

The Contented Website

Why most business websites don't work and what to do about it

Deb Jeffreys

About the Author

Deb Jeffreys and is the founder of Brilliant Blue Marketing. Together with her team she designs and builds beautiful, content-rich websites.

The websites she creates deliver millions of dollars worth of leads to businesses every year.

Deb gets a huge kick out of developing digital strategies that enable your website to:

- deliver your vision
- target your ideal client
- get to and stay on page one of Google
- generate new business
- deliver millions of dollars' worth of leads every year

Her other passion is sharing my insider knowledge of digital marketing, SEO and website content writing through seminars, workshops, and books.

Deb Jeffreys' Story

“As a small business owner, I discovered the power of Google and the web firsthand in 2000 when I decided to build a website for my thriving veterinary surgery.

That website totally transformed both my veterinary practice and my life, providing instant traction for my business and immediately hooking me on digital media. I went on to build a number of highly successful websites from scratch and in 2009 I permanently traded my stethoscope for a mouse and became a full-time digital marketing consultant.

My internet marketing company, Brilliant Blue, now builds beautiful websites that deliver millions of dollars' worth of qualified leads to Australian businesses every year.

As a local small business owner, I understand challenges of your business and realise just how valuable your time is. My other passion is sharing my insider knowledge of digital marketing, SEO and website content writing through seminars, workshops, and books”.



Introduction

Website Discontent

So here's how it goes...

You decide you need a new website for your business. You hire a web designer.

You meet with a very cool 28-year-old who talks about UX and interfaces. You get excited and about clever fade effects, scroll to page sections and giant images. He shows you some flashy mock-ups and talks a lot about the new version of popup newsletter sign-up forms.

You part with 1000s of dollars.

Ten weeks later your new website is 'ready'. It looks cool.

And in the words of the designer:

'All you need to do is add the content'.

You login to the 'easy-to-use content management system'...

...and a sinking feeling hits your belly. You realise that you have no idea what to write. And even less clue how to organize any content you do write.

But the designer made it sound easy? Maybe you're being dumb?

You decide you need to delegate the content writing and you give it to your office manager. Your office manager is busy and she 'doesn't see the value in websites for your line of business anyway'. Your website content writing moves to third page of her inbox.

But you've paid the money.

Three months later you take the project back, write three pages of content, add a few stock images and tell the designer to put it live...

And there you have it... the dog's dinner website!

A complete muddle of badly organized, watered-down content that doesn't fit the design... with no clear direction, focus or strategy.

Does it make you and your team feel good about your business?... No.

Does it rank well with Google?... No.

Does it deliver a steady flow of qualified leads?... Of course not.

And now you're stuck with it for at least 12 months because you've blown your marketing budget...

And even if you've got more budget... you're so over websites you can't possibly think about doing it all again. Your office manager must have been right all along... websites obviously don't work for your line of business.

Back to real work.

Chapter 1 What Are You Expecting?

What a contented website will do for your business

Here's what a great website will do for your business. If your website is not doing these things... it's not working. Period.

Makes new clients contact you

A good website will actively make great new clients contact you.

Here's how it works in its most basic form. You're a locksmith. A potential client is locked out of her house.

Like most people today she is in the habit of asking Google about everything, so she Googles 'Locksmith' on her phone and finds your business on page one.

She clicks the link.

On your easy-to-use, mobile-friendly website she sees 'Joe Smith Locksmiths', a smiling image of you, a couple of testimonials and a large clickable phone number. She touches the number.

You convert the sale, drive to meet her and unlock her front door. She pays you at the time and leaves a review on your Facebook page telling the world how fantastic you are. Your online credibility goes up another notch.

Simple and awesome.

Or if you don't have a website... your competitor across town makes the sale and gets the free follow-up credibility boost.

Filters out unsuitable clients

Something you might not have thought about. A well designed and written website will filter out the clients you don't want.

If your site explains that you are a locksmith but you don't work on cars, all those people who used to ring you at 11pm when they were locked out of their car will call someone else.

Or you're an accountant who specialises in business accounting and you don't want to attract clients looking for help with their private individual tax return... you can make your website

appeal to business owners. You'll find that people looking for help with personal tax returns won't contact you, because the website doesn't feel right for them.

