



MoDigital

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A STEP BY STEP PLAN TO CREATE THE CONTENT FOR YOUR WEBSITE

A website content creation guide, designed for independent speakers and consultants.



CHECKLIST

This checklist is designed to be used as a reference as you continually work on and tweak your website. My suggestion is that in the beginning, focus on your strengths in each category. Emphasize the elements you're already good at, then as you and your business grows, add content accordingly.

ELEMENTS 1 - 4

A Powerful Homepage

- ☐ Unique Value Proposition
- ☐ Contact & Social Media
- ☐ Clear Navigation
- ☐ Blog Highlights
- ☐ Client Testimonials
- ☐ High Quality Images
- ☐ Your Services & Features
- ☐ Awards & Associations
- ☐ Clear Call to Action

A Hook

- ☐ Your Unique Value Proposition

Credibility

- ☐ A speaker sell sheet
- ☐ Case studies

Testimonials

- ☐ Statements from current and previous customers.

CHECKLIST

Your website must show the value you bring as a professional speaker or consultant. By implementing these **10 elements**, your online presence will be positioned as one that uniquely solves the problems of your ideal client.

ELEMENTS 5 - 8

Show Emotion

- ☐ Bio
- ☐ About Me Page

You in Action

- ☐ Images of you giving a workshop or speech
- ☐ Videos of you giving a workshop or speech
- ☐ Podcast or other recording

Your Products

- ☐ Easy access to the products and services you're selling
- ☐ Quality and professional images for enticing visualization

Easy to Navigate

- ☐ Easy to understand layout
- ☐ Staple menu items.

CHECKLIST

Your website must show the value you bring as a professional speaker or consultant. By implementing these **10 elements**, your online presence will be positioned as one that uniquely solves the problems of your ideal client.

ELEMENTS 9 - 10

A Blog

- ☐ One page dedicated to a blog.
- ☐ Articles that speak to your ideal client's problems and how you solve them.

Social Media & Contact Info

- ☐ Link to at least one social media platform where you have a professional presence.
- ☐ One page dedicated to getting in touch with you.

1. YOUR POWERFUL HOMEPAGE

The home page of your website should immediately portray your expertise and ability to solve your target audience's pressing problems. Below are 10 elements necessary for a prouctive and persuasive homepage.

UNIQUE VALUE PROPOSITION

This is essential. It's a statement describing how you are uniquely qualified to solve your target audience's problem. Here's **A FREE RESOURCE** with detailed instructions on how to create your UVP.

CONTACT & SOCIAL MEDIA

Prominently display links to your email address and social media accounts. If you have minimal to no social media activity, make a note to add it when you're ready.

CLEAR NAVIGATION

The labels for your website pages in the navigation should be clear and understandable so visitors know how to find exactly what they need. **Note:** Be strategic by creating links to your lead magnet, podcasts, special service or product.

BLOG HIGHLIGHTS

Create a section to display a few articles, each with an image and the first few sentences. Include a button that clicks to the full article.

CLIENT TESTOMINALS

Highlight a few so that website visitors can see that you've helped people just like them. This makes you relatable and credible.

VIDEO

A natural asset for speakers and consultants to show expertise. They can be highly sophisticated and professional or a 2- 3-minute video created on your phone. Both provide an excellent way to showcase your expertise.

1. YOUR POWERFUL HOMEPAGE continued

The home page of your website should immediately portray your expertise and ability to solve your target audience's pressing problems. Below are 10 elements necessary for a prouctive and persuasive homepage.

HIGH QUALITY IMAGES

Images bring excitement because they convey emotions, energy, and style. Avoid using poor quality images and if required, give credit to the owner.

Two resources for **FREE** images:

Google Images and Unsplash.

AWARDS, CERTIFICATIONS and/or ASSOCIATIONS

Display any accomplishments and associations. Include the links for a boost in believability and Google rankings.

YOUR SERVICES & FEATURES

Describe your services in a simple yet effective way to make them more interesting.

ADDITIONAL INFORMATION ON SERVICES & FEATURES:

Here's a formula to help with writing descriptions of your services:

1. Think about your best type of client.
2. What is the problem you are helping them to solve?
3. What is the promise or goal your services will achieve.

For example: "Modigital demystifies digital marketing for non-techie, professional speakers, and consultants".

CLIENT: professional speakers and consultants

PROBLEM: They don't understand Do It Yourself website software

PROMISE OR GOAL: Demystify or help them to understand the software.

