



BODHI
YOUR ENVIRONMENT TO ENLIGHTENMENT

WEBSITE DEVELOPMENT WORKBOOK

A step-by-step workbook to help develop the correct website foundation for your business.

**YOUR
BRAND**

IS

THE

STORY,

DESIGN

IS THE

STORY-

TELLING

This free 'Website Development Workbook' is designed and structured to help you develop the correct information for your website.

A well-designed website should not only present the right information, but present the right information in the right way to the right people.

How information about your business is presented is paramount to creating a website that will encourage customers to take action.

For convenience, I have broken down each element of a well-designed, conversion led website into 10 separate components.

Answering the questions related to each component will help me (or a designer of your choosing) to design and build another section of your website.

Offer well-thought-out answers - you get a well-thought-out (and well-designed) website.

The better your answers,
the better your website!

Let's get started!

Paul



INTRODUCTION

This 'Website Development Workbook' covers the 10 main components to consider when building a solid website.

Under each component I will show you what information you need to gather so that I (*as a designer*) can structure, design and display the most important elements of your business in the most effective way.

COURSE CONTENTS

1. THE HEADER
2. YOUR VALUE PROPOSITION
3. HOW?
4. TESTIMONIALS
5. LOGOS
6. THE PROOF STATEMENT
7. VIDEO
9. THE STAKES
10. PRICING
11. THE FOOTER



Remember: You are NOT designing your website.

The goal of this workbook is for you to collate as much relevant information as you can pertaining to your business. This information is used *by me* to design your website on your behalf.

The more in-depth and detailed the information you research, consider, gather and present, the better your website will be!



THE HEADER

COMPONENT 1

Your website header is your all important first impression.

The objective of the header is to explain in a clear and concise manner 3 simple things:

- What is it you offer?
- How will what you offer make my life better?
- What do I need to do to buy it?

This clear and concise message must also be presented in a visually stimulating way.



Remember, people do not read websites, they scan them.
Your message must be simple, yet attention-grabbing.

A PICTURE TELL'S A THOUSAND WORDS

If you are struggling to condense what you offer into a simple message, this is where design will come into play.

A picture can tell a thousand words, so making clever use of:

- Professional imagery
- Icons
- Headers
- Bullet points (*such as these*)

and other such design elements can help present a more complex message in a more simplified, engaging message - **plus, we always have video.**

But the most important thing is still to **focus on the message!**



A great message is far more powerful than a great design.

I can't stress enough the impact clean, clear and correct massaging can have on a business.

Arming someone like myself (an experienced designer and marketer) with clear statements about what your customers will get and how your service(s) will improve their lives will have an enormous impact on your bottom line.

So dig deep and work hard when answering the questions outlined in this workbook.

The notes you write in this workbook will prove extremely important for the design of your website's homepage and for future marketing material that I (or a designer of your choosing) will develop for your business in general.

Take your time and work hard to find the right words - your efforts will make all the difference.

"Words have a magical power. They can bring either the greatest happiness or deepest despair; they can transfer knowledge from teacher to student; words enable the orator to sway his audience and dictate its decisions. Words are capable of arousing the strongest emotions and prompting all men's actions."

SIGMUND FREUD

"A well-chosen word has often sufficed to stop a flying army, to change defeat into victory and to save an empire."

ÉMILE DE GIRARDIN



YOUR VALUE PROPOSITION

COMPONENT 2

Developing your company's value proposition is one of the most important things you can do, not only for your website but for your company overall.



Remember, just because I have condensed each element of "Let's Build Your Website" into simple steps, do not think that each step is simple!

YOUR WEBSITE IS POWERFUL!

Please fully embrace the fact that your website is powerful!

A well-designed website has the capability of generating tens of thousands, if not hundreds of thousands of pounds worth of revenue - please take that potential seriously. (I do!)

WHAT ARE THE 3 MAIN BENEFITS OF YOUR COMPANY?

- Writing out ALL the benefits of your company is easy.
- Condensing all the benefits of your company into **THREE MAIN BENEFITS** is tricky.

Genius is making complex ideas simple, not making simple ideas complex.

ALBERT EINSTEIN

















HOW?

