SIGNAL BIZHUB

COMMUNICATING THROUGH YOUR WEBSITE

WITH ELOISE EFFIE

www.signalbizhub.org

Hello I’m Eloise

Web designer and developer

Who am I and why can I tell you this stuff?

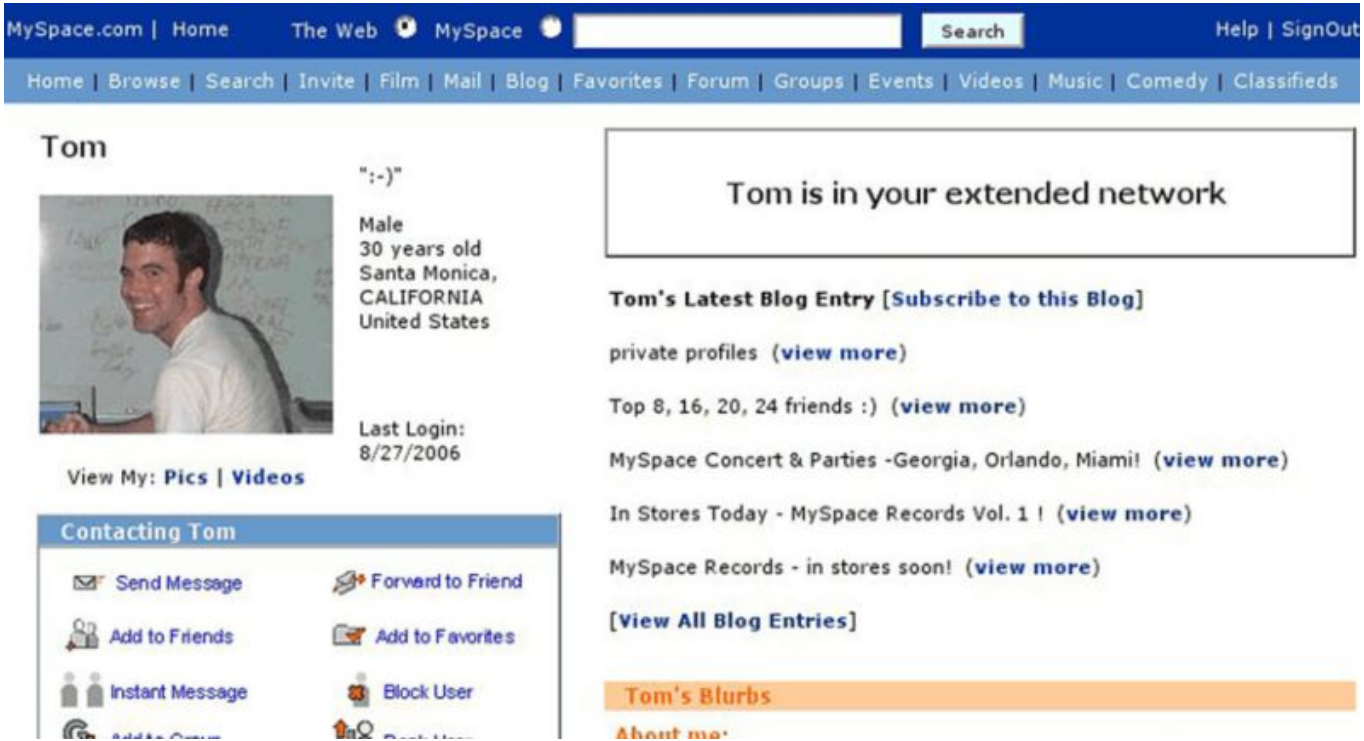
I always coded as a hobby

Educational background in art and design.

Degree in digital communication design

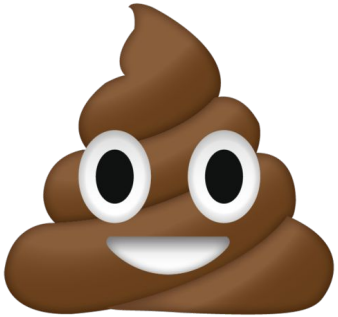
Worked with agencies.

