

# Key Fundamentals of Professional Website Development



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DIGITAL MARKETING

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# Introduction

So you're ready to "hang out your shingle" as an online service provider. Perhaps you'll be offering transcription services, building websites, or even coaching work-at-home moms about time management. Whatever your business model, one thing is certain: you need a website.

You need a place where potential clients can see samples of your work, read glowing testimonials from happy customers, and find out exactly what you do (and for whom).

For a lot of service providers, a website is an afterthought – and it looks like it. Ugly themes, amateurish graphics, and no call to action means your site isn't able to do its job. In the following pages, we'll walk step-by-step through creating your new website, from domain and platform choice to getting clients to actually pay you.



**Ready? Let's get started.**

# Your Website Infrastructure: Domains, Hosting, and Platform

Before you can begin building your website, you need to make some important decisions regarding where your site will live, how you'll manage it, and what your site address will be.

## Choosing a Good Domain

Your domain name is your URL – it's what you'll tell people when they ask "What's your website." It's a decision you'll likely have to live with for a long time, so it pays to put some thought into it and not buy the first one that comes to mind.

These days, finding an available domain name can be a frustrating task that often leads new website owners to choose less-than-ideal URLs. You can save yourself a lot of trouble by following a few established "rules":

Always choose .com – You might be tempted to use .net or .org if your preferred domain is taken, but please do not do that. You will lose traffic to the holder of the .com when your potential clients fail to remember that your site is .net.

Avoid ambiguous spelling, repeated letters, and numbers – Using transcription4u.com might seem fun, but imagine having to explain how it's spelled every time you tell someone what your domain name is.

Avoid hyphens – For the same reason as stated above. Imagine yourself on a podcast and having to say "www dot quality dash transcription dash services dot com." It doesn't exactly roll off the tongue.

Always give your potential domain the talk test – say it out loud – and then ask a few friends to look at it. You might just be surprised at what they'll see that you didn't expect.

## Choosing Your Website Platform

Finally, before you can build your site, you'll need to decide what will power it. You have a lot of choices here, from HTML you build yourself using Dreamweaver or a similar program to proprietary software offered by your hosting account. All have their good and bad points, but for most new website owners, the absolute best choice is WordPress.

After your developer works with you to create the look and style you love, it's easy and simple to use, offers nearly endless customization options, and with a huge community of users and developers available, it's super easy to get help if you need it. You can customize your WordPress site with one of thousands of themes (or "skins") so it looks exactly the way you want it to look, and you'll never have to dig into the code to make changes – unless you want to, that is.



## Choosing a Good Hosting Provider

In order to have the most flexibility with your new site, it's important that your hosting provider:

- **Is NOT the same as your domain registrar** – Hosting and registering with the same company gives them far too much control over your business assets.
- **Has cPanel access** – While not critical, it is much easier to find someone to help you with any technical problems you might have if your host uses this familiar format.
- **Has a great reputation** – Our clients typically opt for private or dedicated servers such as the hosting we provide with Jordan Hunter Digital Marketing. However, if you are not able to get a dedicated hosting provider be sure to stick with either Hostgator or Bluehost. Both providers are relatively inexpensive and well-known, and both offer excellent customer service.
- **Is NOT free** – Blogger, Weebly, and other free sites might be attractive from a monetary standpoint, but they won't convey the professional image you want, and are not built to grow with the ongoing innovation in today's fast paced "Google" friendly environment.

# Looks Matter So Be Sure Your Company Has A Professional Web Presence

(do not try to do this yourself – invest in getting your site professionally developed)

Probably the biggest reason so many websites are powered by WordPress is because it's just so easy to customize. You can install a new site and make it look good in just a few minutes with the power of themes.

But you want to be careful. Remember, this is your online “storefront” so you want to make sure you offer a good first impression for potential customers.

## Choosing the Right Layout

The most important thing to consider when choosing your layout - is not the color scheme, or the pretty things. You must first consider this:

What is the purpose of my website and what do I want my readers to do, FIRST, when they visit my site.

