



Defining The Purpose Of Your Website

In A Post COVID-19 World



**What To Say
When To Say It
Where To Say It**

Goals:

1. Defining your message to your community.
2. Clarity on what your website is intended to accomplish.
3. Clarity on determining success & measuring progress.

The background features a white horizontal band at the top. Below it, there are several colorful geometric shapes: a large blue shape on the right side, and a horizontal bar at the bottom composed of segments in dark blue, blue, orange, and teal. The text is centered in the white band.

The Tale of Two Websites

Case Study #1



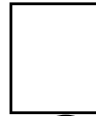
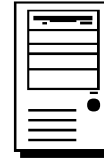
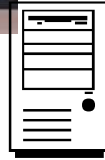
- 15 years in community
- Highly qualified with high standard of training
- Strong track record of patient/client success
- The best training in the area.
- Website remained untouched for last 5 years. Ranked #1 Messaging on websites focused on his accomplishments.

Case Study #2

- Opened new gym in the same area
- Personally teaching all the sessions
- Low quality instruction, but very passionate.
- High tech “know-how” and really good with hashtags. New fancy website.

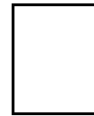
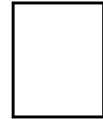


What happened?



New Consumers Entering Market

What happened?

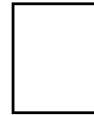
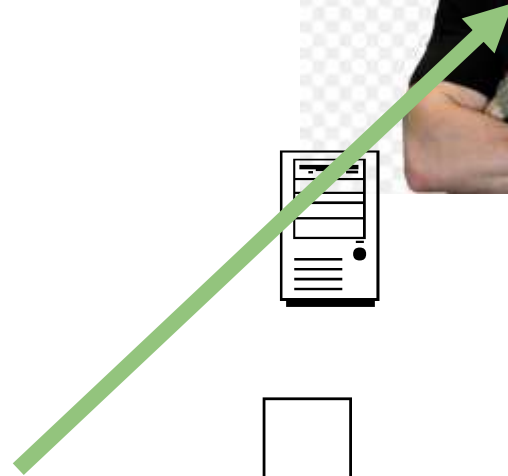
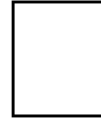
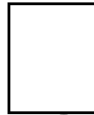


New Consumers Entering Market

What happened?



Referrals
Walk ins
Word of mouth



New Consumers Entering Market

Your website is the lense through which your community perceives your value.



Consumers are introduced to your brand through your online presence.

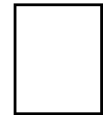
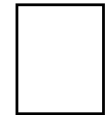
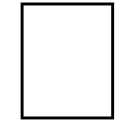
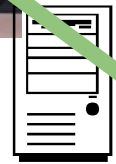
Their initial reaction is formed based on the way you present yourself online.



Bottom Line: Your website's sole purpose is to increase the value perception judgement call of consumers researching online.



Is this fair?



New Consumers Entering Market



NO!



Google Says: “We want to present the best results for our searchers”



So...why didn't they present that
"best" instructor in town?



Google determines business quality by your ability to follow their rules + consumer behavior on your website.



If you are the best service provider in town, you owe it to your community to invest into your website + online presence.



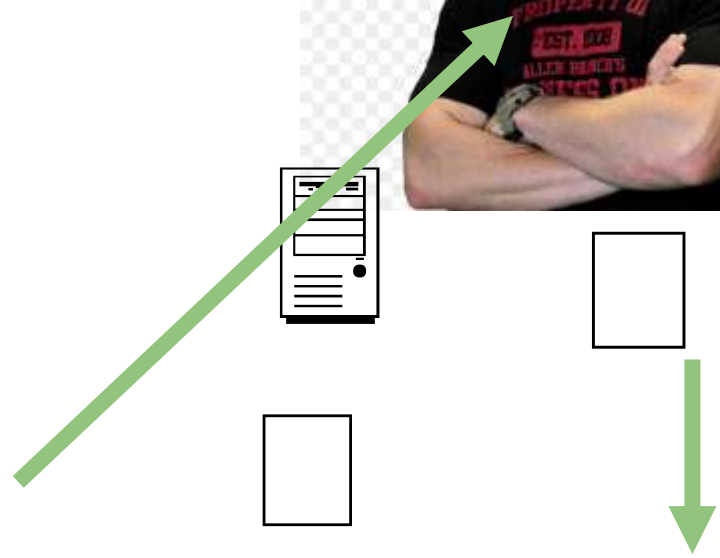
Why?



You need to protect your community
from poor experiences.



