MAKE YOUR WEBSITE
WORK FOR YOU
WEB HEADS UNITED

STRATEGY + PLANNING

Joshua Lamothe

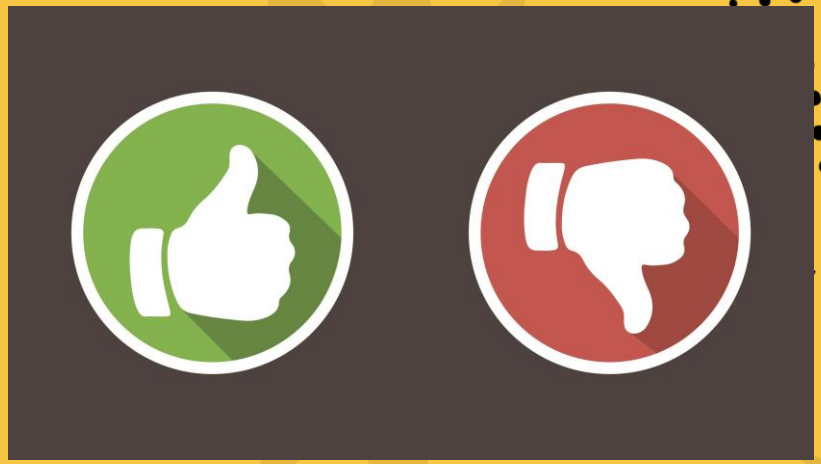
Branding, Web Design & Hosting
for Small Businesses & Entrepreneurs

www.grassrootsconsult.com

Sustainable Marketing Strategies & Solutions
grassroots™
branding & web design

YOUR WEBSITE MATTERS

- First Impression
- Establishes Reputation, Trust and Credibility
- Attracts New Customers
- Serves Current Customers
- Guides People to take Specific Action



A WEBSITE THAT RESONATES

VS

A WEBSITE THAT REPELS

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

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

WHY PLAN?

- Set clear intentions
- Define the scope of the project
- Identify the resources required
- Develop a roadmap

- Ensure project success
- Meet business objectives
- Maximize Return on Investment (ROI)

WHAT TO PLAN FOR

- Objectives & Goals (Purpose)
- Scope & Requirements
- Budget
- Resources
- Timeline & Milestones
- User Experience & Design
- Ideal Customer Avatar
- Branding & Imagery
- Color Scheme
- Copy & Messaging
- Calls to Action
- Technical Functionality

LOCAL SEARCH PLANNING

- Keyword Research
- Content Planning
- Google Business Profile
- On-Page Optimization
- Local Citations

THANK YOU!!

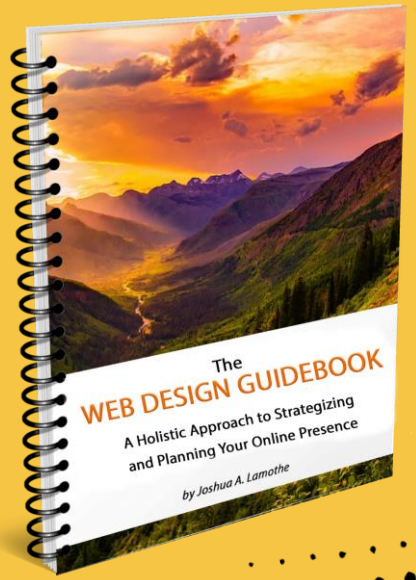
FREE GIFT

The Visionary Guidebook

Website Planning Blueprint

Download at:

www.grassrootsconsult.com



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WELCOME!

ERIK SOPER

Clarity Web Services

Learn more:
https://WebHeads.ClarityWeb.Services

RETHINK YOUR WEBSITE

YOUR WEBSITE SHOULD...

1) **Hold Attention**
2) Engage Visitors by Providing Value
3) **Present Opportunities to “Buy-In”**
4) Inspire & Measure Actions
5) **Nurture Your Prospects & Clients**

THE CONFUSION

With so much possibility, your website may seem like the Matrix.