2. A NICE HOOK

A compelling statement that immediately captures your audience's attention. The best way to do this is to promote your Unique Value Proposition. **Get this right and you've hit the jackpot in terms of connecting with your audience.**

When a prospective client visits your website, your UVP should hook them into connecting with you.

So, how is this done?

According to [Conversion XL](#), a leading expert in showing businesses how to grow online, there are three major components.

1. It explains how your product solves customers' problems or improves their situation (relevancy).
2. It delivers specific benefits (quantified value).
3. It tells the ideal customer why they should buy from you and not from the competition (unique differentiation).

Want step by step instructions on how to create yours?

Read their article [HERE](#), explaining how to create your **Unique Value Proposition**. You'll also find excellent examples.

3. YOUR CREDIBILITY - SPEAKER ONESHEET

Ideally, your website visitors should connect with your message and immediately believe in what you are presenting and ultimately selling.

Don't make this mistake committed by many other speakers and consultants: a group of logos and/or images displayed with not much context that demonstrates you can solve the problems of your target audience.

In addition to client's logos, do this:

SEXY SELLING SPEAKER ONESHEET

SPEAKERS - To help you get hired, create a Speaker Onesheet. It provides an overview of your speaking capabilities and topics. Charlie Jane, an organization dedicated to helping speakers since 2002 has a mini-course (I'm not an affiliate, but I LOVE their content) designed to show you how to create a sexy, selling Speaker Onesheet. You can find it [**HERE**](#).

Not interested in an email course? Here are 7 main elements, needed for a persuasive Speaker Onesheet:

1. A description of your target audience. Who is best served by your presentation or speech.
2. The benefits gained from hearing your speech or presentation. Be specific in terms of the benefits for different groups in your audience, for example:
 - the leaders of an organization
 - the members of an organization
 - event planners, meeting organizers, etc.
3. A description of your expertise your ability to bring about positive transformation for your clients and/or audience.
4. Your qualifications such as: certifications, degrees, career experience, awards and past clients.
5. A description of past clients. One or two is great and focus on the positive outcome you provide.
6. Feedback from previous presentations or speeches.
7. Finally, never forget your contact information.

3. YOUR CREDIBILITY - CASE STUDIES

Ideally, your website visitors should connect with your message and immediately believe in what you are presenting and ultimately selling.

Case studies are fantastic ways to showcase your expertise because it details your experience and the benefits you bring to your favorite type of client.

The purpose of a case study is not to list everything you did on a project but to tell a story that speaks directly to the needs of your target audience.

Now, writing a detailed and comprehensive case study can be a daunting task and time consuming. Here are the three main elements from the [MOZ](#) blog. of a good case study. Below that, I'll you'll find more detailed resources.

1. The **conflict or problem**. What goal did the client want to accomplish.
2. The **resolution**. How you solved the conflict.
3. The **happy ending**. What did your resolution achieve.

More resources on how to write case studies:

[CoSchedule - How to write a case study with 35 examples.](#)

[Marketing Mentor - 5 reasons you should do case studies](#)

4. TESTIMONIALS

We all know the benefit and power of a good testimonial. But did you there are strategic ways you should be asking for and using testimonials? Read on to find out.

Here is a simple, yet highly effective **2 step process** for getting quality testimonials:

STEP ONE - Send this first email.

1. Send new or existing clients an email. Use the content below as an example:

Subject: Why Us?

Email: Hello "Client", I hope doing well and enjoying your business.

If you don't mind me asking, I'd like to know why you chose me to complete your project (or be the presenter at your event).

Could you tell me what made you decide that I was the right choice?

It will help me to be a better consultant (or speaker) and and make my service offering (or presentation) even better.

Thanks!

Your Name

STEP TWO - Send this reply email.

Subject: Why Us?

Hello there! Thanks for the feedback, it was very helpful. Would you mind if I use this as a testimonial on my website?

Thanks again!

Your Name

Now, hopefully your client responds with positive information that can be placed prominently on your website.

There are two reasons this process is effective. First, it's an easy way to get a testimonial. Second, the testimonial is automatically framed in a way that uses the language of your target audience. AND it reminds your client why they chose you and helps with getting referrals later.

If you're interested in more detailed information about testimonials, check out this article by OptinMonster. To save you time, templates are included.

