Client Attracting Websites

The Essential Pages for a Client Attracting WordPress Website

MARK OF APPROVAL
WEB & MARKETING
MEETING YOUR MARK ONLINE

How Important Is Your Website To Your Virtual Assistant Business?

Let's
Discuss!

Possibilities

Showcases you as a professional in business

Tells people what you do

Opportunity for sign ups to your newsletter

Marketing Opportunities for Advertising

Formal Introduction

- Australian, father of one noisy cat, ambitious and said to be generous
- Programmer, Web Designer and Digital Strategist
- WordPress Geek and part time copywriter!
- Founder of Mark of Approval Web & Marketing
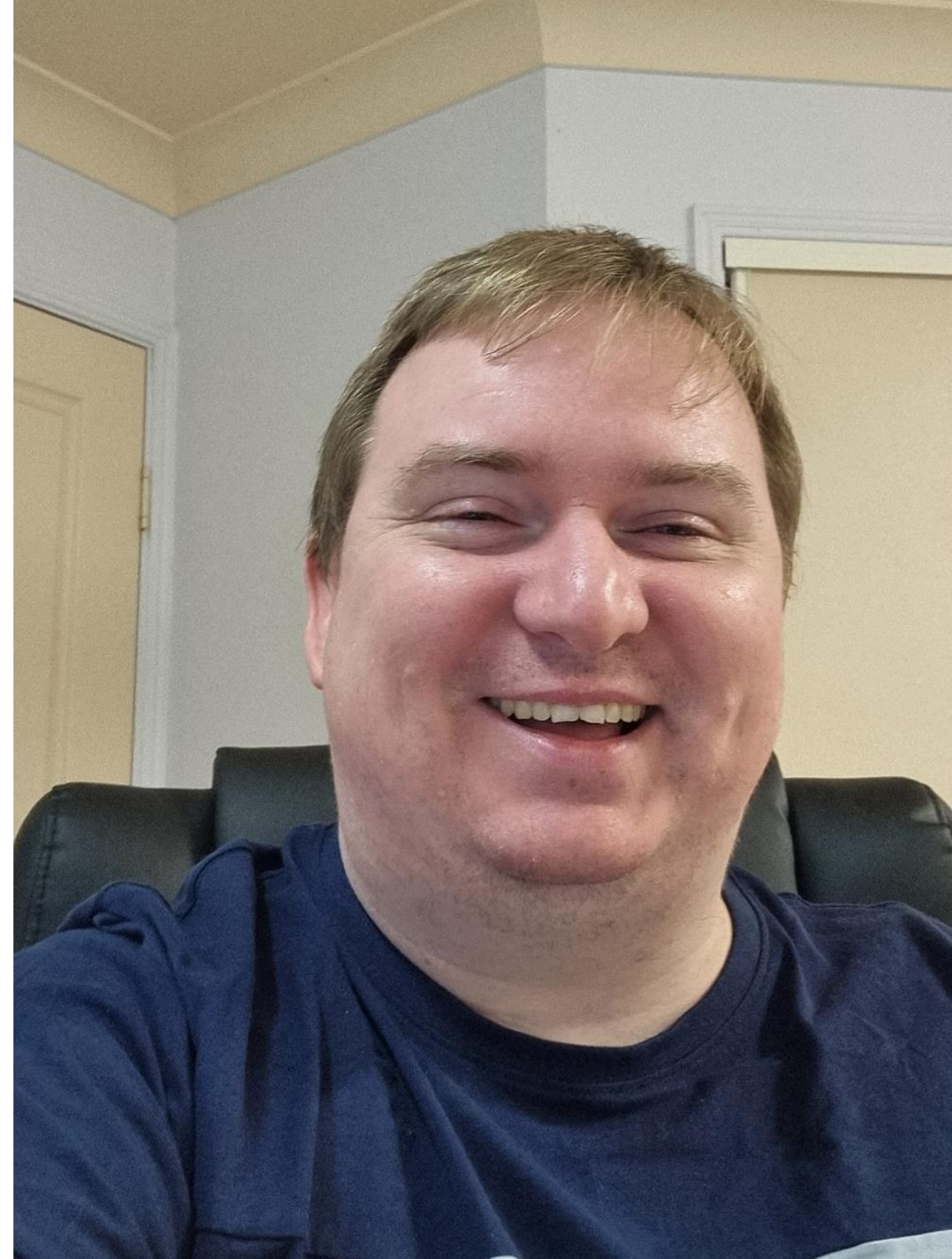
Why WordPress

Flexible and easy to use Content Management System

Huge selection of themes and plugins both free and pro

Blazing fast!