THE MISTAKE

Many make the mistake of treating their website like a “digital brochure”

- **Website hasn’t been changed in months (or years)**
- **No measurement or Analytics**
- **No “Online Business” – just information**

Your website <u>is not a brochure!</u>

WEBSITE SUCCESS HACK:

Imagine Your Website As

A Star Employee

WOULD YOU HIRE...

- A sales person that doesn't answer any questions?
- A customer service rep that ignores your top clients?
- Any employee that refuses to adhere to your dress code?
- Slackers who stop working when they feel like it?

THE ANSWER...

Absolutely NOT!

(But this may sound like your website)

THE "STAR EMPLOYEE"...

Has many answers for your customers' questions

(or knows someone who does)

THE "STAR EMPLOYEE"...

Makes it easy for your prospects to buy (or want to buy) what you sell

THE "STAR EMPLOYEE"...

Shows up reliably,
follows dress code,
speaks about your
business with confidence

THE "STAR EMPLOYEE"...

Works 24/7 to build your business!

(Unless they're human, that is)

THE "STAR EMPLOYEE"...

Measures their results and reports on their progress

(when given clear, achievable goals)

So What's Next?

– Step Back
– Rethink Your Website
– Get Expert Help

THANKS!

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Learn more:
https://WebHeads.ClarityWeb.Services

DOES MY WEBSITE REALLY NEED A BLOG?

PAULA ROBERTS

Aqua Community Relations Group

Creative Strategy, Content, Marketing

aquacrg.com

Consumers no longer buy from companies, they buy from people and brands they "Know, Like and Trust."

Here are 12 reasons most websites are better with blogs, and 4 tips to help you get started.

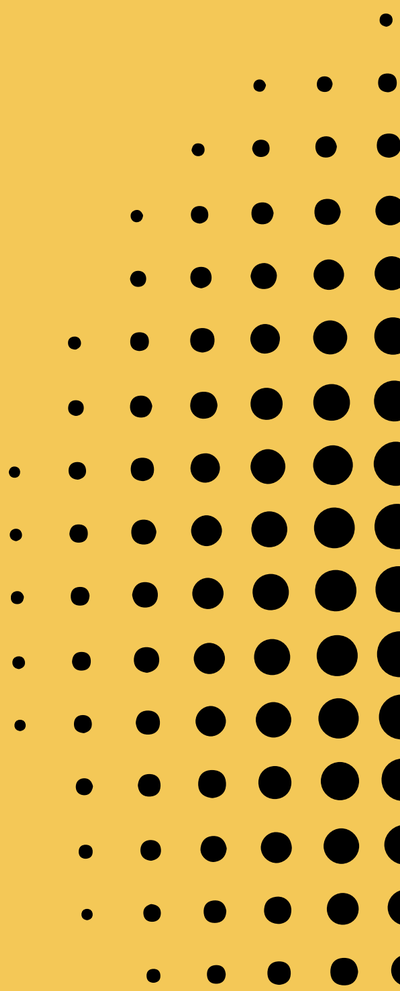
4 WAYS BLOGS HELP CUSTOMERS FIND & KNOW YOU

1. Search terms. Each blog post can be written to incorporate new key terms without adding pages to your website.

2. Return visits. 70% of first-time visitors may never come back, unless they subscribe to your blog!

3. Indexing - Google indexes more than 4 times more pages and twice as many links for websites with blogs.

4. Ranking - Google recommends showing expertise, authority, and trustworthiness (EAT formula) to rank higher in seach results.



4 WAYS BLOGS HELP CUSTOMERS LIKE YOU

1. Brand personality and tone. A blog is a great way to express yourself and stand out with your unique voice, style, and images.

