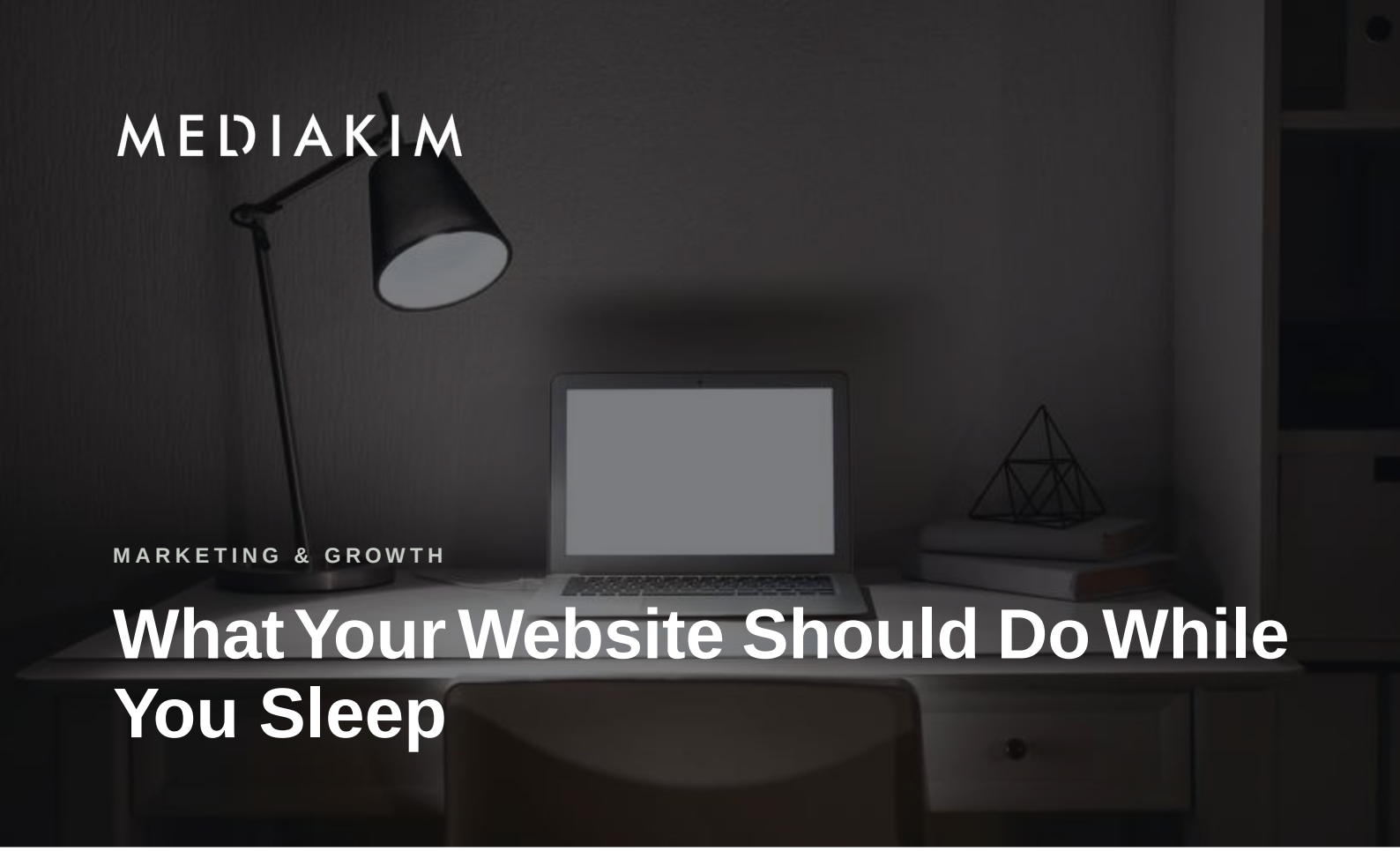

MEDIAKIM

MARKETING & GROWTH

What Your Website Should Do While You Sleep

A good website is not a digital brochure — it is your hardest-working salesperson, on duty 24/7. Here is the job description it should be fulfilling.

A MEDIAKIM INSIGHTS RESOURCE PACK

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Most small-business websites are expensive brochures. They sit there, look acceptable, and do almost nothing. That is a waste, because a website is the one employee that never sleeps, never takes a day off, and can talk to a hundred prospects at once. The question is not do you have a website — it is whether yours is actually doing its job.

The job description

Think of your site as a salesperson. A good salesperson does three things: gets attention and trust, works out who is a real prospect, and moves them toward a yes. Your website should do exactly the same — capture, qualify, convert — automatically, around the clock.

- Capture: earn trust in seconds and collect interest (a contact, an enquiry, a booking).
- Qualify: help the right people self-identify and gently filter out the wrong ones.
- Convert: make the next step obvious, easy and low-risk to take.

Capture: win the first seconds

Visitors decide in moments whether to stay. A clear message, a credible look, and an obvious answer to what is this and is it for me does the capturing. Confusion is the enemy; a confused visitor leaves, and they do not come back to puzzle it out.

Qualify: speak to the right person

Trying to appeal to everyone appeals to no one. The best sites speak directly to a specific customer, which quietly does the qualifying for you — the right people feel understood and lean in, the wrong-fit visitors move on without wasting your time.

Convert: make the yes easy

Every page should have one clear next step, and it should feel safe to take. Strong calls to action, social proof, and the removal of friction (long forms, vague pricing, dead ends) are the difference between a site that looks nice and one that books work while you sleep.

> **THE MEDIAKIM VIEW**
>
> We build sites as systems with a job to do, not decorations. Every section is there to capture, qualify or convert — so the site earns its keep instead of just existing.

The bottom line

Stop treating your website as a brochure and start treating it as your best salesperson. Give it a clear job — capture, qualify, convert — and it will go on working for you long after you have closed the laptop.

Sources

- Established conversion-focused web design principles (capture, qualify, convert).
- Donald Miller, Building a StoryBrand — clarity and a clear call to action.

TAKE YOUR BRAND TO THE NEXT LEVEL

Want this done properly?

You can absolutely build on this yourself — that's why we wrote it. But if you'd rather have your brand, website and profile built as one considered system, that's exactly what we do. No obligation — just a conversation.

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