



**EASY STEPS
FOR
PLANNING YOUR
CHAMPION
WEBSITE**

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A stylized graphic of an eye in shades of brown, tan, and maroon. The eye is looking towards the right. The word "INTRODUCTION" is written across the center of the eye in a bold, white, sans-serif font with a slight drop shadow.

INTRODUCTION

Before you dive into developing your website there are some easy steps that you can take that will help you make your website champion.

Knowing what you want makes it much easier for you to get it. So it's important to do some groundwork before you begin.

We are going to talk about how you can get a Champion Website that will help you grow your business. Primarily we are discussing preparation and planning in this document.

The five easy steps for a Champion Website are:

1. Understand that your website is not about you!
2. Research your competitors
3. Plan your outcomes
4. Plan your content
5. Write your content

So let's get started.





1

**YOUR WEBSITE
IS NOT ABOUT
YOU!**

I cannot stress this enough. When someone visits your website they don't care about you or your business. What they want to know is how can you help them solve their problem right now.

Your website is about your users. Who are your champion website users? In business speak we'd call them suspects, prospects, and customers.

Who ever they are, they're all tuned into WII-FM - **What's In it For Me?** So your website needs to solve their problem quickly and easily.

Your users are experiencing a problem of some sort. And you have **five seconds** in which to help them solve this problem. It is only after they learn that you can help them that they begin to care more about you and your business.

How do you make a website that is all about your customers?

- Put yourself in your customers' shoes. Ask yourself: What do they want? How can I give it to them quickly and easily?
- Use the words "**you**" and "**your**" in the text on your pages
- Use pictures of your ideal customer, or images that they can easily relate to
- Organise your pages so that the key message is at the top of the page when the page loads
- Always ask for the user to do something. This is known as a "call to action". The web is interactive, and people want to do stuff, so it's a good idea to make it easy for them.
- Use simple, easy to read language. Avoid jargon and technical speak. I'm trying to do that in this document.



Your Champion Website sets the stage, and makes a case for why the user should give you something. But before your website visitors care about you, you have to give outstanding value first.

What's the secret to providing high value to your website users?

Put yourself in your customer's shoes

What do they want? How can you give it to them quickly and easily?

Think about your own behavior. Often when you Google something you don't go past the first page; you are likely to use the first few results. You visit those sites and if the information you get there is not what you expected, or wanted, then what do you do? You leave straight away, right? And bounce back to Google search results to try again.

So put yourself in your customers', your prospects' and your website users' shoes and ask yourself:

***“WHAT DO THEY WANT?
HOW CAN I GIVE IT TO THEM
QUICKLY AND EASILY?”***



2

**RESEARCH YOUR
COMPETITORS**

The Internet is great. You can look up your competitor's websites and social media and see exactly what they are doing.

The key to getting a Champion Website is knowing what you want, and what works. Finding out what works means knowing what other people in your industry are doing.

If people are serving customers in your Industry, then they are doing things well, and doing things poorly. What are they doing? What can be improved?

Look up five of your competitor's websites and for each site make note of:

- Their web address (i.e. <http://nuttify.com>)
- Business name and tag line, or motto
- 5 things you like about their site
- 5 things you dislike about their site
- Is it easy to understand what they are offering?
- Are their websites easy to use?
- Take screen shots to show your developer what you like and don't like about your competitor's websites. (See www.take-a-screenshot.org for how to take screenshots)



3

**PLAN YOUR
OUTCOMES**

Champion Websites can help deliver more leads and more sales, but there needs to be an obvious way for your website visitors to contact and connect with you.

A Champion Website guides people to the next logical step of making a purchase from you.

A Champion Website can work for you on several levels. It can:

- Establish your authority - through blog posts, articles, case studies and other content
- Provide visibility in search results through well structured and focused content
- Makes it easy for people to call you from their mobile phones, fill in your contact form or quote form

Plan out the path that a person will ideally take through your website. Leading to the outcome that you want.

Planning this out is as simple as writing a list. It may be:

1. User searches for my service
2. They click on the link from Google to my service page
3. They read about my service
4. They fill in the quote form
5. The form sends an email and SMS to me
6. I call them right back and book in a time and date to visit them
7. I quote them
8. They accept the quote
9. I do the work
10. I ask my client for a testimonial
11. I take a picture with my phone
12. I post the testimonial and photo on my Champion Website

13. Plan out each different path that a user can take through your website, and what the ideal outcome is for them.

Bear in mind that the home page is not necessarily the most important page on your website, and people may land on any page of your website. So every page needs to be clear about what you want your visitor to do.

You have five seconds

People make up their mind about your website in about five seconds. So you don't have much time to convince your users that you can solve their problem. You need to decide what your key message is and what the key action you want them to take.

Ask yourself: What is the most important thing that I want my website visitors to do?

It might be:

- Contact me by email or phone
- Purchase my products
- Download my PDF in exchange for their email address
- Read my blog and leave a comment

What ever action you want a website visitor to take, you need to ask for them to take that action.

Write down your three most important messages.

For each message write down:

- A short heading that focuses on solving the user's problem
- A one sentence description of how you will solve the problem
- A call to action like "Buy Now", or "Download for free"



A stylized, high-contrast illustration of a person with long hair, wearing a dark jacket, reading a red book. The person's face is rendered in a simplified, geometric style with dark outlines. The background is a mix of light and dark brown tones. The number '4' is prominently displayed in the center, and the text 'PLAN YOUR CONTENT' is overlaid on the book.

