

# BUILDING A NEW WEBSITE?

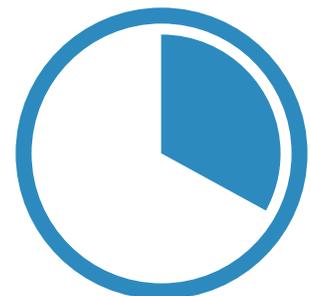
Your content has 20 seconds to connect with your readers...



# SO, YOU'RE THINKING ABOUT BUILDING OR REFRESHING A WEBSITE FOR YOUR COMPANY. GREAT!

But before you rush into design, have you thought about what you want to say?

While beautiful design is certainly important, content is still king. Your message is everything—and you need to wrestle with it first.



Because the sad truth is, **YOU'VE ONLY GOT 20 SECONDS** to connect with a reader before they either stick with you or decide to leave.

Here are some tips for developing clear content that quickly communicates who you are, your value, and connects with your potential customers.

# WHAT IS YOUR BUSINESS'S BRAND AND IDENTITY?

Whether you are creating your business's first website or redesigning an existing one, you need to get clear on your business's brand and identity.

Visual representations of your brand can include colors, logos, fonts, and graphics. But when it comes to content, your brand shows up in how you communicate two things: who you are, and what you do.



## ASK YOURSELF THESE QUESTIONS:

- Do you have vision and mission statements that clearly reflect who you are? Does your content help you achieve them?
- How are you an expert in your area? Does that expertise shine through?
- What do you offer? What are your core capabilities and services? Your content should communicate not only what those capabilities and services are—but what makes them different from what your competitors offer.
- What's your business's personality—and how should this come through on your website? Are you serious, formal, approachable, engaging, personal? Choose words to match.

It can be hard to communicate these kinds of ideas, especially in just a few well-chosen words. However, knowing who you are—and identifying the right ways to talk about your company—is critical to getting things right online.

## WHAT ISN'T YOUR IDENTITY?

If you're stuck, think about what your business is not, or what you definitely don't stand for.

You might think about your competitors—what do you do differently and better than them? How are you unique?

Or, consider what you dislike about your industry—and how are you changing the way things are done? There's absolutely nothing wrong with positioning yourself as the alternative.

# WHO ARE YOUR AUDIENCES? WHO IS VISITING YOUR WEBSITE? WHAT INFORMATION ARE THEY SEEKING?



The answers are going to drive so much of how you build your website. Many times, a website can have two or more primary yet distinctly different audiences.

#### FOR EXAMPLE:

At Bellaworks Web we have a client who offers deferred compensation plans for attorneys. Their two key audiences are financial managers, who need and read tons of information, and attorneys, who scroll a site for seconds because “time is money.” The company’s website has to successfully connect with both audiences, which is not an easy balancing act.

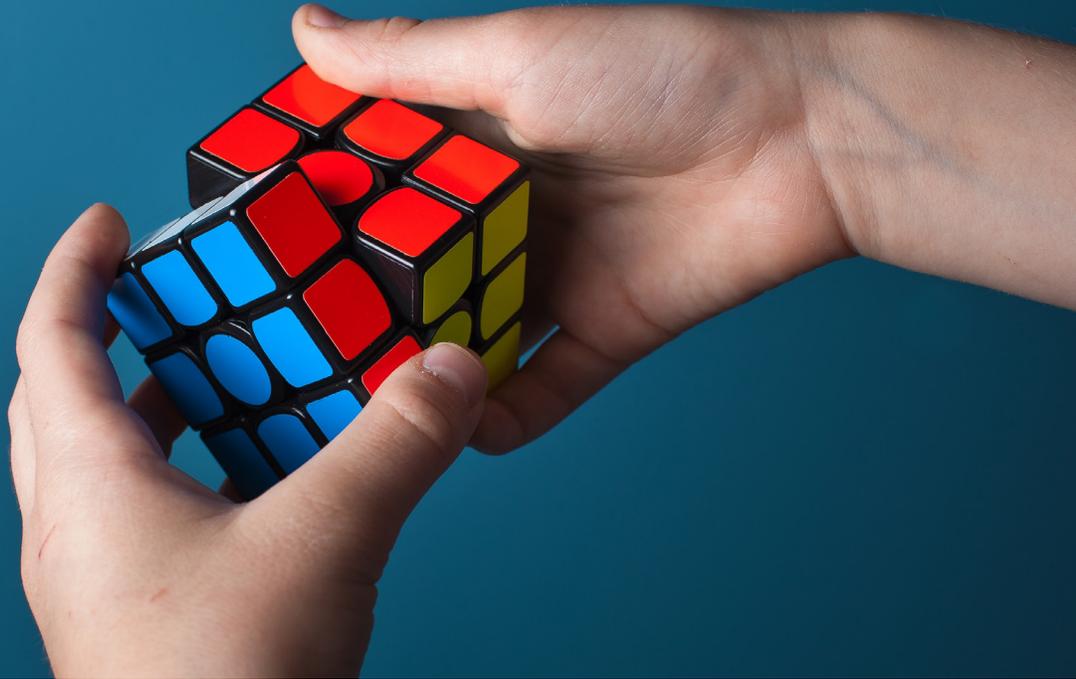
## If you’re facing a similar challenge, here’s one way to manage those competing needs:

