

WEBSITE PLANNER



7 steps to clarity

WHAT YOUR WEBSITE NEEDS
TO ATTRACT CLIENTS

Gorgeous Geek



HELLO GORGEOUS!

I bet you are excited about your business venture (me too! :). Whether it's a brand new website you are starting, or you are revamping a current one, I'll provide you with 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 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 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, or an image your clients can really relate to
- A few **key sentences**:
 - **What** you do
 - **Who** you do it **for**
 - Stating your visitors’ **situation, feelings or biggest problem**
 - Informing them what **solution** you offer to their problem

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 situation, feelings and biggest problems are? Do your **market research**. You want to know *exactly* what your client’s biggest frustration is and what he/she most wishes for.

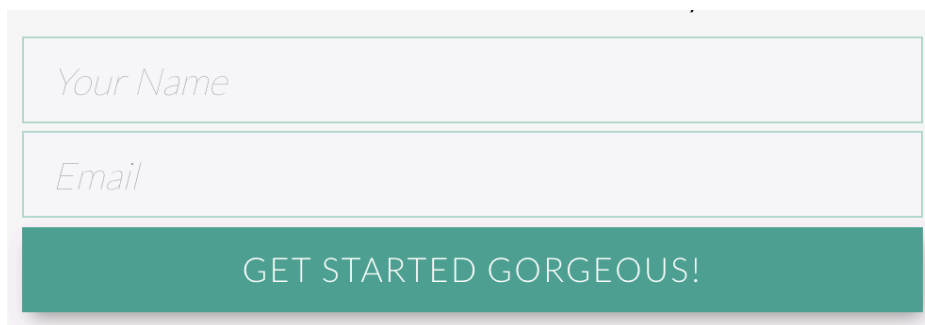
- A **lead magnet sign-up form + call to action** (A *what?* No worries! I’ll explain on the next page)

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 not feeling anything, eyes glazing over, and not getting engaged - resulting in them leaving your website).

2 – AN IRRESISTIBLE FREEBIE

‘Lead magnet / freebie / free gift / opt-in’

All of the above is really the same thing, and refers to some free give-away you offer in return for website visitors’ email address. For that you need a sign-up form. You know, the thing you filled in to get your hands on this document in the first place, that looked something like this:



The image shows a simple sign-up form. It consists of two light blue input fields stacked vertically. The top field contains the placeholder text 'Your Name' and the bottom field contains 'Email'. Below these fields is a dark green button with the text 'GET STARTED GORGEOUS!' in white, uppercase letters.

Why would you need an opt-in?

Imagine this:

- Someone has taken the initiative to visit your page and found out that they looove 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 that you can stay connected with them**, and keep their interest alive.

How can I convince my website visitors to sign up?



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? *It's gotta be something that makes them go "Woo, I really, really need this!"*. People are not easily giving up on their email address unless it's helping them with a current need.

More on this in upcoming emails, so keep an eye on your inbox the next weeks.

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:

1. Sign up for your mailing list (via the freebie sign-up form)
2. Get in touch with you for a consultation

Make the most of your 'store front' to make your window shoppers want to **see more**. The above *Call to Actions* should be easily seen on your homepage, and also be spread out on the various other pages of your website.

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 form** 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 (for the freebie)

Avoid the annoying type of popup form (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 this type 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 the top part of my [Website Planner landing page](#).

■ In the header area

Some pages have a Call to Action section/banner in their header. Choose what best suits your personal style. On my own website I have a Call to Action banner for my free strategy session on [my About page](#).

■ 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 Call to Actions, 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 clients you most 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 encourage new visitors to sign up for your freebie and get onto 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 potential clients are not ready to invest in your services until they have seen your business/name *several* times 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 have much more impact and sell you much more efficiently than you can do yourself.

If you are new in business 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 using when providing your services.

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:

[Unsplash](#)
[Pixabay](#)
[Pexels](#)

[Adobe Stock](#)
[iStock](#)
[Shutterstock](#)

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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.

I enjoy so much **working with consultants, coaches and small businesses**, providing the support and resources needed to create an outstanding online presence, be it tech help, guidance on content or 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

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women, 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 staying in touch!

Vibeke