

The Ultimate Website Template

How to Create an Impressive Business Website That Generates Leads and Drives Sales

STORY

BRAND

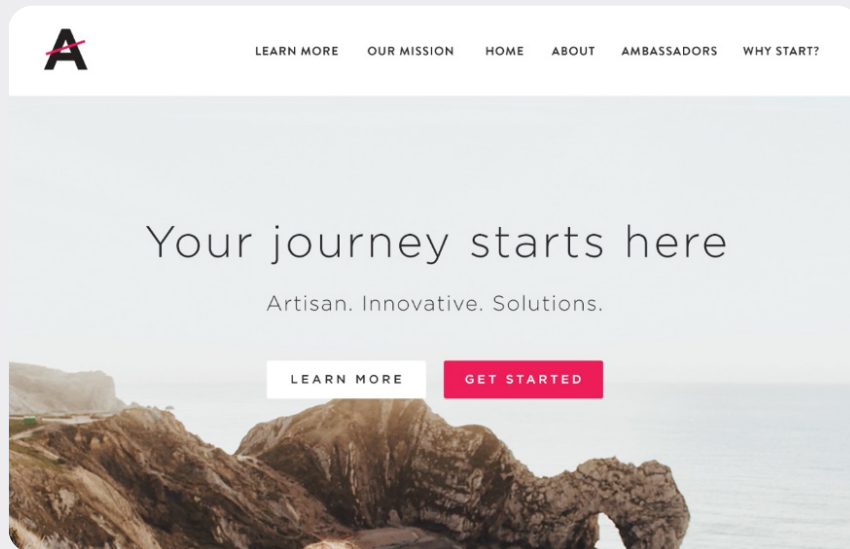
The Problem With Most Websites

Every business needs a great website.

Unfortunately, most businesses have the wrong idea about what makes a great website. They want their site to look impressive – and of course, the way your website looks does matter.

But when the main focus is on the aesthetics and not driving sales, you're setting your business up for failure.

Take this website header for example:



This header is beautiful, but it doesn't tell the visitor what product is being offered, how it will make their life better, or what they need to do in order to get it.

In other words, this website is not going to produce any sales.

And if you're in business, you need sales!

So here's your guide to creating an SEO-friendly website that drives sales – a framework trusted by the world's top brands and over 20,000 small businesses.



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Friend, you've truly hit the jackpot of all website templates. Let's get started!

Donald Miller, CEO of StoryBrand and Business Made Simple



The Ultimate Website Template

Lay out your website in
the sections below:

[GET STARTED →](#)

1

Header

Your header is the first section on your website.

You want to use very few words, a clear call to action (CTA), and an image that portrays your product or of a person enjoying your product.

Your header should answer these questions:

1. What do you offer?
2. How will it make your customer's life better?
3. What do people need to do to buy it or work with you?

Photography Mentor Example:

BECOME THE PHOTOGRAPHER
EVERYONE IS JEALOUS OF

Join over 10,000 students who are becoming GREAT PHOTOGRAPHERS

Background photo by our student Brenna Hill

JOIN NOW

Show Your Camera Who's Boss in This FREE TRAINING.

START YOUR FREE TRAINING

1

CREATE YOUR HEADER:

A large, empty rectangular box with a light gray border, intended for creating a header. The box is centered on the page and occupies most of the lower half of the image.

2

Negative Stakes

The next section of your website should paint the negative stakes.

What is life going to look like if the customer doesn't buy your product or service? What negative experiences are you saving customers from?

Real Estate Broker Stakes Example:

Have you been frustrated by brokers who:

- ✓ Don't communicate with you?
- ✓ Don't know the local area or local buyers?
- ✓ Make big promises but don't deliver?
- ✓ Think "list it on MLS" = effective marketing?
- ✓ Cost you time and money with deals that fall through?
- ✓ Aren't in any hurry to sell your property?

2

YOUR CUSTOMER'S NEGATIVE STAKES:

3

Value Proposition

The next section of your website should communicate the value your products or service can deliver to a customer.

One great way to portray this is with a “value stack.” List three specific benefits side-by-side with corresponding icons.

Flower Delivery Service Value Proposition Example:



EASY ONLINE ORDERING

Pick your arrangement, select customizations, and place your order online.



QUALITY GUARANTEE

See and approve your flowers via text before they go out for delivery.



DELIGHT YOUR LOVED ONES

Our stunning flowers will communicate your heartfelt care and love.

3

YOUR VALUE PROPOSITION/VALUE STACK:



4

Guide

The next section of your website should position you as a trusted Guide by displaying both authority and empathy.

Authority: Include testimonials, logos of businesses you've served, the number of people you've served, how long you've been in business, etc.

Empathy: Include a statement that shows you understand your customer's pain.

Insurance Company Example:

We know how frustrating it is to work with insurance companies who don't provide timely, accurate information.

4

CREATE YOUR GUIDE SECTION:

A large, empty rectangular box with a light gray border, intended for creating a guide section. The box is centered on the page and occupies most of the lower half of the image.

5

Plan

The next section of your website should show customers that working with you or buying your product is easy and effortless.

Wholesale Coffee Roaster Plan Example:

How MistoBox Works



1. SELECT YOUR COFFEE

Choose from over 500 coffee flavors



2. PLACE YOUR ORDER

Order online and select your shipping speed



3. BREW AND ENJOY!

Your fresh-roasted to order coffee will be delivered straight to your doorstep

5

YOUR 3-STEP PLAN:



6

Explanatory Paragraph

In the next section of your website, you want to include a long-form explanatory paragraph.

This gives customers more details, helps them feel like they've done their due diligence, and also helps with SEO.

