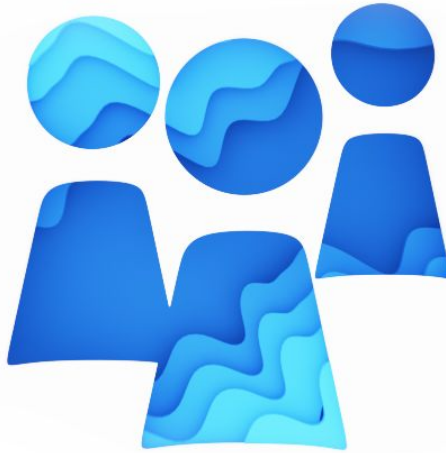# Yas Website Strategy Workbook
CHEAT SHEET

Yas

Target Audience

What does your audience look like?

Think of the last customer you had that was perfect in every way. They loved your products or services, they didn't have an issue with your prices, and they'll definitely shop with you again. What exactly was that customer like? For this exercise, give them a name and write down everything about them that you can.

- Are they an individual or a business owner?

- Are they an employee at the business that's gathering information?

- Where do they look for your type of business? Google? Social Media? Newspaper?

- What's their budget or annual revenue?

- If they're a business, how many employees do they have?

Why do they buy?

Think about the problem you're solving for the above client. There has to be a reason they need or want your product or service. Don't give general answers that apply to all of your clients, focus in on that same specific client from the first question.

- What are their pain points?

- What is it about the problem that they just can't do without your product?

- Are you satisfying a need or a want?

What's their buying process?

Consider the steps involved from the moment your client is interested in making a purchase to the time they go through with it.

- Is there more than one buyer involved?

- How many of your competitors are they looking at before making a purchase?

- What's most important to the buyer?

- How many times do they come back to see your products or services before making their decision?

Branding

Is your brand consistent in all of your collateral?

I always use the example of Google for this part. No matter where you find yourself in Google's pages or products, you're going to know within seconds that it's Google you're looking at.

- Is your customer's experience consistent?

- Do your pamphlets, business cards, website, etc. all tell the same story?

- Are your pamphlets, business cards, website, etc. all visually consistent?

- Do different people refer to your business by different names?

Does your logo scale to different sizes and shapes?

Many older logos include elements that don't work at smaller sizes. Text is the #1 culprit of this because it becomes unreadable at smaller sizes.

- Do you have a separate logo to use in a smaller square like a social media profile picture?

SEO

What are your customers searching?

Take some time to think about the questions you answer for your customers.

- If you're a plumber, are they searching "Plumber in Calgary" or are they searching "How to unclog a drain?"

- **Pro tip:** Write share-worthy blogs to answer questions like "How to unclog a drain". You may be giving away free information that you could be charging for, but you'll benefit when someone finds your article and thinks, "maybe I should leave this to the professionals."

How much competition do you have in your market?

When someone does search for your business, how many of your competitors are they seeing? Try to figure out which of your keywords are very competitive and which aren't.

- **Pro tip:** You can use Google Ads' Keyword Planner tool to see whether your keywords are low, medium, or high competition. They'll even give you keyword suggestions based on your URL.

Do you compete against multinational corporations or government websites?

This one can make a big difference. There are many industries where government websites and huge corporations and franchises dominate certain keywords. The trick here is to weigh the costs and benefits of competing with them directly vs. finding a more specific keyword to target.

Purpose

## What is the purpose of every single page?

Every page has to have a place in your ideal client's journey, and every page has to get them closer to your goal as a result. Here are some examples:

- Homepage: Making a first impression and getting them started in their navigation
- About Us: Building trust through an emotional connection with our team and cause
- Services: Providing benefits-based information to help them make a decision
- Contact: Providing every avenue for a potential client to get in touch with us.

What is the flow of your pages? What's the perfect client journey?

When someone lands on your home page, where is the first place you want them to go? Where do you want them to go next after that? Consider that the starting point is your homepage, and the ending point is your contact page. What gets them from point A to point B?

- Do they want to see your products before they learn about the company?