use your homepage to quickly engage with audiences—and then easily connect them with the information that they are seeking. In other words, split the difference between “easy to find, fast” and “all the information you could ever need.”



# WHAT SOLUTIONS ARE YOU OFFERING WITH YOUR PRODUCTS OR SERVICES?

Typically, when visitors come to your website, they are looking to solve a problem that they have. They might simply want information. Or they might urgently need, for example, someone to fix a basement flood.



So, what are you solving for your own visitors? What can you teach them about what they need to know to get their problem taken care of? And how will you connect them with a product or service to buy?

Think about how to clearly and concisely position your products or services so your customers will understand  
A) what you are offering, and B) its value.

**CONSIDER IT ALL FROM YOUR CUSTOMER'S PERSPECTIVE, NOT JUST YOURS. HIGHLIGHT WHAT MAKES YOU THE BEST CHOICE—AND WHY THEY NEED TO CHOOSE YOU NOW.**

**HOW WILL  
LIFE BE BETTER  
FOR YOUR  
CUSTOMER  
AFTER THEY  
ENGAGE YOU?**

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**HOW WILL  
YOUR SERVICES  
IMPACT THE  
LIVES OF YOUR  
CUSTOMERS?**

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**WHAT ARE YOU  
REALLY DOING  
TO HELP THEM?**

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**HOW ARE YOU  
UNIQUE?**



The collective answer to these questions is called your **value proposition**—the value you’re “proposing” to offer your customers.

**HERE’S AN EXAMPLE:**

We have another Bellworks Web client who offers financial planning to uber-wealthy families. While financial planning is nominally their service, the firm knows that at a deeper level they are selling “peace of mind” to their clients. They’re making it so their clients don’t have to worry about protecting the wealth they’ve built over a lifetime—and giving them peace of mind that their legacy will live on long after they’re gone.

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Understanding your own value proposition will help you position your solutions for your audiences.

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# WHAT DOES YOUR WEBSITE NEED TO DO FOR YOUR BUSINESS? WHAT ARE YOUR BIG-PICTURE GOALS FOR YOUR SITE?

To be sure, your website can help your business grow. However, the way in which you do this—compared, for example, to any of our other clients—can look very different.



It's important to identify what type of website you are trying to build:

- One that educates?
- One that sells?
- One that combines both approaches?

Your answer can be—and should be—different from anyone else's. Your goals, after all, will drive the strategic design and your intended outcomes.

- You could decide that you'd like to establish credibility in your industry in order to validate your work. In this case, you might pull together content that speaks to your education, credentials, length of service, number of clients, and so on.
- Another goal could be to establish yourself as an industry expert. To do this, you might link to a video of a presentation that you did, showcase awards you have received, or offer testimonials from clients.
- Or you might want your website to drive "next step" actions from your visitors, such as signing up for a mailing list or downloading a tool.
- Or, you might want to simply make sales on your website with an online store.

Once you identify your goals for your website, you can pull together content and proof points that will help highlight the most important information and drive the most critical next step actions.

Remember, websites speak to people. Your readers will be attracted to ideas and emotions that resonate with them. Make sure your content is engaging so it promotes the next steps that you want.

# READY TO LAUNCH YOUR BUSINESS TO THE NEXT LEVEL?



At Bellaworks, our team of digital experts brings a successful, strategic approach to developing the right digital solutions for your business.

For over a decade, we've collaborated with clients in a wide range of industries. Whether you are building your first website or expanding into new markets, we have the experience to help you launch—or relaunch—your site.

#### **READY? LET'S GROW YOUR BUSINESS.**

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