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**Website Success**

# **Content Framework**

**Make it easy for customers to do business  
with you through your website.**

# Hey There!

**We want your website to be a super success for you.**

For this reason, we've put together a guide to help you to pull together the right type of content to give your site visitors a better experience which in turn will give you better results.

This content formula combines key marketing principles and years of testing across hundreds of sites.

It will help you simplify your message for your visitors, add the right content elements that will build trust, position you as an expert and someone that can solve your customers problems.

Which will dramatically improve your chances of generating more leads and sales through your website.

We will work through this with you as part of your onboarding so please take the time to read it, understand it and use it to gather the content for your website.

**If you have any questions let us know and we'll be happy to help guide you through this.**

With Love **melt.**

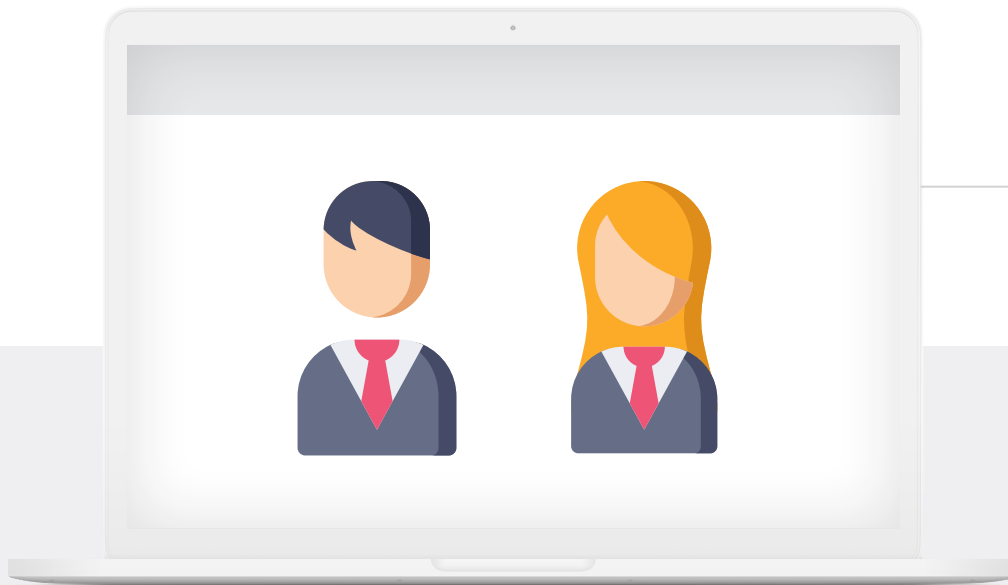


# Who Is It For?

## Who is your ideal customer?

**Your website is for your ideal client, not for you.** Therefore it needs to talk to your client's problems and show them that you can help them to achieve the results they want. It's worth spending time identifying who your ideal client is, their struggles and aspirations and craft your content to talk directly to them.

**This will impact the results you see from your website.**



## Problems they face

### What problems and frustrations are your customers experiencing?

Every customer is trying to solve two types of problems. When you clearly understand their frustrations, you'll be able to offer a clear solution.

**External:** Technology, time, pressure from family or employers, cash flow, politics etc.

**Internal:** Self-doubt, frustration, shame, confidence, anger, disappointment etc.

People buy solutions more based on their internal problems than the external problems cause them.

List some external problems below

List some internal problems below

# Who Is It For?

## Failures

**Don't be afraid to define negative outcomes your customer might experience if they don't do business with you. For there to be true success, there needs to be stakes in the game.**

As humans, we are more inclined to avoid loss than to seek success.

We must spell out the truth about negative consequences we help our clients to avoid. By clearly communicating this in a subtle way users are more likely to make a buying decision. It's important not to overdo this as you could scare people away if it's too negative.

List some of the failures below.

