

HOW TO BUILD A CUSTOMER-CENTRIC WEBSITE



WHAT THIS COURSE IS ALL ABOUT

If you're struggling to weave a compelling story or your website just feels flat, we're going to give you a step-by-step guide to getting it done right.

Too many small business owners confess that they are disappointed by how their website performs. The reasons are usually all the same - they lack clarity.

This mini-course gives you the start you need for having a clear message that targets the people you want to help.

YOUR BUSINESS DESERVES AN OUTSTANDING WEBSITE

Websites are an essential part of a dynamic business. If you're going to make the impact and income that you deserve, you've got to stand out online. In our global marketplace, there's too much competition to have a boring, generic, or unclear website.

Your business needs a website that connects and compels visitors to take action. That's what this course is all about.

MEET YOUR INSTRUCTOR

Jon Morrison knows that nothing frustrates you more than knowing you have something great and not being able to get it to more people. A StoryBrand Guide, TEDx Speaker, author and serial entrepreneur, Jon loves giving clients the tools they need to grow their business. There is no more foundational tool for growing a business today than a clear message and an outstanding website.

Jon's Now Start With Who framework is the foundation you need to reach more of the right people.

Jon is the Lead Consultant at Get Clear Consulting. Jon lives in Abbotsford, B.C. with his wife and three daughters.



HERE'S AN OVERVIEW OF THIS SHORT COURSE.

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1 START WITH WHO

You need clarity on Who your ideal customer is. It's the foundation upon which to build your business and your website.

2 STRUCTURE YOUR SITE

Decide which pages you need by understanding the types of questions that your ideal customer is asking.

3 Build Out Your Home Page

Leverage the power of story to capture the attention of your Who. Choose words and images that connect with their head and heart.

4 MAKE YOUR SITE GOOGLE-FRIENDLY

We all want to show up when people are looking for us. We'll give you the principles you need to understand what Google is looking for and partner with the world's largest search engine to serve your prospective customers.

START WITH YOUR WHO

/ HOW DO YOU FIND YOUR WHO? SELECT ALL THAT APPLY:

- Try to reach as many people as possible
- It doesn't matter who, I just want money
- Commit to a niche and be devoted to helping them
- Commit to solving problems for them

/ DEFINING YOUR WHO

As you work through this set of questions, think openly about the people with whom you've had the best experiences. There are no wrong answers here. It's just reflecting on your experience.

/ WHO DO YOU ENJOY HELPING THE MOST?

/ WITH WHOM HAVE YOU HAD SUCCESS IN THE PAST?

/ WHO DO YOU UNDERSTAND THE MOST?

WHO ARE YOU PASSIONATE ABOUT HELPING?

WHO PAYS YOU THE MOST FOR WHAT YOU DO?

WHY DOES YOUR BUSINESS EXIST FOR THEM?

CONSIDERING YOUR ANSWERS ABOVE, WHO WOULD YOU SAY IS YOUR “WHO”?

As you work through this set of questions, think openly about the people with whom you've had the best experiences. There are no wrong answers here. It's just reflecting on your experience.

LIST THE 10 BENEFITS OF COMMITTING TO A PARTICULAR WHO:

- 1**
- 2**
- 3**
- 4**
- 5**
- 6**
- 7**
- 8**
- 9**
- 10**

WHAT HAVE YOU LEARNED IN THIS MODULE? WHY DO YOU THINK THE “START WITH WHO” PRINCIPLE IS CRITICAL WHEN YOU’RE BUILDING YOUR MARKETING SYSTEM?

.....

.....

GRAB A COPY OF JON’S BOOK TO LEARN MORE ABOUT BUILDING A CUSTOMER-CENTRIC BUSINESS

Customer-centric companies are eating the lunch of their competitors as they gobble up new market share every day.

Here’s a resource you need to make sure you and your team are becoming the company that people rave about.

