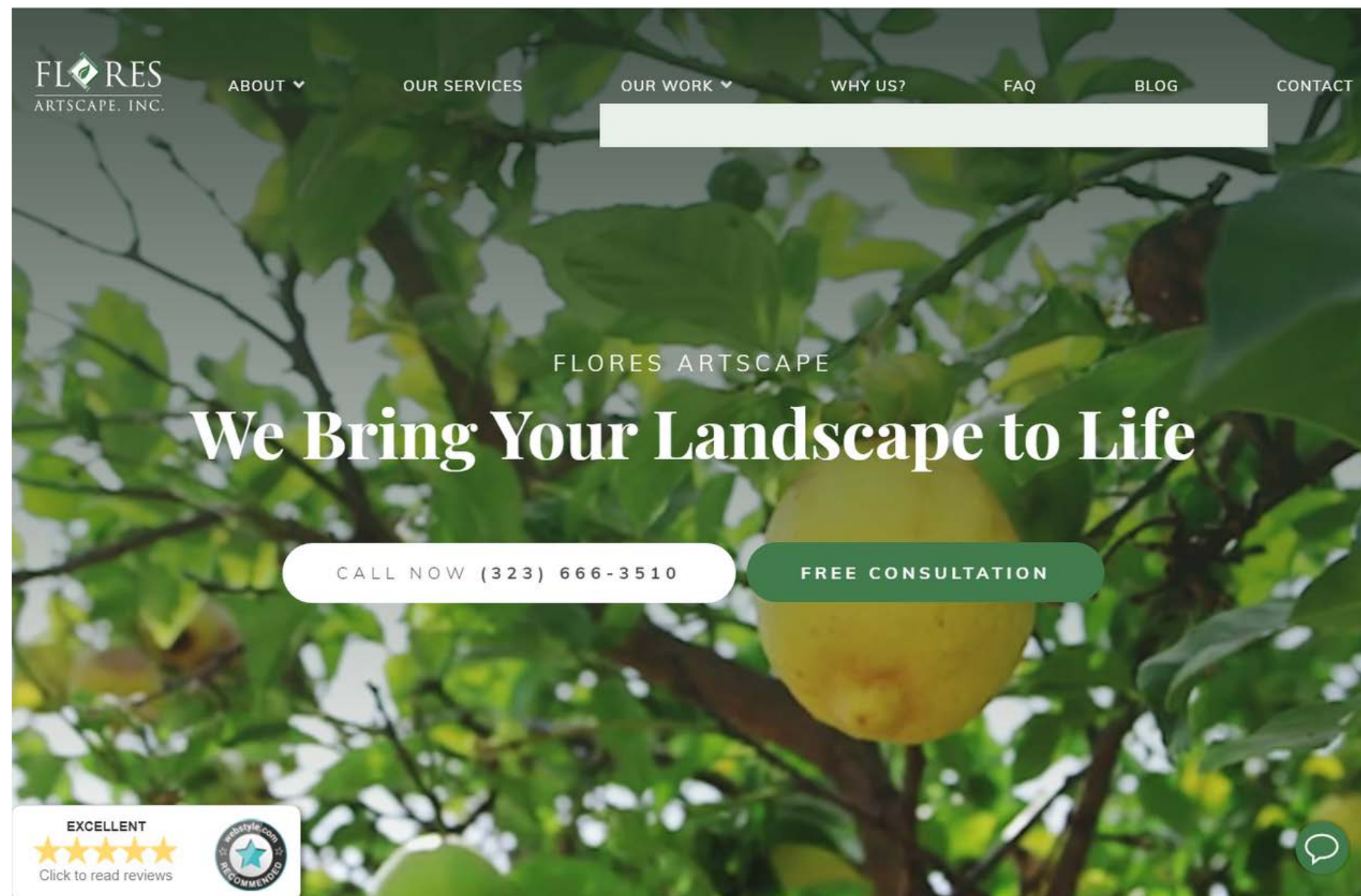


This popular photography and web design principle helps you when deciding what would be the best place for your page's most important elements. The principle says to divide the page in thirds horizontally and vertically, this gives you nine equal squares. The four middle intersections are the places where you can create the most impact.