2. Integration. Each blog post can be featured in multiple social media posts and via email.

3. Interesting content, and more of it. Websites with blogs attract 55% more visitors.

4. Time for decisions. 70 percent of internet users would rather learn about a company from a blog article than an ad.

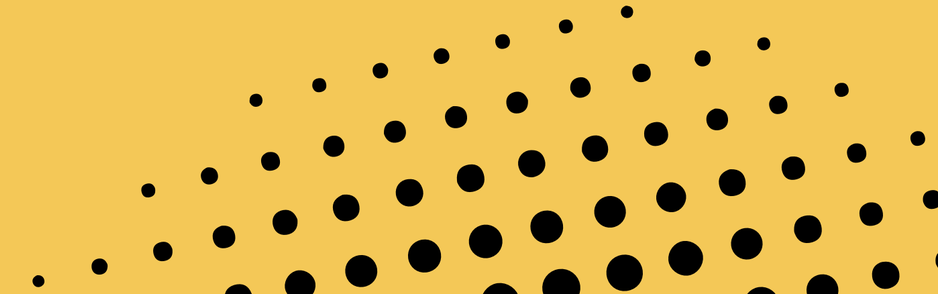
4 WAYS BLOGS HELP CUSTOMERS TRUST YOU

1. Expertise. Your blog is the perfect place to anticipate and answer customers' questions.

2. Up-to-Date. Your blog lets you respond to emerging and community issues, and lets you show you're in touch with the same topics your competitors cover.

3. 81% of customers trust information from blogs.

4. 90% of consumers find blogs helpful.



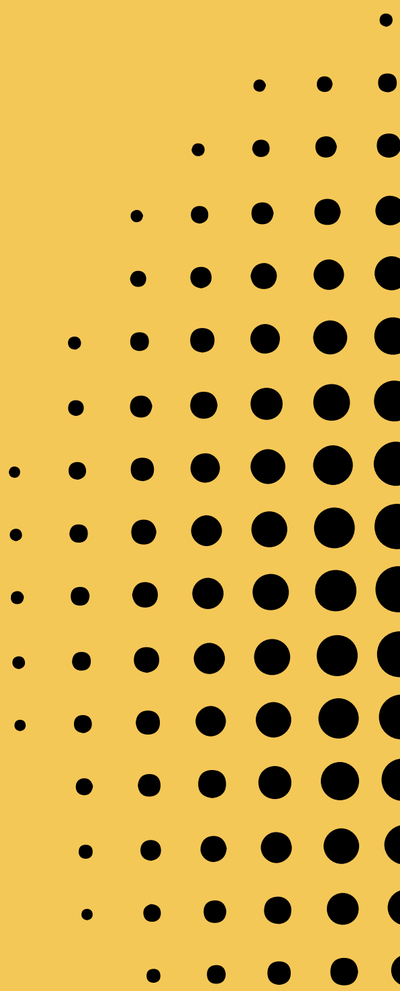
4 TIPS FOR STARTING A SUCCESSFUL BLOG:

1. Create a calendar. Think about trends in your industry or community, look at what others cover. Think about conferences and launches.

2. Realize blogs aren't social media. More than half of blogs are published monthly.

3. An average blog post takes 3.5 - 4.25 hours to write, and about half of blogs are written or edited by a professional outside of the company.

4. Guides and numbered lists are the most popular blog posts. Case studies are great for B2B. Both images and videos increase readership



Want to superpower your career as a new supervisor? Create a ‘League of Legends,’ not a team of Mini-MEs.

Feb 7, 2023 | Supervisor Development

These 5 steps foster creative approaches and increase team success

“If the only tool you have is a hammer, you tend to see every problem as a nail.” Abraham Maslow

As a new supervisor, you don’t know what you don’t know. It’s hard not to trip yourself up in the effort to impress your bosses and make your mark.

I can assure you that one of the quickest ways to fail as a leader is to expect everyone to look and act like you. If you try to be the only one driving outcomes and think you’re bringing your team along as observers, you can’t be an effective leader or supervisor.

