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# Create What Customers Want

A guide by Stralution LLC

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**For business owners in 2023, not having a functional and visually appealing website that inspires customers to buy is like having a disconnected business telephone line back in the 1990s.**

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**Capturing the attention and trust of over 139 million Millennials and Gen Z (mostly aged 16 to 42) in the U.S. is paramount; they hold a formidable \$3.4 trillion in purchasing power.**

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Over 60% scrutinize a business's website before deciding, **making a powerful digital presence not just vital, but transformative.**

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**Smartphone usage is remarkably high in the United States, with more than 76% of adults utilizing these devices.**

**Among Millennials and Gen Z, the prevalence is even more striking, standing at 96.5%.**

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Your website is your business's digital heartbeat, and in today's economy, it's clear: **to thrive, that heartbeat must be strong, resonant, and utterly compelling.**

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**As Gen X and Baby Boomers approach retirement, Millennials and Gen Z are the driving force of the U.S. economy.**

**Despite the ongoing importance of having a business phone line, digital adaptation is a must.**

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A great websites acts like **your 24/7**  
**sales representative, drawing in**  
**customers in the Winter, Summer,**  
**Spring and Fall.**



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**Beyond the immense income possibilities, having a functional and visually appealing website helps prevent third party platform risk and fraud.**

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For instance, restaurants listed on digital food ordering platforms such as Uber Eats and DoorDash **face the potential risk of being removed if they fail to comply with the platforms' frequently updated terms and conditions.**

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In contrast, having your own website puts you in the driver's seat, **allowing you to have full control over your content and operations.**

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**Third-party platforms can be risky for businesses, especially with cancel culture today. It's smart to build your own website and grow it, so you're not just relying on these big companies. While it's good to be on popular platforms for more customers, don't put all your eggs in one basket.**

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**Using third-party platforms puts your business in direct competition with numerous others, as these platforms prioritize customer convenience over the interests of individual businesses.**

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Customers are presented with a  
plethora of options, **making it easier for  
them to explore and potentially switch  
to your competitors.**

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Allowing your regular customers to order through these platforms **exposes them to these alternatives, which could be detrimental to your business.**

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**It's crucial to encourage direct interactions and transactions on your own channels to maintain customer loyalty and safeguard your business from such competitive pressures.**



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**It's a strategic move to motivate customers who discovered your business through third-party platforms to start placing orders directly on your website.**

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**Offering attractive incentives, such as discounts, loyalty points, or exclusive deals, can effectively encourage this shift.**

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**This not only helps in building a direct relationship with the customers but also reduces the fees paid to the third-party platforms, ultimately benefiting your business in the long run.**

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**In the absence of an official website for your business, there's a risk of fraudulent individuals creating fake websites impersonating your brand, potentially leading to deception and loss for your customers.**

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Owning and maintaining your own website acts as a safeguard, **providing a verified and secure platform for customers to interact with your business.**

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**Indeed, possessing a functional and visually appealing website is crucial as it cultivates a professional image for your company, enhancing its appeal for potential succession or sale when the founder decides to retire.**

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**There's no doubt that building a visually stunning website that inspires customers to buy is the next important step for every business.**

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**This is what customers want!**

**Create it.**



**At Stralution, our  
goal is to help  
you achieve your  
audacious  
business goals.**



*...Strategic Solution*

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**Beyond business, we live, think and treat your business like ours, thereby, creating the best possible website content and design that will inspire customers to choose you and buy from you.**

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**Doing business with you isn't just another transaction, it's an opportunity for us to prove that you're important to us and your business deserves to outlast its founders.**

A hand holding a black smartphone, with the screen displaying some text. The background is a blurred red surface. The text is overlaid on the left side of the image.

# Stralution Small Business Exclusive Package

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**1. Award-Winning Content Creation: Entrust your website's narrative to our distinguished team of sales, branding, and marketing virtuosos. They will meticulously curate content that not only tells your unique story but also captivates and converts, inspiring your customers to choose you.**

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## 2. Visually Captivating WordPress

**Design: Elevate your digital presence with a website crafted by our seasoned professionals, ensuring your site is not just seen, but remembered.**

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**3. Full-Scale E-Commerce Integration:**  
**Unlock the potential of online sales and secure transactions, providing a seamless shopping experience for your customers.**

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## 4. Mobile Responsive Design:

**Guarantee an impeccable user experience across all devices, ensuring your site adapts and performs flawlessly, even on the go.**



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**5. Premium Graphic Design: Enhance your brand's visual appeal with one high-quality graphic design, including logos and advertising materials, all tailored to amplify your message.**

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**6. Dedicated Post-Delivery Support:**  
**Benefit from an additional hour of maintenance in the first month post-delivery, ensuring your website continues to run smoothly and efficiently.**

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**7. Flexible Terms, No Hidden Strings:**  
**Enjoy the freedom of a no-contract service, with no compulsory website management hours, giving you control and flexibility.**

# Additional Services at Stralution

**Mobile App Development:** At Stralution, we specialize in creating visually stunning and highly functional mobile applications tailored for your business. Our expert team manages the entire development process, ensuring a seamless placement on both Google Play Store and Apple Store.



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**We are committed to creating a captivating user experience, designed to not only grab but also retain your customers' attention, ensuring your specific business objectives for the application are successfully met. Dive into the world of mobile innovation with Stralution, and watch your business goals come to life in the palm of your customers' hands.**

# Our Process

## The Brief

At this stage, we will sit with you to understand your business goals.

## Design Draft

We will design the first draft

THE BRIEF

CREATION AND DESIGN

## Content Creation

We will create compelling content that will help you achieve your goals.

## Final Design

We will create the final design.



**Shall We Begin:**

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