## Success

**What results and success does your product or service help your customer to achieve?**

Let's face it when any of us are looking to buy a product or hire a service company we're wondering if and how it's going to make our life easier or solve some sort of problem.

Every page should have a few sentences explaining how your potential customer's life will improve by working with you or buying your product..

List some of the successes below.

# Copy and Content

## Homepage

Your homepage will be one of the most visited pages on your site and the one that's going to build that great first impression. Here's our guide to the content required to make your home page super awesome and more effective.



## Main Page Headline

**80% of page visitors only read the headline before deciding whether the page is sufficiently interesting to be worthy of their time.**

Therefore, informative headlines that connect with visitors and help them identify that they are in the right place should be used.

It should be super clear what you do and the results you can help them to achieve.

### A few examples

***"We help smart businesses to generate more leads and sales through their websites"***

***"Sell your car in 3 simple steps"***

***"More homes sold quicker than the top ten agents combined"***

***"Workshops to Help You Clarify Your Message"***

## Sub header

This is where you expand on your promise a little more and give some more details. Explain what they can get working with you or using your service, buying your product or taking your training. Keep it short and sweet the fewer the words the better. It's all about clarity

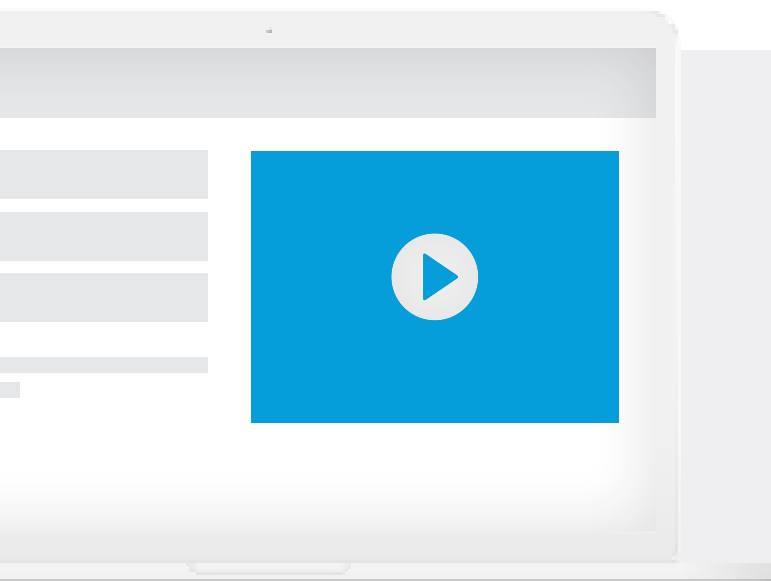
### A few examples

***“Eliminate Confusion • Connect with Customers • Grow Your Company”***

***“I teach business educators and entrepreneurs the profitable action steps for building a highly engaged email list, creating online training courses, and using online marketing strategies to sell with ease.”***

### An Area-specific example

***“Simple but effective IT solutions that fit your business needs across Hampshire and West Sussex. With options of fully managed IT support or individual services as and when you need them, it's all simple and achievable.”***



## Video

Can really help to engage with new visitors and explain precisely what you do and how you can help quickly and easily. It doesn't need to be super slick and cost the earth to do a simple video of you talking to the camera works well.

**Video is proven to help boost conversions on opt in and sales pages so it's important to start using video around your website.**

## Intro Text

### **Short sharp intro to you and your company**

Tell the visitor what your website is all about right off the top. The copy writing should be concise and focused.

#### **A good size is 200 to 300 words.**

That should give you enough space to tout your biggest benefits and also encompass those all-important keywords. Save lengthy, detailed copy for inner pages.

More people will buy from you when they feel you are talking directly to them about their individual needs.

Your copy writing should be friendly and conversational. Use simple words instead of complex vocabulary.

Despite what you were taught in English class, it's okay to write in second person. Sprinkling the words "you" and "your" throughout your copy will personalize your approach.

