

WEBSITE PLANNER



7 steps to clarity

WHAT YOUR WEBSITE NEEDS
TO ATTRACT CLIENTS

Gorgeous Geek



WEB DESIGN & ONLINE BUSINESS CONSULTING

HELLO GORGEOUS!

You are excited about your business venture (me too! :), and I will give you everything you need to create an outstanding, well-planned website that communicates and connects with your visitors - and makes them want to work with you.

Your website is where potential clients check you out. The moment your visitors enter your website, **you want them to:**

- Be intrigued and pay attention at first sight
- Feel that you really understand their situation and biggest problem
- Find the ideal solution they have been looking for

Recall a time when you found a product or service online that caught your full attention. If you think about it, it was probably because it talked about something you were worried about or very frustrated with, and the ones providing the product or service seemed to understand you perfectly and have an ideal solution. **This 'instant interest' effect is what you want to achieve with the visitors of your own website.**

So, how do you achieve this? By knowing your clients and their problem on a deeper level, and specifically their strongest emotions around their problems. Your website is the place where you use this knowledge strategically to make your visitors feel connected to you emotionally.

The following 7 steps will give you the insights and clarity you need to get started on the right track. If you are new in business, it can feel a bit scary to begin with, but once you have the knowledge, I know you'll feel more confident about which direction to go, and how you can best provide great value to your clients.

It's all about getting started. Get out of your comfort zone, and enjoy the sense of achievement when you take action towards what you want to create.

You are ready. And you can do it! **Let's take the first steps together – getting clarity!**

1. – A “LOVE AT FIRST SIGHT” HOMEPAGE

What you need for a great “instant interest effect” homepage is:

- A simple, uncluttered and clean **design**
- A **photo** or video of you (ideally!) or an image your clients can really relate to
- A few **key messages**:
 - ▶ **What** you do
 - ▶ **Who** you do it **for**
 - ▶ Identify your visitors’ **feelings around their biggest problem**
 - ▶ What **solution** you offer to a problem your client have

The first two points will [reassure your visitor that they’ve come to the right place](#). The next two points serves the purpose of [making them feel connected to you](#).

[How do you find out what their feelings are?](#) Do your [market research](#). You want to know what your client’s biggest frustration is and what he/she most wishes for.

- An **opt-in + call to action** (no worries! We’ll explain opt-ins on the next page)

If your visitors can relate to you and your message at the very first glance, this will lead them to wanting to read more (as opposed to leaving your website).

2 – AN IRRESISTIBLE OPT-IN

‘Opt-in, what?’

An opt-in are those signup boxes where you submit your name and email in return for something. You know, the thing you filled in to get your hands on this document in the first place, that looked something like this:



Your Name

Email

GET STARTED GORGEOUS!

Why would you need an opt-in? Imagine this:

- Someone has taken the initiative to visit your page and found out that they love what you say and have to offer (yay! 😊)
- ... But they are not quite ready to commit yet (oh... 😞)
- Or they might not need it right now, but sometime in the future (ah! 😊)
- But when they *do* need you, they can't find their way back to your website 😞

Frustrating, right?

This is why you would like to **encourage them** to leave their name and email address **to stay connected with you**, so that you can keep their interest alive.

How can I convince my website visitors to sign up?

A free
opt-in gift!

Do market research and get creative. What resource are you willing to give to your visitors for free that is tempting enough for them to want to give you their email address?

3 – INTRIGUING & HELPFUL CALL TO ACTIONS

What do you want your visitors to do?

It's not enough just to have a welcoming message – visitors need to be guided through your website. They want to feel you know what they would like to find next, and for you to make it easy for them to get there (links).

Two important Call to Actions (CTAs) would be to encourage your visitors to:

- Sign up for your blog/mailling list (via the opt-in we talked about above)
- Get in touch with you for a consultation

Make the most of your 'store front' to make your window shoppers want to see more. A clear Call to Action should be on your homepage, usually to sign up for your gift, because getting their email address is your best opportunity to keep in touch with your visitors by sending them regular emails (blogs, information of great value to them etc.), with the aim to eventually turn them into paying clients.

Where to put these call to actions/sign-up forms?

Here some guidelines:

■ On the homepage

For an online business, you would want the [call to action + sign up box](#) to be the one of the first things they see, and it should be accompanied by one or more messages that make them feel understood and connected with you.