Great. You don't have to pay someone to sit on the phone and weed out those calls you don't want.

You also don't have to pay someone to tell new clients your opening hours, how to find you or where to park. Your website will do that for you.

Builds your brand

Building your website using the method outlined in this book is one of the best exercises I know for nailing your marketing messages. If you follow the step-by-step process for creating the perfect business website, your branding will be clear for everyone to see.

And just as importantly... it will be clear in your mind. And your team's mind.

Great branding is the platform from which your sales and marketing flows with ease. It will help you pitch with confidence, grow your niche and punch well above your weight in business.

I've also noticed that a great website helps to unite a team. When we finish building a site for a client, everyone is clear what the company stands for and they feel proud of the image the website portrays to the world. Obviously this is good for business and has wide reaching benefits.

Conversely a poor website can make your team feel embarrassed and confused about the public face of their company.

Once your branding messages are clear and backed up with detailed service and product pages and case studies, you'll find your sales team will use the website as a sales tool directing prospective prospects to specific pages with pride.

Positions you as an expert in your field

A great website will leapfrog you above your competitors.

If you spend time building a professional website filled with:

- great content about what you do
- how you help your clients
- photos of your best work
- interesting bios about you and your team

- some glowing client testimonials and free useful information
- ... and your competitor doesn't?

Guess what?...

You're going to be seen as the expert in the field - not your competitor. And as an 'expert' in your field you are always going to be more in demand and always going to be able to charge more than the average Joe Blow.

When you meet potential clients at networking events or if previous clients refer them, your awesome online presence moves the prospect closer to a sale.

And if you decide to expand your website with an informative on-site blog and actively promote your blog and website on social media, you can expand your reach indefinitely. Google will spread the word about your business far and wide for you. You can even go global if you want to.

Google becomes Your Best Friend

To successfully market your business you need to put your promotional material where your target market goes. This was true before the Internet appeared... and it will be true when the next technology emerges.

Today Google is where most people go to look for a business like yours. Also people trust Google. The mentality is that if a business website is listed near the top of the Google rankings the business must be good... And to a large extent that's right.

If you build and market your website following the advice in this book - your website will rise above the rest and onto page one of Google. Where potential clients are actively looking for you.

Google becomes your new best friend. And your website becomes the new front door to your business. And compared to a fancy premises on the main street of your town, it costs you peanuts.

OK, let's summarize all the things a great website does:

- it puts your marketing material where your target market are
- it actively makes new, warmed up leads contact you
- it automatically filters out unsuitable prospects
- it answers FAQs, saving you admin time

- it helps you build your brand
- it helps unite and motivate your team
- it is a fantastic tool for your sales team
- it positions you above your competitors in the eyes of a buyer
- it acts as a reference to increase credibility
- it allows you to expand your business as far as your imagination will take it
- it can talk to 1000s of people at the same time

And the best of all?...

It does all this 24/7.

It doesn't ask for sick pay.
And it never sleeps...

A truly remarkable tool.

Am I too late?

Just in case you're panicking and thinking you've left this all too late, that everyone has their position online and there's no space for you...

Don't stress. You haven't.

This online world is only just starting. I think we'll look back in five years and laugh at where we are now.

You don't have to search far to see that many, many businesses are asleep. Some of them haven't bothered at all or have put up poorly designed websites filled with terrible content. Others built websites a few years ago... and then got complacent and left them to wither.

Google will be more than happy to list your well-thought-out website with its responsive design and great content above the out-of-date ones.

There's a bit to do though... so let's get started.

Chapter 2 Understand What Matters

The big picture knowledge you need

So, here's how to build a great website. This is vital 'big picture' knowledge.

It will give you what all leaders need - clear vision. You can use this vision to oversee the build process and know for sure that everyone you hire to work on your site is doing the job they need to do.

Great websites don't happen by accident. Often the thing which looks the simplest and most natural takes vision and a lot of work to create. Creating your most valuable sales tool will take time and careful planning.

But you will be informed and smart.

And the big picture knowledge I'm going to give you ensures you put your valuable time into the areas where you will have the most impact.

It will also make sure you don't waste time in areas of the build where you will add little value.

Here are the six keys to success.