COMPONENT 3

With the first impression of your website - 'Your Header' now offering a simple and clear message and your 'Value Proposition' now reinforcing these benefits - the interest of your viewer will be peaked.

Your potential customer will begin to contemplate IF they wanted to do business with you, **how would they do that?**

POTENTIAL CUSTOMERS WILL PONDER HOW?

- How do I do business with you?
- How do I get in touch?
- How do I buy from you?
- How do I begin working with you?

The answer to the question 'How does a customer do business with you?' may be simple.

i.e. They simply call you.

Nevertheless, even this HOW, should be clearly stated AND explained.

You must consider your Call-to-Action (CTA) and the steps involved, outlining each step simply and clearly.



3 EASY STEPS

A great trick for developing a clear break down of what you want your customer to do is to break it down into 3 easy steps.

Do business with us in 3 easy steps

FOR EXAMPLE:

1. Call us.
2. Arrange a consultation.
3. We start the project





TESTIMONIALS

COMPONENT 4

The overall goal of this workbook is to build for your business a lead-generating, conversion focused website.

However, underpinning this goal is to build your overall company brand.

Testimonials are one of the most powerful ways to do this.

Testimonials will greatly speed up your ability to sell online and scale your business.

Testimonials show competence, credibility and trust.

No matter what we are buying we always have doubts. Testimonials, case studies and reviews are a great way to alleviate potential customers' concerns and close that all-important gap between closing a sale and not closing a sale.



Don't have a testimonials page on your website.
Make every page a testimonials page.

TYPES OF TESTIMONIALS

"Proof" or testimony comes in many forms:

- Testimonials
- Data Points
- Statistics
- Case Studies
- Reviews
- Endorsements

For this module we are focusing on testimonials for your website.



TESTIMONIALS

The easiest and most effective evidence you can add to your website are testimonials.



You must put as much effort into *proving* your worth as *selling* your worth.

There are 5 main places every business should consider when it comes to testimonials.

- **Your Company Website**
- LinkedIn
- Google Reviews
- Facebook Reviews
- Review Sites pertaining to your industry (*Trip Advisor, Yelp, Foursquare etc*)

For this module we will focus on testimonials for your website.



You must try and support every one of your marketing claims on your website with “evidence”.



PRESENTING TESTIMONIALS ON YOUR WEBSITE

If you choose to use myself as your designer a webpage specifically designed for gathering testimonials will be built for your website. This “Testimonials” page will help collate, curate and automate where and how testimonials are presented on your website.

The correct testimonial will be presented in the right way in the right area of your website matching your newly designed brand.

This Testimonial gathering and presenting system is built for all members of the Bodhi Business Academy.

Testimonial Page Example 1: <http://republicoffitness.ie/testimonials/>



COLLECTING & PRESENTING TESTIMONIALS

- Presenting testimonials on your website (*My job or your designers job*)
- Collecting testimonials for your website (*Your job*)

Below are a list of questions which will encourage your clients to offer a little more detail about their experience in dealing with your company.

You want testimonials which encourage customers to buy from you.

Asking the **right questions** will ensure you get the **right testimonials**.

SELECT YOUR TESTIMONIAL QUESTIONS

From the list below select 3-5 questions which you will email to your customers after a project or transaction has been completed.

- What was it like before you used our product or service?
- What problem(s) were you trying to solve with our product or service?
- What made our product or service stand out from other options?
- What features sold you on buying this product or service?
- What made you happiest about working with our company?
- What have you been able to achieve since using our product or service?
- What has exceeded your expectations since working with us?
- What is the main reason you would recommend our product or service?
- What would you tell someone who is considering using our business?
- Is there anything else that you would like to comment on or say about our product or service?





If you decide to use myself as your designer I will build for you a testimonial gathering webpage. It will then be up to you to be **proactive, share** and **promote this webpage** to the right people at the right time.

Testimonial Page Example 2: <https://mcmonagles.ie/testimonials/>

HOW TO ENCOURAGE CUSTOMERS TO GIVE TESTIMONIALS

The easiest way to get a great testimonial is ask the ***right questions*** at the ***right time***.