[Click Here to Buy Now Start With Who On Amazon](#)

[Learn More About The Book](#)



HOW TO STRUCTURE YOUR CUSTOMER-CENTRIC WEBSITE

/ MATCH THE CORRECT WEBSITE PAGE THAT SHOULD ANSWER THE RIGHT QUESTION:

- | | |
|--------------------|---|
| A. Home | 1 Do I trust this person? |
| B. Pricing | 2 Does it fit in my price range? |
| C. Services | 3 Is this person an expert in the field? |
| D. Blog | 4 Does this solve a need that I have? |
| E. About | 5 How do I get a hold of them? |
| F. Contact | 6 Does this place solve my problem? |

/ WHAT PAGES DO YOU WANT ON YOUR WEBSITE?

/ WHAT ARE SOME WEBSITES YOU KNOW THAT ARE STRUCTURED WELL?

HOW TO BUILD OUT YOUR HOME PAGE

/ PICK A COMPELLING HEADLINE

Please write a headline or tagline you use to describe your business. This is going to provide clarity and inspiration to people when they land on your site.

/ ADD A SUBHEADLINE FOR CLARITY

Write a sub-headline stating your main service and the city you're located. This is what you do and where you do it.

/ CHOOSE A BANNER IMAGE

When someone is successful after working with you, what do you picture them doing? We need an image, an activity, or anything that portrays success. That's what people are buying from you. They're buying an outcome.

You are busy doing the product or service, but all they want is the end result. So give them a vision of the end result with a compelling image or video.



CALL TO ACTION

What will be your call to action?

.....

.....

.....

LIST THE THREE BENEFITS OF WORKING WITH YOU:

These are the icons you will use to highlight what customers can expect to receive when working with you:

- 1**
- 2**
- 3**

YOUR EXPLANATORY PARAGRAPH

What makes it unique, what services do you offer, and/or how can you make people's lives better?

.....

.....

.....

.....

.....

.....

/ GIVE A SHORT BIO IN AN ABOUT SECTION

This section is about building trust. How would you describe your company in a way that would be interesting to someone else? How do you establish authority (years of service, awards, education, anything else that sets you apart in your industry) in your space?

/ HIGHLIGHT YOUR SERVICES

You'll provide links to other pages on your website where people can find more information about those specific services.

/ CHOOSE THE RIGHT TESTIMONIALS

Your company is in the business of changing lives. We'd love to hear some of them. This is your opportunity to highlight your trophies, your most successful clients.

Which testimonials do you have that tell a compelling before and after story?

LAY OUT THE THREE-STEP PROCESS

Before we told people where we want to take them. We cast a vision about the outcome. We are not just going to tell them where we want to take them, we are now going to show them the path to getting there. This is how you build trust. What are the three steps to doing business with you? Write those here.

1

2

3

CAST A VISION OF SUCCESS

Remember your conclusion to “Imagine how great it will feel when...” How did you complete that sentence? Write it out as a conclusion to your home page.

NEED SOME INSPIRATION ABOUT HOW WE DO IT?

Click any of the links below to view some of our sites. Every industry is going to look and sound a bit different.

We've selected a few genres at random. You can see more of the Get Clear Portfolio by [clicking here](#).

Construction:

- <https://www.360homerenovations.com/>
- <https://www.carukhall.com/>
- <https://www.georgemartin.ca/>
- <https://www.coleridgeconstruction.com/>

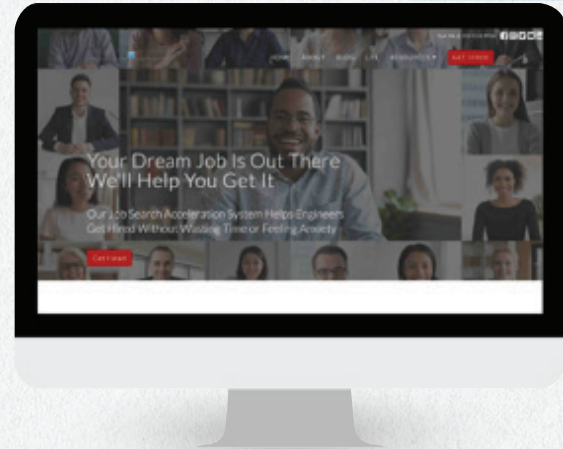


Healthcare Websites:

- <https://healthfitchiro.com>
- <https://premierrehab.com>
- <https://www.grossmanchiropractic.com/>
- <https://www.painfreemidland.com/>
- <https://www.alvaradohealth.com/>

Leadership and Consulting:

- <https://www.servusleadership.com/>
- <https://www.ownoccdisability.com/>
- <https://www.researchandevaluationassociates.com/>
- <https://www.engineeryourmission.com/>



CUSTOMER-CENTRIC SEO

Review your key pages and your blog and ask yourself several questions. If you don't have tracking set up for your current website, these questions will be tough to answer.