The most important thing to consider is your objective. Your website should have a clear primary objective. This objective should be very clear, your visitors should know exactly what you want them to do when they land on your homepage.

### 4 Key questions to ask:

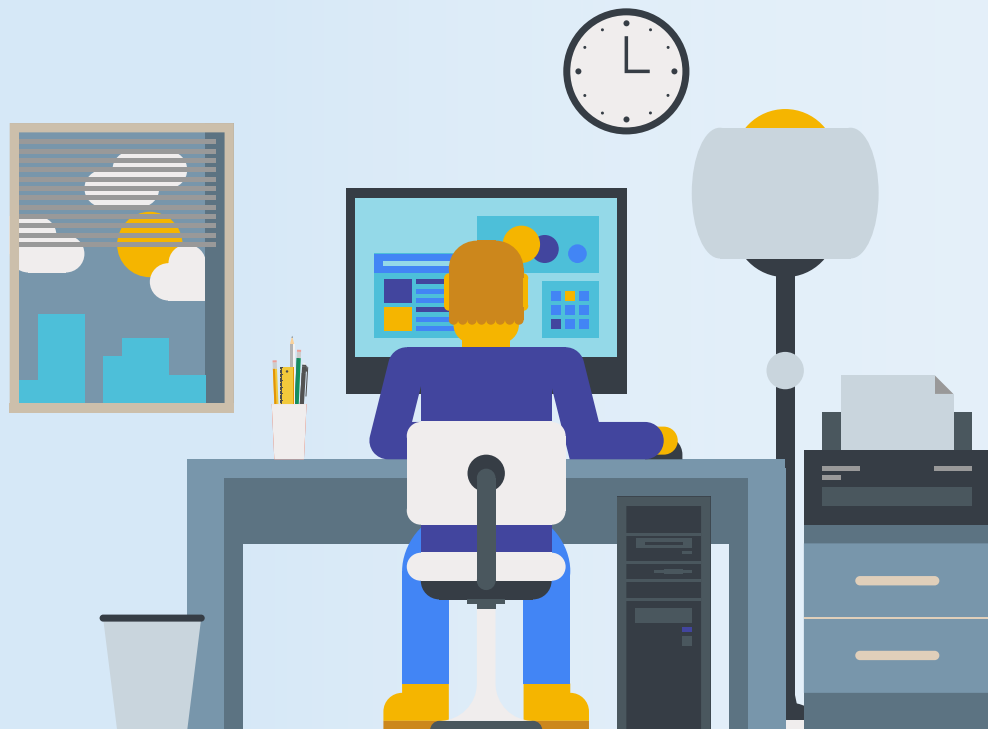
1. Do I want to primarily demonstrate credibility?
2. Do I want to primarily grow my email list?
3. Do I want to primarily sell my products and services?
4. Do I want to primarily get great content and value driven resources



Whatever your answer is – be sure to clearly convey this immediately during the development phase of your website design. Your website design should clearly convey your main objective. Be clear.

## Here are a few other guidelines to help you make a good choice with your layout:

1. For a professional look, more white space is better. Busy = Loss of visitors, confused visitors, no action taken.. less revenue. Layouts that are too busy are distracting for visitors.
2. With very few exceptions, you should choose dark text on a light background.
3. Watch for appropriate links in the footer. The last thing your service provider website should do is link out to gambling or insurance sites.



## So Are You 'Sticky'?

My definition of a sticky web presence is pretty simple : It's the kind of presence that people don't want TO LEAVE OR DETACH from. It's one where you are so relatable, engaging, draws continued interest and offering so much value that people can't help but not only keep coming back, but share you as well.

So many speakers and entrepreneurs spend their resources and energy try to attract visitors to their sites. Oodles of dollars are spent on advertising, marketing, and search engine optimization. Before you jump into action with promotion

There is one to "site power" and stickiness that hender website owners who are investing heavily to attract visitors.