Where it all began



Stripped away Myspace layout and started coding weird and wonderful profiles

- More friend requests
- Messages saying awesome profile
- Attracting an audience I wanted to attract
- Took that with me over the years - seen it time and time again - Those with personality attract attention, the RIGHT attention.



Most websites I see are $#!t

- Clunky / don’t work very well
- Still not mobile friendly or secure
- Boring / Do not communicate effectively with audience

When that happens you don’t get leads and sales - Business fails.

I am on a mission to change that!

What’s yours?

Thinking about the foundations of your business will help you communicate more clearly with your audience because everything you believe in, everything you do will define everything you say.

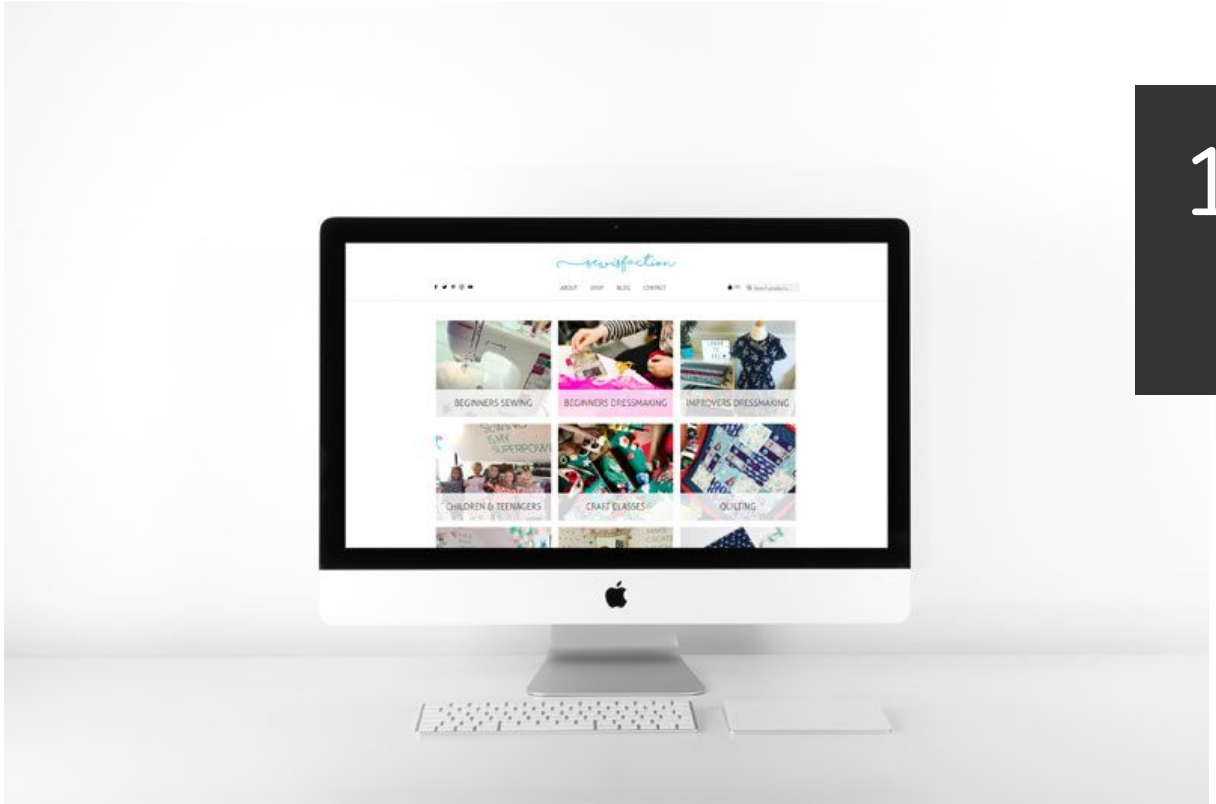
Why did you start your business?

What are you trying to achieve?

Who are you aiming to work with?

Do they believe in what you believe?

You’ve got to understand your biz and your customers otherwise how are you going to target them?



