

# The Ultimate Website Guide For Tradies



# Get More Leads Or We'll Give You \$300

Switch your current online marketing spend to us and if we don't increase your enquiries we'll cut you a check for \$300.



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# Introduction

If you've wasted a lot of money on a website before, or on Google Adwords, or other online marketing after you've built your website - you've come to the right place. Or if you're just starting out in your journey, you'll find everything you need to know about need to know about building your new website here.

When building your new website it's important you set your website up for success. What do we mean by the word "success"? We mean your websites ability to **generate enquiries**. More on that later.

Here's everything you need to know about building your new website.

In this free report you will learn the following information...

- ▶ **Why did my last website not generate more enquiries?**
- ▶ **How much does a website cost?**
- ▶ **Value, Price and Cost - What's the difference?**
- ▶ **Who should build your website? DIY or agency?**
- ▶ **What is the difference between wordpress and a website builder?**
- ▶ **What is the best website builder?**
- ▶ **The top secret method we've used to build websites that have generated over \$100m worth of enquiries to businesses just like yours.**



# Our Happy Customers



Kala Digital offer full transparency, great value for money, and an actual marketing plan to help increase traffic and Leads to your webpage, with no lock in contracts it's easy to give them a go and see the results for yourself



Dealing with a local business like Kala Digital that has your results and best intentions in mind, has been invaluable to the success of our online marketing.



Since moving to Kala our search engine marketing results have been dramatic. We have already received over \$2.4 million dollars worth of quotes, and we have solid strategies in place to further accelerate our company's growth over the next 12 months.

# Why Did My Last Website Not Generate More Enquiries?

Unfortunately it's often the case where websites don't generate the amount of enquiries you've hoped for. If you've spent thousands of dollars on a website before this can be heartbreaking.

Or maybe you have switched online marketing providers many times, and you've come to realise your website might be the problem. This can also be heartbreaking for a local business owner.

Here's the rub.

**99% of the success of your website happens BEFORE your website is even built.**

You see - when you build a website, you're competing against everyone in your industry.

You're essentially entering a war. And order to win a war - it's imperative you develop a strategic plan.

How do you develop a website plan to beat your competition? If you'd like to skip straight to learn more about this. Please go to the last chapter - "Setting Your Website Up For Success. It's as easy as P-C-D. The Key To Your Businesses Growth."

But before we go into this - let's learn about how much a website should cost your business.

# How Much Does A Website Cost?

How much does a tradie website cost? It's a good question, but it's also the wrong question. Like most products, there's a significant range of solutions available, from the very cheap to the hugely expensive. Depending on your situation either one of these might be the right solution, or, (more likely) the right solution will be somewhere in the middle.

So, what's the right question? We're glad you asked.

Your tradie website is a lot more than just an expense on your accounts; it's a solution to a problem. The mistake most businesses make is to assume that that problem is "I don't have a website and I need one" or "I have a website, but it's not very good."

That's not your problem.

For most businesses, the problem is "I want more customers". That's it. That's why you're in business – to expand and grow and to provide for your family and yourself.

Of course, there are always other considerations – you want to build your brand, you want your business to look good, you want a great reputation – but all of these lead into expanding your business, getting more customers, and increasing revenue and profit. Even charities need more customers – the people who donate.

The solution to this problem – getting more customers – is a website – but that website will look different for different businesses. After all, a restaurant and a plumber have two very different businesses models, so it stands to reason they'd have different websites. The needs of your potential customers (and what you need to do to convert them into long-term customers) will dictate what your website needs to provide, which in turn impacts the cost.

# How Much Does A Website Cost?

This brings us to the real question, the one you really need to be asking:



**“Which website solution will provide the best return on investment (ROI) for my business?”**

To answer this question, we'll look at what your goals are for your website, the specific requirements for your website necessary to complete those goals, and what resources you have available. Our objective is to help you find the solution that gives you the maximum value (customers) for the minimum cost.

# Value, Price, and Cost – What’s The Difference?

We keep throwing terms like value, price and cost around, so it’s worth looking at what we mean when we use these terms – because there’s an important difference.

The value is what your website brings your business. It should be a measurable increase in your revenue that can be linked back to your website. For example, if a business’s website brings in 100 new customers a year with a lifetime value of \$1000, that website has brought in \$100,000 of value that year.

The price is the number in your accounts – it’s how much you must spend to receive that value.

When we talk about the cost, we’re talking about the total resources your website uses to build the website – which includes both time and money. Different solutions require different costs: a solution with a low price but a requirement for you to invest hundreds of

hours of your time (that’s time you can’t bill customers) could end up costing more than a solution with a much higher price.

It’s also worth remembering that most websites have an initial cost to set up, and then an ongoing cost of both time and money to keep them running.

