

Miller, DonaldBuilding a StoryBrand 2.0

20. How to Get Your Website Right

This chapter argues that wireframing a clear website forces you to clarify your own offer before customers ever see it. It lays out five best practices for a website that turns visitors into buyers by staying simple, focused, and repeatable.

Key takeaways

- Put a clear offer 'above the fold' (what visitors see before scrolling). Make it short, bold, and about the customer — either an aspirational identity, a problem you solve, or exactly what you do.
- Make calls to action obvious. Place a bright 'Buy Now' button top-right and again in the center; use the same button repeatedly because people scan, not read.
- Use images of success — happy, satisfied people (ideally holding your product), not photos of your building — to show the emotional payoff.
- Offer a menu of products, like a restaurant. If your offerings are diverse, unite them under one umbrella message, then split divisions into separate pages.

- Use very few words. 'Write it in Morse code' — brief, punchy, customer-focused. Cut half your text; replace paragraphs with bullets. Fewer words means more get read.
- Stay on script: every word and image should trace back to your BrandScript. Keep sound bites short and relevant, then repeat them everywhere.

Passages worth keeping

“People don't read websites anymore; they scan them.”

The core reason every rule here favors brevity and repetition.