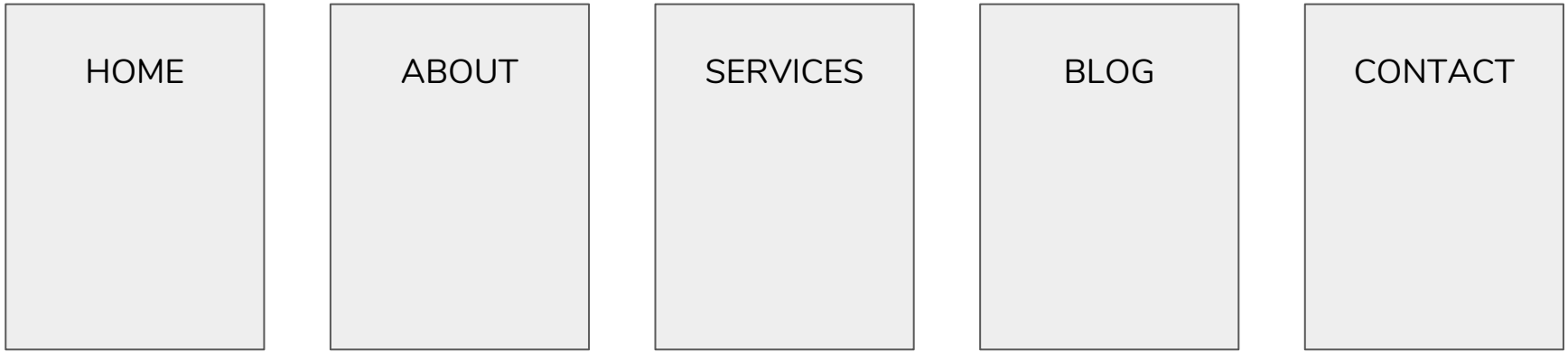
1. Page with purpose

Think about what the page is.

What you want people to do?

Each page should have a specific purpose

Sit down and map out each page individually



Avoid choice paralysis - We are already bombarded

THIS ELOISE

FIND OUT ABOUT US!

SHOP NOW!

Hello, this is Eloise, your WordPress Wizard and Website Whisperer.

BOOK A CALL

Helping creative companies and brave businesses.....

THIS ELOISE

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3-5 actions per page

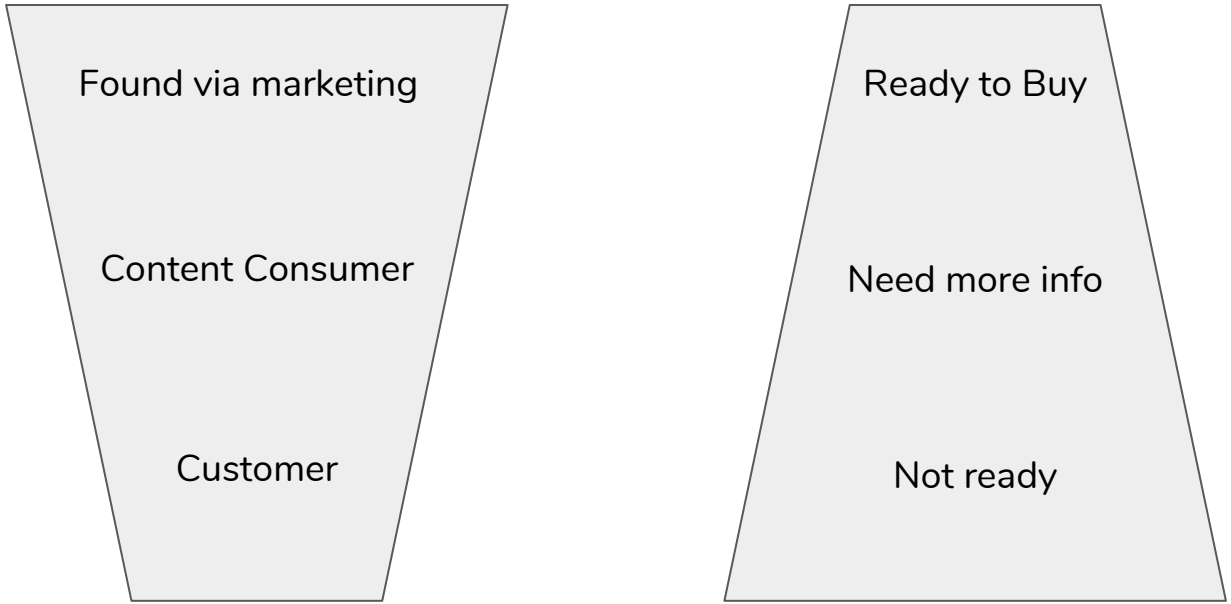
Audience falls into 3 categories:

1. People ready to buy
2. People need more info
3. People not ready at all

How are you catering to these? Analytics really helpful here!

If they’re ready to buy - why send them to about us?

Reverse of sales funnel



Move your customers and your business forward

Make it obvious

Make it easy, people lack time so people glance

Hello, this is Eloise, your WordPress Wizard and Website Whisperer. Helping creative companies and brave businesses stand out from the competition and excel online with a better website. Book a call with me today and let’s chat.

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Home Page

- Not always the first page that people will land on
- Fundamentals should be clear
- Signpost to direct the user

2. Copy

Is it important?

Avoid text walls - people don't read.

Hello, this is Eloise and I'm a web design and developer. I've been developing websites for over 10 years and I really like what I do. I'm super passionate and carry that with every piece of work I do so you can guarantee results for your business because you are in the hands of a professional. I love working with people who are creative and aren't afraid to stand out and be different. You can be safe in the knowledge that I will take every care to ensure your website is as best in can be to help you stand out from the crowd.

Hello, this is Eloise, your WordPress Wizard and Website Whisperer. Helping creative companies and brave businesses stand out from the competition and excel online with a better website.

Is it helpful?

- Copy can be helpful and reduce anxiety

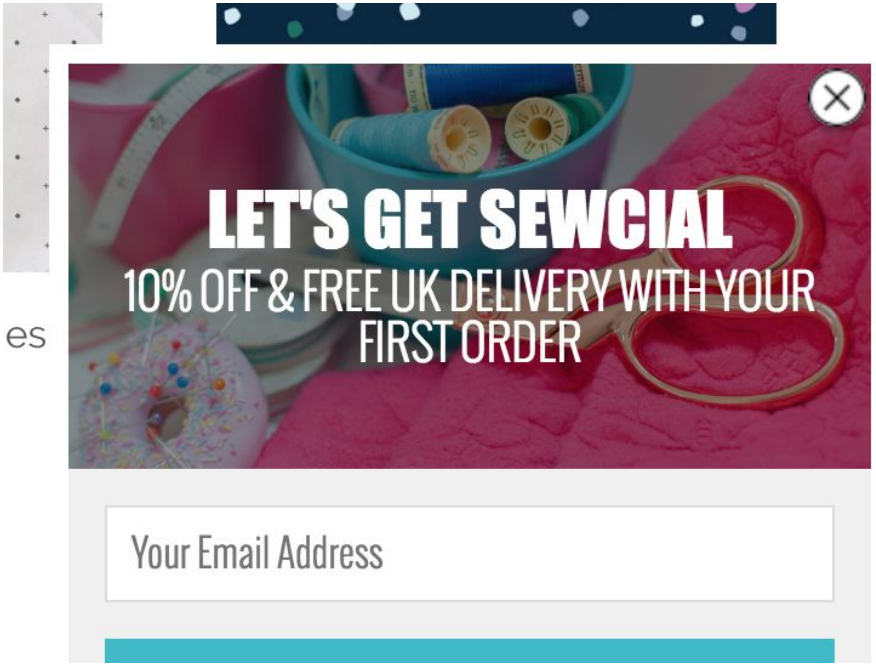
- Call to make a booking (what are they calling for?) conversation rate increased (based on the number of people visiting the site)

Don’t be boring

Avoid generic copy

- Here at ENTER-COMPANY-NAME
- Leading company / 100yrs experience
- We’re awesome/unique/out-the-box
- Take to the next level
- We tailor to your needs
- Achieve your goals
- Why not pick up the phone and call us today?