It's also important to write the copy of your home page as though you're speaking to one person. After all, that's how the visitor is reading it, as just one person.

So, no speaking to the masses. That means I'm talking directly to "you" and not "all users" or "those who are interested." Once again, the words "you" and "your" will help forge a connection with your visitor.



#### **Use words your visitors use**

Don't refer to yourself as a 'solutions provider', a 'purveyor of global experiences' or a 'hydration, ablution and sewage practitioner' if what you really are is a cleaning company, a travel agent or a plumber.

Not only will big words make you look stupid, pretentious and insincere they won't help people find you on search engines. Write in language your visitors use, weave keywords in naturally, and you'll please both humans and search engine robots.

## Need help with your copy?

Copy content is the biggest challenge that holds up our clients from getting their websites finished. **It's also the most critical element that will help to get the results you want from your site.**

We get it, your busy running your business and fire fighting 101 other things - writing content is hard especially if you don't do it regularly. If you would like us to help you to craft your copy and save you the hassle of finding and working directly with copywriters we'd love to help.

**Just call or email Mike or Steph and let them know you'd like to get some help with your copy.**

# Calls to action

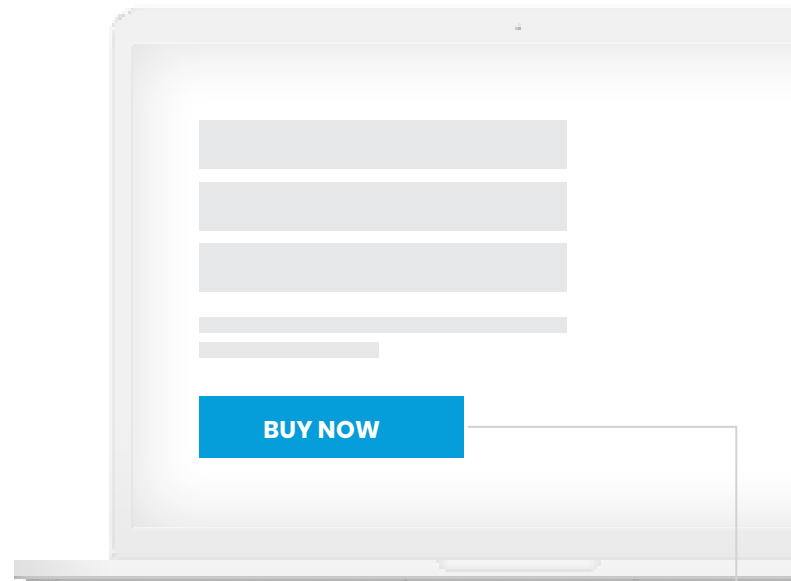
Once users know what you offer, does your potential buyer have a way to buy, book a call or easily contact you to learn more? This is referred to as a “Call-To-Action (CTA). There are two types of calls to action you should use on your website.

## Transactional call to action

This is the primary CTA you will want to use to get users to start the first step of buying your product or service. Most websites make this too passive with terms like “Find out more” - It needs to be more direct to the user and what you want them to do if you want them to buy from you.