## ANSWER: RETENTION!

It's really not enough to attract people to your website, you must RETAIN THEM. The adult online attention span is so short, I know mind is. So, we are not talking about grabbing the attention for days, or even hours for that matter. All you really need is a few REAL MINUTES AND REPEAT VISITS.



## Here Are Our Top 8 ‘Sticky’ Keys - That Every Authority Website Must Have (To Keep People From Leaving Your Website Without ‘Buying’)

1

### RESPONSIVE

Your website must be responsive – Make sure your site is easily viewable on mobile devices.

2

### SPEED

Your website must have a quick load time for your pages- If your website takes to long to load, your visitors will grow impatient and leave. No auto-play videos, flying website objects, etc on your homepage. Less is more.

3

### BE CLEAR

Make sure your landing pages answer what your visitors came there to do with minimal amounts of clicks or clutter.

4

### ELIMINATE THE DROSS

Eliminate and reduce stagnation – Rule – 3 strikes and you are out... Keep your content fresh, and review it often for timeliness and relevance in todays market, within your niche. If you have three things that are DATED, the visitors is probably jumping out of your site.

5

### INTERACTION

Engage and enable visitor interaction through email, contact forms, comments, and sharing with others. Do not play hide and seek.... If you look unreachable, and like you are hiding, your readers with not trust you.

6

### TESTIMONIALS

Display testimonials... early and often. Go beyond a basic testimonials page. Do your best to include video testimonials, pictures along with text testimonials.

7

### ENGAGE COMMENTS

When people leave comments, respond quickly and thank them for stopping by. You can also set up an automated / yet warm message with a few plugins on wordpress as soon as a comment is made on your website. Ex: ThankMeLater plugin.

8

### HELP THEM REMEMBER YOU

Stay warm and memorable- use a gravatar (an image of you ) when you comment, use a favicon so that visitor see your website’s icon in the “tab”when they navigate from your website.



Here's the bottom line....

Your website is a credibility statement to support your potential clients and customers in deciding to work with you. It's essential that your web presence is "sticky".

Also, once you choose a layout – stick with it for a while. Constantly tweaking your site's layout might make you feel as if you're accomplishing something, but in reality it's a form of procrastination and will prevent you from getting real work done. Not only that, but if your potential customers notice that your site is changing all the time, they may think you're not quite ready for business.

## Spend Money Where it Counts







Work with an experienced developer. Do not attempt to go at this alone. Your website is your online home - your business online must leave a great lasting first impression. So nix the Do It Yourself options. The investment is worth it.

Another place you might want to spend a little money is on your content and content marketing strategy. Professionally written website copy can help with SEO and entice potential customers to trust you with their important projects.

While you certainly don't have to spend money to create a good looking website, if your budget allows, consider investing in these three areas. You won't regret it.

# Site Structure Basics Every Service Provider's Site Must Have

Once you have your domain and hosting, and you've installed your theme, it's time to figure out your site structure. For a service provider's website, that structure typically consists of a few "standard" pages:

-  **Home** – or the front page of your site
-  **About** – where you talk about yourself
-  **Testimonials** – good things previous clients have to say about you
-  **Services** – what you do and for whom you do it
-  **Contact** – how potential customers can get in touch with you
-  **Blog** – where you create content potential clients need to know

Your Home page should let readers know instantly what your site is about. When a new visitor lands on your site, you have only seconds to tell him or her what your business does, so make sure it's very clear by creating a short, meaningful tagline, using graphics wisely, and prominently displaying your site navigation, so visitors can find what they really need.

Next to your home page, probably the most read page on your site is the About page. For a service provider, it's important to share a little about you, but even more about what you DO. Don't make the mistake of telling the world that you're a stay-at-home mom or that

you're only doing this to earn some money while you look for a real job. Keep it professional, with just a touch of personality thrown in. And don't forget to include a photo of you.

Next, it's important to include a services page, so visitors can see exactly what you do. A simple list is fine. Keep in mind that it's often better to show your expertise in one area than to have a list of 101 things you can do. Potential customers want to know that you're an expert, not a "Jane of all trades," so don't worry that your services list is too short.

