

A photograph of a silver laptop on a wooden desk, with a person's hands visible typing on the keyboard. The image is partially obscured by a large orange text box on the right and decorative blue and orange brushstrokes on the left.

DIY SITES GET YOU UP  
& RUNNING FAST,  
**BUT THESE ARE 5**  
**ESSENTIAL THINGS**  
**THEY LEAVE OUT**



## DIY SITES GET YOU UP & RUNNING FAST, BUT THESE ARE THE 5 ESSENTIAL THINGS THEY LEAVE OUT

Your website has a job to do. Its main purpose is to attract your target customers, and encourage them to take action to work with you.

When working with templates and other DIY website builders, they may get the style right, but they don't help much with the content.

The key to a successful website is purposeful written content! What is your ideal customer typing into Google or asking Siri to search for them? If the answers aren't on your website, your ideal customers won't discover you.



Here are 5 key actions to make your website stand out in the marketplace, get noticed by Google, and help your ideal clients say, *"this is exactly what I was looking for."*



# 1. TARGET YOUR IDEAL CUSTOMER

Most people forget that the key to a successful website is knowing and understanding your target customer. Who are you trying to reach? What makes them the perfect client for you? When you write your website copy, write as though you are speaking directly to your target audience.

## EXERCISE

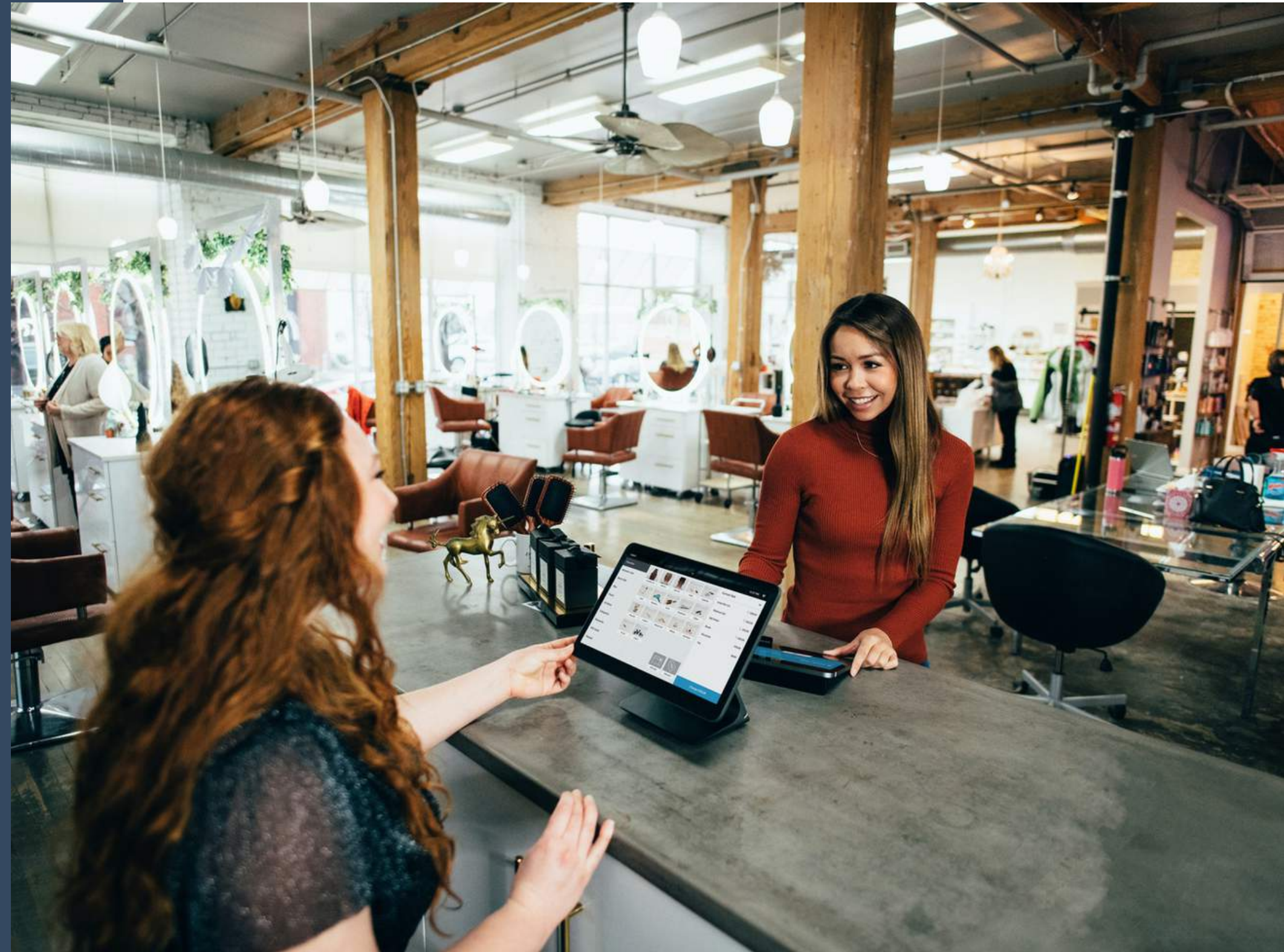
1. Describe your target customer in detail (you may have more than one)
2. Write down 5+ problems your target client is experiencing that your business could solve for them