It’s about them



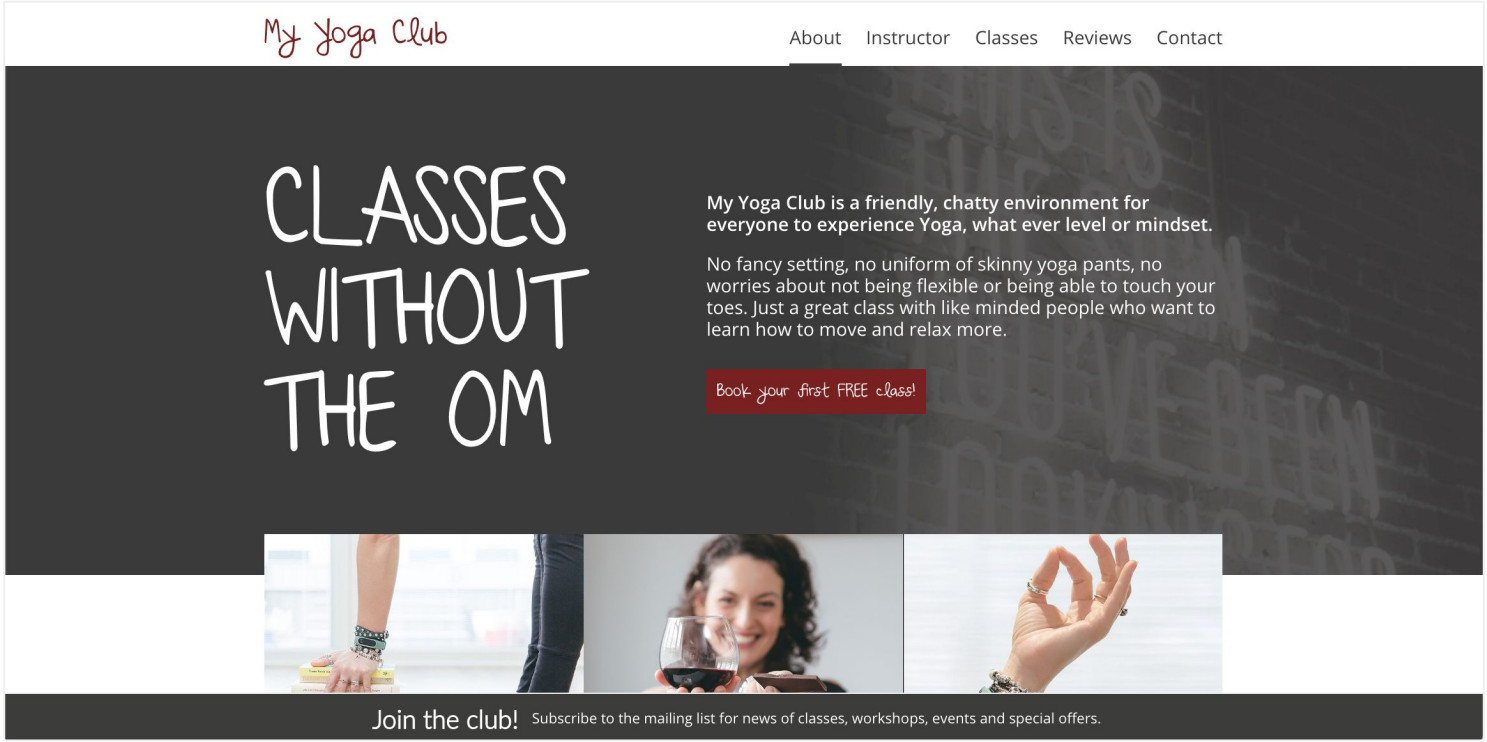
- Stop ‘weeing’ - how are you helping them?
- How does it entice people? ‘Subscribe to our newsletter’ - why and who cares?