You'll also want to provide a variety of ways people can reach you. On your contact page, it's a good idea to include a form they can fill out. Contact Form 7 is a flexible, free plugin for WordPress that does the trick nicely. Include an email address as well, and if you can, a phone number. Potential clients will find you much more trustworthy if they know they can reach you by email or phone.

Finally, if you are going to blog on your site, make the commitment to consistency. The last thing you want is for visitors to find an abandoned blog on your site. It will only make it look like you're no longer in business.

One more word about your blog – keep in mind who your audience is. Chances are, it's not other service providers, so avoid writing blogs about how to get clients, how to market your site, and how to learn new skills. Instead, write about topics of interest to your ideal client. And remember, you don't have to have a blog to have a successful website, but it is a great marketing tool if you use it correctly.

# Legalities: All About Your Terms, Privacy, and Disclaimer Pages

If you're doing business – whether online or off – there are some legal details that must be dealt with, including adding the appropriate disclaimers to your website.

For most service providers, that means including three pages: Terms and Conditions, Privacy Policy, and a Disclaimer. Here's what each does for you.

## Terms and Conditions

This page is typically where you will spell out your payment terms, refund policy, and other information about doing business with you. For example, you might say that payment is required in advance, or that refunds on web design work will be pro-rated and not include design time already invested.

You may also want to mention that your content is yours alone, and that it cannot be republished anywhere without written permission. This falls under copyright laws, but it can't hurt to include it.

## Privacy Policy

Your privacy policy is where you'll mention what you intend to do with the email address you're collecting (you are building an email list, right? More on that later...), and how you handle confidential information.

## Disclaimer

Do you promote products for which you earn a commission? This is where you'll include a mention of that. In fact, if you sell anything through an affiliate relationship, the FTC requires that notification of that relationship appear on your website somewhere.





## The Right Words

If you're handy with a phrase, you can probably simply pen your own terms and conditions, privacy policy, and disclaimer pages. Take a look at some other sites, read their legal notices, and then spend a few minutes creating your own. Just be sure to cover all the points above.

If you're more comfortable with something a bit more formal, though, there are plenty of places online to find templates. Check out:

- Free Net Law: <http://www.freenetlaw.com/free-templates/>
- SEQ Legal: <http://www.seqlegal.com/free-legal-documents>
- Legal Zoom: <http://www.legalzoom.com/>

Just to name a few.

Finally, be sure to go back and check your legal pages for continuing validity and accuracy. If you ever run into a dispute with a client over payments, for example, be sure to update your pages to avoid having that same issue in the future. It's also a good idea to keep up on changing laws, such as the recently enacted cookie law in the UK. Those types of changes definitely require an edit to your legal pages.

# Testimonials: How to Get ‘Em, and How to Show ‘Em Off

Want to know the most important words on your website? It's not your blog or your sales page. It's your testimonials.

Think about this: When a potential client visits your site, he or she has no idea if you are professional, good at your job, or if you're even capable of doing the work he or she has in mind. The only thing your new customer has to go by is your word, and that of the people you've worked with in the past.

## How to Get Testimonials

Here's the obvious answer: ask. Yes, it may seem overly simplified, but the truth is, most people will not volunteer a testimonial, but will gladly provide one if you just ask. Consider creating a template email in which you ask for a testimonial. Then each time you finish a job with a new client, simply copy and paste and send it off.

Of course, if you're just getting started, you may not have any testimonials to show off. What then? There are plenty of ways to gain testimonials when you're just starting out.

- Volunteer your services in exchange for a testimonial
- Become an intern – many business owners will happily provide a testimonial at the end of your internship
- Ask people you've worked with in the past, even in a different capacity. A testimonial saying you're hard working and conscientious is just as valuable whether the person is talking about your stint as a bank teller or your new virtual assistant business.