<https://www.floresartscape.com/>



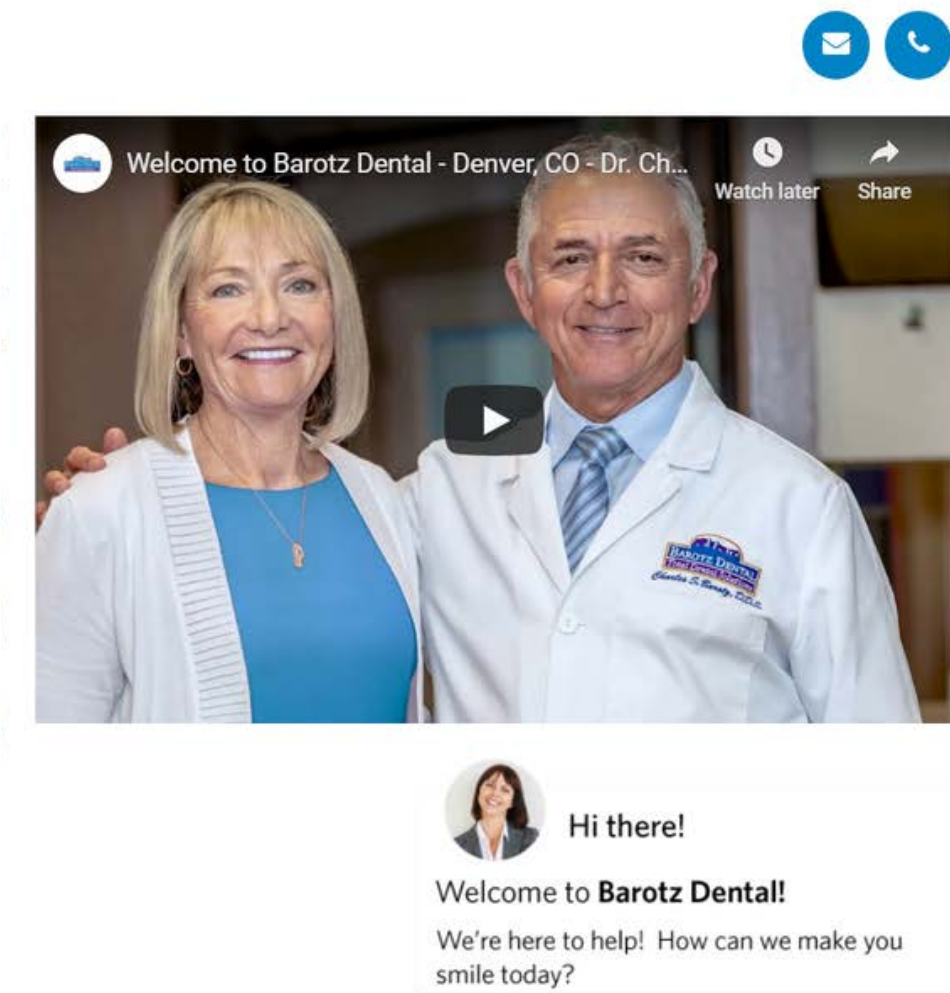
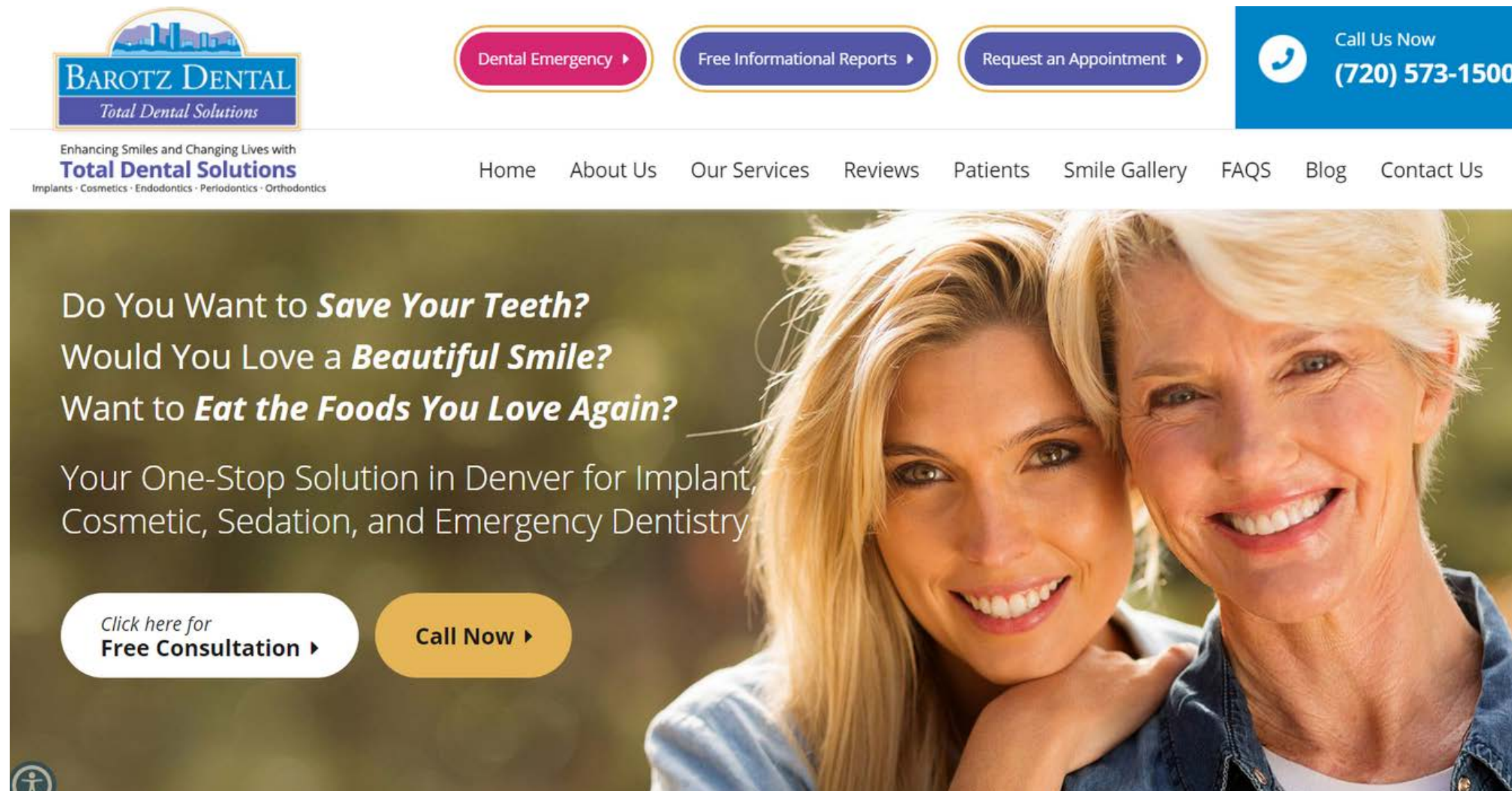
This landscaping business has placed the two most important CTAs (call to action) right at the middle intersections. This is a strategic way to draw the eye to the most important elements of the website.