An SEO match made in heaven!

Discussion Outline

Part 1: The psychology behind your web visitors, prospects and clients

Part 2 : 5 types of pages every Virtual Assistant should consider

Part 3: Additional website assets that can help boost your chances of getting your first client

Let me share some tips that I believe will help you produce your cleint getting web pages without competing with the next person in this room

Part 1

Psychology

What prospects need to feel
in order to choose you

What Clients Need to Know

They need to feel safe.

They need to have confidence in you.

They need to know you are the best person for the job.

Let's go a bit deeper into the Pyschology that helps put their mind at ease.

#1 Authority

As a kid we see teachers as the authority because of their knowledge on the subject matter.

As adults we see professors and lecturers as authorities.
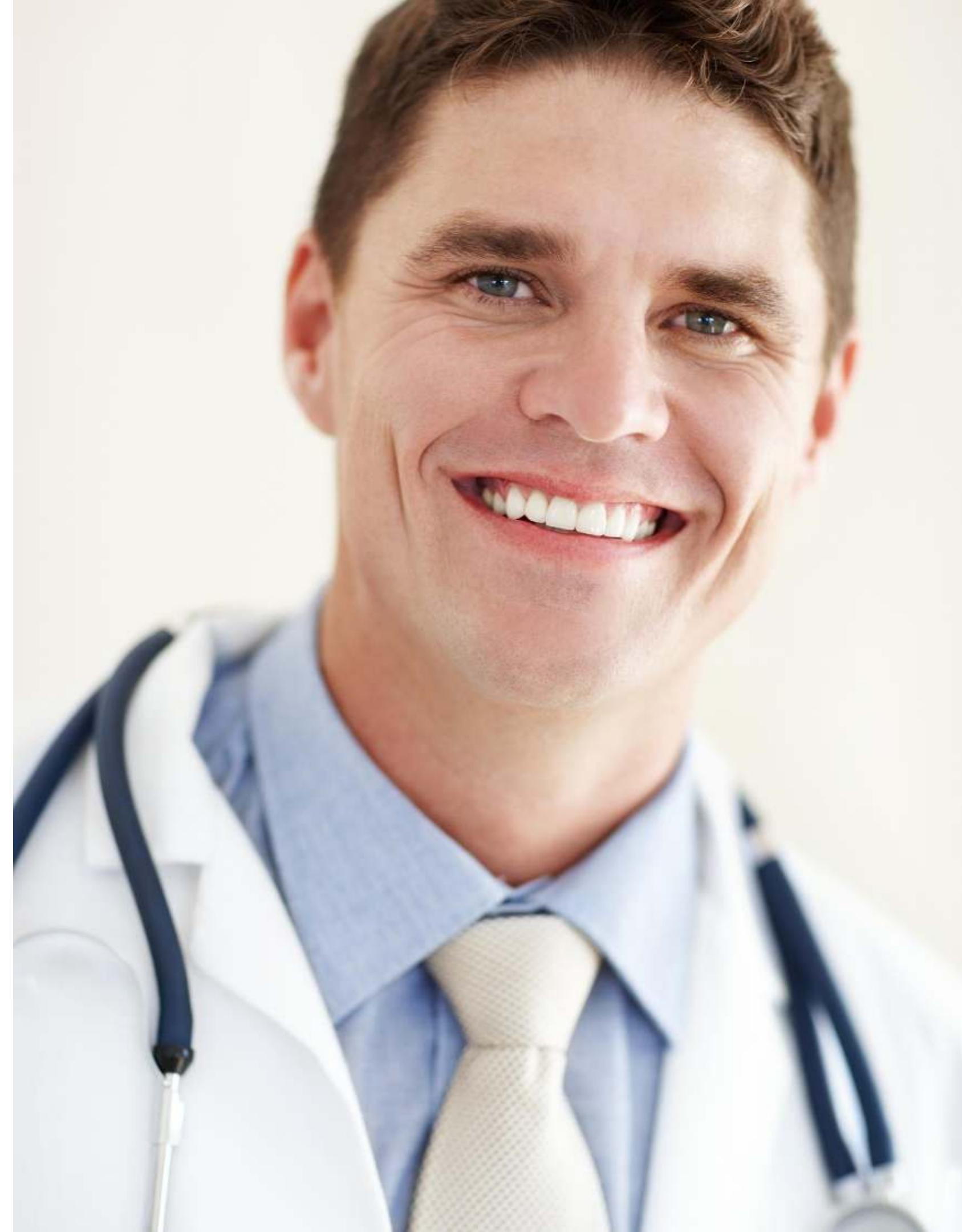
Elements of Authority

