



BUSINESS **STARTUP**

BLUEPRINT

**BUILDING YOUR
BUSINESS WEBSITE**

TRANSCRIPT



In this lesson, let's talk about building a website to communicate what your company offers. Building a website these days can be very easy and affordable, and I want to cover a few of your options. A good and affordable way to get a web presence is to DIY the website yourself.

We've linked to a few DIY platforms below with varying monthly fees. Some of them are pretty intuitive and typically have drag-and-drop features, so you can get started with a website right away.

A better option is often to hire web designers directly from platforms like Upwork.com or 99designs.com. The benefit here is that they can customize the templates from these DIY platforms or build one completely from scratch.

The best option, in my experience, is to hire a full-service web design agency where they take care of everything. ClickCallSell is who we used for our Wise Coatings website. There are many things to consider when building a website, so I prefer to have experts handle it.

I know enough to be dangerous, but I don't do this day in and day out like an agency does.

Regardless of what option you choose, you need to include the most important aspects of a service-based business website. The website should reinforce your brand by using the same logos, colors, and design elements as your flyers and vehicle wraps.

Customers should have a consistent experience whether they see your vehicle, visit your website, or see your Facebook ads.

Create content from the customer's perspective. Remember, you are not your target audience. Customers visit your website because they have a problem that needs solving. The website should communicate trust and credibility, convincing them that you can solve their problem.

Focus more on the customer's issues and pain points rather than just talking about your company.

Let's go through the core parts and information that you should have on any home service business website, like Wise Coatings:

1. Featured Hero Section:

- Place your contact form here so people can easily get in touch or find the nearest location. Reduce friction for customers to contact you.

2. General Information:

- Include social proof, such as reviews and testimonials. When starting, use testimonials from family, friends, or past contacts.

3. Call to Action Banners:

- Have call-to-action buttons throughout the site. Make it easy for customers to reach out without having to scroll back up.

4. Services Description:

- Each primary service should have its own dedicated page. This helps with SEO and allows customers to find exactly what they need quickly.

5. Benefits of Your Service:

- Focus on benefits rather than just features. Explain why customers need your service and what value it brings.

6. What Makes You Different:

- Highlight unique aspects of your business, such as warranties, trained technicians, licenses, and insurance. Build customer trust.

7. Frequently Asked Questions (FAQ):

- Include answers to common questions. This helps solve problems and improve SEO.

8. Before and After Photos:

- Use plugins like CompanyCam to create sliders showing before and after photos of your work. This builds trust and showcases your quality.

9. Service Area:

- Clearly list your service areas to avoid frustrating customers who find out you don't serve their location after going through your site.

If you look at the Wise Coatings website, you'll see all these elements. It's not perfect, but we're always working to optimize it. Include what to expect on every page to show potential customers the next steps once they reach out.

You can write all this content yourself or outsource it to web content writers and editors who can improve or create content from scratch. Platforms like Upwork or Fiverr are great for finding talented copywriters and editors.

If you hire a full-service design agency like ClickCallSell, they can often create your content in addition to designing your website.

Companies that build entire websites can range from \$200 a month for a subscription to over \$10,000 to build. The agency we used, ClickCallSell, offers special discounted pricing for UpFlip members. Check the link below to schedule a call.

As you scale your business, invest more into your website to increase its value to customers. Keep the content fresh, whether you create it yourself or outsource it. Remember to include these core components.

Download the worksheet attached to the lesson to help with your content. In the next part of the course, I'll walk you through building your business with proven operations and marketing systems. You don't want to miss it. We'll see you there.

Summary of Key Points:

- **Website Building Options:**
 - DIY platforms: Affordable and easy to use
 - Hire designers on Upwork or 99designs: Customizable templates or builds from scratch
 - Full-service web design agency: Comprehensive service, recommended for best results
- **Core Components of a Service-Based Business Website:**
 - **Featured Hero Section:** Contact form for easy access
 - **General Information:** Social proof, reviews, testimonials
 - **Call to Action Banners:** Throughout the site for easy contact
 - **Services Description:** Dedicated pages for each primary service
 - **Benefits of Service:** Focus on customer benefits
 - **What Makes You Different:** Highlight unique aspects and build trust
 - **FAQ:** Answer common questions to improve SEO and customer understanding
 - **Before and After Photos:** Show quality of work
 - **Service Area:** Clearly list to avoid customer frustration
- **Content Creation:**
 - DIY or outsource to web content writers and editors
 - Platforms like Upwork or Fiverr for hiring freelancers
 - Full-service agencies may also provide content creation
- **Investment and Optimization:**
 - Website costs can range widely; choose based on needs and budget
 - Keep content fresh and continually optimize the site