A leadership development course saved my career.

When I was first hired to lead a minor league baseball team in the 1980s, I was totally unprepared for the challenges I faced. I had been in a small organization where I did everything and, at 28, I was sure my hard work landed me this supervisory job. In my own eyes, my way was the good way, and my opinion was the only one that mattered. And it showed in the ways I treated people; I would let employees talk, listening with half an ear, and then I would deliver the decision I had made before they started talking.

Simple Website Redesign Checklist (Download Now)

Preparing ahead yields the best results in your website redesign

So you want to redesign your website. Good for you! If your website is outdated, embarrassing, looks unprofessional, or represents an older version of your business, you've made a good choice. If you're getting fewer leads, it's definitely time for a website redesign.

If you don't have a website yet, you can use this checklist too!
Wondering why you need a website?

Small business owners and their employees wear many hats, and most of my clients don't know where to start with a redesign. They just know their website is old, it's not getting results, or their business has changed a lot since their website was designed. They also need to focus on their work and not so much on the new website.

Preparing for your redesign can shorten the design process by making everything clear from the beginning. Surprises during the design process can alter timelines and create delays. Delays and gaps in the process make it difficult for your web design team to focus on your project. Going back to revisit your goals can also add costs to your website redesign.

CHRIS PRATT

Owner, Creative Lab Designs

Create your online image.

www.creativelabdesigns.com

Creative Lab Designs

I AM NOT...

CHRIS PRATT

Owner, Creative Lab Designs

www.creativelabdesigns.com

- Public educator for seventeen years
- Founder of Creative Lab Designs
  - Helping small business owners, entrepreneurs, and online coaches create their online image.
  - Web design, logo/branding, social media management and marketing, and e-course development.

WEBSITE ENGAGEMENT

Your Secret Weapon for Conversion

4 TYPES OF HEROES (PEOPLE WHO VISIT YOUR SITE)

1. Visual
2. Auditory
3. Reading / Writing
4. Kinesthetic (touch)

Our goal is to engage all of these modalities on our website on some level.

WHY YOU WANT TO BE MINDFUL OF THIS IN YOUR DESIGN

1. Grabs and retains attention
2. Builds trust
3. Social media friendly
4. Gives a personal touch
5. Creates a first impression
6. Conveys professionalism

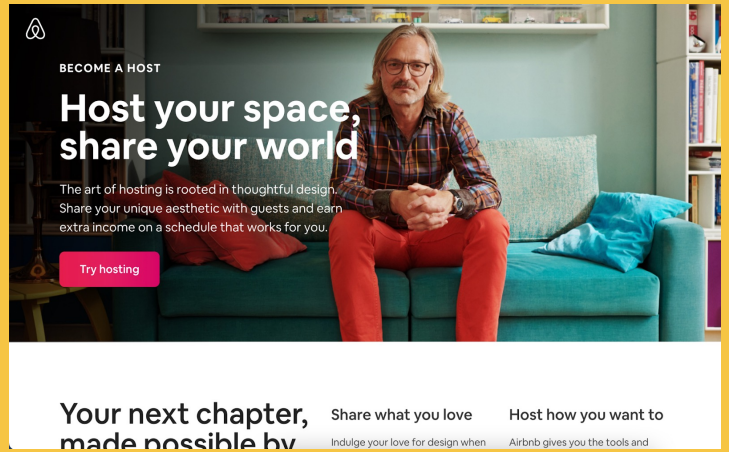
ENGAGEMENT SECRET WEAPON

Utilizing a Landing Page to Maximize Engagement

Tip 1: Above the Fold

Tip 2: Content should be client / hero focused

Tip 3: Clear Call to Action



- Your ultimate goal is to convert viewers to clients/customers
- Landing pages allow you to funnel the viewer with a strong call to action

THANK YOU!

CHRIS PRATT

Creative Lab Designs

Helping you create your digital presence

Learn more: creativelabdesigns.com