You also have to consider the opportunity cost of choosing a solution that takes months to get ready; during that time, you’re missing out on business that a faster solution would have pulled in for your business.

When the value exceeds the cost, you’ve earned a return on your investment (ROI). This is our goal. Let’s find out how you can apply this information to choose a great website.

**First, we’ll look at your goals, requirements, and resources:**

# What Is The Goal of Your Website?

We've already established that a website is meant to bring in more customers, but how will it do that? With websites, there's a simple formula:



## Targeted Traffic + Conversion = Revenue

You need a website that brings in potential customers (traffic) and then helps them become paying customers (conversion). You don't get revenue without both.

The traffic portion of this formula is easy to understand – you can bring in traffic through either SEO (Search Engine Optimization) or paid ads (eg Google Adwords), Remarketing or Social Media Marketing etc.



The definition of a ‘conversion’ is a little more complex on your website and how this is achieved will depend upon your business:

- ▶ **A restaurant** must get more reservations and walkins by offering online booking, helping visitors find their restaurant, and by making their food look appetizing with great images.
- ▶ **If you’re a plumber**, you want more customers to contact you for a quote.
- ▶ **If you’re an eCommerce store**, you want a complete solution to selling products online which makes the process easy. You also want to display your products in a way that attracts buyers.
- ▶ **If you’re a freelancer**, you want to display a beautiful portfolio, so more customers call you.
- ▶ **If you’re a consultant**, you want to communicate your expertise effectively, so more businesses hire you.



### Action Item:

Define your goals: what actions do you want the customer to take and how do you plan on encouraging the customer to take that action?

There are many different aspects that influence the conversion rate of your website, and this topic is beyond the scope of this article. What’s important to note is that some websites are designed for conversion and some are not, which can mean very large differences in the success of your online marketing campaigns and the growth of your business.

# What Are Your Website Requirements?

We've just established the goal of your website; now it's time to think about it in a bit more detail. That conversion you need, whatever form it's in (making sales, getting them to call, making reservations, downloading a free report etc.), will require specific features on your website – we now need to define them.

Make a list of requirements and sort them into three categories: need now, need later, and like to have. Keep in mind what you want your customers to do when making the requirements list – this is more about them than it is about you. For example, if you're an electrician, you might want a video showcasing your business and why customers should hire you. Well, that's nice to

have – but it's not essential. You don't need a video to get those customers. What you do need is a clear value or benefit statements, to build trust (for example, by showing previous clients and testimonials) and a way to capture leads (a contact form and phone number at a minimum).



## Action Item:

What are the essential features your tradie business needs to get more customers?

# What Resources Do You Have Available?

**There are five resources involved in building and running a successful tradie website:**

- ▶ **Time** – The bigger role you play in creating the website yourself, the more time it's going to take. That time has a cost; you can't bill customers if you're building a website.
- ▶ **Money** – Websites cost money. Even if you're building it yourself, there are certain things you need to pay for. If you're paying someone else, you'll need to spend even more.
- ▶ **Technical Expertise** – The ability to create the technical ins and outs of a website. This includes coding, sorting out hosting, installing apps, etc.
- ▶ **Design Expertise** – The ability to make a great-looking website.

- ▶ **Online Marketing Expertise** – The ability to get the website in front of potential customers using SEO and paid ads.

Most tradies don't have much expertise (technical, design, or online marketing) and they'd rather keep time and money to a minimum too. That limits your options but doesn't make it impossible. As we'll soon see, a web builder is often the best choice.