- Knowledge
- Expertise
- Publications
- Presentations
- Certifications

AUTHORITY

Credibility

When we put our knowledge into action, the results give us credibility.

You see doctors who are considered credible when they make an endorsement!

Elements of Credibility

- Social Proof - what others say about you
- Accomplishments & Accolades
- Case Studies

CREDIBILITY

Clarity

A salesman or good marketer should make it very clear what it is they are selling.

When you go to buy your dream car, the consultant should help you find the best choice for you.
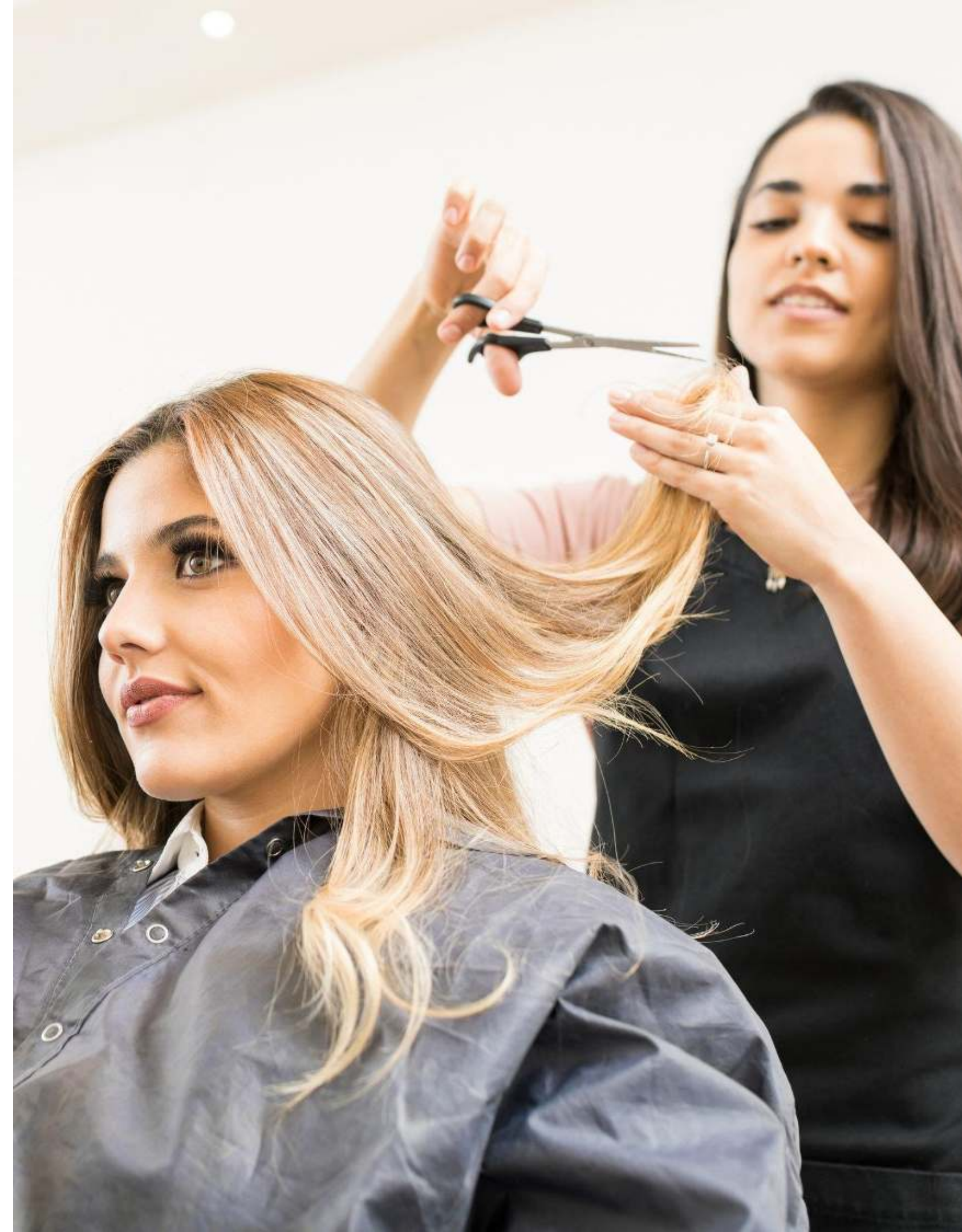
Elements of Clarity