# Use Faces to Increase Familiarity

Including faces into your articles, case studies, testimonials, opt-in pages, and landing pages will help customers feel connected and understood. If you are the face of your brand make sure you get a photoshoot and have plenty of horizontal shots with space to the side of you. Later you can use that space to place text.



<https://www.barotzdental.com/>



This dental office uses images of their doctors and well as "satisfied customers" all through their website. This helps increase a feeling of connection for potential customers.



# Source High Quality Images

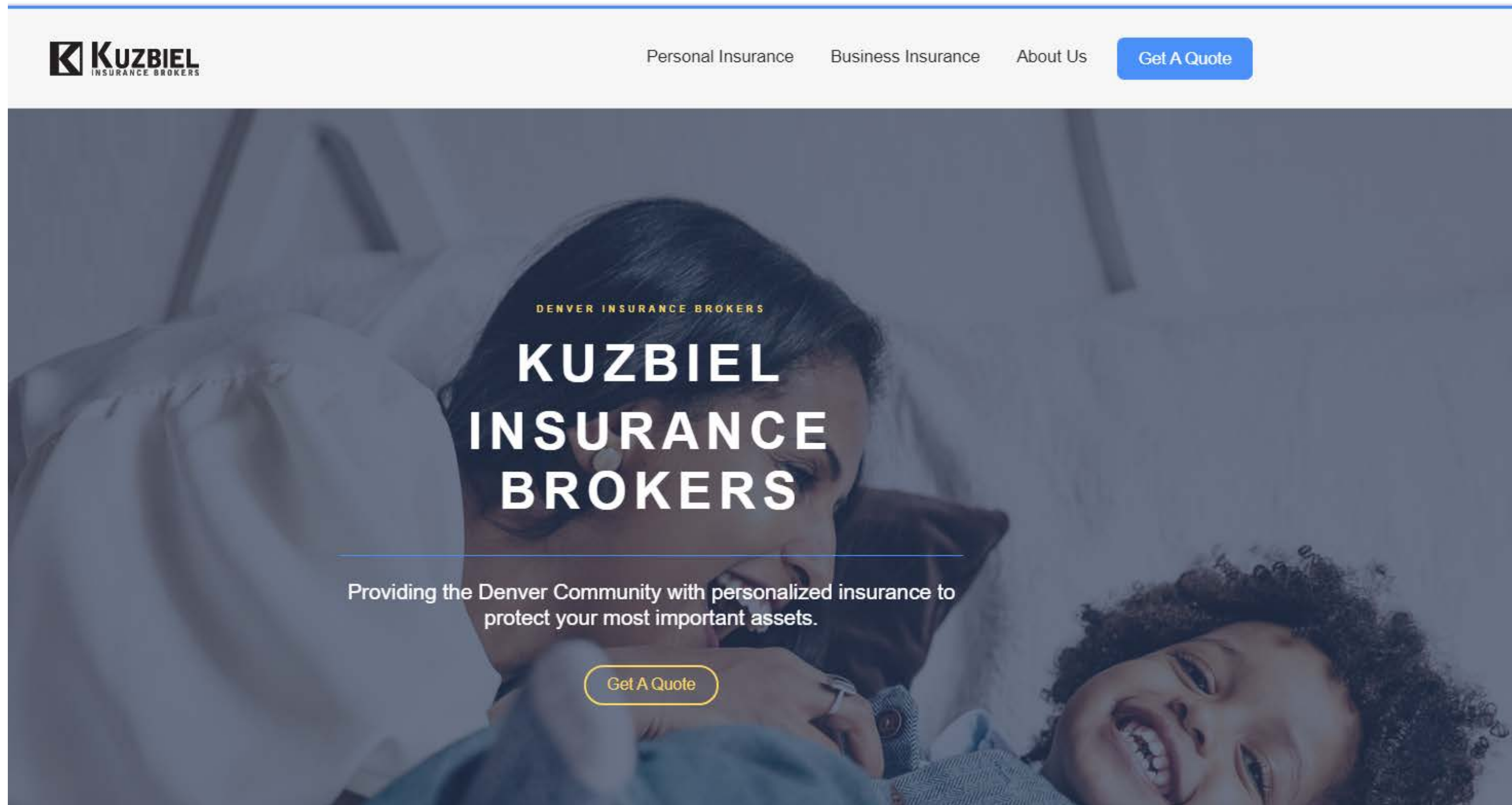


Bright Local found that "60% of consumers give more consideration to local results that have images" when searching in Google.