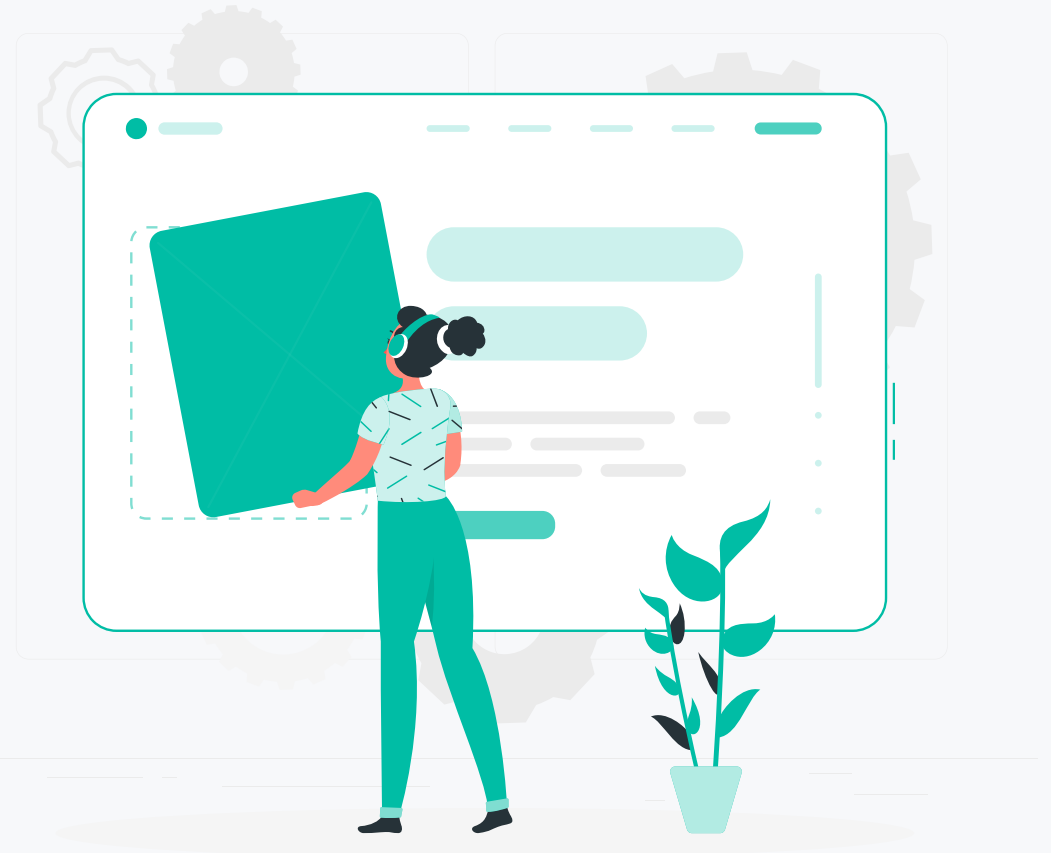
Each of the three good options requires you to invest different levels of resources to achieve your goal:

Resources	Web Builder	Self-Built WordPress	Agency
<b>Time</b>	Low-Medium (depends on the web builder)	High	Medium
<b>Money</b>	Low-Medium	Low-Medium	High
<b>Low-Medium-High</b>	Low	High	/
<b>Design Expertise</b>	Low-Medium	Medium-High	Varies Greatly
<b>Online Marketing Expertise</b>	Low-Medium (The right web builder, such as Pedestal, will reduce the amount of expertise needed)	Medium	Varies Greatly

# Building a Website Using a Web Builder

A website built using a web builder requires less time and expertise than a self-built WordPress site and is much cheaper than hiring an agency. Web builders use drag-and-drop software to enable users to build goodlooking websites without any coding knowledge. This also drastically reduces the time to market; in some cases, a business can get a basic but functional website up in just a few hours.

On the other hand, web builders offer a lower level of customization when compared to a self-built WordPress site or an agency-built site. The level of possible customization varies with each different web builder, but there are always limits to what is possible. A few web builders do allow users to customize further – but only by inputting their own code



# Which Web Builder?

The huge range of different web builders is another problem. There's some great solutions, some real duds, and a whole load in-between. You don't have time to try them all yourself, so we suggest you pick a couple and trial them.

## Our recommendations are:

- ▶ **For local service businesses, e.g., a home improvement website or local plumber: Pedestal.** Pedestal has been built from the ground up to help local service businesses market their business effectively. It has industry-specific themes that have been optimized for a high conversion rate and works effectively with both Google Ads and SEO strategies to deliver a high return on investment.
- ▶ **For eCommerce businesses: Shopify.** Shopify has been built solely for eCommerce sites and contains many eCommerce features that other web builders lack.
- ▶ **For freelancers and creatives: Squarespace.** Squarespace is the best choice for any industry where a beautiful website is a necessity. For creatives, Squarespace is a great way to showcase their work. However, other businesses might struggle with a steeper learning curve than other web builders.



# How Much Does a Tradie Website Cost When Using a Web Builder?

As a general guide, businesses will need to spend the following:

- ▶ **Web Builder:** Between \$0 and \$75 per month (depending on the chosen builder and plan).
- ▶ **Hosting:** Normally free with the web builder plan.
- ▶ **Domain name:** Sometimes free, otherwise \$10-\$12 per year.
- ▶ **Emails** (\$5 per month, per email with Google Apps)

Even assuming a relatively expensive business plan at \$50 per month, businesses are unlikely to spend more than \$700 on the website during the year. Additional costs they may incur include time or money spent on creating content and appropriate images. Some web builders do have premium apps that can add as much as \$30 a month, but these won't be necessary for most businesses.

# Building a Website Using WordPress

A website built using WordPress takes longer and requires a significantly higher level of technical expertise than a web builder. Although a WordPress site doesn't need coding skills, a working knowledge of HTML and CSS is very helpful if you want to get the most out of it. Installing and configuring WordPress, dealing with updates, choosing and installing apps: all of these add require technical expertise (or time spent learning).