The six pillars you need to build a successful website

Pillar 1 Superb Strategy

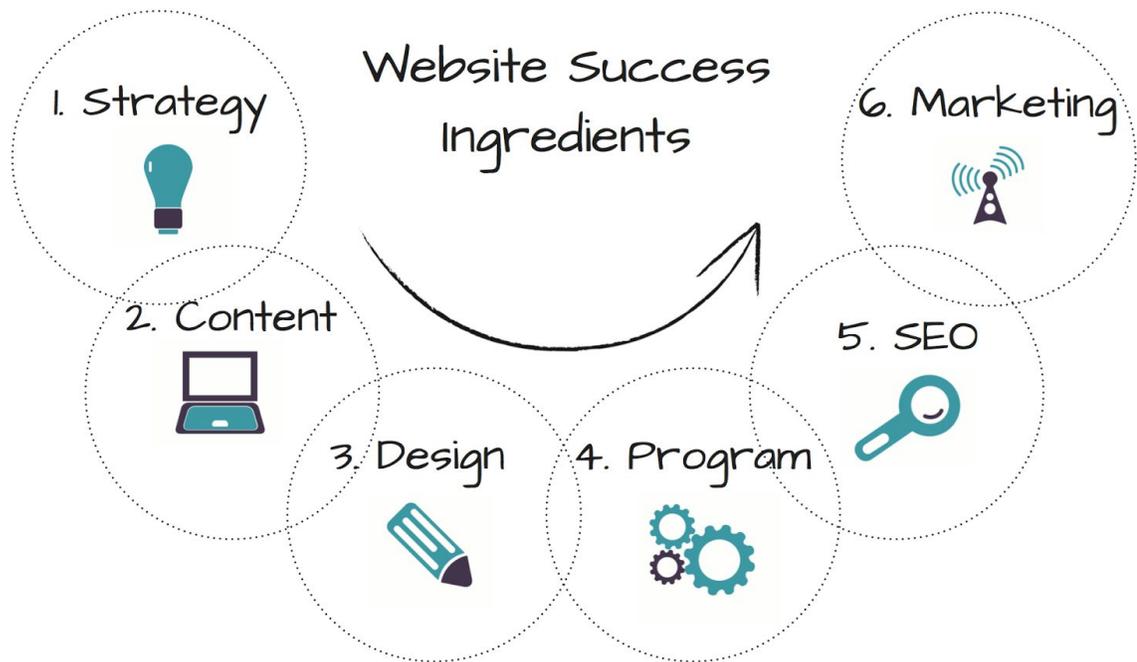
Smart planning and decision making

Without a good strategy your website will fail. Smart strategy involves clearly defining your target market and creating the perfect branding messages for your business. The strategy section in this book sets out our tried and tested formula. The formula works if you follow it.

Pillar 2 Sizzling Content

Words, images and video - the magic ingredients of online marketing success

Great content is what sets the best websites apart from the rest. It doesn't matter how good your website design and functionality is... a website without content is like a Porsche without an engine... it looks great but it's going nowhere.



Pillar 3 Stand-out Design

Where a digital artist makes your plan come to life

A good designer will create a site that grabs your target audience, makes them smile with delight and starts the process of building trust. Notice design is number three in the list, not number one. Great design without great strategy and content is useless!

Pillar 4 Quality Development

A programmer turns your design into a fully functioning website

Great programmers use quality code and make sure your site works seamlessly across every platform, from a large desktop to a smartphone. Your audience expects great functionality - this book explains how get your programming done right.

Pillar 5 Search Engine Optimisation (SEO)

SEO is about making your website search engine friendly so Google ranks it

To get to page one you need to please BOTH the search engines AND your visitors. If you try to manipulate the search engines... you will lose. And your website will end up on page 346 of Google. This book explains what has always worked and what I believe will continue to work.

Pillar 6 Smart Marketing

Getting your site in front of your target audience

If your website is going to deliver warm leads you need to get eyes on it. Blogging, social media marketing, digital advertising and direct marketing are some of the platforms you can use to spread awareness far and wide and drive the right traffic to your site.

... And that's just the start ...

[If you would like to read more please click through and for a limited time we will post out your copy free of charge.](#)

Thank you

Deb