■ As a popup

Avoid the annoying kind of popup (the one that interrupts your reading) by getting:

- ▶ An exit popup (shows up when the mouse moves towards the X to close the window)
- ▶ One or more click-popups (shows up when clicking a button)

You can see these kind of popups on my website. On my [About Page](#) you can experience the exit-popup when moving the mouse towards the X to close the window, and the click-popup in [this blog post](#) (in the first section talking about content).

■ In the header area

Some pages have an [opt-in section](#) in their header, sometimes called banner. Choose what best suits your personal style.

■ In the content

Throughout your website you want to keep reminding your visitors what to do. Mention useful information/resources they can find on other pages of your site and include a link for each of your CTAs, so that they can simply click it, and don't need to look for it themselves.

4 – A “YOU TOTALLY GET ME” ABOUT PAGE

The about page is not only about you, but also about your client.

Every phrase you write should reflect how your background and skills are of **benefit to your client**. Tell your story, especially if your clients can relate to it. You would like your clients to feel that you know exactly what they are going through and what their challenge is.

The only difference is that you have found a way to handle the problem, and you can now help other people solve the same problem.

Keep the tone as if you are speaking to a friend that you know you can help. Being yourself will attract the kind of clients you love to work with.

5 – A HIGH VALUE PROVIDING BLOG

‘Help! Blog? Do I need it?’

liik! - Yes you do. A blog gives your visitors a taste of how helpful it will be for them to work with you. The blog also gives you credibility and make people perceive you as an expert in your field.

What to blog about? Anything that is of value to your potential clients, and can solve a problem they have. They will love you for it! A good blog has visitors who happily keep coming back. And when they come to the point in their lives when they need a service like yours, you will be the first one on their minds!

The blog posts are also a great place to convince new visitors to sign up for your free gift and your mailing list.

This has two advantages:

1. They get to know you better and how you can be of help to them
2. They are regularly reminded of your business and purpose

Statistically people are not ready to commit to a purchase until at least the 7th time they have seen your name in connection with your services.

6 – GENUINE TESTIMONIALS

Testimonials give you credibility.

Having a business is not like being an employee, where you refer to your CV for your skills and experience. This is why it's important to have testimonials. The words of people who have worked with you sell you much more efficiently than you can do yourself.

To begin with you may not have many testimonials, so it's ok to start with only 2 or 3 testimonials, and make sure that they are great ones, and reflect your skills and how it is to work with you.

Preferably you would like testimonials from people in your target market who you have worked with. If you don't have clients yet, use testimonials from previous employers, or people you have helped. Just make sure that what is written in the testimonial is reflecting the skills you are in business for, and do not sound too much like a boss/employer testimonial.

7 – BEAUTIFUL IMAGES

Images are great, and can serve many purposes:

- Break up larger amounts of text to make it easier to read
- Make your site more visually pleasing
- Get you more views on your blog
- Highlight your style and brand
- Create emotional appeal

Choose your images carefully. Keep them relevant to the context and ensure they have a good resolution. Nothing is worse than a blurry photo.

Here below I share with you some resources for free and paid royalty free images:

<https://unsplash.com/>
<https://pixabay.com/>
<http://www.freepik.com/>

<http://www.freegreatpicture.com/>
<http://thepatternlibrary.com/>
<https://www.pexels.com/>

Well done Gorgeous!

You now have taken the first important step towards your new lifestyle. Having clarity is so important, and now you know what is worth focusing on and in which direction to go to create a website your visitors will love. It is a lot of new information to take in at once, but *you have what it takes!*

You can do it!

Hello I'm Vibeke,



A Norwegian geek based in Barcelona.

I love **techy website stuff**, and I can explain it to you in a language you understand, even if you are clueless.

If enjoy so much **working with coaches and small businesses**, and help them get an outstanding online presence, whether it's overcoming technical hurdles or sharing strategies on how to attract clients.

I'm also **passionate about creating communities for female entrepreneurs**, so come join my group of international [Biz Ladies](#), where you can connect with like-minded people, get inspiration and free website tips (we have question days and geek tip days, which you can benefit a lot from!).

And if you end up deciding to have your website built for you, [get in touch](#) for a:

FREE WEBSITE STRATEGY SESSION

Looking forward to stay in touch!

Vibeke