- Once a transaction is complete, email the link of your newly designed testimonial page (www.yourcompany.com/testimonials) to your customer.
- Check a week later. If no review has been left, follow-up with a nudging email pasting a link to your testimonial page in the email.

SUMMARY

- > The more reviews a product or business has, the more trustworthy it appears.
- >> The more reviews it has the faster it converts online shoppers into customers.
- >>> The easiest way to get more customer reviews is to simply ask in a timely manner.
- >>>> The more reviews you have the easier and faster it is to grow.





LOGOS

COMPONENT 5

This lesson covers a very simple and effective element to add to your website - the logo carousel.

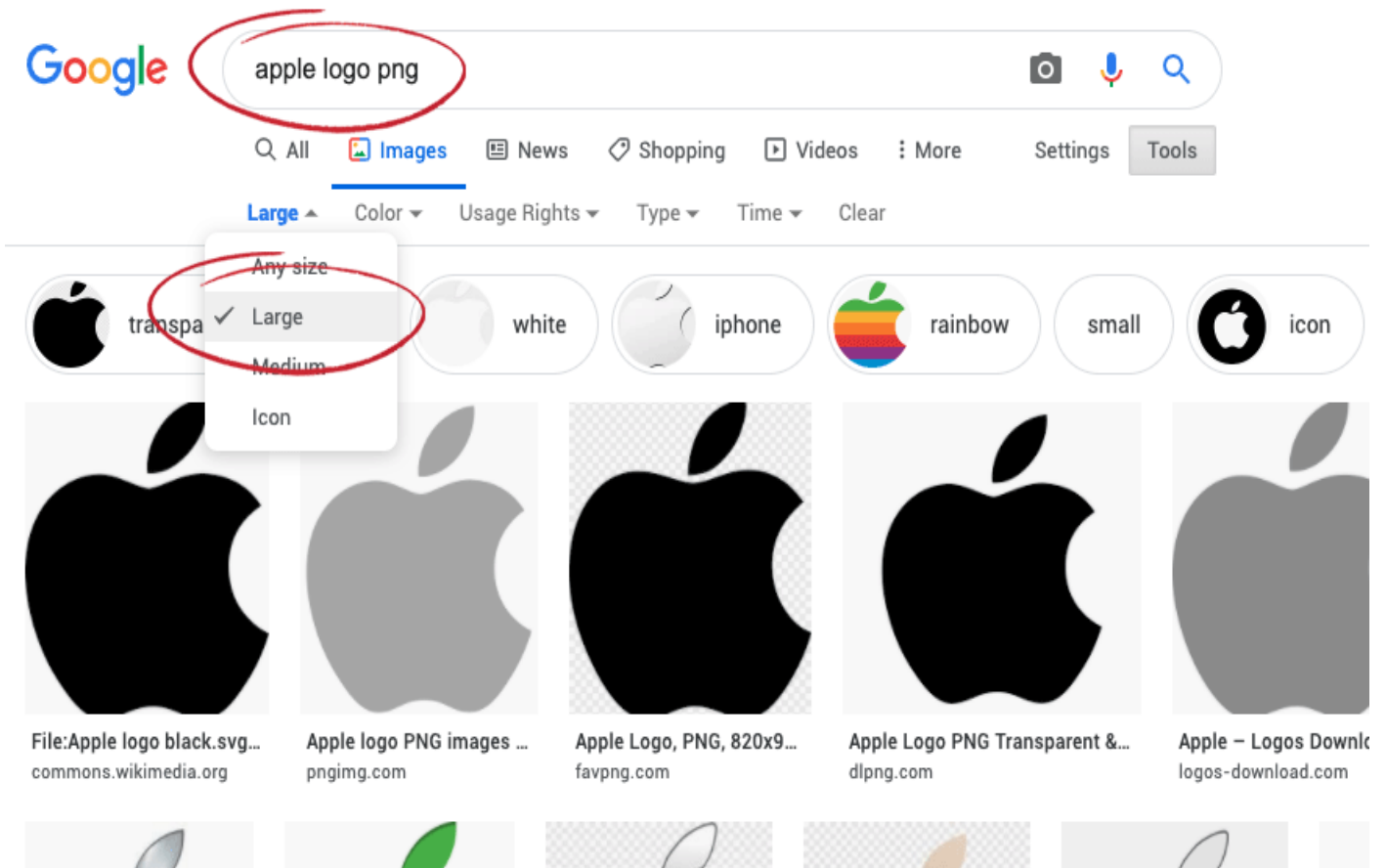
Make a list of all the companies you have worked with and find their logos from a Google image search.