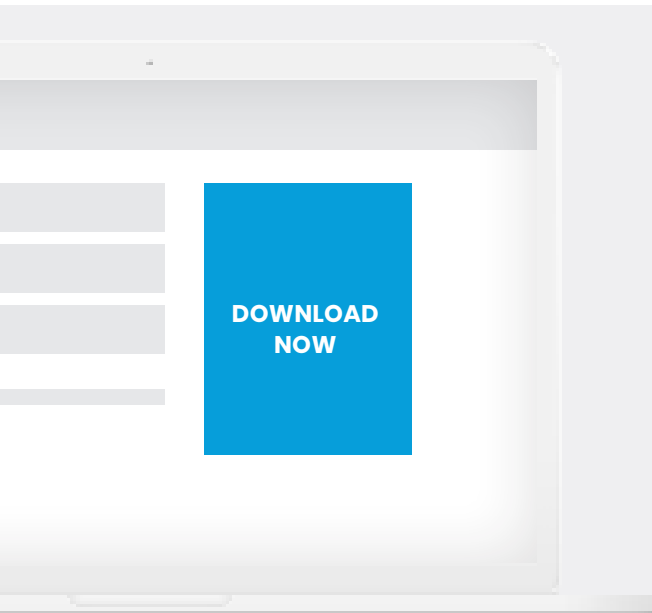
### Examples

- 💧 **Book A Consultation**
- 💧 **Schedule an Appointment**
- 💧 **Request A Demo**
- 💧 **Buy Now**
- 💧 **Sign Up**
- 💧 **Free Trial**



### Where to place it on your website

- The top right of your website**
- Below your main page headline**
- Multiple times throughout the page**



## Transitional call to action Lead generator

Not everyone will be ready to buy from you now. This is why it's crucial to offer something potential customers would find valuable. By giving this away in exchange for an email address, you start a relationship and help give them an insight into your expertise which will help you to move them along in your sales process.

### Examples of lead generators

- 💧 **Free PDF Download**
- 💧 **Free Video Course**
- 💧 **Free Workshops**
- 💧 **Discount Codes**
- 💧 **Webinar**
- 💧 **Free Software**
- 💧 **Free Book**



## Main Services

You don't want to overload things here - what are the main areas you help people with and what are your core services (the ones you make the most money from?) These should go here **we recommend no more than 4.**

Short sharp descriptions (Max 100 words) to intrigue them and a button or text link to take them to a more detailed page to find out more about that product or service.



## Benefits vs features

Bullet points are effective ways to inform the user of the benefits of your product or services.

Try and refrain from just listing features - Instead focus communicating the benefits a feature has.

Rather than giving broad generalizations about features such as:

**“Our machine is fast”**

It's better to write specific benefit statements like:

**“Our machine will increase your productivity by as much as 25%.”**

## Testimonials

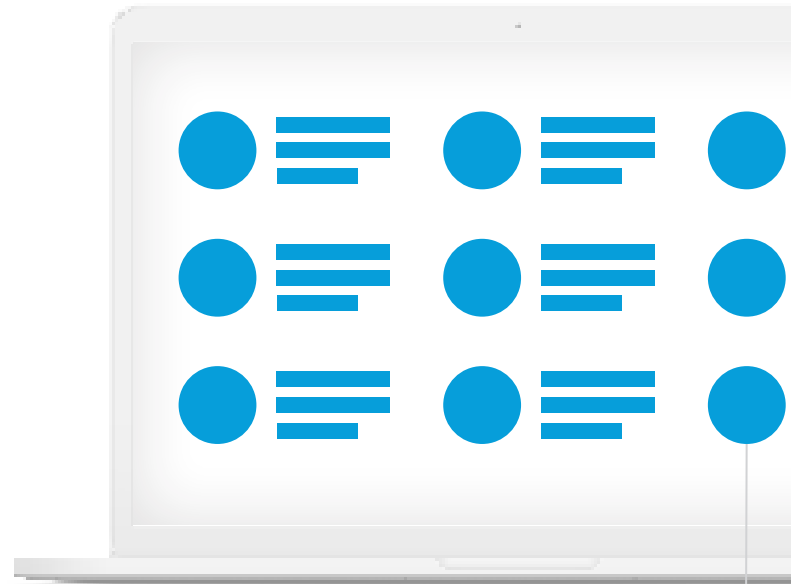
Allow you to get others to do the selling for you. They help to eliminate risk, build trust with your users and showcase the results you can help them achieve. What makes a good testimonial.