WHAT PAGES ARE GETTING ORGANIC TRAFFIC NOW?

WHERE IS YOUR TRAFFIC COMING FROM?

WHAT KEYWORDS ARE CURRENTLY RANKING?

PART OF DOING EFFECTIVE SEO MEANS PARTNERING WITH GOOGLE TO ACHIEVE ITS GOALS. HOW WOULD YOU SUMMARIZE WHAT GOOGLE WANTS?

TIPS TO CREATE MORE TRAFFIC TO YOUR WEBSITE:

- Make your post easy to navigate
- Make the text easy to read with headings, subheadings and short paragraphs
- Create internal links
- Create links to your site around the internet
- Optimize your title tags and meta descriptions

WHAT CAN YOU DO RIGHT AWAY TO IMPROVE THE SEO ON YOUR WEBSITE?

BONUS MATERIAL - A CHECKLIST TO MAKE SURE YOU'VE GOT YOUR HOME PAGE RIGHT

We know that some people absolutely love lists. To them, one of the most satisfying things in life is making that glorious checkmark that shows the completion of a task. The following is for those who love checklists.

- Do you have a picture or video of “smiling, happy people enjoying your product” as your hero image?
- Does your headline cast a vision for the customer’s ideal outcome”?
- Do you have a subheadline that clearly describes what you do?
- Is there a direct call to action at the top of your home page and in the top right?
- Are there direct calls to action located throughout the various sections of your home page?
- Have you clearly stated the problem that your potential customers are struggling with?
- Is there one clear idea communicated throughout your home page that is obvious and communicates the happy outcome your customer wants?
- Does every word, button, or image work to somehow establish you as a trusted guide who can lead your client to success?
- How does the information look on the site? Are paragraphs less than three lines long? Are there too many links or columns cluttering the page?
- Are the headlines throughout the page bold, clear and catch your eye when scanning?
- Do you have icons, images or badges which show the value that your company offers?
- Have you included testimonials that show how you have solved problems a potential client may be facing today?
- Are you showcasing some of your best work in a portfolio that is easy to find?

Conclusion

FEELING OVERWHELMED? WE CAN HELP YOU WITH YOUR WEBSITE

The Get Clear team is passionate about helping small businesses get outstanding websites without having to bear a tremendous cost to build it.

We know that you're already busy and just getting through this course took more time than you would've liked.

That's totally normal. Every business owner lives with the burden of having more to do than time to do it.

GET CLEAR WILL HELP YOU BUILD YOUR WEBSITE

We have an outstanding system for building websites. Our clients love it. This is our process:

- 1** You sign up for one of our website packages.
 - We have options for every budget starting at a simple site for \$497.
- 2** Give us your answers to the above questions.
 - We'll send you an onboarding email where you can paste your responses.
 - If you need help, you can request a coaching session for just \$250.
- 3** We build out your site for you.
 - Our platform is simple to manage and easy to make any changes. You'll absolutely love being in control of your own content.
 - You'll also receive human technical support for your site. We are always eager to help you with any questions that come up.

IF YOU'D LIKE TO HAVE THE GET CLEAR TEAM BUILD YOUR WEBSITE, CHECK OUT YOUR OPTIONS AND BOOK A CALL RIGHT AWAY. [CLICK HERE TO LEARN MORE.](#)

THANKS FOR BEING A PART OF THIS COURSE

We believe business is all about serving people. To do that effectively, you have to show up with excellence. Too many amazing businesses aren't reaching more people because they have lousy websites.

We are so thankful to be partnering with people like you, people that care about showing up in the best and clearest way possible so that they can help more people.