

# ***MAKE YOUR WEBSITE WORK FOR YOU***



WEB HEADS UNITED | WEBSITE ADVICE, GUIDANCE & SUPPORT

# STRATEGIC PLANS



Joshua Lamothe

Branding, Web Design & Hosting  
for Small Businesses & Entrepreneurs

[www.grassrootsconsult.com](http://www.grassrootsconsult.com)

Sustainable Marketing Strategies & Solutions  
**grassroots**<sup>TM</sup>  
branding & web design

# ***YOUR WEBSITE MATTERS***

- Reputation, Trust and Credibility
- Attracts New Customers
- Service Current Customers

# ***A WEBSITE THAT RESONATES***

- Speaks Directly to Your Best Clients
- Attractive, Pleasant Feeling
- Clear and Easy to Understand
- Simple to Navigate
- Guides them to ACT

# ***A WEBSITE THAT REPELS***

- Messy & Disorganized
- Cluttered
- Confusing
- Ugly
- Broken
- Not Mobile Responsive

# ***HAVE A PLAN***

- Ideal Customer Avatar
- Branding & Imagery
- Layout & Design
- Copy & Messaging
- Calls to Action
- Technical Functionality
- SEO

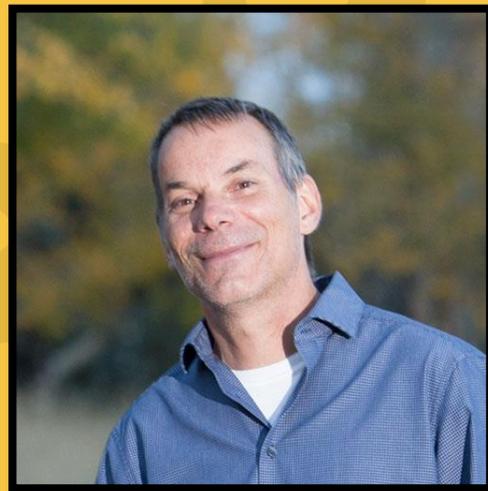
# ***KNOW YOUR PURPOSE***

- Deliver Direct Leads
- Sell Products
- Event Registration
- Education & Information
- Video, Blogs, Music, Art

**LET'S WRITE!**

**MATTHEW UPTON**

QUIK Websites + Hosting  
[matthew@goquik.com](mailto:matthew@goquik.com)

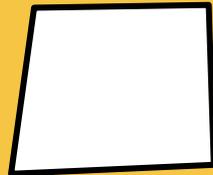


Learn more: [goquik.com](https://goquik.com)

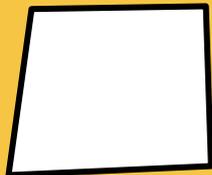
# ***WHAT IF YOUR WEBSITE CONTENT COULD ATTRACT MORE OF THE RIGHT CUSTOMERS?***

**Tips on How To Evaluate, Improve, and Update Your Website  
Content**

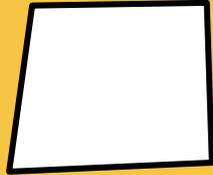
# ***REVIEW EXISTING CONTENT***



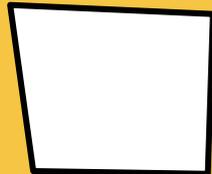
***IS IT CURRENT?***



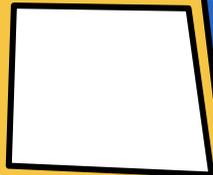
***COMPETITORS?***



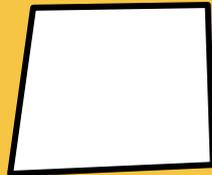
***IS IT CLEAR?***



***IMAGES, STYLE, COLOR***



***CUSTOMER FOCUSED?***



***EVALUATE & UPDATE***

# WHAT CONTENT DOES YOUR WEBSITE NEED?

At a minimum...



