

# 5 Ways to Make Your Site More Lovable

When visitors love your site, they're more likely to engage with you, purchase your product or service and tell others about you. So how do you love up your site? Here are five tips.

## 1. Focus on one person

Write to one person. If you write to everyone, you write to no one. It's like serving Cream of Wheat at a dinner party. Is anyone going to hate it? No. Is anyone going to like it or remember it? Nope. Serve falafel and kibby and you're going to delight the people who love it (your ideal customer). The rest? They aren't your dinner guests/ideal customers anyway.

## 2. Be their hero

Your visitors come to your site with a problem, challenge or question. Do they want to hear about you? Not really. They want to know how you can help them, make their lives easier, better, happier. Tell them how.

### Before:

Happy Accountants is a full-service Accounting firm licensed in ID. We offer a broad range of services for business owners, executives, and independent professionals. We are affordable, experienced, and friendly.

*(From an actual homepage. Location and name changed.)*

### After:

Happy Accountants is your partner for full-service accounting services in Idaho. Our experienced accountants serve clients from business owners and executives to independent professionals.

## 3. Don't be "that guy"

You're at a party or a store and someone approaches you and starts yapping at you about their products and how they're the greatest thing ever. What do you do? You probably want to hightail it out of there. To avoid being "that guy" on your site, use the word "you" more than "we," "us" and "ours." Talk less about yourself and more about how your site visitor's life will be better or easier. Check out this real website headline and the re-write.

**Before:** We maintain excellence in the marketplace for internationally recognized brands.

**After:** Your brand isn't, "We're average." Why would your branding be?

#### **4. Don't make your visitors hunt**

Where's Waldo? is a fun game when you're a kid. Playing it online – trying to find something on a website – isn't fun. Don't make your site visitors hunt for information. Don't make your site visitors play "Where can I find that product," or "Where can sign in/up," or "Do you ship outside the U.S.?"

#### **5. Make it easy on the eyes**

Make it easy for your readers to scan your pages. Headers, subheads and images break up the page and help your web visitors find what they're looking for faster. If your page is a visual bore or just plain confusing, they'll likely bounce right out of your site. When was the last time you stuck with a confusing page unless you had to (hello, government and school forms)?