**Plan A Profitable Website** Cheat Sheet

Planning an effective website that won’t drop a tonne of content on your lap is hard but, by following these 6 strategic steps it will get you thinking about your website as an extension of your business and how to easily plan a website that will make you money.

Complete these 6 Steps to plan a profitable website that will help your service-based business thrive.

1. **Stake Your Claim [Homepage]** Your homepage should state what type of company you are, what makes you different from others in your industry and the the main areas you serve.   
     
   *Answers*
2. **Outline Your Money Makers [Service Pages]** Think about the future direction of your business, what services really make you money and what leads you have coming in now that you want to help convert with your website. Make a short list of 1-3 services.   
     
   *Answers*
3. **Identify Your Ideal Clients [Persona]** Think about 3 or 4 clients you a have recently worked with for each service. Which client would you like to attract more of? This is your ideal client and each money making service you offer needs to be written specifically for your best client.   
     
   *Answers*
4. **Create a Strong Next Step [Enquiry System]** This is your main enquiry system for those ready to take the first step. What action should they take to start working with you? Arrange a consultation, Home survey, get a quote. Make it helpful. Consider what 2 or 3 additional questions you may want to ask on top of their contact details but keep your form short and quick.   
     
   *Answers*
5. **Provide Positive Proof [Gallery/Projects]** This is your opportunity to show off and prove you can do what you say. Your proof page can come in the form of a works gallery or projects section. Also consider if you want them to pick certain categories to view like extensions, kitchens, loft conversions.   
     
   *Answers*
6. **Offer a way to ask [Contact]** Your contact page is important for people who want to ask a quick question but IT IS NOT your main enquiry method. Contact us is not helpful to anyone ready to buy from you!   
     
   *Answers*

Become a StandOut Service to close your best leads in 10 days without lifting a finger

Book a call with me here [9gwebsites.co.uk/newchat](https://9gwebsites.co.uk/newchat)

Kind regards,

**Chris Holland** – Business & Marketing Guide



*StandOut as a specialist, Not just another quote!*

[*www.9gwebsites.co.uk*](http://www.9gwebsites.co.uk) *01843 633009*

There are a couple more resources for you on the next pages…

# **ADVICE:** Build A Brand That Can Sell

Every established, expert company that we work with needs a **mix of these assets** to sell their more of their services.

|  |  |
| --- | --- |
| **LOGO / Create a professional logo** - Stand out as in your industry with a professional logo designed with your best customers in mind  **WEBSITE / Build a website that wins** - Put your customers first and invite them into a story that understands them and positions you as the solution to solving their needs  **CALL TO ACTION / Start with an active next step** - Start conversations with advice over price offering a valuable next step like Book a call or consultation  **DOWNLOADABLE / Lead generator PDF** - Triple your website's leads by offering valuable content that solves a narrow problem in return for their email address  **EMAILS / Stay front-of-mind** - Nurture them with an automated weekly email sales campaign that gives them advice and proof that you can help | **PROOF / One good case study** - Show the value you bring to non-profits with an in-depth case study that includes a simple outline, video and the results that count  **CREDIBILITY / Establish a Google Business Listing** - Create a new Google Business listing for your company with reviews  **EYEBALLS / Tell the world about you** - Create an advertising campaign using paid, socials or search to reach your ideal customers  **BLOG / An authority blog** – Start marketing valuable content by writing a blog that gives specific solutions to your customer's pain points and answers their questions |

**Checklist**: Marketing Checklist  
Make sure you have these elements to successfully launch and market your business.

**BRAND**

* Mission
* Logo
* Landline telephone number
* Professional email address
* LinkedIn banner
* Business cards
* Email signature  
    
  **WEBSITE**
* Service sales page
* Signature solution
* Proof
* Conversion event – Call to action
* Website chat
* Lead generator
* Email sales sequence  
    
  **MARKETING**
* Google Business
* Google Reviews
* Social media channel
* One page marketing plan