

MAKE YOUR WEBSITE WORK FOR YOU





PERFECT WEBSITE

STRATEGY

WELCOME!

ERIK SOPER

Clarity Web Services

Learn more:

<https://WebHeads.ClarityWeb.Services>



THE PERFECT WEBSITE...

- 1) Captures Attention**
- 2) Engages Visitors by Providing Value
- 3) Position Your Offers**
- 4) Inspire & Capture Actions
- 5) Nurtures Your Leads**

WHY PERFORM STRATEGY?

By giving yourself a plan you can believe in,

**Strategy Helps You
Manifest Success**

THE * 1 * THING

Keep It Simple... Seriously!

- Choose a Single Output You Want
- How do you Numerically Measure it?

THE 'WHO'

Who is your website for? Define 3 audiences: A, B, and Z.

"A"

- **You LOVE these types of customers!**
- Easy to Serve/Communicate with
- They buy what you like to do/make most
- Likely to remain for a long time
- Willing to pay more to pay YOU
- Be conscious of demographics: how old are they generally? Are they more male, or female? Where do they live?
- Be conscious of *psychographics*: why do they need what you provide?

"B"

- **These customers are OKAY**
- Generally good customers
- Fall outside of the "A" audience

"Z"

- **You HATE these types of customers.**

POWER OF THE NEGATIVE

In any decision-making,

Subtraction

Creates Clarity

THE "WHAT"

What do you want to be known for?

- Your brand is your reputation
- Your website should be 100% suited to your standards of quality and customer care
- Showcase 'Social Proof' such as Testimonials

TECHNOLOGY

Plan an Easier Tech Stack

THE "WHAT"

How will information flow in your business?

- Organize Visitor Data – HubSpot
- Capture Emails from Day One – MailChimp
- Measure Traffic – Google Analytics
- Inform Advertising – Facebook Pixel

THE "WHEN"

Perfection Takes Time

Plan Accordingly

WHEN TO DO STRATEGY

Often! And More Than Once!

- Before launching a new website
- At the start of a new year/fiscal cycle
- Whenever there's a major shift in your business

WHEN TO DO STRATEGY

- ALWAYS do Strategy before Web Design
- FREQUENTLY Revisit Your Strategy
- MEASURE your KPIs and test your Strategy



JNM

WEB CREATIONS

WEBSITE SECURITY AND MAINTENANCE

Keep your Website Safe

WHAT ARE WE TALKING ABOUT?

1. Security

- Hosting
- Passwords and Two-Factor Authentication
- SSL

2. Maintenance

- Updating
- Backups

3. Monitoring

- Uptime
- Malware and Security Vulnerabilities

AHH HACKERS EVERYWHERE!

Firewall Summary: Attacks Blocked for jnmwebcreations.com

Block Type	Complex	Brute Force	Blocklist	Total
Today	14	236	—	250
Week	335	1,742	—	2,077
Month	4,335	8,256	—	12,591

Top Countries by Number of Attacks - Last 7 Days

Country	Block Count
United States 	643
Turkey 	297
Singapore 	146
France 	126
Vietnam 	99
Germany 	93
China 	83
India 	78
United Kingdom 	46
Russian Federation 	38

Total Attacks Blocked: Wordfence Network



SECURITY

HOSTING

- Great Uptime
- Type of Hosting Stack (Litespeed)
- Included SSL Certificate
- Backups of Hosting account
- Integrated Security

PASSWORDS

- Don't Use Passwords like password
- Two Factor Authentication

SSL

- Secure Socket Layer
- Site should have lock at top
- Https is faster

MAINTENANCE

UPDATING

- The only site I had hacked.
- Anybody can press the update button?
- What happens if the update breaks your site?

BACKUPS

- Do sites really get hacked?
- What would you do if your site was hacked?
- Backup to a backup

MONITORING

UPTIME

- Do you know if your site is up?
- Hosting Issues
- Who do you contact if your site goes down?

MALWARE AND VULNERABILITIES

- Malware can harm your site
- CMS Vulnerabilities
- Fixing the problem is more expensive than preventing it.