## How to Display Testimonials

We've already said how important testimonials are when you're trying to entice new clients. But here's a weird thing about those potential customers: They're not very likely to actually click on the "Testimonials" tab in your nav bar.

So how do you let them know about those great things people are saying about you?

First, don't hide them all away on a single page. Sprinkle them throughout your site. Some good places for testimonials include:

- In your sidebar
- In your header
- On your about page
- On your home page
- In your footer
- On your sales page

If you're using WordPress, you can use a plugin to "rotate" your testimonials, so the same one isn't shown to each and every visitor.

Here's something else to consider: It's easy to make up rocking testimonials. While you know that you would never do that, others may not know it. So when you're using a testimonial on your page, be sure to include the person's full name, website or physical address (city and state), and a photo. Even better is a video testimonial, if you can arrange it.





# Your Services Page: What to Say (or Not)

So what exactly do you **do**, anyway? That's the question on everyone's mind when they land on your site for the first time. Obviously, your header, tagline, and front page should give them a pretty good idea about you and the services you offer, but your services page is where you want to go into much more detail.

## Service Page Slipups to Avoid

While it's obvious you need a services page on your site, what's not so obvious are the blunders you can make that might end up costing you business.

**The Kitchen Sink Page.** This is a page that lists every single thing you can do, want to do, thought about doing, and have been asked to do. Simply put, while a big list of services might seem like a great idea, it can be confusing for potential clients. They won't know what you're really good at, or if you're a good fit for them.

Instead, list your core strengths, include some explanation about each, and if you feel you need to expand, add a line such as "If you need other services not listed here, please contact me for a quote."

There's one exception to a pared down services page, and that's if you're operating business that truly does offer – either through subcontracting or by partnering with others – a multitude of services. If that's the case, consider breaking up your services page into categories, such as writing, technical support, graphic design, social media management, and transcription. That will give your visitors all the information they need without looking like a laundry list of jobs.

**Lacking Detail.** If your services page includes packages, it's important to spell out exactly what is included in each. Don't say "aMember installation and configuration" without listing everything that is included in that package, otherwise you'll wind up with "project creep" where clients ask for more and more time for things you never intended to provide with that package. Be very specific when promoting packages, and add a line such as "Any services not listed here will incur additional charges."





## The Sticky Question of Prices

Should you or should you not include your prices on your services page (or anywhere else)? Ask a dozen service providers and you'll likely find they're split right down the middle on what's the correct choice. Ultimately, it's up to you, but be aware that if you choose not to include prices, you may find that potential clients won't contact you to request a quote.

On the other hand, if you do include your prices, you may feel you're "scaring off" future customers.

**Here's the thing: Good customers know the value of a great virtual service provider. Your hourly or project rate will not frighten away a real customer, but they may in fact deter the "tire kickers" from wasting your time.**

If you're not comfortable naming a set price, or don't want to be locked into a rate just because it's stated on your site, you can simply state, "Prices start at \$XX per hour. Contact me for a custom quote." That way potential clients will know what to expect, and those who aren't really serious won't bother you.



# Talk About Yourself with Ease on Your About Page

You've probably heard that the about page is the most visited on nearly any website. That's especially true for a virtual service provider. It makes sense if you think about it: Your potential customers want to know who they're doing business with.

The trouble is, getting that information across without being too personal (i.e. unprofessional) or too formal (read: unreachable) is tough. Especially when you're writing about yourself.

## Let Your Personality Show

This is, after all, your "about me" page. So it makes sense to let the real you shine just a little bit. Write as if you're having an email conversation with a friend. Don't worry about being too formal, and if you start to sound like you're writing a cover letter, lighten up a bit.

However, you can go too far. You probably should not use swear words (even if in real life you have a potty mouth), and you should leave out the details of your rotten divorce and how you're trying to raise three kids and that's why you're working from home. That much "personality" is a turn off for potential clients.

Also, be sure to include your photo. It will make you seem more like a real person and less like some faceless website owner who may or may not do the job she's hired for. Just be sure the photo you choose leans more toward professional than not. You don't have to spring for expensive headshots, but don't use the Halloween costume party photo, either.