Building a WordPress site probably isn't the best choice for most businesses reading this article. The reason is simple: if your business already had the technical expertise to build a site using WordPress yourself, you probably would have already got started instead of researching your options. That lack of expertise adds a significant time factor: you've not just got to build the site, you've got to learn how first.

Assuming you're not daunted by the prospect of building a WordPress site (and you've got the time to spare), it can be a great option. WordPress is powerful, flexible, and incredibly customizable. You can build anything you want and for a far lower price than getting someone else to do it for you.



# How Much Does a Tradie Website Cost When Using WordPress?

As a general guide, businesses will need to spend the following:

- ▶ Premium Theme: \$50-\$200 one-off
- ▶ Hosting: \$10-\$30 per month
- ▶ Domain Name: \$10-12 per year
- ▶ Premium Plugins: \$20-\$200 one-off or ongoing

When you consider the first three points above, WordPress seems like an even cheaper option than using a web builder. It's tempting to think that, but it's not always true. Many essential tools are only available

in the form of premium plugins, which can substantially increase the ongoing cost. Some web builders offer that functionality built-in without additional cost.

Additionally, if you ever need help or support you'll need to hire a freelance WordPress designer; good ones charge as much as \$100 per hour. Ouch!

In our experience, businesses should allow \$1,000 per year for their WordPress site plus a very substantial investment in time. Paying for premium images and outsourcing content will increase this further.

# Building a Website Using an Agency

When you get a website built using an agency you'll be paying significantly more in exchange for the time and expertise of professional website builders. For businesses with a large budget, this can be a good choice; the agency should be able to deliver a highquality final product.

## **However, there are also some downsides to the agency approach:**

- ▶ An agency-built website requires significant investment up-front which may not be possible or sensible with a small business's cash flow.

- ▶ When you buy an agency website, you pay a premium to cover their high expenditures on advertising and marketing themselves (you're paying them to sell to you).
- ▶ Once you've had a website built by an agency you'll need to continue to pay a high hourly rate for any changes you need.
- ▶ Although an agency website saves your time, that doesn't make it a quick solution. It could still take weeks for the agency to build the website.

For these reasons, most tradie businesses steer clear of an agency website and choose to either go with a web builder or a self-built WordPress site instead.

# How Much Does a Tradie Website Cost When Using an Agency?

It's a lot harder to estimate the cost of using an agency because each will charge a different amount. However, it is highly unlikely even a small agency would quote below \$3,000. A more realistic estimate is \$500.00 to \$20,000. More ambitious websites will obviously result in a higher fee.

Businesses must also account for ongoing maintenance and changes. These are likely to be paid at an hourly rate of \$75-\$100 per hour.



# Which Choice Is Right For You?

Unless you have existing technical and design skills within your organization, we recommend you use a web builder. The ease and speed of use, coupled with the low cost, make it the highest-ROI option for most tradie businesses.

## So how do you choose the right website builder for you?

Keep reading below.





# How To Choose The Right DIY Website Builder For Your Tradie Business

Building a website is easier than you believe – if you choose the best website builder software for the job. But that’s where the problem starts – there’s so many of them. If you’ve already had a search for a website builder, you’re probably feeling a little confused, and that’s natural.

If you read most articles about choosing a web builder, you’d be forgiven for thinking that every single web builder is amazing. Of course, you know better than that. As with most products, there’s the good, the bad... and the ugly.

Here’s the dirty little secret these articles are hiding – they are written to encourage you to sign up to a solution (any solution), because the author makes

money when you do that through a link they’ve included. They don’t care which solution you choose – they make money either way.

But here’s the thing, it doesn’t have to be that hard. And we’re going to show you how. This article will take you through the basics of choosing a website builder and then recommend the four best web builder solutions that fit different needs. Each one we suggest is the best at what it does, so we’re confident you’ll find a great solution (and not an affiliate link in sight – we promise).

And yes – we do recommend our solution in some scenarios, we’re not afraid to admit that. But only for our target market; for everyone else, we recommend something different.

# The One Key Element, Your Web Builder, Must Provide

There's one thing that your website builder needs to provide that's more important than any other. One vital element, without which, your website is pointless. It's not a beautiful interface, the latest eCommerce tools, or even basic SEO options (although all of those may be desirable) – so what is it?

**It's the ability to provide value (aka Return on Investment – ROI) for you or your business.**

What is the value? It depends.

In most cases, it's going to be delivering a steady

volume of leads that convert into revenue. In the case of an eCommerce site, it'll be revenue itself. A website that doesn't help produce leads or revenue is of very little use; it costs you money but provides nothing in return.

