



Welcome to

CONNECTION FROM THE FIRST CLICK TOOLKIT

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CONNECTION FROM THE FIRST CLICK TOOLKIT

WHAT'S THIS ALL ABOUT?

Learn what Connection From The First Click means and why it's important for your website and business

3 - 7 SECONDS

You have 3 - 7 seconds to capture someone's attention. Let's make the most of it.

THE RIGHT VIBES

When someone lands on your website can they immediately tell what you're all about?

THE HUMAN FACTOR

Does your website feel like an actual human person is running the show?

LET'S DO A RECAP

A quick review of what you've learned in this toolkit and your next steps



WELCOME!

AKA WHAT'S THIS ALL ABOUT?

Statistics vary, but it's pretty much universally agreed that you have between 3 - 7 seconds to keep someone's attention before they'll click off your website and onto someone else's.

So, how do you make the most of that time and keep people hanging around for longer, increasing the chances of them taking that next step with you, whether that's buying from you or joining your email list?

You create a connection from the first click and that's what this toolkit is all about. I'm going to show you three simple ways to grab people's attention as soon as they click on your website and keep them around for longer.

Let's dive on in and start creating a connection from the very first click.

Corinne



REMINDER!

If you'd like a cheerleader through this process, send an email on through!

HELLO@MAREEMAYDESIGN.COM



01/3 - 7 SECONDS

Statistics vary, but it's pretty much universally agreed that you have between 3 - 7 seconds to keep someone's attention when they first click on your website before they'll click away to someone else's.

This is why the layout of your website is super important.

Keep in mind that people buy from people who make them feel something. Think about your own buying behaviour.

If you click on a website and it's not immediately obvious what they do, you click away, right?

Your ideal clients are doing the same thing. They're searching for the solution to a problem. You could have the best solution in the world, but if that's not immediately obvious, they'll move on to somebody else. How do you do that? Keep reading below for a checklist of the action steps you can take.

Keep reading below for action steps on capturing people's attention in 3 - 7 seconds

01

3 - 7 SECONDS

Your website visitors, aka your ideal clients, need to be able to quickly and easily see that you are the best person to provide the solution for the problem they're currently seeking answers to. The best way to do this to make sure that the headline/tagline on your website is a very short and sweet summary of what that solution is.

NOTES:

CHECKLIST:

- ☐ Is your website headline immediately visible on first click?
- ☐ Does your headline describe the solution to your ideal's client problem in a short way?
- ☐ Is your website headline using your ideal client's words?
- ☐ Is it obvious what they need to click next to find out more about the solution you offer?
- ☐ Does this layout work on a mobile phone as well?

WANT A SECOND OPINION?

Shoot me an email and I'll happily do a quick review of your headline layout

HELLO@MAREEMAYDESIGN.COM



02 / THE RIGHT VIBES

People buy from people that make them feel something. Yep, I said that earlier and I will keep reminding you because it's something you should always keep in mind when building your website.

The important thing to remember is that your website needs to have the right kind of feels when a potential client clicks on it.

Does the vibe of your website match the vibe of your business? Does it match the solution you're offering?

Again, think about your own buying behaviour here. Have you ever clicked on a website, felt like the vibe was off and then clicked away and went somewhere else? Your ideal clients are doing this too.

Your website vibe should immediately show your ideal client what your business is all about and what it will be like to work with you. They can connect with the words in your headline/tagline but if they don't also feel like you can solve their problem, they'll move on.

Continue on below for action steps on showcasing the right vibes on your website

THE RIGHT VIBES

People buy from people who make them feel something, so to keep people on your website longer and increase your chance of sales success, it needs to showcase what your business is all about and what it's like to work with you. The colours, fonts, words and positioning you use all contribute to building a connection on the first click.

NOTES:

CHECKLIST:

- ☐ Do your website colours match the type of work you do, i.e. the problem you're solving?
- ☐ Are the fonts easily readable and match the tone of working with you?
- ☐ Is there too much going on when visitors first click so they feel overwhelmed?
- ☐ Are there too many options on your menu?
- ☐ Is there still plenty of clear space when you view your website on a mobile phone?

NOT SURE IF YOUR VIBES ARE RIGHT?

They can be a tricky thing, so send me an email and I'll do a quick vibe check

HELLO@MAREEMAYDESIGN.COM



03 / THE HUMAN FACTOR

More than ever, people are craving human connection (aka, people buy from people who make them feel something).

This is especially important if what you sell involves any kind of interaction with you, whether that's group or 1:1 coaching, services, courses or memberships.

If your website feels like it was built by a bot and not the human they'll be working with, there's nothing for your ideal client to connect to.

I know this can feel super scary, but it doesn't mean that you have to plaster your face all over your website if that's not your thing.

What it does mean is that the stock photos you use, the words you say and the way you put your website together should showcase the human behind it.

When your ideal clients can say, yes this feels like an actual human person, they'll naturally want to stick around longer.

Keep on reading for action steps on how to humanise your website

THE HUMAN FACTOR

People are craving human connection now more than ever. If the solution you're providing involves any kind of interaction with your ideal client, they'll be even more wary of whether your website feels like a human is running the show. With some easy tweaks, you can assure them they'll be working with an actual human person.

NOTES:

CHECKLIST:

- ☐ Does your copy sound like a human, especially you?
- ☐ Is there at least one photo of you and is it prominent?
- ☐ Do your stock photos match the work you do and your brand style?
- ☐ Are your stock photos showing obvious signs of AI, e.g. six fingers and three arms?
- ☐ Can your ideal clients quickly and easily find more info about you and your expertise?

WANT TO DOUBLE CHECK YOUR HUMAN FACTOR?

Pop an email on through and I'll do a quick human factor audit for you

HELLO@MAREEMAYDESIGN.COM

CONNECTION FROM THE FIRST CLICK TOOLKIT QUICK RECAP

I hope this toolkit has given you everything you need to implement the three easy ways to create connection from the first click, so you can keep your ideal clients on your website longer and increase your chances of them taking the next step with you. Here's a quick recap for your handy, dandy reference:



01/ 3 - 7 SECONDS

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WHAT'S NEXT?



Before you rush off to get a start on making sure your website is creating connection from the first click, I want to say thank you for being here. I hope my super simple toolkit makes building connection into your website easier for you! If you're looking for more support on your website journey, especially if you're just starting out and want to overcome the overwhelm, self doubt and other people's opinions, please reach out below. I love being a new business cheerleader!

If you want to show off your newly minted website or you just wanna say hey, please reach out at:

 [mareemaydesignco](#)

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 hello@mareemaydesign.com

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Here's to your website!

Corinne

