

WEBSITE

ARCHITECT



WEBSITES
FOR BUILDERS



5 Essential Keys That An Effective Website Must Have... And How Not Having Them Can Lose You Quality Leads!

Getting a website can be frustrating. Getting it working can be hard work.

But without a website “I’m missing out on clients”.

Most of the builders we work with want a website that will get the phone ringing. Because having a steady stream of leads will certainly grow the business!

There are 5 things that a **great** website does... You want your website doing these!

1. It speaks directly to your prospects
2. It builds your authority
3. It removes the fear of dealing with you

4. It meets the needs of the people visiting it
5. It has a clear Call To Action

It’s likely you know you need a website, and that with a good one you’ll get leads.

But you’re a bit uncertain about how to do it. What you need is a great website matrix that identifies what you should have on an effective website.

So check out The Website Architect. Use it as a framework that you can put together before you start work on building your website to ensure your website gets the phone ringing!

Hi - My name’s Felicity Owen. I help builders who are stuck in their businesses and not getting leads fast enough.

I help them attract quality leads by helping them with their online presence through Website, Social Media, SEO, Google Adwords, Content Marketing.

I specialise in the construction industry.



The Website Architect

Use the Matrix below to help you to identify the areas that you need to build an effective website.

There are 5 essential needs an effective website will meet. For each need the Website Architect lists the relevant page and content for your website. Use it to identify the content (and pages) that you need to create. This is your website blueprint.

Now you're set to get your designer to start building an effective, lead generating website.

1. Speak To Your Prospect

Page	Loft Member Resource
<p data-bbox="159 744 318 793">Home</p> <ul data-bbox="159 915 1813 1586" style="list-style-type: none"><li data-bbox="159 915 1813 1038">• Make sure you have clearly identified your customer avatar which is your target audience.<li data-bbox="159 1152 1813 1344">• List their needs and concerns. Create your empathetic sentence that states what their needs are and demonstrates that you understand them.<li data-bbox="159 1459 1813 1586">• Ensure your Unique Selling Proposition is showing so that you stand out above others.	<ul data-bbox="1896 932 2362 1398" style="list-style-type: none"><li data-bbox="1896 932 2362 989">• Customer Avatar<li data-bbox="1896 1103 2362 1226">• Your Empathetic Sentence<li data-bbox="1896 1340 2362 1398">• Your USP

2. Build Authority

Page	Loft Member Resource
<p>About</p> <ul style="list-style-type: none">• This is your story so inject some personality. People want to know who you are as a person. You could talk about why you got into building. Or what is it that you love about building.• Summarise your expertise and demonstrate your authority as the supplier of a particular service.• Don't be too formal on this page, keep it conversational	<ul style="list-style-type: none">• Your Story• Your Beliefs• Your Values

3. Remove Fear

Page	Loft Member Resource
<p>Guarantee, Testimonial & Process</p> <ul style="list-style-type: none">• A powerful guarantee removes the fear of dealing with you. So guarantee what you'll do should something go wrong.• Testimonials are a great way of removing fear. When people read about others who are like them or who had a similar problem which you solved, it adds confidence.• Take the fear out by outlining what it is they'll do when they work with you. Work through the steps that take them from their need to the solution they want.	<ul style="list-style-type: none">• 10 Start Guarantee• Killer Testimonials• Your Premium Process

4. Meet Needs

Page	Loft Member Resource
<p>Portfolio & Blog</p> <ul style="list-style-type: none">• Demonstrate you can meet their needs with your portfolio. E.g. if someone is looking to build a deck and they come to your portfolio and see a whole lot of decks, they're likely to call you. Make sure the images are of the kinds of things your customers want to buy. Keep them professional, not half finished jobs.• Blogs help answer the questions that your prospective customers have. When they see their question answered on your site, it sets you up as the expert. It shows that you have the skills necessary to met their needs.	<ul style="list-style-type: none">• Portfolio• The blogging content planner

5. Calls To Action

Page	Loft Member Resource
<p data-bbox="159 723 1105 778">Home, Contact Us & Lead Magnets</p> <ul data-bbox="159 895 1832 1643" style="list-style-type: none"><li data-bbox="159 895 1832 1024">• Make sure your phone number is clearly visible on each page as well as your contact us page.<li data-bbox="159 1132 1832 1261">• Does your home page have a clear Call To Action. Do your prospects know what it is you want them to do?<li data-bbox="159 1369 1832 1643">• Lead Magnets address the immediate needs of a person at the website. It's something they download in exchange for their email. They might not be ready to start building now, but it gives you the option to continue to market to them in the future.	<ul data-bbox="1896 707 2554 1657" style="list-style-type: none"><li data-bbox="1896 707 2554 835">• Your Website Architect (Full Version)<li data-bbox="1896 944 2390 1003">• Your Lead Magnet<li data-bbox="1896 1111 2390 1240">• Your Lead Magnet Swipe Files<li data-bbox="1896 1349 2554 1477">• Script Your Lead Magnet Videos<li data-bbox="1896 1586 2491 1657">• Call To Action Phrases

Your Website Overview

PURPOSE	RESOURCE			PAGE
Speaks to Prospect	Customer Avatar	Your Empathetic Sentence	Your USP	Home
Builds Authority	Your Story	Your Beliefs	Your Values	About
Removes Fear	Guarantee	Testimonials	Your Premium Process	Guarantee Testimonials Process
Meets Need	Portfolio	Blog Articles		Your Project? Blog
Calls to Action	Lead Magnets	Contact Us		Home Contact Us Footer



**Your Lead Generating
Social Presence ...**

Ready to Get Your Online Presence Sorted?

Your Next Steps

Contact us to discuss your specific
business goals.

[Contact Us](#)