Images are very important to your website. I would encourage you to include images of people from your business. For any photos where you can't use personalized images, find high quality photos or graphics that are royalty free. Use high quality imagery that your customers can relate to. Avoid "stuffy" or "corporate" images that are irrelevant and bland.

Also, try not to use images from the most common sites (like Unsplash, Pexels, Pixabay) because their images are widely used. A good alternative could be Yay Images.

<https://www.kuzbielinsurance.com/>



This insurance broker used a free stock high quality image that their customers can relate to.

# Other Swipe-Worthy Examples

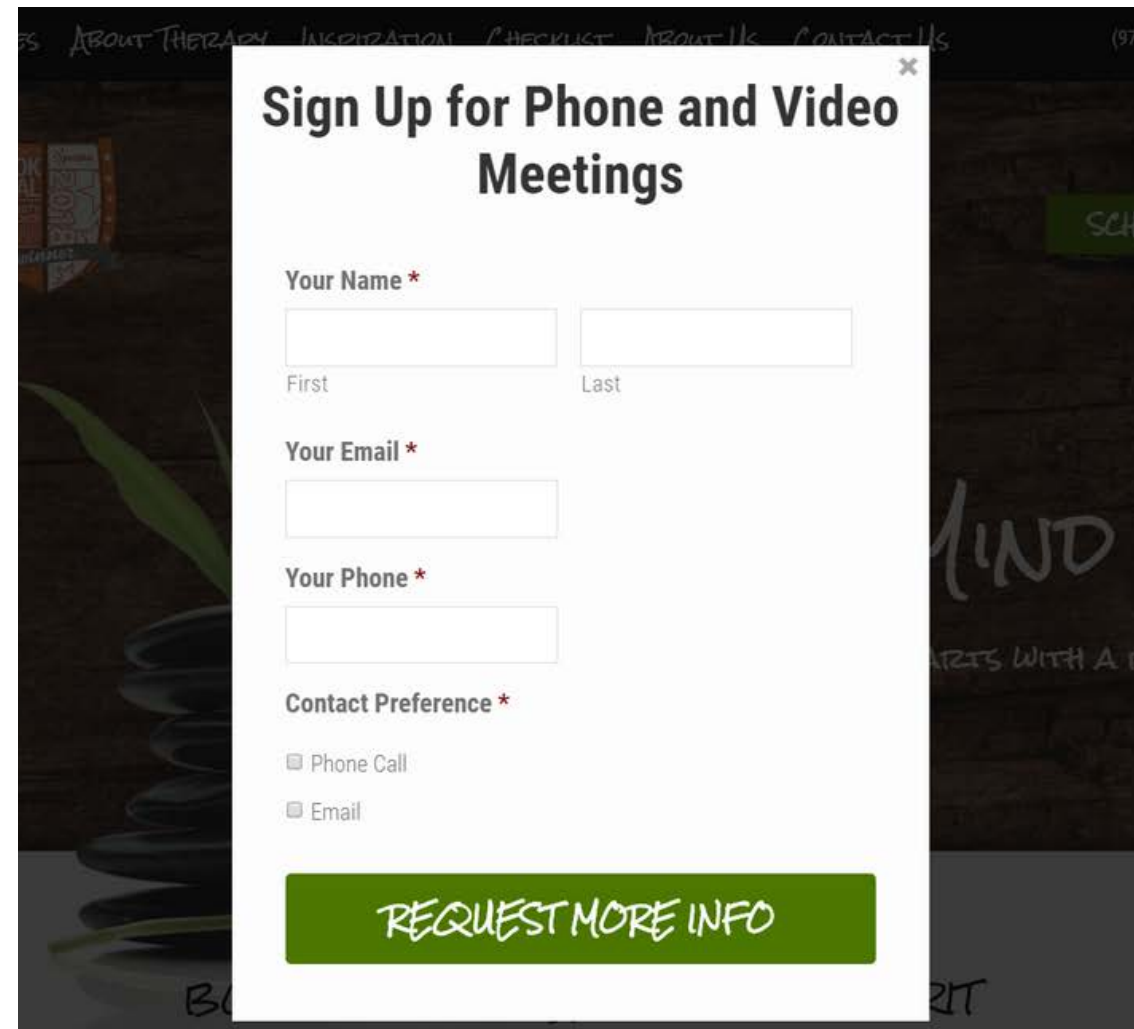
Here are some examples of pages optimized for a variety of objectives, from bookings to collecting emails.

Each business has to have a clear vision of what journey their client takes, and optimize their page according to the most strategic action that will bring the most results.



# Phone Calls

<https://dallaswholelife.com/>



A white sign-up form titled "Sign Up for Phone and Video Meetings" is overlaid on a dark background. The form includes fields for "Your Name \*" (split into "First" and "Last"), "Your Email \*", and "Your Phone \*". Below these is a "Contact Preference \*" section with checkboxes for "Phone Call" and "Email". A green button at the bottom says "REQUEST MORE INFO".