ARTHUR MOREHEAD



Arts Web Development

Custom WordPress Websites

Learn more: ArtsWebDev.com

***WHY SHOULD I USE
WORDPRESS?***

01

WORDPRESS IS #1

42% of the websites globally are using WordPress.org and is growing.

02

WORDPRESS IS FREE

WordPress.org is “Open Source” It’s free to use with no catch! You own it.
Unlike Wix, Squarespace, Shopify, Godaddy website builder and others.

03

CUSTOMIZATION

Because you own the website you can customize it to your needs. There are little limitations when using WordPress. From contractors to artists, WordPress can be customized for any business.

04

MOVE IT WHEN YOU NEED TO

Optimized website still to slow? Most likely it's the hosting. With a self hosted WordPress.org site you can easily move it.

05

BUILD IT WITHOUT THE BLOAT

There are many WordPress “Premium Themes” that you can be bought with hundreds of options. With those options comes a lot of extra plugins and things that you don’t need for your website.

WHY SHOULD I KEEP IT SIMPLE?

Speed. Your website needs to be fast! Many of the WordPress “Premium Themes” are loaded with many plugins to achieve the functionality and animations that can slow down your website.

When you custom build your website all the “extra’s” are eliminated. Starting with a basic clean theme like “Hello” (Elementor) or “Generate Press” are the cleanest themes you can start with. Secondly, only use the plugins you need, and your website will not only be faster but will be easier to manage and update as well.

BUILD ON WORDPRESS FROM THE GROUND UP

- Customizations from the start.
- Easier to update and make changes.
- Only use plugins that are necessary.
- Responsiveness is built in during development.
- Optimized for page speed during the build.
- Build into it what you need, not what you don't need.
- On-Site SEO super friendly, unlike website builders.

BASIC THINGS YOU SHOULD CHECK!

1. How is your website's performance, Is it fast?
2. Is your website optimized for "On-Page SEO?"
3. Are there any unnecessary plugins?
4. Can you easily make your own changes?
5. Will you receive any training about your website?
6. What about on-going support?
7. Is your website secure? What about backups?
8. Ask your developer if all these things are included. Remember you get what you pay for



CHRIS PRATT

Owner, Creative Lab Designs

Create your online image.

www.creativelabdesigns.com

I AM NOT...





CHRIS PRATT

Owner, Creative Lab Designs

www.creativelabdesigns.com

- Public educator for seventeen years
- Co-host of the Teach Bigger Podcast
- Founder of Creative Lab Designs
 - Helping small business owners, entrepreneurs, and online coaches establish their digital presence.
 - Web design, logo/branding, social media management, photo/video, 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

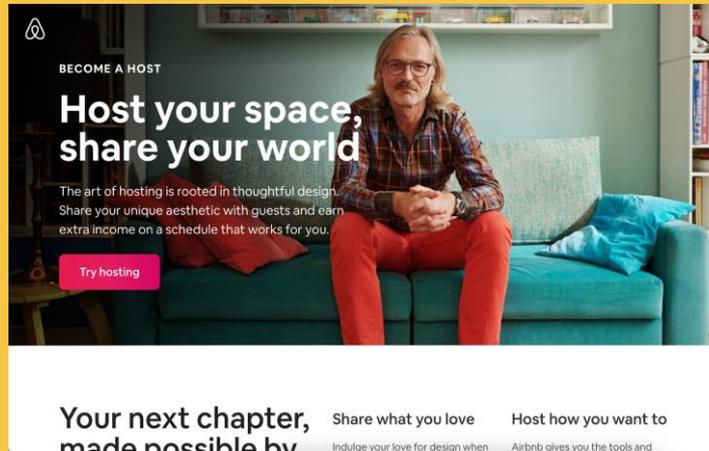
ENGAGEMENT SECRET WEAPON

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

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

Tips on How To Evaluate, Improve, and Update Your 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”, unique story; 1st or 3rd person

BLOG

“They Ask, You Answer”,
Marcus Sheridan

VIDEOS

Optional – create content from

CHARTS/GRAPHS

Optional – lends credibility

DOWNLOAD

Create free downloadable PDF

WRITE FOR 5 TYPES OF WEBSITE VISITORS:

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