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WEBSITE

Your website is the main way consumers find your business and learn information, including contact information and obituaries. Your website should be optimized in several key areas to help you reach the greatest number of consumers in your area.



FOCUS ON THE NEEDS OF THE CUSTOMER

[Studies show 97%](#) of consumers find a local business or local services online. That means your website is going to be the main way families find out about your business, get your contact information, and see your hours and services. First and foremost, your website should focus on meeting the immediate needs of the customer.

INFORMATION TO INCLUDE

As you design your website, be sure to include all the information customers are generally looking for at a time of loss: obituaries, contact info, address, pricing, phone number, etc. These things need to be [easy to access and clear](#), but they don't necessarily have to be all clumped up on your homepage. Put your phone number in the top right corner where it's easily seen and accessible for people.

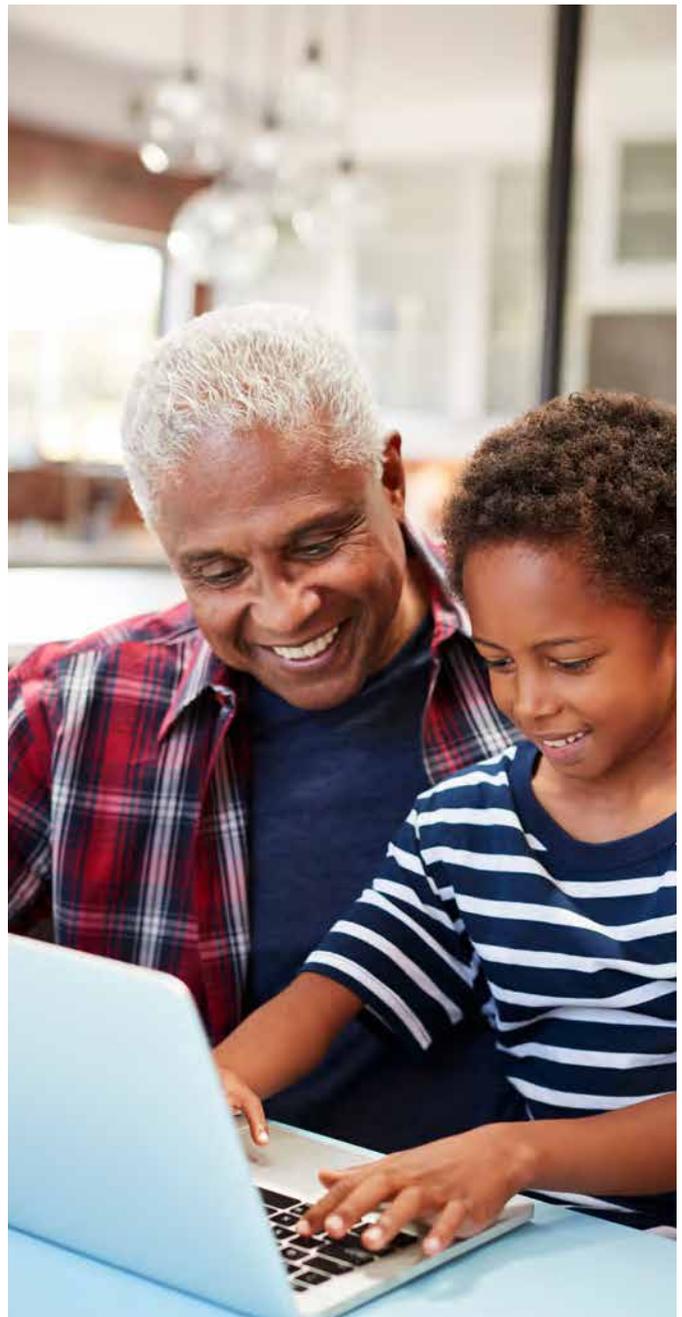
Once the basics are in place, your homepage should communicate how you plan to solve the problem that your families are facing. [Near the top of your homepage](#) - front and center - include your mission statement, slogan or phrase, or a simple explanation of services. And keep in mind that many people will be looking at your site from a mobile phone, so your mission statement needs to be visible without having to scroll down the page to see it. When it comes to additional pages beyond the homepage, keep the number of pages in your navigation bar to a minimum so you don't overwhelm users with too many options.

EDUCATIONAL RESOURCES

Many people are not familiar with funerals, and they will likely turn to the internet to find information about etiquette, grief, and other topics. Your website can feature a resource page with helpful links or guides for navigating these situations since you are the expert. You may want to provide information on your aftercare services and refer them to trusted sites for more information (for example, www.funeralbasics.org).

ONLINE PLANNING AND FUNDING TOOL

Offering preneed information and resources as well as planning tools through your website will help you grow the future of your business and solidify your market share for years to come. Provide resources that families find valuable, such as a lead generating eBook, planning guide, or preplanning checklist. You may also want to offer families who visit your site a way to schedule a preneed appointment with you. You also should strongly consider adding a method for people to plan and pay for funeral services in advance entirely online, such as the [Arrangement Guide™](#), an online planning and funding tool available through Funeral Directors Life.



CREATE CLEAR CALLS TO ACTION

Your website is more than a source of information, it's also a place where you can guide families to take action.

[A Call to Action](#) is text that tells a user exactly what to do. It always starts with a verb that directs the customer to the action you want them to take. Use verbs like: "call," "start," and "click." If you don't have any clear action steps on your website, then users will be lost and will likely leave your site without doing anything.

Here are a few examples of good calls to action for the funeral industry:



CALL NOW

This call to action should link to your phone number or be a button that will take users to your phone number. Keep in mind that people will likely be using a mobile device. Using "Call Now" as your action statement is often useful for attracting families who are looking for a funeral home to assist them with an immediate need.



CLICK HERE

This simple call to action can be used any time you want people to click a certain link. Just make sure you explain to people what happens when they click on the button.



LEARN MORE

This call to action can be used on your homepage to guide people to whatever you want them to learn more about - services, veterans' benefits, cremation options, etc.



PLAN AHEAD

This call to action works best with preneed leads. Clicking this call to action could take them to an advance planning checklist or a request to speak with a preneed counselor. If you have an online planning and funding tool, this button could be used to help your families start planning ahead immediately.

SEARCH ENGINE OPTIMIZATION

If you've waded into digital marketing at all, chances are you've heard of Search Engine Optimization or SEO. This is the process of making your website more likely to be found by users by convincing search engines (like Google, Bing, Yahoo, etc.) to rank your website higher in the search results. Good SEO creates free traffic to your website based on the quality and relevance of your website.

Search engines want to find the best, [most relevant answers](#) for consumers while also providing a good user experience. To do that, your website needs to have clean code, be mobile friendly, have quick loading times, and be secure. It also has to have good content, clean meta titles on each page, and internal linking.

For funeral homes, SEO can help drive relevant traffic to your website and the best part is that you don't have to pay for those clicks! **Navigational keywords** are used when the consumer already knows your business name so they might type in "[company name] obituaries" or "[company name] location." **Informational keywords** for the funeral industry include phrases like "How should I dress for a funeral?" or "How much does a funeral cost?" **Transactional keywords** are more likely to be paid for (we'll get to this more in the Google Ads section) because they are phrases like "funeral home near me" or "cremation services nearby." All of these keywords can be built into your website's SEO so you can show up in search results at the right time.



HOW TO OPTIMIZE YOUR WEBSITE

Most funeral home websites need a little fine tuning for SEO, which is why Funeral Directors Life offers a free SEO audit included with Google Ads services. Click [Request a Marketing Consultation](#) to learn more!