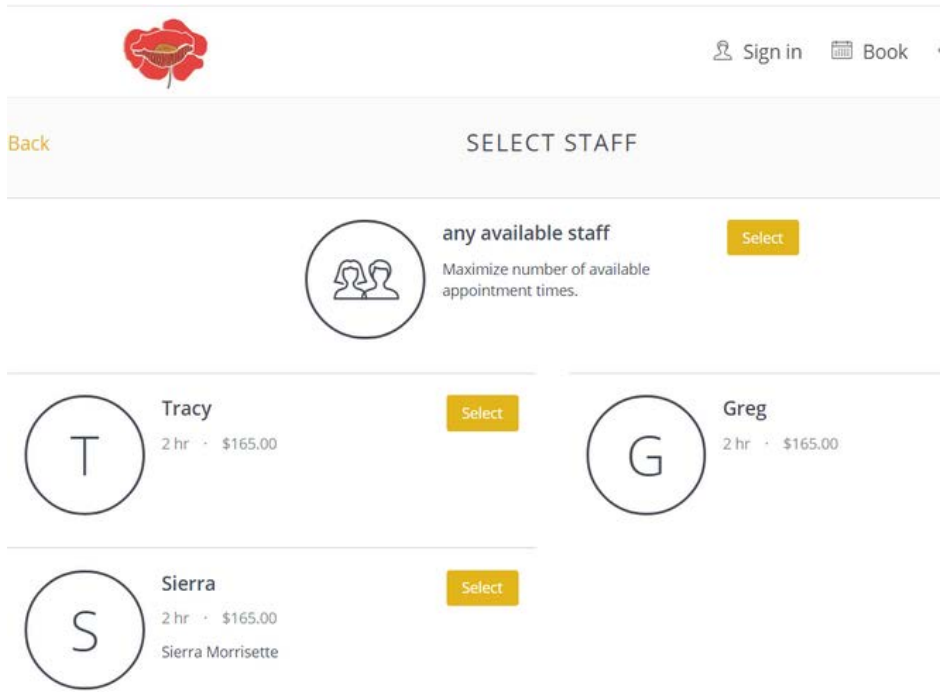
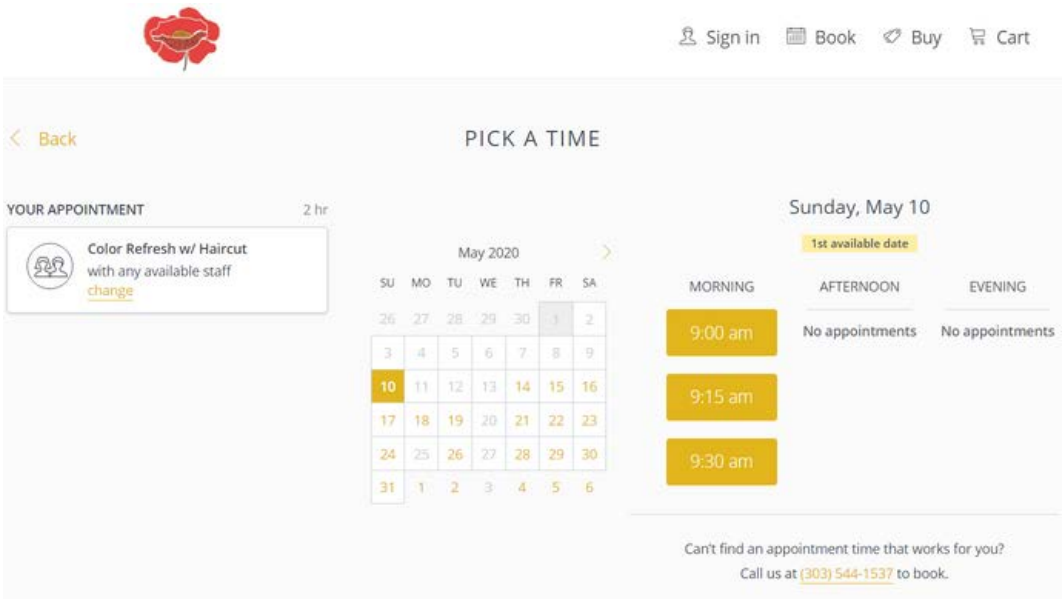
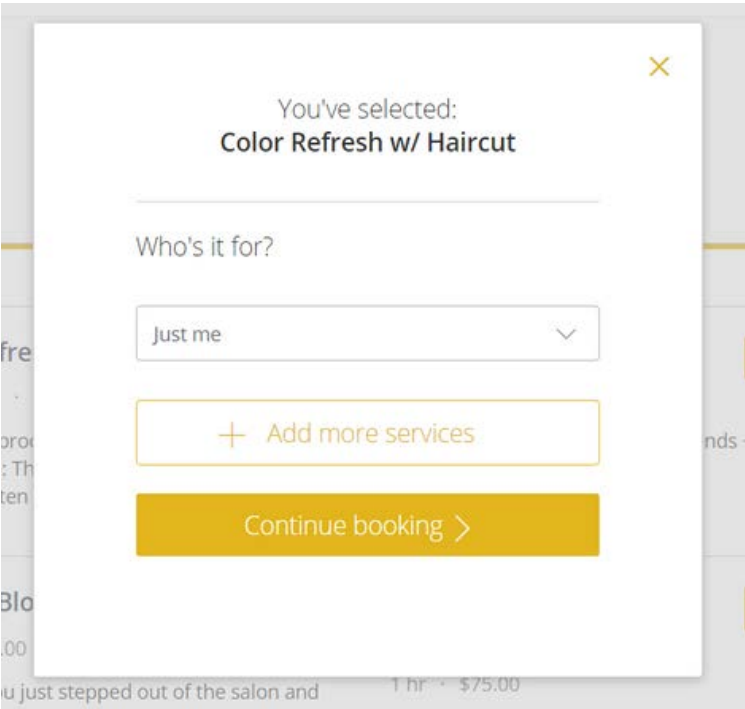