4

**PLAN YOUR
CONTENT**

Content is king!

- People use the Internet to solve problems.
- Your business exists to solve problems for people.

Write about how your products and services solve problems, create videos about how you solve problems, make podcasts about the cool solutions you have. These are all great ways to show how champion you are at what you do.

As an added bonus, all of this content will be indexed by Google and you will have a better chance of turning up in search results.

What are we talking about when we say “content”?

Content includes:

- Blog posts – articles about what you do, what’s going on in your industry
- Case studies – customer success stories. These can be published in a category on your blog
- Pages such as “About us” -- this page is still not about you, but about what you do for your customers
- Testimonials from your clients – saying how champion you are
- Videos – video testimonials, videos about your products and services. You don’t even have to create these. You can use YouTube videos of the products and services that you sell.
- Audio – like podcasts
- Images – pictures of you, your team, your products and services
- Detailed descriptions of your products and services
- Your contact page

Basically anything that is useful and of high value to your website users.



Specific, applicable and actionable

Champion websites must have champion content which is specific, applicable and actionable.

- **Specific**
A single page, or post, focused on one single topic, ideally how you solve a problem that your ideal customer has.
- **Applicable**
The content applies directly to the user and their current problem.
- **Actionable**
There is a single action that the user can take to solve their problem.



5

**WRITE YOUR CONTENT,
GATHER YOUR MEDIA**

The one thing that holds up website development, more than any other, is content.

Getting your content written and organised now saves you time and money. It also gives you a clear idea about what you want your website visitors to get from your website, and what you want them to do.

Step 1: Create a content map

Write down a clear description of each of the pages and various bits of content you are going to have on your website. You can start small and grow your content as you go along. In fact I'd recommend this as a good approach.

Write down all of the following that you will have on your Champion Website:

- Home
- Blog
- Services
- Testimonials
- About
- Contact
- Case studies
- Products
- Videos
- Anything else that you need

Step 2: Write the content for each of the pages

Home page

Home page content can include text, images and videos. It's good to have a short intro into what you do - with a link to read more on your "about" page. You could have three benefits of doing business with you, and then maybe some testimonials from happy customers and blog posts (news items), or list your services, or best selling products.

- Write the content for your home page. (one or two paragraphs)
- Write three or four benefits of using your services or products (an image, a title, and a short sentence)
- Including videos is a great idea
- Testimonials
- Blog posts

Services

- Write 300–500 words about each of your services. What are the benefits to your customers for each service? How are you different from your competitors? Why should someone buy from you?
- Gather up to 10 pictures for each service. Choose one as a feature image. Describe each image. What is happening in it? What is the picture of?
- Video: bonus marks for finding a video on YouTube, or creating your own
- Categories: Do your services have categories? If so what are they?

Products

- Write 300–500 words about each of your products. What are the benefits? Why should someone buy these products from you? What are the shipping options?



Case studies

It's a great idea to write up some case studies of your previous work. What was the problem you solved? How did you solve it? Who was the customer? It's a good idea to include a testimonial here. Include images and a video if possible.

Testimonials

People love to read about the good work that you are doing. Ask clients for testimonials about your services or products and get an image if possible. The more the better.

About

Your about page is not really about you (sorry). Your about page is still about what you do to help your customers solve their problems. You can, of course, blow your own trumpet a little on your "about" page. But you should keep it focused on your customers, and how you help them. Remember to use the words "you" and "your". Not "I" and "we".

Contact

Your contact page should be about one thing. Contacting you! Things to include are:

- Contact form (not an email address, because spammers still use bots to Hoover up email addresses and send out Viagra emails to you)
- Phone number (touchable on phones/small screens)
- Your address (or addresses if you have more than one location)
- A Google map of your location - if it's important that people know how to find you.

Other pages

Write up text for any other pages or content you need. Remember to find images for each piece of content, and videos if possible.

CONCLUSION

Planning is important for the success of your Champion Website. Knowing what you want is half the battle.

Follow the five easy steps in this guide to help you get your Champion Website:

1. Understand that your website is not about you!
2. Research your competitors
3. Plan your outcomes
4. Plan your content
5. Write your content

I hope that you have found this guide useful, and if you would like to talk to the Nuttify Team about creating your Champion Website, then please contact us on:

1300 688 439

nuttify.com

facebook.com/nuttify

twitter.com/nuttify

linkedin.com/company/nuttify

About the author

Ajax is an expert in digital media and the arts. Ajax set up and ran the London Symphony Orchestra's (LSO) Digital Education Program between 2004–2007. Upon his return to Australia, Ajax consulted with Sydney Symphony, Melbourne Symphony Orchestra, the Melbourne Recital Centre, and Victorian Opera on their online education programs.

In 2011 Ajax started Nuttify to service small to medium enterprises by building Champion Websites that grow their businesses. Ajax is a master WordPress developer and leads a small, creative team to realise the goal of helping every small business achieve outstanding growth through achieving an amazing online presence.

Ajax's studied music at the Canberra School of Music and Music Technology at La Trobe University, Melbourne. He fell into web design and development by accident back in the heady days of 1998 by creating a website for one of his bands. And continued building websites through a variety of roles, including for the LSO.

Ajax also holds a 4th degree black belt in Iwama Ryu Aikido open handed and weapons (buki waza) and teaches at Aikido Maai in Mt Waverley, Melbourne





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