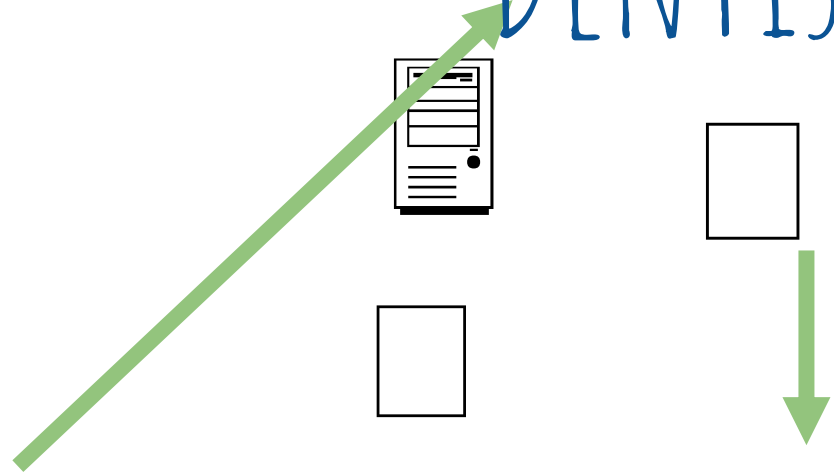
“We Tried Personal Training Once”



I'm too scared of the dentist"

GOOD
DENTIST

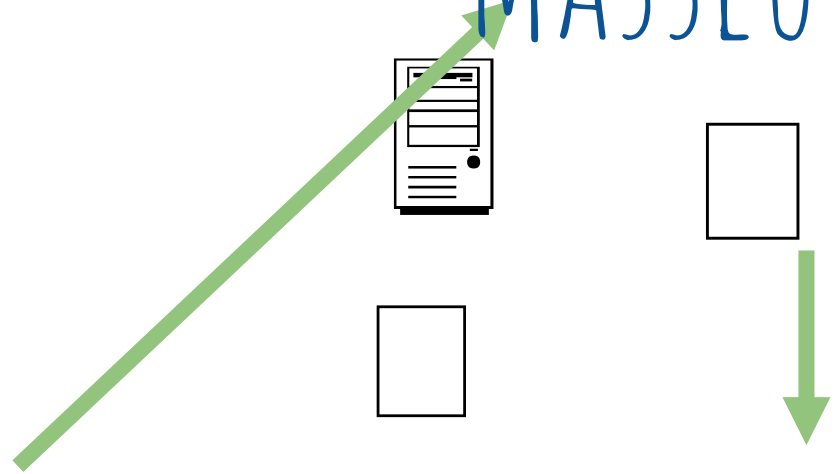
BAD
DENTIST



“Messages aren’t worth it”

GOOD
MASSEUSE

BAD
MASSEUSE



You don't want to your competitor to be perceived as better than you.



You need to give a real and accurate picture to Google of “who’s the best in town” as a service to your community.



Just like you want your physical equipment to reflect the quality of your brand...



Think of your website as “digital equipment”



Many top businesses neglect their websites because they think it's going to be too expensive or too much time.



What's worse is... it's intangible and difficult to measure whether it's worth investing into.



But there are some simple things you can do, in the next 48 hours to influence the perception your community has of your brand.



- 1. Messaging**
- 2. Layout**
- 3. Call To
Actions**
- 4. Social Sync**



1. Messaging
2. Layout
3. Call To Actions
4. Social Sync



1. Who does your website talk about?



1. Who does your website talk about?

People are inherently inward focused.

Your website messaging needs to be
OUTWARDLY focused.



“We offer the highest level of equipment sanitation” VS


“You’ll only touch equipment that’s been hospital grade sanitized”



“We’re limited class sizes to mitigate exposure risk”

VS

“No crowded classrooms here - you’ll be a part of a small group with plenty of room to spread out”



Allow your readers to insert themselves in a new reality.

Envisioning themselves being in your space. Using your equipment. Interacting with you.



“Highly qualified instructors with ABC degree,”

VS

“You’re in good hands with our highly educated staff”



1. Go to your website.
2. Find headlines that use words like I, we, our, us and reconsider how to rewrite that sentence
3. If all else fails, try calling out their demographic “Helping people from Winston-Salem achieve their fitness goals!”