## HOME

Most complete with content process to win their trust



## PRODUCTS

Products or Services need to be clearly described with CTAs



## CONTACT

How do they buy from you? Call, email, order online, etc.

# **CONTENT TO CONSIDER...**

## **FAQ**

What questions do customers ask?

## **ABOUT**

Your “why” or your unique story

## **BLOG**

Add Value  
Answer Questions

## **VIDEOS**

Optional – creative content (YouTube)

## **CHARTS/GRAPHS**

Optional – lends credibility

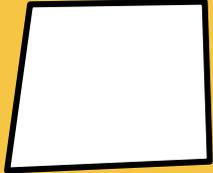
## **DOWNLOAD**

Lead Magnet - downloadable PDF

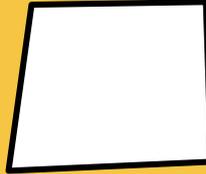
# ***WRITE FOR 5 TYPES OF WEBSITE VISITORS:***

1. Skimmers (headlines and bullet points)
2. Readers (dive into details)
3. Visual (photos, charts, graphs)
4. Audio/Video (want to hear testimonials, explanations in video/podcast)
5. Ready to act (just need clear and easy CTA/order/purchase options)

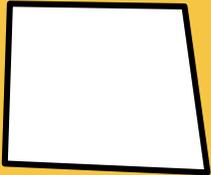
# ***WHO SHOULD WRITE YOUR WEBSITE CONTENT?***



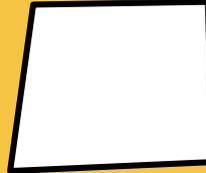
***YOU***



***AN EMPLOYEE***



***A PROFESSIONAL***



***YOUR COMPETITORS?***

**ON-SITE SEO**

**TOM BARTHOLOMEW**



Learn more: [AllBMG.com](http://AllBMG.com)



# ***ON PAGE SEO***

## SEARCH ENGINE OPTIMIZATION

On-page optimization or things you can do with your website to rank higher in search results.

- URL
- Metadata - Titles and Descriptions
- Heading Tags (H-tags)
- Alternative Text also called Alt Tags
- Internal Links
- Page Speed

# ***KNOW YOUR CUSTOMER***

When optimizing and writing content for your website you need to understand who you are writing for.

- Have a Buyers Persona or multiple
- Solve their (the buyer) problems
- WIIFM Radio

# ***KNOW YOUR COMPETITOR***

To really rank higher in search results you have to know what your competition is doing, and you have to do it better.

Use tools to find what your competitors keywords are, and how they are using those keywords.

# ***THE WORDS YOU USE***

SEMRUSH recently analyzed over 23,561 texts ranging in Google's top 10 results. They found that the lowest-scoring texts had two things in common: They were **too long or too complex**.

In fact, 41% of low-scoring texts used words that were too complex.

According to a 2003 report from the US Department of Education, the average American reads at a 7th or 8th-grade level.

**WELCOME!**

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# ***SECURING YOUR WEBSITE!***

- Secure ownership of your domain and hosting
- Choose a secure web host and choose the right hosting plan
- Take a proactive approach to keeping your website secure
  - Secure passwords
  - Keep your website software up-to-date
  - Employ additional security measures
  - Always have a backup

# Chandler Alongi



Sparrow Web Services

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You have 3 seconds – stay or go

- **3 Seconds** to Capture attention
- **Adults Have Almost Zero** Attention Span
- **“Something’s Wrong Here”** = Bounce
- Psychological & **Emotional**
- Digital **Fight or Flight**
- Visual Data = **Balanced** = **Happy Brain**





## A website that resonates

- **Balanced:** content is organized, evenly spaced out, clearly marked, well-planned.
- **Harmonious:** fonts, images, icons and other visuals are consistent throughout.
- **Simple:** clean, minimalistic layout, avoids clutter, emphasises the most important things, guides customers to take action.

## Elements of a Harmonious website

Logo

colors

imagery

fonts

layout

icons

navigation

animation

# Thank you!!



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WEBSITES