



# 5 STEPS TO A *smoking* WEBSITE 🔥🔥🔥

... that sets your heart on fire and your business ablaze.

WITH MONI • WEB DESIGN & ONLINE TECH SPECIALIST



5 STEPS TO A *smoking* WEBSITE 🔥🔥🔥

1.

# FIERY STRUCTURE

KISS... Keep it simple (*but intentional*), superhero.

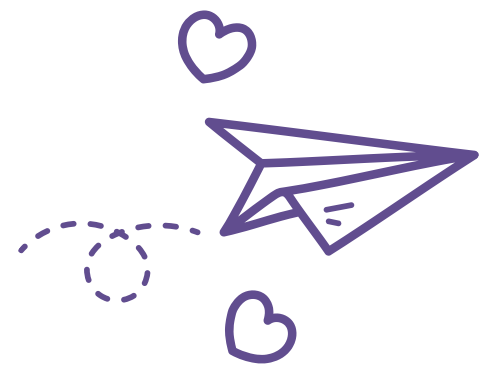


# 5 STEPS TO A *smoking* WEBSITE 🔥🔥🔥

## 1. FIERY STRUCTURE

Keep it simple - but effective!

Customer Journey



User Experience



# 5 STEPS TO A *smoking* WEBSITE 🔥🔥🔥

## 1. FIERY STRUCTURE

Sections you want to have:

### NAVIGATION

*I can be your*  
**HERO**, baby!

Tagline OR

*What for Who?*



FOLD

### TRANSFORMATION

*From "BOOH" to "WOHOO"*



# 5 STEPS TO A *smoking* WEBSITE 🔥🔥🔥

1.

## FIERY STRUCTURE

*From "BOOH" to "WOHOO"*

### THE FIERCE TRIFECTA

SHOW

ME THE

MONEY

### LIGHT THE MATCH



*I tell you what I want, what I really, really want...*



# 5 STEPS TO A *smoking* WEBSITE 🔥🔥🔥

1.

## FIERY STRUCTURE

DO IT

*I tell you what I want, what I really, really want...*

LOVE ME LIKE YOU DO



FOOTER

*The necessary fingerprint... because nobody likes to get burnt.*

THE END



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## 2.

## BE HOT ON MOBILE

We all scroll on the loo, don't you?