3. Communication

Not just text! What does your website feel like?

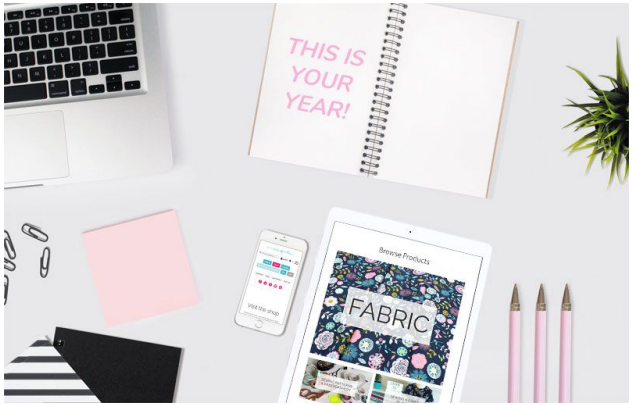
Like a house, people know within 3 seconds if they want to be there or not.

Colours create mood



Images/icons

- Are they clear/fuzzy?
- Are they on brand?
- Images help reduce anxiety
- Stock is fine if used correctly


THIS IS YOUR YEAR!
Browse Products
FABRIC

DAY!

JavaScript
Dynamic HTML

HEL
LO!
GIRL BOSS

Layout

THIS ELOISE

FIND OUT ABOUT US!

SHOP NOW!

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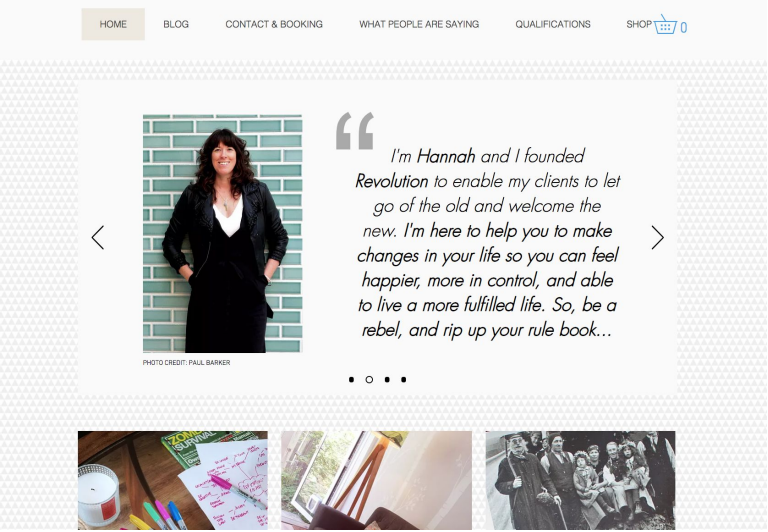
Your creating an impression of your business

- When you provide a bad experience of your website it’s insulting to your website visitors.

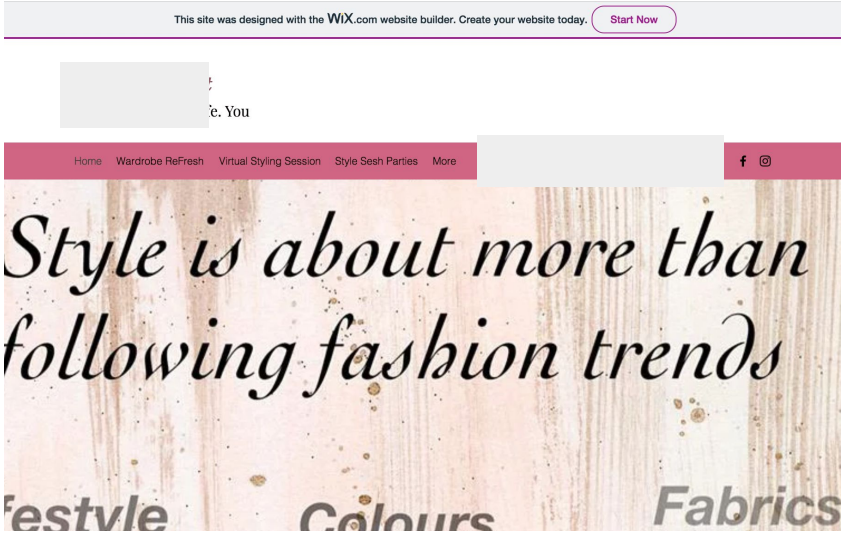
- High calibre website can position you better - When you have a wow website, people think you’re the top dog.