Remember: value isn't about how pretty or fancy your website is – it's about the cold, hard numbers that show how much business it is providing you with. That doesn't mean you shouldn't have a good-looking website, and a great design is one way you can build trust, but it is essential to keep in mind your overall objective.

How you achieve that objective – value – will depend upon the specifics of you (and your business – if you have one). If you’re building a personal website, the value is instead defined by the features the builder provides that enable you to design the site the way you want it. Ideally, you’ll choose the option that gives you those features at the lowest price possible.

While your business (or personal venture) might be unique, your requirements aren’t. This allows us to make a strong recommendation without knowing anything about your business. We’ve developed several avatars that help explain the different needs that users face:

- ▶ **Emelie**, the eCommerce Entrepreneur
- ▶ **Paula**, the Pizza Shop Owner
- ▶ **Fred**, the Freelance Photographer
- ▶ **Bob**, the Bathroom Renovator
- ▶ **Henry**, the Hobbyist

You might not be a pizza shop owner or a freelance photographer, but it is likely that your business will have similar requirements to one of these avatars.

Which one are you?

Let’s take a look at each in more detail:

# Emelie, the eCommerce Entrepreneur

Emelie has a small business selling handmade jewellery online. She currently takes orders by email, getting her customers to send her money direct using PayPal. This method is not only inefficient; it's unprofessional. Her products have a good reputation, but her poor website and lack of a true eCommerce store are holding her back from growing.

For Emelie, value equates to sales made of her products. To achieve this value, she needs a web builder that can help her build a great eCommerce store. She needs payment processing options, an online shopping cart, and methods to communicate stock levels, special offers, and sales.

Ideally, she also needs her website to bring in customers (through SEO and paid advertisements) and the ability to track her sales analytics so she can further improve her website.



# Paula the Pizza Shop Owner



Paula runs a popular local pizza restaurant. She receives great reviews from her customers and benefits from plenty of word-of-mouth marketing. However, she knows she needs to take her marketing to the next level if she is to achieve her dream of opening a second store.

For Paula, value comes from online reservations and takeaway orders. The more of these her website provides, the faster her business will grow. Her website also needs to direct customers to her restaurant, provide them with directions, and make it clear how they can contact her.

As a local restaurant, social media is very important. Ideally, Paula needs website builder software that integrates easily with Facebook and other social media sites to help her manage everything easily.

# Fred the Freelance Photographer

Fred is a freelance photographer. Unlike Emelie, he doesn't sell his products or services online – his customers have to get in touch with him first. The emphasis of his website is on marketing his services and on getting interested customers to contact him to discuss what he can do for them.

As someone in the creative industry, Fred's main asset is his portfolio and the large volume of highquality work he's done in the past. Unfortunately, his current website is at odds with the brand image he'd like to cultivate – it's clunky, slow, and not particularly beautiful.

For Fred, a website delivers value if it gets potential customers to get in touch with him. The primary way he's going to achieve this is by displaying his portfolio in a way that is both professional and attractive.





# Bob the Bathroom Renovator



Bob fits and renovates bathrooms. He has several employees, a great reputation, and a passion for his business. He knows he can expand if he can attract more customers but is having trouble getting his business noticed in a crowded marketplace.

Bob needs his new website to create value by providing leads and helping him convert them into revenue. To achieve this, he needs website builder software that will help him to market his business using local SEO and Google ads.

Bob doesn't have a huge amount of spare time, so his ideal website builder will provide secondary value by being easy-to-use and manage. Ideally, ads will be managed by the same website builder company and reported in the dashboard so that he doesn't have to learn more than one tool.

# Henry the Hobbyist

Henry's not a business owner – he just wants to build a website for fun. It might be a family website, a website for a specific event in his life, or one focused on one of his hobbies. He's not too worried about making money or marketing – he just wants to learn to create something that looks great.

Value for Henry is harder to define, but it could be the positive comments he receives from friends and relatives once his website is complete. He needs a builder which is easy to use and which creates something good looking. As it's a personal project, and one that is unlikely to bring in revenue, keeping the cost as low as possible might also be a factor.



# The Best Website Builder Software

Chosen your avatar?

Great. We're going to use that to help you pick from our four recommended web builders – Shopify, Pedestal, Squarespace, and Wix.