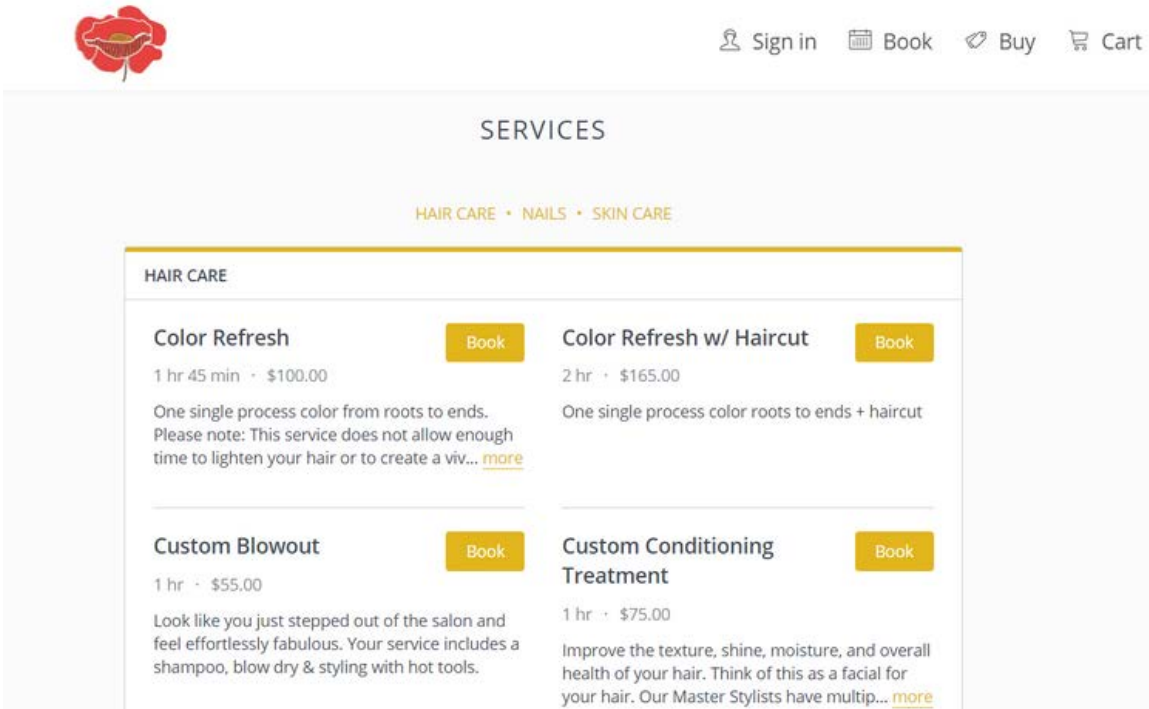
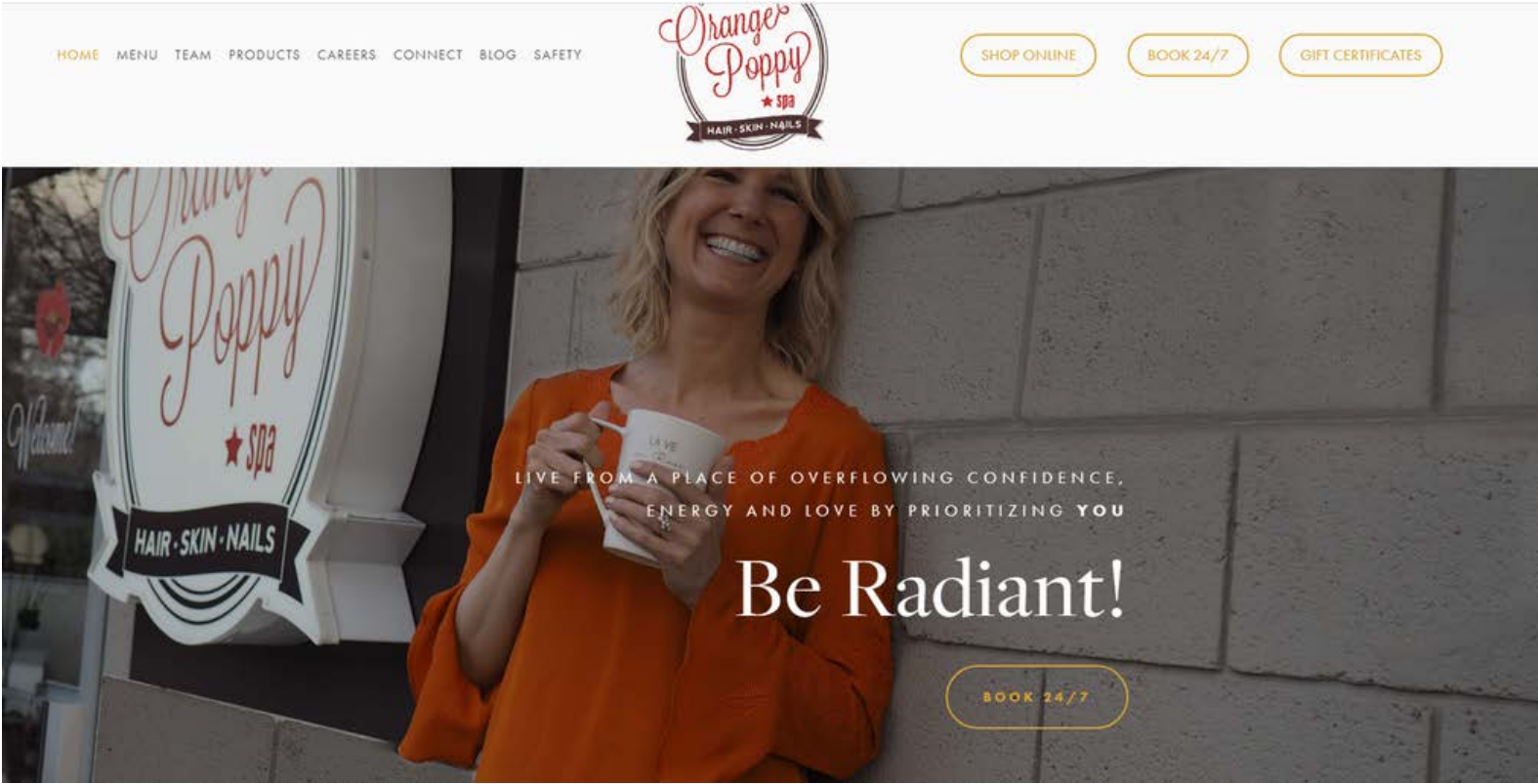