- It’s okay to have a free website - just don’t make it look like a free website.

www.revolutionpsychotherapy.com



www.sitename.wixsite.com



4. Joy

If you bring joy to your website visitors - how are they going to feel about your business?

Mailchimp High Five!

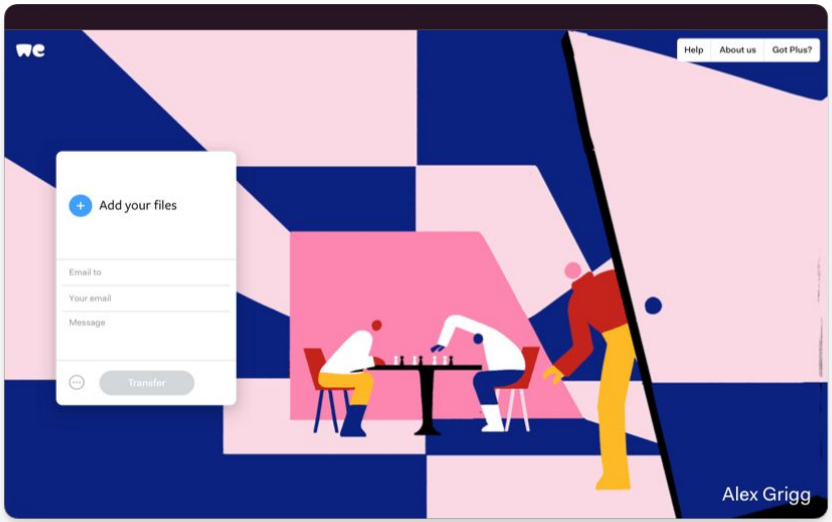
You're about to send a campaign to:
Test List
1 subscribers

High fives!

Your campaign is in the send queue and will go out shortly.

Very emotive - People buy on emotion not logic

WeTransfer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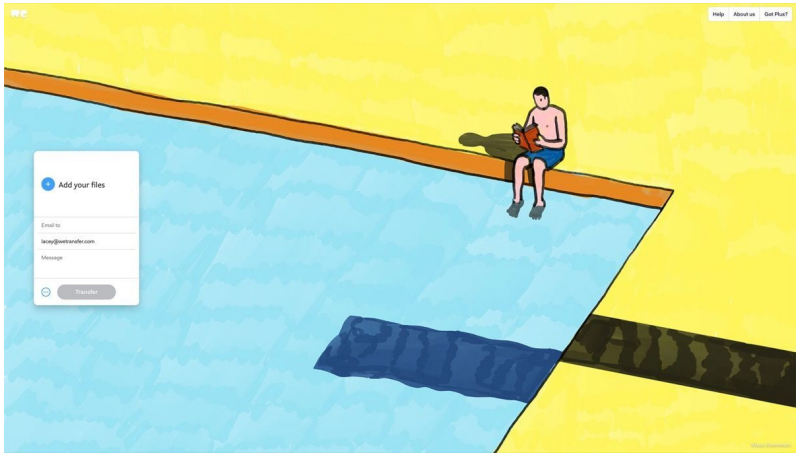
Help
About us
Got Plus?
Add your files
Email to
Your email
Message
Transfer
Alex Grigg