**You can see a summary of our recommendations in the table below, or read on for a more detailed review**



Resources	Shopify	Pedestal	Squarespace	Wix
<b>Recommended For</b>	eCommerce (Emelie)	Local Service Businesses (Bob)	Freelance and Design Businesses (Fred)	Other Businesses and Hobbist (Paula and Henry)
<b>Ease of Use</b>	★ Requires significant time investment	★★★★ Easy to Use	★★ Some learning required	★★★★ Some learning required
<b>Functionality</b>	★ eCommerce only	★★ Fewer options, local service industries only	★★ Somewhat Flexible	★★★★ Very Flexible
<b>Marketing</b>	★★ Marketing capabilities available through additional apps	★★★★ Strong marketing options and reporting built-in	★★ Marketing capabilities available through additional apps	★★ Marketing capabilities available through additional apps
<b>Cost</b>	★★★ / ★★★★★ \$29 per month, scaling to \$299 per month for larger sites	★★ \$49 per month, or \$500 annually	★ Subscriptions start from \$12 per month	★ Free option available. Premium options \$5-\$25 per month

# Get More Leads Or We'll Give You \$300

Switch your current online marketing spend to us and if we don't increase your enquiries we'll cut you a check for \$300.



# Emelie the eCommerce Entrepreneur Loves Shopify

Unlike most web builders, which have a few eCommerce features tacked on, Shopify has been built from the ground up for eCommerce. This makes it the ideal solution for Emelie and other eCommerce business owners because they can get almost everything they need in one package.

Shopify offers a fully-featured online store which includes shopping cart, payment options, reports, and product reviews. This allows online store owners to run their entire business without having to purchase other solutions and leaves more complicated technical tasks (such as maintaining security) in the hands of Shopify.

With Shopify taking care of the backend work, Emelie doesn't have to worry about all the complicated and technical bits that are involved in making an eCommerce store run. They just work.

Instead, she is released to spend time creating her website and populating it with products. Shopify has a slightly steeper learning curve than other website builders with eCommerce features – but it's worth it. The extra features save time in the long-run, and it's powerful enough to support your store no matter how much your business grows. Shopify plans start at \$29 per month and scale to \$299 per month. A 14-day free trial is available, but your store will not go live without a paid account.





# Bob the Bathroom Renovator Relies on Pedestal

What Shopify is to eCommerce stores, Pedestal is to local services businesses. It's been built primarily for plumbers, electricians, decorators, and other small businesses with the chief aim of delivering measurable increases in revenue.

To achieve this, it provides industry-specific themes that have been pre-optimized to ensure they convert well, as well as some additional tools focused on marketing. Businesses can advertise new offers and add in unique selling propositions with just a few clicks.

Pedestal is great for local business owners because it's simple and easy to use, ditches unnecessary complexity in favour of useful marketing tools, and because it drives revenue. Local businesses who use a Pedestal website generate 26% more leads on average.

Like Shopify, Pedestal is available for a two-week free trial, but your site won't go live unless you start a subscription. Accounts cost \$49 per month, or an annual subscription can be purchased for \$500 per year.



# Fred, the Freelance Photographer, Hosts His Portfolio on Squarespace

Squarespace is perfect for freelancers or other businesses that primarily want to display their portfolio. Many web builders offer thousands of templates to choose from, but Squarespace ignores this strategy, instead offering fewer templates – but at a much higher quality.

These high-quality templates, combined with strong design features, make Squarespace a great choice for any business that needs a beautiful setting for their work.

However, because Squarespace has a steeper learning curve than some alternatives, and because it has fewer themes (necessitating more work to create a beautiful website) we only recommend Squarespace for relatively simple portfolio sites.

It can do more – much more – but the learning curve makes it less feasible for business owners who are time-poor.

Squarespace plans start at \$12 per month with a limited free trial available.





# Paula and Henry Recommend Wix

The web builders we've recommended so far are particularly suited to certain businesses and industries – eCommerce businesses (Shopify), local service businesses (Pedestal), and businesses requiring a beautiful portfolio (Squarespace).

So, what about the rest?

If our first three options don't suit your business, we recommend you try Wix. It's easy to use, with both a WYSIWYG editor and a wide range of templates, and has a wide range of additional functionality, added by its set of Wix apps. Paula, for example, might use a bookings app to allow visitors to reserve a table, and a map app to help them find her restaurant.

Dabblers and hobbyists like Derek can get started on Wix with a free account, which includes hosting, 500 MB storage, and unlimited pages. Businesses will want to look at the premium plans, which start at \$5 and extend to \$25 per month.

The logo for Wix.com, featuring the word "WIX" in a bold, dark blue font with a small orange dot above the "i", followed by ".com" in a lighter blue font.

# Taking Your First Steps

Having read this, you should now have a clear recommendation regarding which website builder you should use. We recommend that you immediately take action, sign up for a trial, and start creating your website.

There are other options out there, but don't fall into the trap of spending hours researching without ever coming any closer to a decision. Every day that your

business has an ineffective website costs you money – an opportunity cost which quickly mounts up.

Each of the options we've mentioned is a tried-and-tested solution with a good reputation, but only by trying one out will you discover if it is right for your situation. Even if it isn't, the attempt will give you far more information about what you're looking for than reading another article – why not get started today?

