

Transcript - Module 1 Lesson 1: Your Goals

Hi everyone. And welcome to lesson one. In this lesson, we're going to be looking at setting your goals for what you want to achieve with your website, or rather what you want your website to achieve for your business.

So let's jump in. Now, the first thing to look at is what type of website you actually need. Now, if your business has leads coming from another source - so for instance, you get a lot of word of mouth referrals - then perhaps you need something that just allows you to send your potential customers so that they can see your qualifications and your experience. You can showcase your past work with case studies and testimonials, and really just build that authority and trust with them. So it's not necessarily about focusing on generating traffic because your traffic and leads are coming from another source. So it's more on the conversion side of things, so really helping them to get to know and trust you and to take that next step to work with you.

Another type of website is the lead generation website, and this is very commonly needed for a lot of small service-based businesses. And here you need to plan how you're going to attract leads. So you need to use things like search engine optimization, content marketing, and perhaps even paid ads.

Another thing to consider is lead capture, otherwise known as a sales funnel. So when people find your website via online search and they come and have a look, they're not necessarily ready to purchase, to jump in and work with you straight away. So you need a way to be able to capture those leads so that you can continue to engage with them after they've left your website. In this case, you need to be focusing on both generating search traffic and in capturing those leads.

You may not need to close sales online - quite often you'll need to have people contact you and you'll speak to them offline and close the sale offline.

But if your business has more of an online sales focus where you have automated sales and online payments - you may have an online course or a program or product sales - then while you do need to also be focusing on generating search traffic, and capturing leads, a sales focus website also needs to really focus on that smooth sales closure process. Making it really simple for people to finish the sale.

So just take a moment now, stop the video if you like, and just have a think about some of the websites you've visited recently and how you might classify them, what type of website are they and what type of website do you think you'll need for your business?

As I said before, it's important to know what you want to achieve with your website before you even start planning it out and building your site. It can be difficult to decide on just one, but it is important to have that primary goal to focus on.

For example, if most of your sales come from people who you have had an initial consultation with, then you might want to focus on driving traffic to do that one thing, to book that free consultation as your primary focus. And of course you can have your other products and services there on your site

too, and you're promoting those as well, but with that one primary action for them to take, because that is the thing that is going to drive your sales.

Now I know that sometimes it can feel overwhelming to think about everything that goes into your website, all of the content, the planning, the promotion - but just remember, you don't have to implement everything all at once.

You can get a minimum viable product up and running first and then build on it later. So for instance, you might just start with a one-page site just to get started; to start getting inquiries and start building your search ranking on Google.

It can just contain what it is you offer, who you work with, a bit about you, and then how to contact you, how to work with you.

And then you can build on it as time allows. You can put that behind you once that's done and move on as time allows and you can build on it, with extra pages etc.

The last thing I wanted to touch on here is your mindset. So often I hear people say, "but I'm not tech-savvy", and yes, I know technology can be overwhelming. I get overwhelmed with it as well. But to borrow a page from Marie Forleo's book, *Everything is Figureoutable* - help is available. So please don't let the thought of the tech stuff put you off; ask questions, jump in the Facebook group or send an email. No question is a stupid question.

There are also some mini-courses coming, if you want to brush up on some of the more technical and complex topics. But just take your time and proceed at your own pace.

Now it's time to open up your workbook and just work through the activities to map out your goals and outline your minimum viable product.

I'll see you in the next lesson.