

WEBSITE DESIGN

? 1 What type of site

1 Landing Page

Also known as a squeeze or opt in page. Important to place on your site to capture names and emails of prospective clients

Should be linked to an email autoresponder system to automate capture of leads and provide hands free relationship building

2 Blog

A blog is only as useful as the content you put on there. Can be a great tool if you are blogging at least 3 times per week

3 Product Sales

You may use a long form sales letter here or maybe a video sales letter. These pages usually have upsell and downsell pages linked after an individual purchases

4 E Commerce

Many hosting companies provide add ons to let you set up an e commerce section on your site.

Mainly used for online stores and auction based sites

Can be very technically challenging to set up and better outsourced

5 Corporate

A standard corporate site is best set up in magazine style. Is likely to need add ons like a CRM system and Job Board integrated on the back end

? 2 Wordpress or HTML

📱 Wordpress = Flexible Content

Sites can be set up using an existing theme (template)

Can be easily adapted by a developer to create a bespoke look and feel

Easy to use for entrepreneurs

Great for small companies who want to add content by themselves

A Wordpress site needs to be updated regularly to stop threat of hacking and security threats

📱 HTML = Static

? 4 What type of content?

1 Images

2 Videos

3 Articles

4 Blog

5 Social Sharing

? 3 Purpose of your site

1 Lead Generation

2 Branding

3 Sales