Use the template on the following page:

Use the template on the following page:



BRANDSCRIPT SCRIPT / EXPLANATORY PARAGRAPH

At _____ we know that you want to be (a/an) _____ .
COMPANY NAME IDENTITY TRANSFORMATION

In order to do that, you need _____ .
CHARACTER WANT

The problem is _____ which makes you feel _____ .
EXTERNAL PROBLEM INTERNAL PROBLEM

We believe _____ . We understand _____ .
PHILOSOPHICAL PROBLEM EMPATHY

which is why we _____ .
AUTHORITY

Here's how we do it: 1. _____ 2. _____
PLAN: STEP 1 PLAN: STEP 2

3. _____ .
PLAN: STEP 3

So, _____ . And in the meantime, _____ .
DIRECT CTA TRANSITIONAL CTA

So you can stop _____ and instead _____ .
FAILURE SUCCESS

7

Lead Generator

Another key section of your website is your lead generator (also called a lead magnet).

A lead generator is a free resource you give away in exchange for a person's email address. Why do you need a lead generator? So you can...

- Capture email addresses of potential customers
 - Build a list of leads to send emails to
 - Establish credibility by providing value

What the Data Shows

You might be thinking it's not that big of a deal to get a customer's email address. But data shows that emailing your customers is hands down the best way to generate sales for your business, averaging a **4200% return on investment**. But you can't capture email addresses unless people have a reason to give their email to you – which is why you need a lead generator.

No matter what type of product or service you sell, you can create a valuable lead generator to give to your audience.

Industry Examples:

- **Real Estate Agent:** a checklist with the top 10 things sellers should do to prepare their home to sell for top dollar
- **Interior Design Training Company:** a worksheet to help designers estimate pricing for projects
- **Razor Refill Subscription:** a free trial for one-month's worth of supplies
- **An Infant Sleep Consultant:** a webinar video on how to set up a newborn's sleep environment
- **A Bicycle Shop:** a PDF of all the bike routes in the area

Where to Put Your Lead Generator

We recommend putting your lead generator in two places: in a pop-up on your website and in a static location on your homepage. For example, in the photography mentor's website, he has a free video training listed in the website header (a static location).

Lead Generator Example:

Show Your Camera Who's Boss in This FREE
TRAINING.

 START YOUR FREE TRAINING

Popup Example:

Ready to Show Your Camera Who's Boss?
Webinar Spots Fill Up Quick!

00:00:46:54

Register Your Spot Now
Just enter your name & email to secure your spot on this webinar...

Name *

Email *

Pick a time

Thursday: October 12 @ 3:00 PM CDT

I would like to receive an SMS text alert before the event starts (Optional but highly recommended)

Submit

We will not spam, rent, or sell your information...

Act Fast - Webinar Spots Fill Up

The important thing is to set your lead generator up in such a way that the customer has to give you their name and email address in order to receive the asset. If someone is building your website for you, they will know how to do this. If you're building your own website using a platform like WIX, SquareSpace, or Shopify (among others), you can usually set up a lead generator using pre-made functions like "pop-up" or "opt-in form."

Create Your Lead Generator

Now it's time to brainstorm lead generator ideas for your business! What would your target audience find valuable? What kind of resource would establish you as a credible brand for them to purchase from?



YOUR LEAD GENERATOR IDEAS:

A large, empty rectangular box with a light gray border, intended for writing lead generator ideas.

8

Footer

This is the bottom of your webpage where you can include all the other things people may need to find.

Footer Example:



© Circuit e-bikes 2018

SHOP

Equipment
Collections
Sale
Customize
Bike finder
Test a Bike

ABOUT

Heritage
Technology
Racing
Stories
Jobs

LEGAL

Privacy policy & terms of use
Cookie policy
California Transparency Act
Safety & recalls

Additional Sections

Depending on your industry, you may need to include additional sections such as product items and prices, sales promotions, or a portfolio. Some of these additional sections may belong further up on your web page (perhaps directly underneath your header) depending on industry standards. The important thing is not to leave out any of the sections we've already covered!

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YOUR FOOTER ITEMS:

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A Note On SEO

Many businesses are concerned with Search Engine Optimization when it comes to creating their website.

One of the best things you can do to have good SEO is to ask yourself, “What are my ideal customers Googling?” Then, you want to incorporate those words and phrases on your website – particularly in the header area and in section headings throughout your website. This goes hand-in-hand with the instructions you’ve gotten in this template! If you’ve followed instructions, you’ve created an SEO-friendly website.

It’s worth noting that there are *many* other factors that go into SEO, like on-page optimization, backlink strategies, keyword research, using alt text for images, regularly posting new, relevant content on your website (like blog posts or articles), and many other factors. SEO is an ongoing process that requires a significant amount of time and effort.

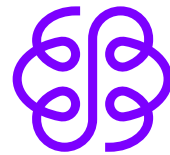
For most businesses getting started, it’s usually much more effective to put your time and money into creating a solid lead generator and compelling follow-up emails. Email marketing averages a *4200% ROI*, while SEO efforts only average between *738% and 2,200% ROI*. In other words, it’s better to focus on how you’re going to *convert* the traffic you get from things like word-of-mouth or social media with a great lead generator and emails before you invest a bunch of money in *driving* traffic to your site through SEO.

You can have all the traffic in the world – but if you don’t have a way to convert that traffic, it’s not going to result in sales.

Congratulations!

Now you know how to build a business website that can generate leads and drive sales. This is a huge step forward in your marketing. If you need help creating clear and compelling content for every section of your website, **StoryBrand AI** is here to help.

Get Access to



StoryBrand.ai

With StoryBrand AI, you can:

- Generate content for each section of your website using the StoryBrand framework
- Create a wireframe that puts your message in the right order for maximum impact
- Make sure your site is optimized to convert visitors into buyers

Get Access at: StoryBrand.ai