# Setting Your Website Up For Success

## It's as easy as P-C-D The Key To Your Businesses Growth

A lot of people ask us exactly how we help our clients grow. How exactly have we generate over \$100m worth of leads for local businesses just like yours.

Now, if I gave away all the secrets, I'd probably be out of business--right?

Oh, what the hell. Let's do it anyway.

**Here are the 3 major steps to exploding your lead and enquiries from online marketing:**

**01** Psychology

**02** Content

**03** Design



# Step #1: Psychology

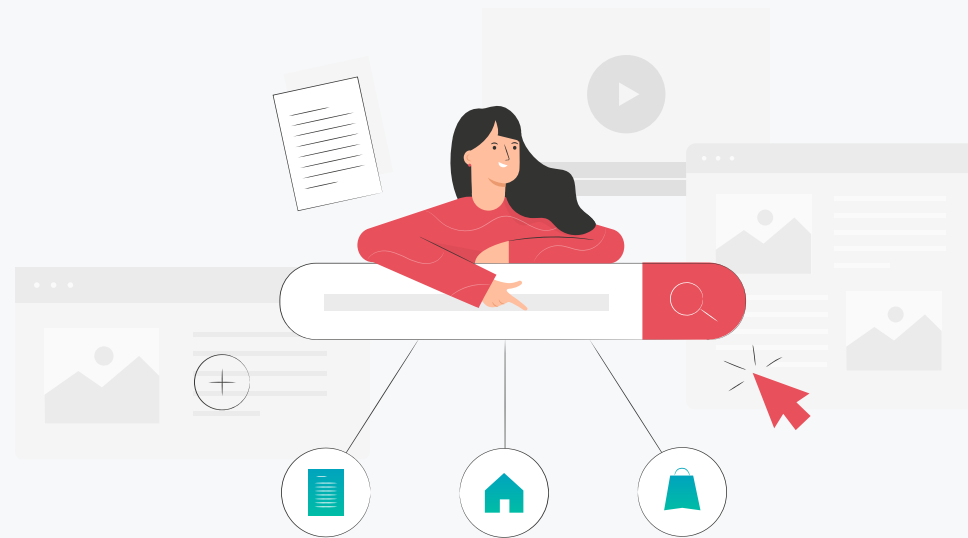
The first part of taking on any industry was to figure out the psychology of the buyer.

Through research, interviews, and analysis, we set out to figure out what makes people in that particular industry decide to buy. What are the pain points? What are the most common questions? What are their

alternatives to buying from you?

All of these factors are part of the customer psychology.

Our job is to unravel this part so we can understand what the customers are thinking and then create content that speaks directly to them.



# Step #2: Content

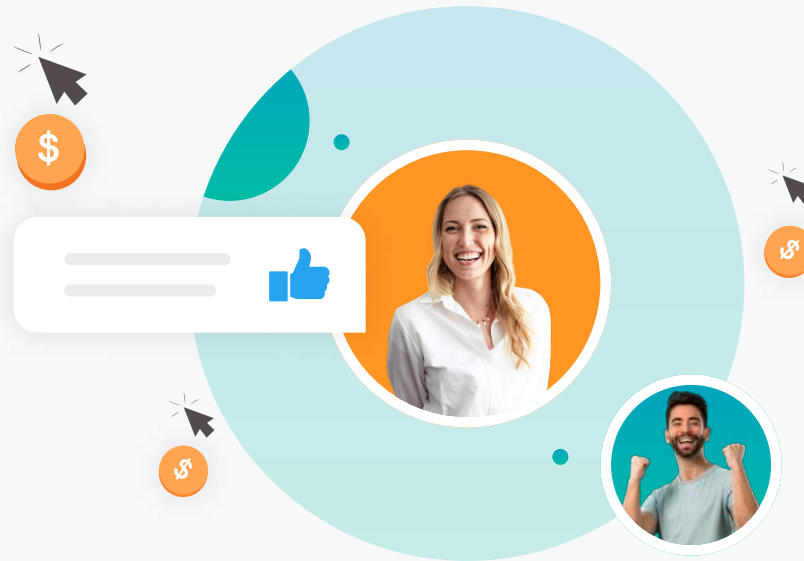
Once you establish the customer psychology, then we can create the USP.

**What's the USP?** It's the Unique Selling Proposition-- or, the exact messages that we think will ring true for buyers considering this particular company and their products or services.

At this stage, we also develop some value propositions that speak to the customer in question.

And we create useful content that guides the customer along their decision-making process.

Whether they're just shopping around, narrowing down their choices, or deciding if they should request a quote, we want to have a clear path that leads the customer to make an inquiry or purchase.



# Step #3: Design

After all of the research, analysis, and writing, it's time to implement.

