

7 Steps to Developing a Highly Effective Website

By Debbie Allen

To create an effective website you must be very focused and crystal clear on who your ideal target market is. Your web copy should speak directly to that same core audience with an emotionally rich, benefit message.

ReDefine: If you have an existing website take a look at all the text on your site. Make sure it is speaking directly to your target market. If not, we will rework your marketing copy together to get more effective results.

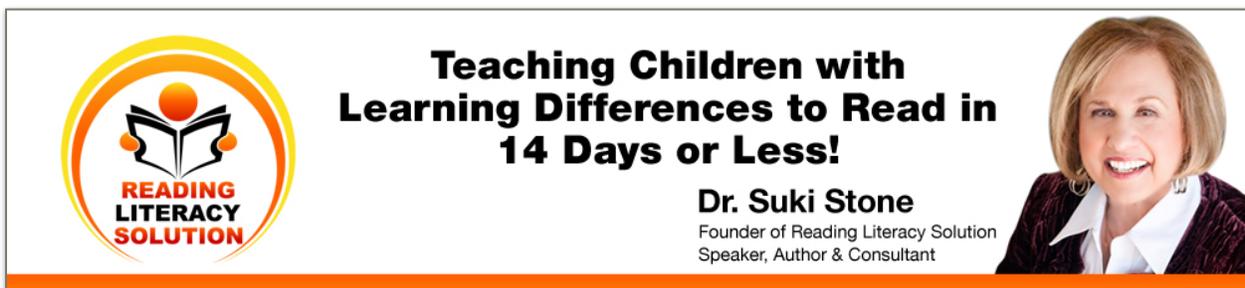
RePosition: It may be time for you to completely reinvent your brand and/or marketing direction. If so, we will work together to create your new logo, brand and USP (unique selling position) to reposition yourself in the marketplace.

ReEnergize: If you have a good existing website, we may be able to update each page or building a completely new website if your business has changed. Most websites are now created in WordPress format.

10 Steps to Developing or ReDesigning an Effective Website

Step #1: Get your brand foundation created first. This includes purchasing multiple domains around your unique brand, an updated logo, and your USP (unique selling proposition). Also get a good headshot photo done if you don't have one. Your photo may be used in the banner if you are the expert or just on the ABOUT page if you are the owner.

Here are some examples from my clients:



Teaching Children with Learning Differences to Read in 14 Days or Less!

Dr. Suki Stone
Founder of Reading Literacy Solution
Speaker, Author & Consultant

READING LITERACY SOLUTION



**Aligning Strategy and Culture to
Create a Powerful Competitive Advantage!**

Rebecca Herman, PhD
Leadership Consultant
& Professional Speaker

**WINNING CULTURE
LEADERSHIP**

**Guiding You to Your Highest Potential
with Clarity, Focus and Action!**



Christopher Veal
Business Coach & Speaker



**CREATING CLARITY, CONFIDENCE & A CLEAR
DIRECTION FOR A MORE FULFILLING LIFE**



SUZANNE STRISOWER
LIFE PURPOSE COACH, SPEAKER & AUTHOR



Step #2: Develop copy for your HOME page. Write emotionally rich, benefit-driven copy for your site focused toward a specific target market. Begin with your homepage and add pages as each page is approved. Make sure to use words that speaks directly to the ideal target market. Keep in mind that this is not about YOU ... it's about the about the unique service you offer, pain you relieve or solutions you provide. Think about the outcome of your most satisfied client and write in those terms.

✓ Write a strong benefit rich title and another benefit-rich or results-driven message below that. This very important first message is what will grab viewers attention immediately.

✓ Write a few paragraphs that describe the benefits of what you do and what makes your different that your competitors.

✓ List 4-6 bullet points of what you offer. Make these powerful offers and speak directly to your prospect. Choose your marketing words carefully and wisely to attract the exact type of clients you wish to receive.

✓ List 2-4 testimonials below the bio existing clients (if available). Shorten them and use the most effective words in the testimonial only. Be sure to add the full name of the client below the testimonial.

✓ At the bottom of your HOME page place a strong and clear 'Call to Action' statement. Below that list your full contact information (even if this is listed again on your CONTACT page).

Step #3: Continue to write additional pages for your website. Once your banner and home page copy has been completed begin to add additional pages one by one.

On a WordPress site, the right side of your home page will feature two boxes. One box will feature your free guidebook offer and the other will feature your branding video. Try to keep these two boxes 'above the fold' (easily viewed on computer without scrolling down the page).

Your additional page links may include: About, Speaking, Media, Articles, Coaching or Consulting, Services, Events, Blog and Contact. You only need 5-6 pages to begin an effective website.

Step #4: Pictures are worth a thousand words. For example, if images on your site are not professional, prospects may judge the quality of your work. The same applies to having updated professional photos of yourself online. The image you present will set the tone for your overall business quality. Look around for effective business photos to use on your website and invest in quality images. You will find good quality images for purchase online at www.istockphoto.com , www.shutterstock.com or dreamstime.com

Step #5: Use strong calls to action. A clear, decisive call to action helps you generate sales and capture future customers. The most effective calls to action have a clear, explicit purpose; there's no harm in telling people what you want from them, such as 'call us for a quote' or even 'order now

Step #6: Make your website easy to navigate. Once your visitors are on your site, make sure they can easily find whatever it is they're looking for.

If they can't, they're much less likely to come back. Make sure you incorporate the same clean-looking navigation bar in the same places and on every page of your website. Also be careful not to add layers upon layers of categories in your navigation. Generally, only two layers of depth are recommended.

Step #7: Include a sign up form. A sign up form helps you build a list of potential customers for promoting your business. Give your prospects a way to learn more about what you do to stay connected to them. Your database is a 'Golden' marketing tool to build. Entice visitors to sign up by offering something of value in return for their first name (only) and email address. This is how the FREE guidebook offer is utilized on your website.