



Value Possibilities for Your Website

Let visitors to your website know how you provide value.

1. Explain or show what customer jobs, pains, and/or gains your business solves
2. Service: Faster, easier, better
3. Location: closer, faster, safer
4. Quality: not just the word-describe it
5. Choices: more, better, faster
6. Willingness to share knowledge
7. Made in USA
8. Free freight or shipping
9. Mission, good feelings, trust, reduced risk, humanity, story
10. New, original, customized

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