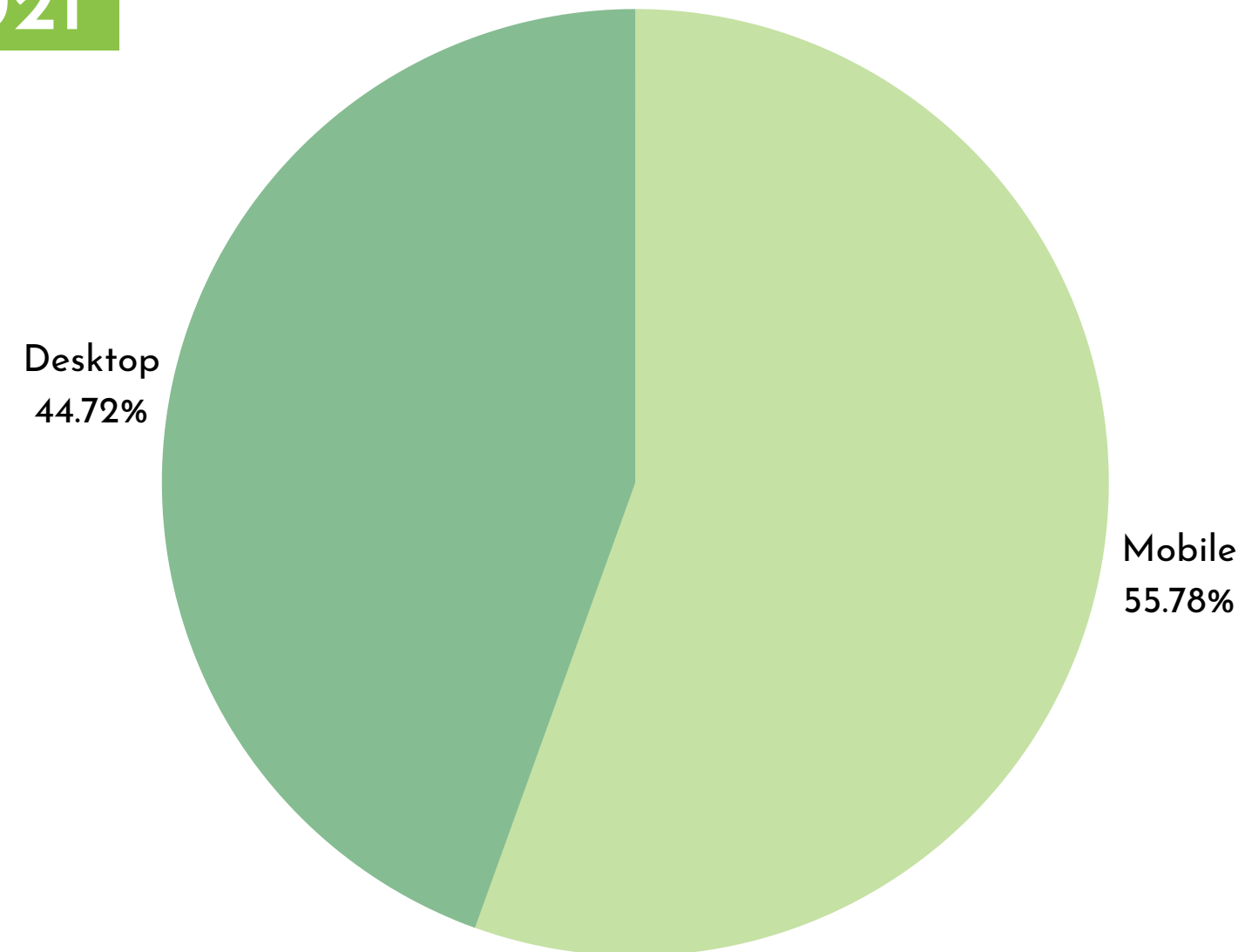


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## 2. BE HOT ON MOBILE

QUARTER 3, 2021

Source: Statista. Percentage of mobile device website traffic worldwide from 1st quarter 2015 to 4th quarter 2021





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2.

## BE HOT ON MOBILE

Preview the page your the Inspector Tool

Check the Typography

Consider using different images for different devices



**5 STEPS** TO A *smoking* **WEBSITE** 🔥🔥🔥

**3.**

# LIGHT THE MATCH

... and Call to Action!



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## 3. LIGHT THE MATCH

- Decide on ONE thing

- Be CLEAR with your wording

- Don't visually smother the flame before it burns



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4.

# SPREAD LIKE WILDFIRE

The social proof is in the pudding.



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## 4. SPREAD LIKE WILDFIRE

People buy from PEOPLE

Know - Like - Trust

"This is great" is the little sibling of  
"This is shit".



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**5.**

# IGNITE YOUR SPARK

Be irresistible to potential clients like fire to moths.



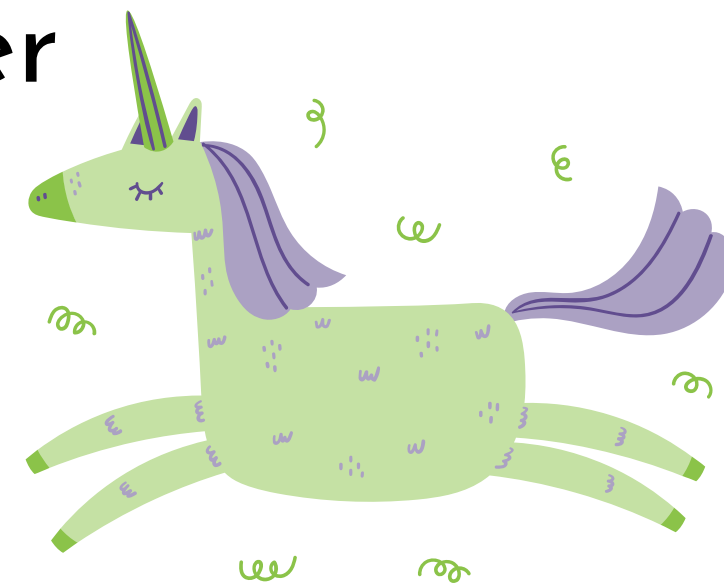
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## 5. IGNITE YOUR SPARK

There is only one YOU: Show it!

Professional is what you do, not who you are.

Vomit your unicorn glitter all over the site





# WHO THE FUCK ARE YOU?

My name is **Moni**, I am a **Web Designer & Online Tech Specialist** and I help fiery *service-based business owners* and flaming coaches like yourself to spread their heat and go transform their online presence from freezing cold to on fire. 🔥🔥🔥





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## CONNECT WITH ME?

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Want to work with me?

Do you want to improve your online presence and  
need a tech-lifesaver in your business?

**Get in touch!**

[monirocksyoursocks.com/contact](https://monirocksyoursocks.com/contact)