- Do they want to look at your portfolio before they watch your videos?

- What key information are they looking for as they take 40 seconds to decide if you're worth putting on their research list?
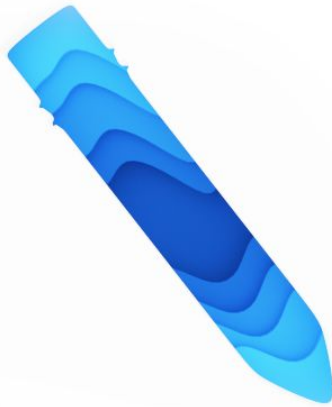
Content

How do you catch the interest of your target audience?

You want to write the content of your pages to satisfy the needs and tastes of your very specific target audience. Remember: if you write for everyone, you're really writing for nobody.

- Is your audience looking for price?

- Are they looking for specific products or services?

- Are they looking for information about you?

How do you close the deal with your target audience?

Think about some of the best sales talks you've had with clients. What made them buy in the end? You can tell them all the features and benefits, but is that enough for them to say "I need this"?

- What problem are you solving for them?

- Look back to how your customer makes their buying decision. Are they in the right place to buy?

- Why are they buying from you and not your competition?

How can you use your information to show the benefits your clients will get working with you?

Most people don't want to read about the specifications of a product; they want to know what it does for them.

- Do you have testimonials of people enjoying your product or service?

- Do you have images or video of people enjoying your product or service?

- Do you have case studies?

Calls to Action

What is the main goal of your website? Making a sale? Getting a lead?

You must, must, must know what you're trying to accomplish. Providing information and having an online presence aren't strong enough to help you convert. Here are some examples:
- Making a Sale
- Getting a Lead
- Making an Appointment
- Saving Time
- Creating a Hub for Your Marketing
- Adding Credibility to Your Marketing
- Create an Email Marketing List

How are you getting your clients to complete the main goal of your marketing?

If you want to get a lead, what are you doing to get them to contact you? If you're trying to create an email list, what value are you providing in exchange for that sign up?

Memorable Design

### What makes your business unique?

This is one of the most difficult questions for many businesses. I've heard "Our customer service is the best" dozens of times. That doesn't necessarily mean it's wrong, but are you conveying that through your design?

- Why have clients chosen you in the past?

- What are you known for?

How can you use your brand to create an experience customers will remember after they've looked at you and your competitors?

It's important to consider that you have only seconds to make a lasting impression. Was your site easy to navigate?

- Did they find what they were looking for?

- Was your homepage outdated looking?

- Did the potential customer have to read through a mountain of text?
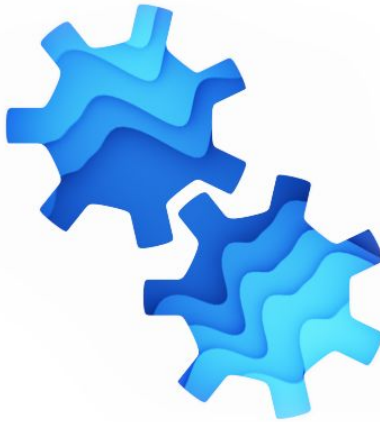
Functional Design

Knowing how your client shops, how can we arrange your information so that they follow the perfect client journey?

Consider how you browse websites. Are you the type that scrolls through the homepage, or do you go straight to the navigation? Make sure your homepage content and navigation are both arranged in order of importance. Once the client gets to the most important page, what makes them want to make the move to the next one?

Can people get lost in your website?

Have you ever come back to a website and were unable to find the information you looked at last time? This can be very frustrating. While it's not always feasible to include every page in the navigation, make sure it's obvious enough to get to each piece of info.

- **Important note:** Your customer may not know your industry as well as you do, so use simple language that anyone will be able to identify what they're looking for.

If they're returning to your website, how easy is it to pick up where they left off?

- Will they remember where they were?

- Can potential customers get to every page in the site within moments?

- Is it easy to locate and open a PDF of information to share with their coworkers or decision makers?