we
Help
About us
Got Plus?
Add your files
Email to
Message
Transfer

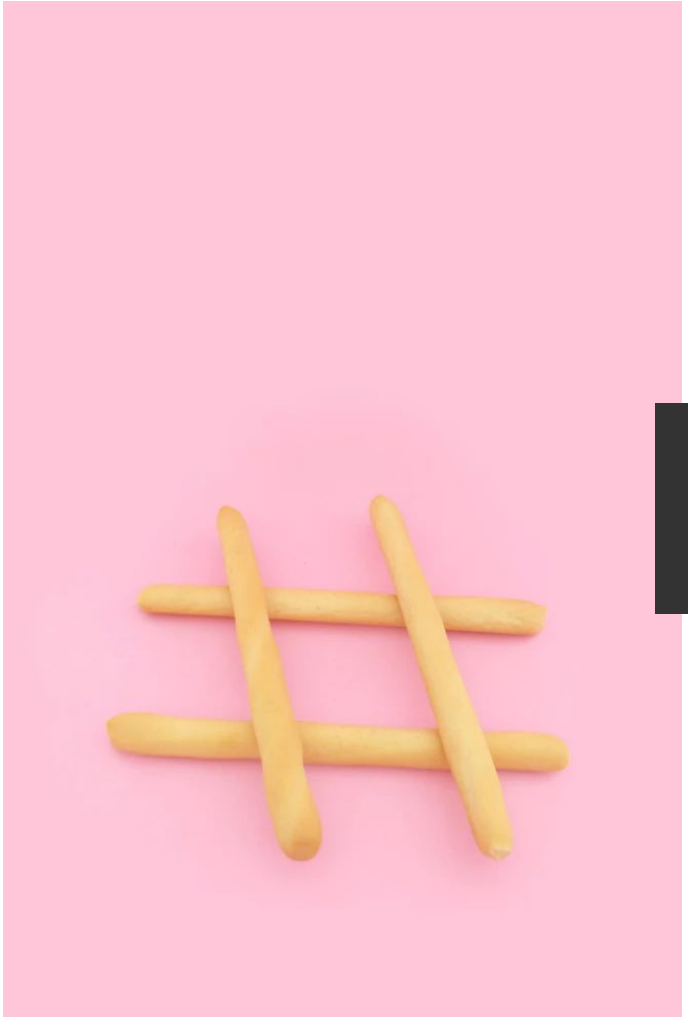
Think about micro interactions:

- Hovers on buttons / links / images
- Scroll animations
- A contact form submit message.

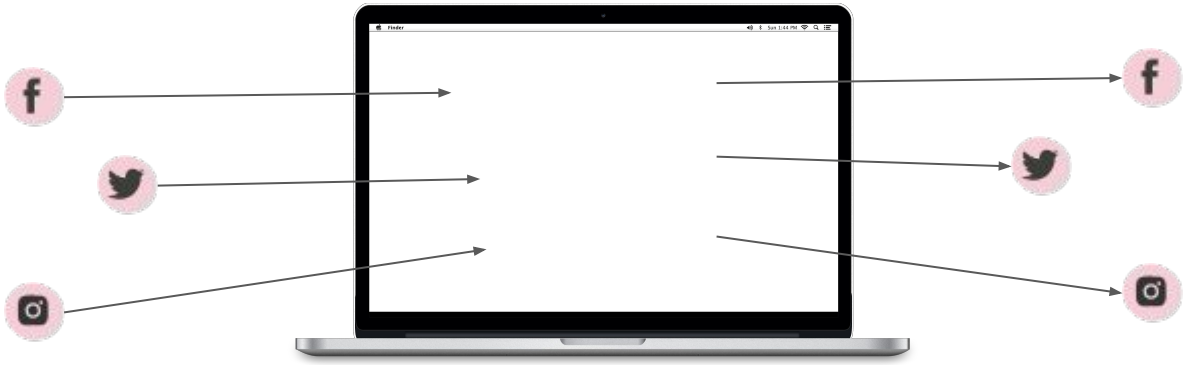
5. Blogging

Under used and underrated

- Great way to communicate with audience - gives you a voice
- Build up a picture of what you're about
- Position yourself as an expert
- Shows that your helpful
- Great for SEO
- Provides social media content
- Provides newsletter content



6. Social Media



- Social should be used to drive people back to your website.
    - Don’t lead to social - distraction machine
- Your website content should help define how your communicate on social media

Don’t be afraid to be you!