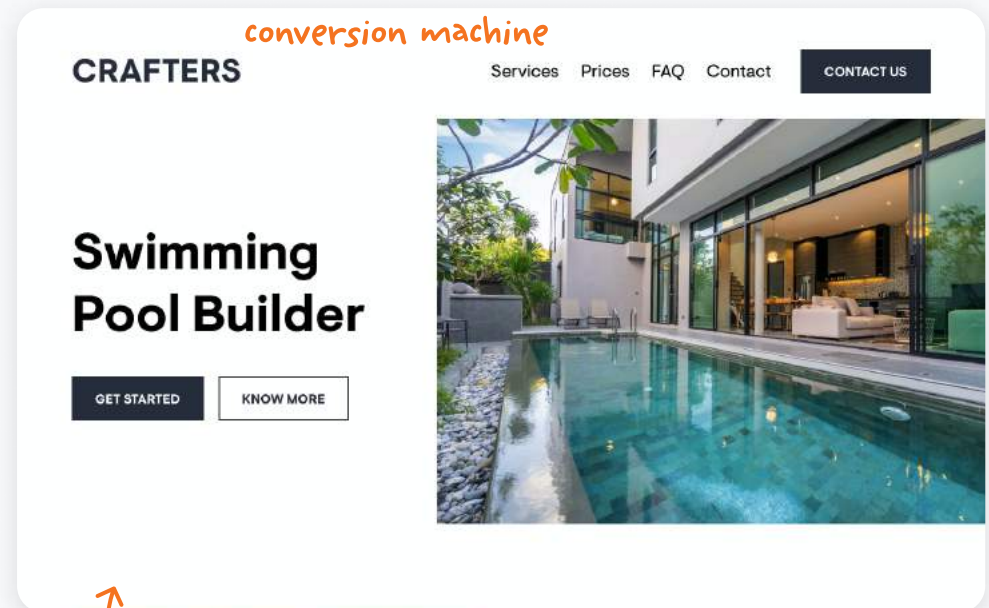
We take all of the messaging that we've developed and weave it into the website architecture. Sometimes this means we need to build entirely new pages of the website. Other times, we update or repurpose existing websites to make them more effective.

Our team will also **design** specific elements for different pages that help drive the messages home--badges, calls to action, free reports, and more.

Lastly, we write new content from scratch. Sometimes, our customers need blog content or other pages on their website to help add value to customers. Whatever it takes, we can help.

When all is said and done, this process is about taking a company's informational website and turning it into a **conversion machine**. That means speaking directly to customers, answering their questions, and driving their interest.

*We turn your website into a conversion machine*



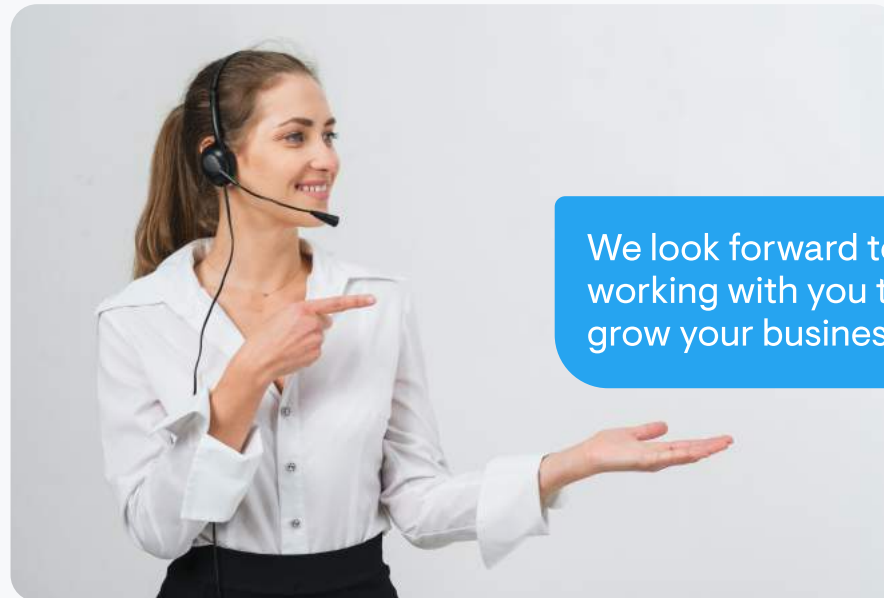
*We design specific elements for different pages*

# Want to talk more about this process?

Give us a shout, we'd love to help and walk you through the process. We're so confident, that if you switch your online marketing spend to us - **we guarantee you'll get more enquiries or we'll give you \$300.** (That's what a decade of experience and millions of dollars worth of testing does).

↪ Go here to see if you qualify:

[Book Free Strategy Session](#)



We look forward to working with you to help grow your business :-)