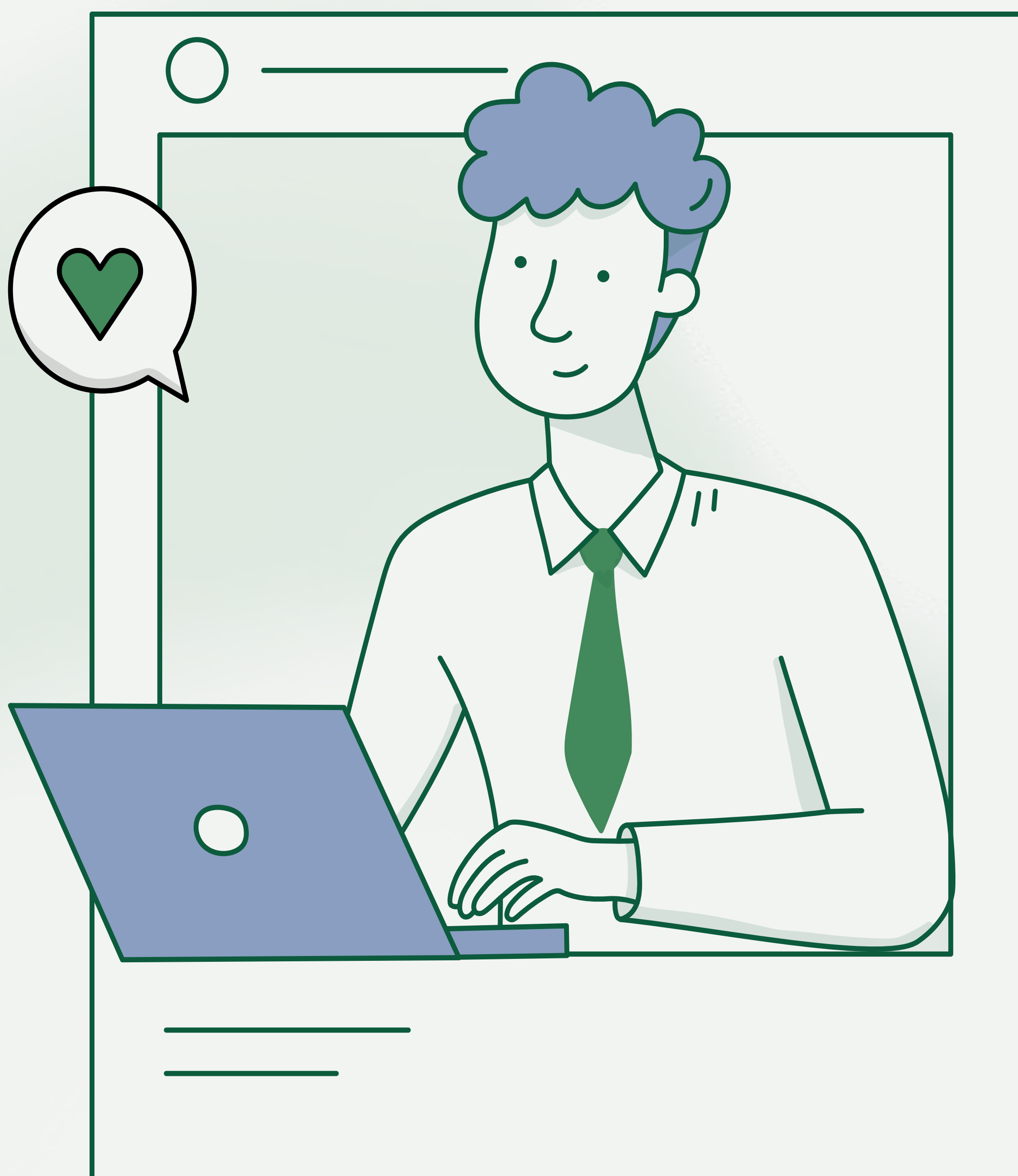




THE PERFECT TAPLINK: WHAT YOUR MINI-SITE NEEDS TO CONVERT VISITORS INTO CLIENTS

A mini-site isn't just "a link in bio" — it's a full-fledged entry point into your world for potential clients.



Read this guide and turn your bio link into a sales tool that works for you.

PERFECT MINI-SITE CHECKLIST:

A mini-site is the entry point to your product or project – your storefront and the first step toward making a sale.

No matter what you're offering:

- an online course,
 - dog training,
 - beauty services or therapy sessions,
 - a set of handmade mugs or a full-fledged store –
- your mini website should clearly answer the question: «What is it? Why is it worth my attention? What action should I take?»

1. The headline communicates the value



2. The visuals are lively and on-brand



3. A short description + a clear offer



4. Call to action



5. Social proof



6. Simplified structure



7. Usability and interactivity



1 THE HEADLINE COMMUNICATES THE VALUE

“Hi, I’m Olya” → “I help new bloggers land their first brand deals”

“Hi, I’m Oleg, an SMM specialist” → “Free up your time – we run your Instagram for you”

“Hi, I’m Nastya and I have a candle shop” → “Scandi candles that create a cozy vibe in just 3 minutes”

📌 Lead with value for your client.
Your headline = 80% of success: hook them or lose them.

2 THE VISUALS ARE LIVELY AND ON-BRAND

Show your product, team, or yourself – not just a generic "galaxy background."

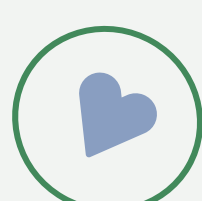
1–2 strong photos are enough.
They should spark trust, desire, and curiosity.

📌 People trust people – not faceless avatars!

3 A SHORT DESCRIPTION + A CLEAR OFFER

- Who are you?
- What’s the product or service?
- Who is it for?
- What makes it different or valuable?

📌 Think of it as your first message in a chat: be clear, concise, and friendly.



4 CALL TO ACTION

Think about what action you want the person to take:

Buy something? → **ОФОРМИТЬ ЗАКАЗ**

Want to get a question? → **ЗАДАТЬ ВОПРОС**

Follow you? → **СЛЕДИТЬ ЗА НОВИНКАМИ**

Download something? → **ПОЛУЧИТЬ PDF-ГИД**

 Buttons shouldn't be just decoration – they're the bridge to action.

5 SOCIAL PROOF

- Reviews
- Case studies
- Screenshots, before/after
- Numbers (e.g. "250+ clients in 2 years")

 Even 2–3 honest reviews can boost trust. People want to feel confident that you're a reliable choice.

6 SIMPLIFIED STRUCTURE



- Don't add everything at once
- Limit to 3–5 buttons max
- Start with what matters most – your offer, consultation, or guide
- Then add the rest – portfolio, social media, blog, etc.

 Your mini-site shouldn't feel like a restaurant menu. Make it easy to choose you.

7 USABILITY AND INTERACTIVITY

- Clickable buttons
- Everything opens without errors
- Lead forms work properly
- Telegram opens in one tap

 The fewer the steps – the higher the chance someone will message you.

NEXT STEPS?

- Want a fresh pair of eyes?
- Not sure everything's working the way it should?
- Or just want us to handle it for you?

We're happy to support you!



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