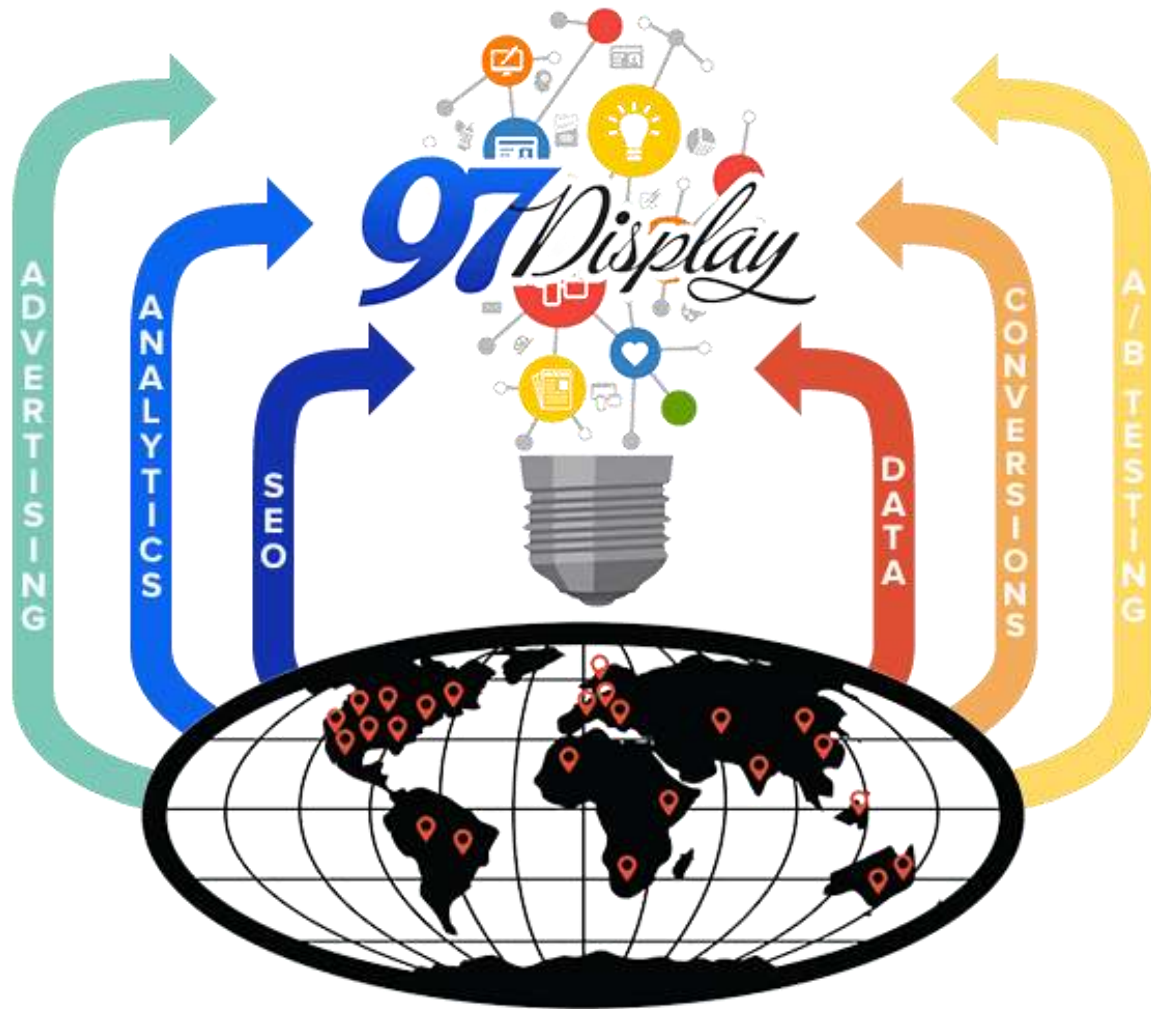
1. Messaging
- 2. Layout**
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There is a science behind
consumer behaviour online.







1000+
clients

500k+
unique
visitors
/month

Google ----> Homepage -----> Reviews Page

80%

80%

----> staff page

60%



Can I trust this business?



1. Do you have a reviews page? Call it reviews.
2. Do you have a staff page? What are their bios?



1. Messaging
2. Layout
3. **Call To
Actions**
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A person who is googling is in active research.



They're already sold on the service.

They already have an idea of their problem.



They are looking for the brand that will solve their need.

Who can they trust to fulfill their need?



Brand trust on the internet is formed through:

1. Validity of service: You can fulfill their need
2. Community approval (reviews)
3. Identity presentation (your bio)



BUT - for physical services (like yours) the final secret step to build trust: Letting them tell their story.



It's sales 101: You can leverage the need to “share their story” by changing your website calls to action.



Step 1: consolidate to one or two CTAs
MAX.

Your visitors need to know exactly what you
want them to do.



Step 2: Imply that they will GET something.

E.g Request Information / Learn More / Get Info



Step 3: Avoid paradox of choice. Call to action clarity is paramount.



1. Messaging
2. Layout
3. Call To Actions
4. **Social Sync**



You must be creating content - with the purpose of building digital trust.



Digital Activity = physical activity... e.g. you are an active part of the community with things going on!



Blog

Google My Business

Facebook



Blog: SEO, content, a website “bulletin board”



empower
M.E.



Join Online
by Jonas Fitness

These are operational & system evolutions
to benefit the members post covid-19.

Turned into CONTENT

Which in turns build digital trust.



Rule of thumb: Cross post your blog with
respective links.



Conclusion: Your website is the lense through which your community decides if they trust you.

The extent that you are connecting with your visitors will determine your conversion rate.



New market share is going somewhere....
Are they choosing you?



We are here to help!

tim@97display.com



Q/A



We are here to help!



Tim Sarazen, 97Display
tim@97display.com



Tanya Ramakers, Jonas Fitness
tanya.ramakers@jonasfitness.com

For a free demo:

go.jonasfitness.com/mfa