The first thing you see in this counselor's services page is a call to action to sign up for phone and video meetings. The option to schedule appears several times as you scroll down.



# Bookings

https://www.orangepoppyspa.com/

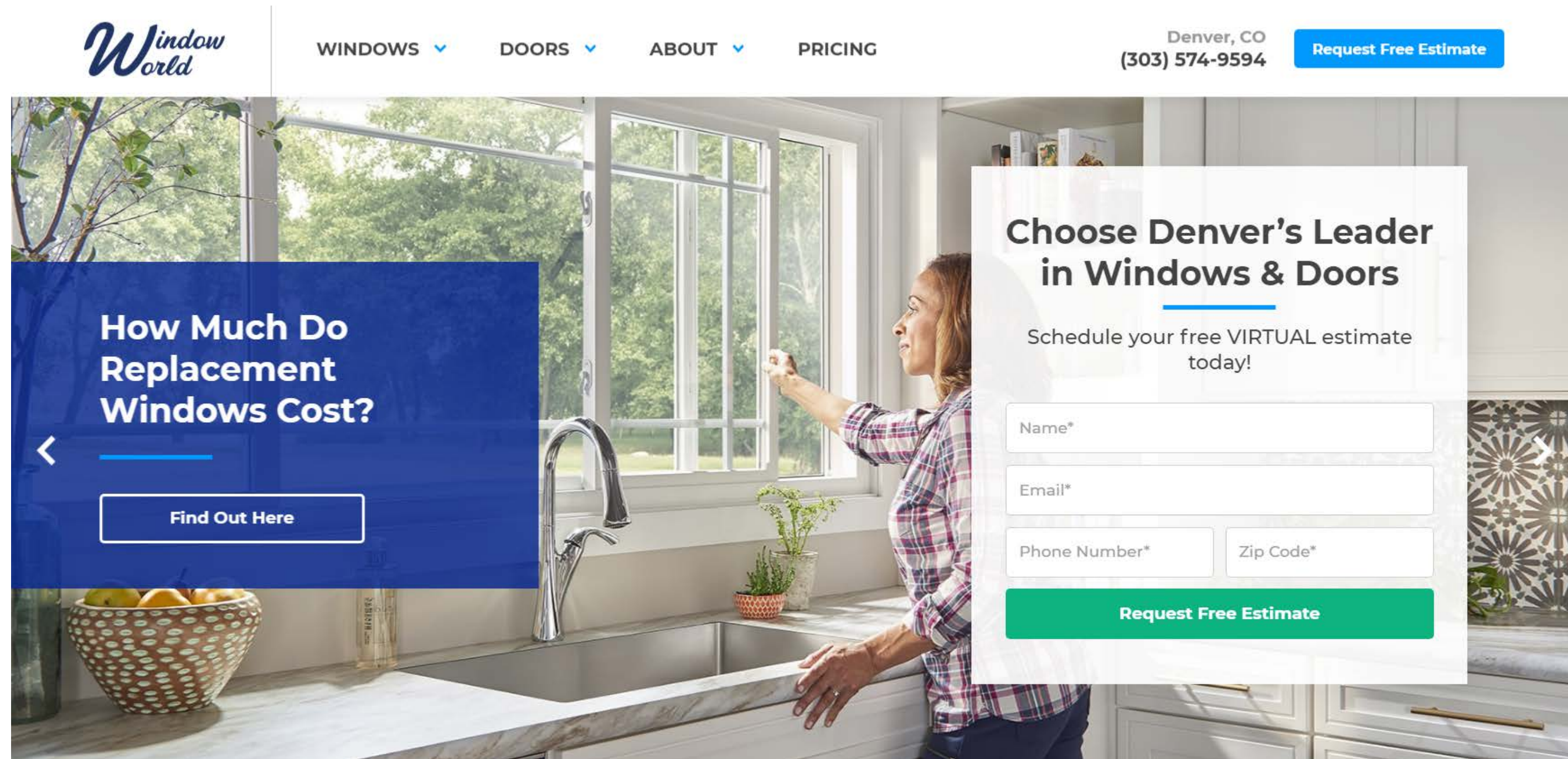


This hair salon has optimized their website for bookings. The clients can easily book services 24/7, choose the date, time, stylist and number of people they are booking for.



# Capturing Emails

<https://www.windowworldcolorado.com/>



The screenshot shows the Window World website with a lead capture form overlay. The website header includes the logo, navigation links (WINDOWS, DOORS, ABOUT, PRICING), location (Denver, CO), phone number ((303) 574-9594), and a 'Request Free Estimate' button. The background image shows a woman in a plaid shirt looking out a large window in a kitchen. The form overlay has a blue sidebar on the left with the text 'How Much Do Replacement Windows Cost?' and a 'Find Out Here' button. The main form area has the heading 'Choose Denver's Leader in Windows & Doors', a subtext 'Schedule your free VIRTUAL estimate today!', and input fields for Name\*, Email\*, Phone Number\*, and Zip Code\*. A green 'Request Free Estimate' button is at the bottom of the form.

**Window World**

WINDOWS ▼ DOORS ▼ ABOUT ▼ PRICING

Denver, CO  
(303) 574-9594 [Request Free Estimate](#)

**How Much Do Replacement Windows Cost?**

[Find Out Here](#)

**Choose Denver's Leader in Windows & Doors**

Schedule your free VIRTUAL estimate today!

Name\*

Email\*

Phone Number\* Zip Code\*

[Request Free Estimate](#)

This window replacement business has optimized their page to capture the emails of potential clients. Clients can request free estimates by providing their email and phone number.



# Visiting

<https://churchatdenver.org/plan-a-visit>

### Getting to know each other


We know meeting someone for the first time can be intimidating, and going to a new church for the first time can be nerve-racking. We want to help make your first experience at Church at Denver a great one!