## But What Should I Say?

Here's where most people really get stuck. Some things you might want to include in your “about page” are:

- Who you work with
- How long you've been in business (unless you started less than a year ago)
- Your core strengths
- What makes you different from others in your field

Not sure where to start? Take a look at the “about” pages of those who are doing similar work, and who have a similar style. What do you like about their pages, and what do you think isn't working for them? Make some notes including specific details so you can refer to them as you write your own page.

Remember, your about page doesn't have to be long or formal, but it does have to give people a sense of who you are and what you can do for them.

## Really Stuck? Get Outside Help

Writing about yourself is hard. If you're struggling, it may be time to get some help. You might choose to hire a writer – there are even those who specialize in “about” pages – but it might be just as easy to get a friend to help.

# Mailing Lists for Service Providers

Think mailing lists are only for other people? Think again. As a service provider, your mailing list is your most important asset. It's the one thing that will allow you to generate business on demand, so build it with care and treat it well, and it will reward you well in the future.

To begin your mailing list, you need three things:

1. A mailing list provider
2. An incentive
3. An opt-in form



## Mailing List Providers

You'll find dozens of options for building your list, and while they all allow you to collect email addresses and send mail, they can vary widely in features and price. Do your research before choosing, and keep these points in mind:

Read the terms of service or you may end up in trouble later. For example, everyone's favorite free mailing list, MailChimp, will cancel your account and delete your addresses without warning if they feel you're engaging in affiliate marketing, which they consider to be scammy.

If you're in the US, you must comply with the CAN-SPAM act, which requires a way for email recipients to unsubscribe from your mailing list. In addition, you must provide a physical address. For most of us, that means renting a PO box so as not to have to use our real address. CAN-SPAM also means you cannot use your personal email account to send mass unsolicited emails.

Make sure your email service has an easy way to create an opt-in form, because you'll need to add that to your website. One of the best is AWeber's form builder, which comes with dozens of pre-loaded forms to choose from.

Don't make the all-too-common mistake of choosing a cheap/free provider now, thinking you'll upgrade later, when you can afford it. Moving a mailing list is nearly impossible. You'll be far better off to find the money to pay for your list up front. AWeber is less than \$20 per month to get started, so it's not too much of a stretch for most people.

## Your Opt-In Incentive

While it would be nice if you could simply add a form to your sidebar and people would opt-in, you generally have to give them a little more encouragement than that. One way is to offer a “gift” in exchange for their email address.

Your gift might be a short report, a video, an audio recording, or even a coupon they can use toward your services. If you choose to create a report or other information product, make sure it is of interest to your ideal client. After all, those are the people you want on your mailing list, right?

Once you’ve created your incentive, all that remains is to add a form to your site. Most mailing list providers offer the option to create a simple form within their interface. From there it’s generally just a matter of copying the HTML or javascript code from your provider into your sidebar. In WordPress, that means just dragging a text widget to the appropriate place and pasting your code inside it.

## Staying in Touch

While proper email frequency and etiquette is a bit outside the scope of this report, we should note here that it’s important to actually email your list from time to time. Tell them about things of interest to them. Share what’s happening in your industry. Let them know about updates to services and software they might be using.

And of course, tell them about your services and how you can help them.

Remember, they opted in. They are expecting to hear from you.



# Dos and Don'ts of Advertising on Your Site

When you think of earning money from a website, your thoughts might immediately turn to advertising. Those cute little 125x125 banner ads in the sidebar or maybe a well-placed sponsored article could help boost your income.

But before you rush off to set up a Google AdSense account, it's a good idea to consider the pros and cons of advertising on your website, and ultimately, how that advertising should be presented.

For a service provider, on-site advertising is almost always a no-no. Think about this: Do you want your site visitors to read about your services, look through your portfolio, and hire you? Or do you want them to click an ad and be gone in the blink of an eye? You'd very likely agree that distracting visitors with clickable ads is not a good use of your site's space.