## WHY DOES THIS MATTER

Your target customer is NOT searching for YOU. They are searching for a solution to their problem. They are literally typing their problem into a search bar. You need to ensure you have their problem represented in your website's copy. Once they know you understand their problem, you can sell the solution.

## THE WEBWISKEE DIFFERENCE

Use the exercises and tools in the WebWiskee Business Builder to get clear on your target audience, right within the platform.





## 2. DIFFERENTIATORS - WHAT SETS YOU APART?

Now that you know about what keeps your target customer up at night, how do you deliver the solutions to their problems better than any of your competitors? Is it YOU that is the difference, is it your team, the quality of your raw materials, or the way you do things that sets you apart? Why are you awesome?

### EXERCISE

Write down all your superpowers and the solutions you offer for each of your customers' problems.

### WHY DOES THIS MATTER

Getting clear about what makes your company special and the solutions you offer allows you to shine a light on that in your website copy. Your copy is key to attracting your perfect customer. Google reads your website's copy and suggests your site to people who need your business.

### THE WEBWISKEE DIFFERENCE

Like you, we have differentiators. The most important is our Business Builder. Your website is only as good as your content, and we are the only website-building platform that will help you figure out what to say so it converts visitors into customers.





## 3. GREAT SEO

Put yourself in the shoes of your ideal customer. What would they type into a search bar to find a company like yours? This can be something like “accountants near me,” or “how to clean a saltwater aquarium.” Using the keywords and phrases people are searching for in your website’s copy shows Google that you have the answers to their questions.



### EXERCISE

Make a list of the specific words your ideal customer might be searching for on Google. Assume they’ve never heard of you but they need your services/products. What are they typing into the search bar?

