



How to make a sales site from scratch?

Online presence is inevitable, which means that a sales site is the gateway to the presentation of your business. This appearance, in the first place, should provide security and credibility to users, but how is this done?

You must include the following items.

Home page, also called "home" or "home page"

Your **sales** site should have an organized, intuitive and complete house with clear information about what the company does and offers. Remember that from the beginning you need to pique the customer's interest and entice them to browse the other pages of the sales site.

Your homepage needs:

- be clear;
- have a well-planned design;
- have an excellent copy to invite visitors to take action;
- shows the visitor the navigation of the entire site;
- have all the company's social networks.

Who are we

In this section of the sales site, present who your business is, the values, the mission, the qualifications and the differences that make it unique and different from the competition. Invest in a good institutional video, with the company's founders and employees living the business culture.

It is interesting to highlight the certificates earned by its products and the company.

Don't forget good photos of your physical structure and your team to convey more credibility and trust. Invest in strategies that will generate a connection and create empathy with visitors.

Contact

It is very interesting to have a page with all your contacts.

Nowadays people want agility by clicking a WhatsApp button and sending a message to the right person to initiate a contact.

Think about **creating a sales website** integrated with your social networks, you can use Widgets to ease this task.

If you have a physical store, include a map to make your location easier and take advantage of integration with Google Maps so that visitors can click on the link and already have access to the address via GPS.

All of these tips depend on the goal you have in mind when [creating a sales website](#) .

Services

Acquire new customers by sharing your successful projects and giving visitors to your sales site the opportunity to choose your business. Another good option is to insert customer testimonials for each service offered.

It is very important to separate your main services into landing pages, ie one page for each service in a very detailed way.

Remember to set up a sales page with specific pages to drive them on Google , just implement a strategy that makes sense to your customers.

Products

You can also **create a product sales website** , also known as an [online store](#) . In this section of the site, structure your product portfolio, showing in detail each product sold. The more information you can gather, the easier it will be to sell your products.

Remember to include good photos and, if possible, product videos.

Take the opportunity to include testimonials about customer experiences that interact with your customer.

We recommend that you create a landing page for the three best-selling products . Create and work on your sales with digital marketing strategies.

Give preference to platforms that have more complete product records and are simple, so you can very well describe your products, features, benefits, and continue to use this space to apply good SEO practices.

If you start making your own sales site, think that before you have quantity, you have quality and get out of the ordinary, otherwise you will mix with the "multitude" [of sales sites](#) created without any strategy, think- you!

Landing page

It's important to have a landing page for your best-selling services and products.

Create an integrated blog sales site

Want to know how to create a killer sales [website ?](#) Integrate a blog with the most relevant content for your customer.

In addition to building authority on this topic, your business:

- you will acquire an excellent channel of communication with your audience;
- will gain relevance with search engines like Google;
- you will be able to sell knowledge;

SSL certificate

What can't be missing in terms of security is **the SSL certificate** for your site.

The SSL certificate is a digital guarantee that the website is reliable, secure and respects the privacy rules for anyone who browses it. Otherwise, [Google](#) alerts its users in various visual ways when a site is unsafe, and this can prevent customers from buying your products.

Want to create a killer website? You have defined your goals

The whole strategy of [creating a successful sales website](#) depends on a few factors, such as your identity as a company, your target audience , and your short- and long-term goals.

The length of experience a business has can influence its goals and objectives. They can be:

- Increase sales volume?
- Do you improve brand recognition?
- Are you conquering a new audience?
- Reformulate your brand?
- Do you gain the loyalty of your customers?
- Are you launching a new product or service?
- Do you ensure your presence on the internet?

Regardless of your need, the strategy must be unique.

When you aim to sell, it is essential to know who you are selling to.

A broad understanding of your target market will allow you to conduct studies to determine their tastes, preferences and shopping habits. Only then can you make the most of every element of your website to generate interest and new sales.

In addition to defining a target audience, your business philosophy must be aligned with what you sell. Your philosophy is the soul of your business. Often, the philosophy is summarized in two lines that explain the core values of your company.

Although small, your philosophy should be your reference, your map, your guide. Respect their values and apply them to the design and content of your site.

Does your philosophy support easy access to products and services? You must follow this proposal. Don't opt for a site so elaborate as to make it hard for people to find the information

they need. Forget about giant shapes and other complications. Focus on minimalism.

Always remember that the user will expect what you promised.

If your site is focused on luxury and exclusivity, it is important that all customers who access it have certain privileges. Consider all of this when [creating a sales website](#)

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