[VIEW THE ARTICLE HERE](#)

5. SHOW SOME EMOTION

If you're like me, you may think it's unprofessional to show emotions in a business setting. However, your web copy needs to express emotion so your target audience can connect with you and your business. I'll show you how to do it and get the desired results...a belief in you and your products or services.

Bios that Express Emotion

Bios not only tell a story about ourselves but it's a clever way to allow prospective customers, visualize how you will deliver your products and services. According to writer Melissa Cassera, there are four important reasons for writing a good bio:

1. It makes a good first impression.
2. It establishes your credibility.
3. It shares what you stand for. Gives your readers something to believe in.
4. It shares you do in a concise and compelling way.

To see if your bio can use some sprucing up to be more compelling and interesting, answer the following questions:

1. Does your bio state the type of people you work with?

This is another way of describing your ideal client. For example, my bio states, "I work with entrepreneurs who want to be smart and savvy with their online marketing but don't know how."

2. Does it state what you do. How you help your target audience. To reference my bio again, it states that "I help entrepreneurs create their own interesting online marketing system, while making it feel like putting a puzzle together and all the pieces are right where they should be".

3. Does it add a bit of personality, so that people can relate to you. For example, state what you do in your off hours. Spend time with family, biking, surfing, cooking or whatever hobby you have that shows what a fascinating person you are.

For a more detailed and free resource on writing your bio, check out Melissa Cassera's website [**HERE**](#). She has excellent resources to quickly revamp your bio.

6. YOU IN ACTION

Your target audience loves seeing you in action. They feel reassured when you back up what you say with tangible evidence. Fortunately as a consultant or professional speaker, you have a number of powerful ways to show off and prove your skills.

Examples of you in action:

1. Videos of you giving a speech or presentation or conducting a workshop.
2. Links to some of your popular presentation slides.
3. Your podcasts as a guest or host.
4. Books and articles.
5. Your Speaker Onesheet and/or resume.

Perhaps you don't have any videos of yourself yet or you haven't hosted or been a guest on a podcast.

No problem!

Take out your phone and create your own video. Of course it won't be of the high professional caliber you think it needs to be, BUT, that's not absolutely necessary.

Hearing the passion and expertise in your voice is all your audience needs to believe in you. You're the expert and they will know it because you will convey it.

If you don't have a presentation, create one that addresses something you know your audience cares about or solves a particular problem.

The point is to produce content that showcases what you're capable of and make it easily accessible.

7. YOUR PRODUCTS OR SERVICES

Your website is a place where your products and services are promoted and sold. The question is, how do you promote them in a persuasive and effective way?

Listed below are 6 tips to promote your products and services to our audience.

1. **YOUR CONTENT IS SPECIFIC.** This is a secret weapon. You need to do is identify a specific pain point and then show how you provide a solutions. For example, a communications consultant who helps professional women get over their fear of speaking up in meetings. Be specific and describe the result of working with you is that they will have a feeling of joy when attending meetings because they now have the confidence and knowledge to speak up with confidence.

2. **PROVIDE PROOF OF SERVICES.** Your audience wants to experience your products or services as much as possible before buying. For books, DVD's or CD's, a nice, graphic image of your product works best. For consulting or speaking services, a sample report is helpful or a **free download of a presentation** builds credibility.

3. **SIMPLE CONTACT US PAGE.** A simple form to for visitors to send an email. However, it's more important that you have a system to respond to inquiries in a very timely fashion. You may also indicate on your form, when inquiries can expect to be answered.

4. **GET LISTED IN LOCAL DIRECTORIES.** A must have for businesses with a physical address. All businesses need to at least complete their profiles of the top 3 directories. Below are the directories and their links. Here is a detailed blog post by [Shopify](#) on how to complete the listing.

[Google Places](#), [Bing Places](#), [Yahoo Local](#)

5. **NETWORK.** One of the keys to productive networking is to be strategic. Determine the right group for you is to learn about the groups where your prospective customers hang out. There is valuable information to aattain by being in the presence of the type of people who need your services.

To learn more about networking, check out this article by [American Express Open Forum](#).

6. **ENCOURAGE REPEAT CUSTOMERS AND REFERRALS.** Make sure you have a method for allowing current customers to easily recommend you. You'll also want to have methods in place for up sells and cross sells. An up sell is introducing a more expensive item, once a customer has made an initial purchase. A cross sell is offering something different after that initial purchase. [Melanie Duncan has detailed information on this topic, in addition, there's a free download to help plan and design your sells.](#)

8. EASY TO NAVIGATE

A clean and clear navigation menu that's easy to understand reduces the chance website visitors will quickly leave your site. Menu items can be links to your podcast, workshop and top level service. No more than 5-7 menu items is a good rule to follow.