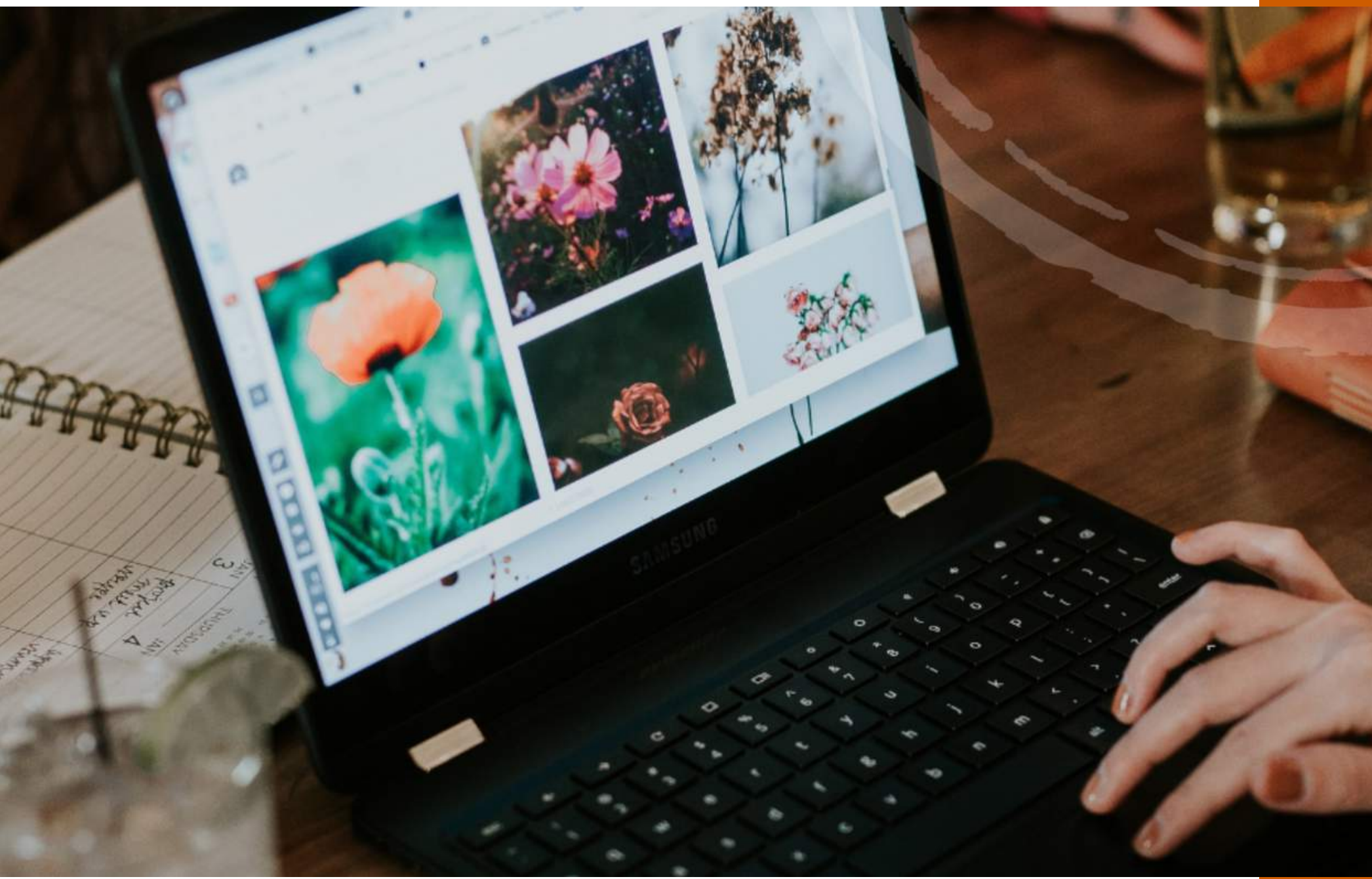
### WHY DOES THIS MATTER

Using the right keywords and phrases in your website’s copy means that the right customers will find your business through internet searches like Google.

### THE WEBWISKEE DIFFERENCE

In the WebWiskee Business Builder, we don’t just give you easy tools to master basic SEO and get found on Google, we guide you through writing your copy.





# 4. GET TO THE POINT

You're not writing a book. Make your copy clear, skimmable and easy to understand. Don't use 100 words when 20 will do. Get to the point and show them how you can help at the very top of the homepage. Showcase your brand voice, show off your personality, and keep it streamlined.

### EXERCISE

Review the copy you have written for your website. Cut back any unnecessary words. Watch out for overwriting and edit your copy so it's easy to follow and features your keyword phrases.

### WHY DOES THIS MATTER

No one wants to slog through pages and pages of words, so make sure the words you do use matter to both customers and search engines.

### THE WEBWISKEE DIFFERENCE

Most people forget this step when setting up their websites. As a result, the content drags on and on. Tips like this can be found throughout the WebWiskee Business Builder to help you create a truly effective website.

## 5. CALL TO ACTION



Once they land on your website, what do you want visitors to do? This is called your Call To Action (CTA). For instance, do you want them to buy directly from your site, schedule a call, or sign up for your newsletter? This very important step is often overlooked.

### **EXERCISE**

What do you want your visitors to do when they arrive at your website? Determine your CTA.

### **WHY DOES THIS MATTER?**

A website first needs a purpose. You are the guide, and telling your audience what to do next will help lead them to sales.

### **THE WEBWISKEE DIFFERENCE**

Other website builders base their templates and layouts solely on industry or “vibe” but WebWiskee helps you to create a purposeful customer journey leading new visitors to become lifelong customers.



A close-up photograph of a square-based glass filled with whiskey and several ice cubes. The glass sits on a square metal tray. The background is a light, neutral color. In the top left corner, there are decorative curved lines in blue and orange.

## **BONUS TIP: KEEP YOUR CONTENT AS YOUR BUSINESS GROWS**

Many business owners build their websites using DIY builders, but as their business grows, they find their website cannot grow with them. They need additional features and functionality not offered on those sites. One of the more popular website builders doesn't even allow you to keep your content if you move to another website platform!

WebWiskee is built using WordPress components so your website will always be able to grow along with your business, without the restrictions found on other builders. We want you to scale and grow, so we give you the tools you need to future-proof your business.

As champions of small business, we want you to be wildly successful! Our aim is to educate and support entrepreneurs to help make their business dreams come true. These 5 steps are a small sample of our WebWiskee Business Builder tools. We don't just want to help you to build a website, we want to help you build your business!

**[VISIT WEBWISKEE.COM AND SEE HOW WE HELP YOU BUILD YOUR BUSINESS AS YOU BUILD YOUR WEBSITE.](https://www.webwiskee.com)**