**SERVICE TIMES**

Church at Denver meets every Sunday at Lincoln Charter School at 10am.

**LOCATION & DIRECTIONS**

Lincoln Charter School High School  
7834 Galway Ln  
Denver, NC 28037



### What can I expect?

**HOW LONG IS A CHURCH AT DENVER SERVICE?**

In total, a Church at Denver service is about **70 minutes in length**. Services begin with the worship band leading the church in music - song lyrics are projected onto the screens so you can sing along and/or engage with worship however you feel most comfortable. After the music portion of service is complete, one of our pastors will come out to share an encouraging and inspiring message from God's Word.

**WHAT'S THE CULTURE LIKE AT CHURCH AT DENVER?**

Sunday's at Church at Denver are **exciting, casual, and relaxed**. Come as you are and expect to feel welcomed as our guest.

**WHAT ABOUT MY KIDS?**



### Let us know you're coming

Ready to check out Church at Denver in person? We can't wait to meet you in person. Simply fill out the form below and we'll make sure to give you the **VIP treatment** upon your first visit.

FIRST & LAST NAME \*

EMAIL ADDRESS \*

WHAT IS THE DATE YOU'RE PLANNING ON VISITING US?

Example: June 10th

TELL US A LITTLE BIT ABOUT YOUR FAMILY...DO YOU HAVE KIDS BETWEEN 3 MONTHS AND GRADE 5?

☐ YES ☐ NO

WOULD YOU LIKE ONE OF OUR PASTORS TO PERSONALLY REACH OUT TO YOU? \*

☐ YES ☐ NO

SUBMIT

This church has optimized their page to encourage visits. They provide all the needed information and also have an option to let them know you are coming so that they can provide a better welcome.

**Isn't it time you gained more customers. I created a 14-Day Challenge that makes building out your online presence simple.**

**The 14-Day Marketing Mastery Challenge includes:**

- 14 days of trainings, tutorials, and assignments delivered via email
- Free Google My Business and Yelp templates
- Comes with 5 FREE bonuses worth \$144
- A phone call to help with the challenge (First 50 people only)
- 100% money back guarantee

Yes, I want That