- Be clear on what you are offering
- Position it in a way that makes it clear to the prospect
- Also be clearly defined on the who and how

CLARITY

Rapport

A person who builds good rapport is able to understand their prospect, client or customer.

Like a hairdresser who talks with their clientelle as they are cutting their hair.

Elements of Rapport

- Rapport is about understanding the feelings and emotions of your target market
- By speaking their language
- And nurturing the know, like and trust factor

RAPPORT

Takeaways

- Triggers are important to understand when creating your website

- These include credibility, authority, clarity and rapport.

Part 2

The Web Pages

The Important Pages and how to Create them with Punch

First is the Home Page

The Home Page

- You cannot avoid this but you should treat it as the main landing page
- People who come to it will most likely come from a branded search or referral

- It should be more like a portal page unless you have a one page website
- But it should clearly focus on the element of clarity while touching on the others with links

Typical Homepage Structure (Virtual Assistance)

- The Hero - defining what you are about and who you are for

- Blurb - Illustrate the importance of your offer

- Services Cards - links for more info

- Outline of who would benefit with an emotional bang

- Call to Action - A powerful invitation to schedule a call etc

- Optional: Testimonials are helpful and newsletters too

EXAMPLES Above the Fold

VIRTUAL EVENT SERVICES TO PROMOTE YOUR PREMIUM COACHING PACKAGES

I help heart-centered coaches confidently sell their programs without compromising the core of who they are.

Schedule A Call & Find Out How

Marie Mason of Liberty Virtual Solutions

Learn To **Build Client Websites** And Discover The Hacks You Need To Work **Faster & More Profitably** Online

No need to spend time on troubleshooting alone, when you have a family waiting here with their collective experience

My WordPress Study Group Membership Site

EXAMPLES Sections Below the Fold

FALL IN LOVE WITH OUR SERVICES

Social & Digital Media Management & Strategic Planning

Tailored to your specific business need.

Specializing in **social media posting** & **marketing strategy**, content writing, graphic creation, engagement, **SEO/SERP analysis**.

Custom Business Automation Packages

Are you running your business with manual processes that are a time-drain?

We will help you set up **automated processes** that will save you both time and money!

Karen of Lotus Business Resources

How it works

Let's grow your authority and worldwide reach through Video Marketing.

YouTube Video Marketing

YouTube is the second biggest search engine next to Google. If you can get ranked for a term on YouTube, chances are you'll be found in both Google's search results AND YouTube's results.

This together will impact the reach of your message.

We can help you prepare the right keywords to rank for as well as assist you in preparing for and delivering your message online.

Facebook Live Video Marketing

It seems everybody is doing Facebook Live these days. But most people are doing it wrong. Let us help you formulate your own Facebook plan so your videos will have more reach, better authenticity and higher engagement. Stand out among the noise!

Mark's Friend ;)

LOOKING FOR HELP OR ADVICE FOR YOUR NEXT WEB PROJECT

From choosing the right tech stack, to determining the steps involved in a re-design and everything in between, let's chat it out and find a solution that suits you.

BOOK A FREE CONSULT HERE

NICE **WORDS** FROM OUR PAST CLIENTS

Mark of Approval Web & Marketing

Next is About & Contact

The About & Contact

- The about should give them a glimpse of you to help build the rapport
- But it should be done so from a "about them" point of view
- You could tell your journey or initial vision

- The contact page itself should have either a form or email, phone number and maybe even postal suite.
- You can combine these two pages but either way use a headshot!