However, there's another type of "advertising" that can be use on a service provider's site. That's affiliate marketing, and done right, it can really boost your income. Here's how it works.

You find a product or service you'd like to recommend to your readers and sign up for their affiliate program. They provide you with a special link that contains a tracking code. You place the link on your site, and whenever someone clicks and buys, you earn a commission.

The best part about affiliate marketing is that it pays much better than pay-per-click ads or even sponsored posts. But you do have to do some promotional work.

Affiliate links work best when they're inserted into articles or emails, so if you plan to have a blog on your site or are building an email list, affiliate marketing might be a good fit for you. Reviews, comparisons, and how-to articles are all a good way to let your readers know about products and services you use and recommend, and they're a natural fit for affiliate links as well.





# Don't Forget the Buy Buttons

What's the single most important thing you want visitors to do when they arrive on your site? Hire you, of course. Shockingly, though, the one thing that might make that clear is often missing from service provider's sites.

A simple "buy now" button is all it takes to make it clear that you are offering services or products for sale, yet many service providers mistakenly believe buttons are either unnecessary or outright tacky.

They are neither. Here's why: Without a buy button, visitors may wrongly conclude that...

- You're no longer in business
- You're too busy to accept more clients
- You're just getting started and your site isn't finished

Worse, they may land on your site, skim the content and, not seeing anything for sale, click through to the next site in their search results.

The solution? Always include a buy button with services that do not require a custom quote. If you offer hourly retainers, article bundles, website installation, or any other type of service that can be definitively priced, you should have an instantly recognizable way to pay for it, right on the page.

Frazzled business owners are not likely to hunt down your contact page and then wait for you to respond to an email. They want to get their work done so they can move on. That means they need to see a button.

Adding a buy button is as simple as logging into your PayPal account and creating one, then pasting the code onto your page. PayPal even provides the image (which is instantly recognizable to anyone who's purchased online before) so it's clear to visitors how payments are accepted.

If your site is highly customized and you want matching buttons, that's easy enough to accomplish by making it a clickable image with your PayPal button's email link embedded. Just keep in mind that the most effective buy button is the one that contrasts with the page design, so it stands out.



# Wrapping it All Up



Building an attractive, effective service provider's website is not a project that can be tackled in an afternoon. It's a long-term endeavor that will no doubt require several updates over time as you discover new tactics for marketing, change your service offerings, or expand your business.

Following the process outlined here, though, will get your site off to a great start, and provide the infrastructure you need to build a beautiful website that works for you.



**JORDAN HUNTER**  
DIGITAL MARKETING

# ABOUT US

Jordan Hunter Digital Marketing (formerly SyeWells.com Digital Marketing) was established as a website development company back in 2009 by company founders Sye & Marcus Wells. Although the digital marketing industry continues to expand; our core service continues to be custom website development which goes well beyond simple website design. Our clients enjoy the personal attention they receive through real live communication, not just email. We work with you side-by-side to capture the true essence of your business brand.

Your website is often the first and maybe only opportunity your business has to convince a potential customer to do business with you and we take that seriously. We take great pride in the outstanding websites and other digital products we have developed for our customers over the years; however we recognize that service is our real business.



**SYE WELLS**

Co-Founder

Sye has mastered the art of human relationship and she has pages of clients who would agree. In addition to holding a degree in psychology, she spent many years learning and working in the hospitality industry with one of the most exclusive hotel chains in the world. Her prior teaching and real world experiences have set the base foundation for her own company today.



**MARCUS WELLS**

Co-Founder

Marcus is a former corporate analysis from the Mortgage banking industry, he is also a certified project manager who develops systems to streamline business operations. Using his prior job experience in addition to Lean Six Sigma business training his focus is on continuous business improvements and producing a greater customer experience.

We're here to help. Whether it's a consultation or an entire website development project, Jordan Hunter Digital Marketing can help you achieve the results you need.

Visit us at:

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