**Ideally, a good testimonial would include:**

**A headline** - to grab the user attention

**Be result focused** - to showcase the end result

**Have an image or logo** - to show that they are real



### Good example

**We have seen an increase in productivity by 25%**

The team at *INSERT YOUR COMPANY NAME HERE* were amazing to work with. Since launching the new *SERVICE* we have seen an increase in teams productivity by 25% and saved over £10,000. This is one of the best business decisions we've made all year.



### Bad Example

The team were really good to work with - I highly recommend them.

**Name**

**Video Testimonials are also very effective but a challenge to get**

## Authority elements

Have you been seen on the TV, in well-known publications in your industry, have any big clients you're proud to show off or have awards and accreditations?

Putting these elements on your website can have a psychological effect to help build trust and establish you as an expert. They will show that you are real, established and well trusted in what you do.

### Client Logos



### Featured In Logos



### Awards and accreditations



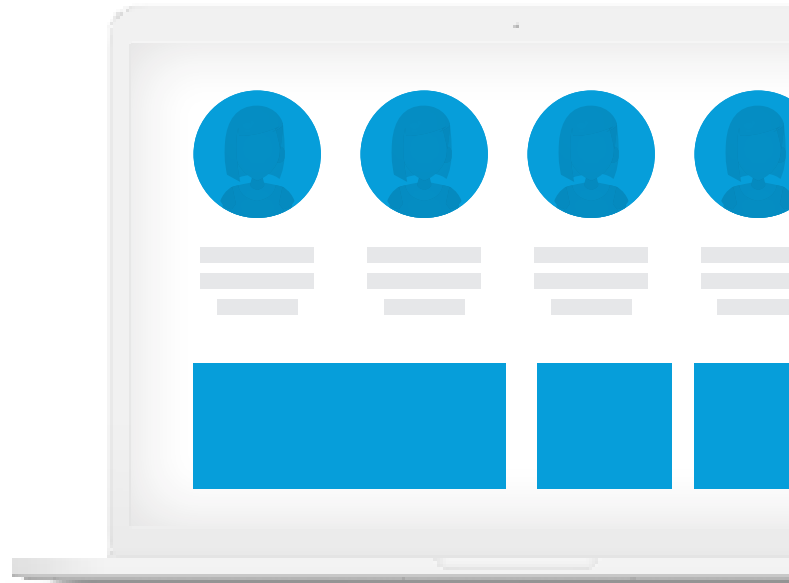
## Imagery

Imagery should be used to help a user understand they are in the right place - The wrong type of imagery can confuse users and have them second guessing what you do.

Ideally, you'll have imagery of yourself and your team aswell as your product or services. If you are a speaker or consultant imagery of you presenting from a stage or working with clients directly will build credibility.

Personalisation is a good thing and we recommend putting yourself or your team in front of people for them to get to know you and trust you.

It costs around £200 - £300 to get a photographer in for a few hours to help get some professional head shots that can be used on your website and other marketing materials to build consistency.



## Use happy images to paint a picture of success



Stock Imagery can be used to help your design but should be used sparingly. Using personalised and authentic images will go a long way to show your true self and promote your brand.

# Over To YOU

Now that you know what content you need to create it's time for you to get to work.

## Need Some help?

Don't let time, confusion or overwhelm hold you back. We offer a few ways to help you to get the right message and copy for your website



### Defining your ideal customer

Knowing who your talking to makes crafting the right message so much easier. By spending to going deep to understand your ideal customers, their problems, their aspirations and the outcomes they want can go along way in dramitcally improving the results you see from your website and marketing.



### Crafting the perfect copy

Writing content is hard, especially effective copy with a clear message that your users will undertstand and engage with.

It's one of the most important areas of your website and worth investing the time to get right.

We'd be happy to help you or share resources with you to help master these two crucial elements. **Just call or email Mike or Steph and let them know you'd like to get some help with your copy or defining your ideal customer.**

**Email: [help@meltdesign.co.uk](mailto:help@meltdesign.co.uk) or Call: 01926 671049**