Typical About Page Structure

- Conversational Snippet about you

- How you have passionately helped people

- Your skills, qualities etc and what people say about them

- Credentials if you'd like

- Testimonials if possible

- You can repeat the main call to action have a newsletter signup or both

Typical Contact Page Structure

- Instructions how filling in form including best contact email and reasons for emailing and how long they should take to expect a reply.
- Form (usually replaced or redirected with thank you message upon submission).
- You may wish for others way of contacting you including social, phone number etc

EXAMPLES

G'day there!

Hi, my name's Mark Hunter and it's great to meet you. If there's one thing I'm most passionate about, it's helping clients bring projects of impact to life through technology.

Yes I'm a total tech geek – just thinking about the server elegantly processing a request is pure joy and excitement for me. 😉

Mark of Approval Web & Marketing - my
website

Hey, thanks for reaching out. I look forward to hearing from you. And will be responding within 48 business hours of your reply – usually a lot sooner – so hang tight.

Here's our details for contacting us:

Your Name *

Email *

Message *

Submit

Next is Services

The Services Page

- Should list your flagship services
- It is okay to list other services but putting empathsis on your flagship is important
- Also be clear on how the services will help them

- If somebody asks what your ROi is, do not assume you have to answer with a $$ figure
- It can be less stress, more engagement, more popularity, more time etc…

Typical Service Page Structure

- Service Category #1
  - Service #1
  - Service #2
  - etc...
- Service Category #2
- etc...
- Call to action

EXAMPLES

Web Development

An out of the box WordPress setup rarely cuts it. But there are some other times where even with the appropriate plugins, you still don't have a full fledged functionality you need.

This is where my Web Development and coding services come in handy.

I typically charge on a retainer rate as many of my clients want to make tweaks without committing to a "plugin development" project. However both are an option.

This service is also one you may consider if you need ongoing server support, advanced security and performance audits or to set up CDNs like Cloudflare or Stackpath to reduce latency around the world.

You can learn more about "how I work" here.

Mark of Approval Web & Marketing - my website

Media Mage - Tawnya's Services + Credibility icons

Next is Portfolio Page

The Portfolio Page

- It does not just have to do with Web Design
- You can also add case studies too
- Writers can add writing snippets
- Marketers can show case studies

- Web Designers can show graphical respresentations
- Coders can show case studies and screenshots of outputs

Typical Portfolio Structure

- Mostly it will be a blog feed base on a category called Portfolio - it does not have to be complicated

Just write each case study as a blog post and categorise it as something like "Portfolio". All you need to do then is add the category url to the menu and your theme will generally output it

EXAMPLES

Mark of Approval Web & Marketing - my website

WordPress Tips

- Use a page builder like Elementor to design your homepage
- WordPress' built in block editor may be all you need to get started
- Try templates to get you started such as those from Astra Sites

- Use a contact form like "Contact Form 7"
- Consider a robust theme like Astra because it lets you build a custom header and footer without a page builder
- Add Google Site Kit for SEO and Analytics

Strategic Tips

- Try and define your target market - or at least who would benefit from your services
- Understand your offer and how you will position & package it on your website

Copywriting Tips

- Seek out copy frameworks like A.I.D.A

- Understand which one to use in which context

- Write without judment then come back and review

- Clarity beats cleverness

Takeaways

- It's important to create the pages your prospect is looking to for information, in the language they understand and with the clarity they crave

- These pages include The Home, About, Contact, Services & Portfolio!