It is a small, simple and effective element which builds trust and portrays credibility on any site.



TIP: When searching for company logos, use the file extension PNG in your search, i.e. Apple Logo PNG and click on Large.

If this component pertains to you, make a folder, place all relevant logos in the folder and email your logos to myself (or your designer).



THE PROOF STATEMENT

COMPONENT 6

As mentioned, viewers will initially scan your website to get a feel for your business.

If your **header**, **copy** and **visual elements** are well-thought-out, well-designed and well presented, your viewer's initial scan will offer them a gut feeling that this website represents a professional business.

This initial feeling of trust (*fleeting as it may be*) will **slow** the viewer from a scanning pace to a reading pace, while their mind moves from doubt to curiosity.

Once this feeling of trust is created, the viewer wants to know more.

Your website has passed the initial 3-second "bounce" test.

The well presented, professional nature of the website has piqued their curiosity. This will encourage the viewer to learn more about your business which now offers *us* an opportunity to *explain in a little more detail* the information you condensed for your header.



A proof statement is a set of supporting points that prove a claim to be true.





WHAT IS IT YOU OFFER?

HOW WILL WHAT YOU
OFFER MAKE MY LIFE
BETTER? WHAT DO I NEED
TO DO TO BUY IT? TELL
ME WHY YOU STARTED
THIS BUSINESS! WHAT IS
IT YOU WANT? WHAT DO
YOU WANT TO DO FOR
ME? – YOUR CUSTOMER!
WHAT IS YOUR VISION,
YOUR DREAM, YOUR
ASPIRATIONS!
WRITE! DIG DEEP,

CONVINCE ME!



VIDEO

COMPONENT 7

In the past, video was perhaps seen as a fancy element to add to a website.

However, with high-quality camera phones in every pocket, there is no longer an excuse to not utilise this powerful storytelling medium.



A good video conveys a clear objective shortly and concisely.

Developing a good video is about developing a good script.

YOUR WEBSITE WILL NEED 3 VIDEOS

1. The Introduction video
2. The About us video
3. The Sale(s) video(s)

- Each sales page will need its own unique sales video.
- The amount of sales pages you have depends on how many individual products or services you want to market strongly.

Each video has a different objective given its placement on your website.

VIDEO SCRIPT CHECKLIST:

Before writing each script please consider these 13 points.

Getting your video right is about getting your script right.

When sales start rolling in you can always revisit these videos with a larger budget adding flair, style and panache. However, do not underestimate the power of a simple script being delivered honestly and clearly down the lens of a camera.

A well-worked script, delivered from the heart will always connect with customers.

Please take this potential seriously.

Below are 13 things you can consider while developing your script for each video.

1

K.I.S.S

The golden rule - Keep It Simple Stupid. Your script doesn't have to be a profound work of literature. Your script should be simple and short (under 150 words long), conversational in nature and engaging in pattern and flow.

KEEP SENTENCES SHORT

Keep your sentences short and sweet. If sentences are too long it increases the chances of your audience becoming bored.

2

3

NO BIG WORDS

Don't use complicated jargon or industry buzzwords. Your script should be easy to read but even easier to understand for your audience.

TALK TO THE CUSTOMER

4

In every video, talk directly to your customer.

Talk about how you want to help them.

Do not focus on why your company is great.

Focus on how your company's product or service will make the customer's life great.

TALK TO A FRIEND

When writing your script, imagine you're talking to a friend. See the viewer as someone close to you.

This will make it easier to write in a more natural tone.

5

DON'T GET HUNG-UP ON GRAMMAR

6

Permit yourself to break the rules. It's um easy to get stressed over grammar, but you want your video to feel natural. So, don't be afraid to script in phrases or words that make your script feel more laid back.