1. **HOME** - Please refer to the **Home Page** section to more detailed information about structuring this page.

2. **PRODUCTS/SERVICES/SPEAKING** - Make it easy for visitors to know how to purchase your products or book you as a consultant and/or speaker. A sophisticated, ecommerce solution is nice but is not absolutely necessary. Use a PayPal account to collect payments. Furthermore, is an online booking system to keep your speaking schedule in accessible and in order. A few excellent booking systems are listed below. (These are a few that get the job done and I'm not an affiliate for any).

<https://calendly.com/>

<https://booklikeaboss.com/>

<https://acuityscheduling.com/>

3. **BLOG** - Please refer the The Blog section of the e-book for more detailed information.

4. **ABOUT PAGE** - There are three main elements of a successful About Page.

- One or more photos of you that capture your personality. Ideally, it should be done by a professional photographer but , if that's not available, a nice photo of you will do until you can get it done professionally.
- Content focusing on how you serve and solve the problems of your target audience.
- Your personality revealed so that website visitors can get to know you.

Here's an excellent FREE GUIDE by Melissa Casserra on "How to Create an About Page that Pops". [DOWNLOAD HERE.](#)

5. **CONTACT PAGE** - A simple form to allow visitors to send you an email is important. Subsequently, you need to have a good system to respond to inquiries in a timely manner. You may also indicate your normal timeframe for responding to emails. Additionally, include a few poignant questions to begin the process of qualifying prospective customers, such as:

1. Are you working on a project now?
2. Do you need a speaker for an upcoming event?

9. YOUR BLOG

An effective and powerful way to demonstrate your expertise, solve problems and provide results for your ideal clients. Consistency is imperative, even if it's once a month.

There are two main benefits of maintaining a blog:

- Search engines will notice that you are writing about a particular topic on a consistent basis. Because of this, your website will be relevant, making it easier for your audience to find you.
- Your audience may find you and not necessarily read the entire article but by finding and at least skimming the content, you are an expert in their minds.

Think you don't have the time or enough to say? Think again!

I've created a one-page formula for you to follow that will help you to write blog posts. [DOWNLOAD IT HERE.](#)

A few tips for time management:

1. Set aside a couple hours a week to write.
2. Keep a notebook or use you phone to record ideas as they pop in your head.
3. Don't worry about perfection. Most readers will skim the article so make sure to highlight the important points. They will appreciate quality information over perfection any day.
4. As you continue with consistency, it will get better and easier.

10. SOCIAL MEDIA & CONTACT INFORMATION

An effective and powerful way to demonstrate your expertise, solve problems and provide results for your ideal clients. Consistency is imperative, even if it's once a month.

SOCIAL MEDIA - Links to your social media account should be prominently displayed throughout your website. Prime locations are in the header (next to the navigation) or in the footer. Nowadays, most visitors expect to see links in those places. Don't worry if you just have one or even none at this point. Decide on an outlet that you feel comfortable with, create an account and start to engage. Facebook and LinkedIn are excellent places to start.

Check out this FREE GUIDE from Marketing Nutz on how to create your own social media plan: [DOWNLOAD HERE](#).

CONTACT INFORMATION - Offer more than a basic form asking for name, email and question or comment. Create a strategic form that will weed out the tire kickers and get more qualified prospects in your inbox. According to [HubSpot](#), the best contact pages have the following:

1. An explanation of WHY someone should contact you.
2. An email and phone number.
3. A short form.
4. A call-to-action.
5. Highlights of your blog articles or other writings or thought leadership.
6. Link to your social media account(s).
7. Redirection to a thank you page.

Visit the HubSpot website [HERE](#) for more detailed information.

Book a FREE 30 Phone Conversation With Me

Thinking about revamping your website or want to learn how digital marketing can save you time and increase your revenue? [Email me](#) or schedule a [FREE 30 minute call](#).

Happy Clients

"I chose Modigital to create my website due to the superb attention to details. Sonya took the time to learn my business and knew which platform was appropriate for building my website. Her knowledge for web design is invaluable and creativity for the layout has made the site user friendly that attract my ideal clients"

- Linda Pringle-Evans

Pringle Business Consulting



[SCHEDULE A PHONE CALL](#)