Part 3

Website Addons

Other ways to Leverage Your Website

Social In Footer

f ▶ in

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Home Pandemic

How to Find Clients as a
Virtual Assistant

How to Price Your Virtual
Assistant Services

Blog Posts / Feeds

WP Study Group Blog
Feed

You DO NOT just have to write "boring" blogs

Case Studies

Interviews

How tos

Events

etc

Funnel
Pages
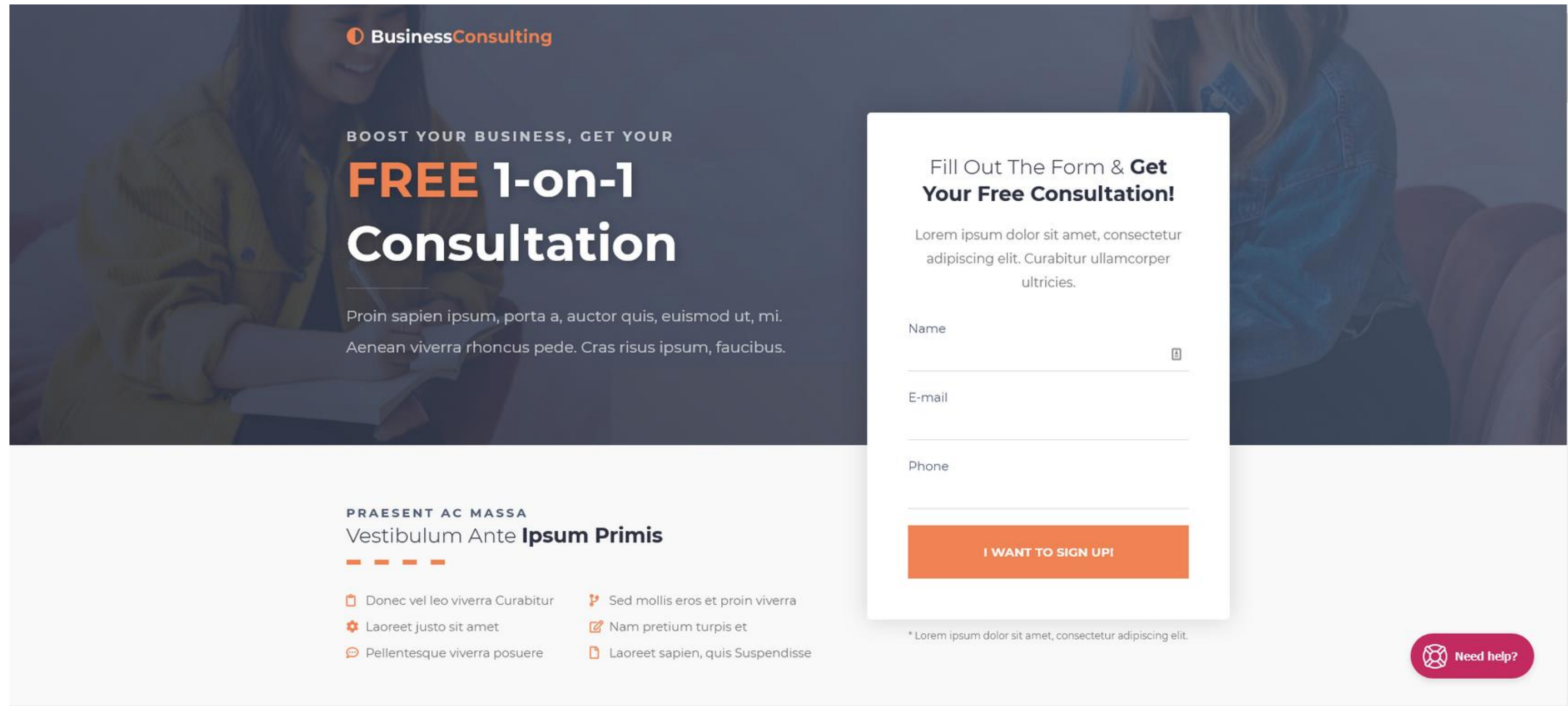
Elementor Template from
TheLandingFactory

WP STUDY GROUP

Mark Hunter Presents...

Is the competition for your virtual services killing you?

Discover 36 Value Bombs You Can Use To Turn Your Interactions From a Maybe to a Yes

...and this works for almost any business model from Digital Products to Ecommerce

Free Webinar show you how on 23 April 2020, 3pm EDT

00	00	00	00
Days	Hours	Minutes	Seconds

You'll Learn...

✓ What to do in the face of heavy competition - this technique works particulary well on strategy calls or followup email

✓ Increase the chances of getting repeat business - hint: your existing client base is your biggest asset

✓ How to become an authority in your field and exploit the benefits of repeat business & referrals!

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Takeaways

- Your work does not stop at the main pages and a website is really never done

- You may consider social and blogging integrations plus marketing funnel pages

And that's a Wrap!

If you found this presentation helpful, you may want to visit this page for some additional resources

https://markofapproval.com/vavs2021