A STRONG HOOK

Does your script start with a strong hook?

Start on the right foot with an emotional hook. Your opening should be immediate and attention-grabbing.

7

DID YOU ADDRESS THE (IR) PROBLEM?

8

Once you've hooked their attention, address your viewer's main question - **Why should I care?**

- Explain to them how they're affected by what you're about to tell them.
- Explain why your product / service solves the problem.
- Why is this problem important to solve?
- How does it negatively affect the viewer?
- Why should they care?

THE SOLUTION

Once you have clearly explained the negative effects of the problem now clearly explain why you are the solution.

Present the benefits of your product or service.

Your product is not just a solution, but the best solution because of 'these specific features', which you will list out in a clear, direct, easy-to-understand way.

Be brief and stick to the most compelling facts.

Don't list every benefit.

Focus on the main 1 to 3 benefits.

9

SECRET SAUCE

10

“The Secret Sauce” should answer the most important aspect of the video script:

Why you?

Your product or service has a unique selling point that separates you from the competition - your secret sauce.

It is this critical feature or core component that is better, cheaper, easier, or more unique. A unique angle or feature that showcases why your company is right for the job. Other companies might be able to do something similar, But not this!

Your script should now clearly state the benefits of your company and effectively hit the viewer with a strong ‘Secret Sauce’ component.

A well-scripted sales video will be the tipping point in convincing the viewer to give your company a chance and get in touch.

FOCUS ON A SINGLE OBJECTIVE

11

Each video must have one clear and simple objective.

Before you begin writing your script, decide what one thing you want the viewer to know at the end of the video.

With this clear message/objective/lesson in mind, develop a script (or tell a story) to convey this message*.

*This message can be reinforced through benefits, proof, case studies, data, testimonials, animations etc (if budget allows)

Don't confuse the reader by trying to fit too much in.

12

AIDA

When all is said and done, take a last look at your script and think Attention, Interest, Desire, Action. It is a solid marketing formula cited so often it has become a platitude but that doesn't make it any less effective.

INCLUDE A CTA

Last but not least, every video should have a clear Call-To-Action.

Decide what you would like the viewer to do at the end of each video and state this clearly at the end.

13



VIDEO 1. THE INTRODUCTION VIDEO

The introduction video explains quickly how you or your business will help the viewer.

The introduction video is just that. It offers an overview of your company, warms up the viewer and piques their interest. It does not focus on a hard sell, it simply presents a short explanation of how your company will help the viewer.

INTRODUCTION VIDEO QUESTIONS

- Below are the 3 questions your introduction video should address.
- Q 1. What does your company do?
- Q 2. How will what your company offer make my life better?
- Q 3 What do I need to do to buy it?

ASKED AND ANSWERED!

But Paul, I've already answered these questions SEVERAL TIMES!

1) I don't care - answer them again!

and 2) This is a video script, not sales copy for your website.

When you answered these questions for your Header Section, you were writing professional sales copy for your website in the form of clean and clear answers.

Now, when answering these questions, I want you to answer them as if you are talking to a customer face-to-face.

A video script should be genuine, casual and colloquial.

The wording you use to answer the above 3 questions can be (and should be) how you talk.



Your introduction video script should be approximately 150 words.

Every video should have one main purpose. The purpose of the introduction video is to simply explain the main benefit of what your company offers.

VIDEO 2. THE ABOUT US VIDEO

The about us video introduces the story behind your company. It can talk about you as the owner, the company's history and experience or about the people behind the scenes; but mainly the 'about us video' should focus on the company's unique value proposition (UVP).

ABOUT US VIDEO QUESTIONS

Below are the 4 questions your about us video should address.

Q 1. What unique value does your company provide?

Q 2. How are you different from your competition?

Q 3. Why is this difference important?

Q 4. What proves your expertise?

e.g. Offer a quick story or case study



TIP: When it comes to your about us video, try and explain the benefits of your service(s) while relating to your brand values.







VIDEO 3. THE SALE(S) VIDEO(S)

The sales video offers a hard sell on one specific product or service.

SALES VIDEO QUESTIONS

Below are 7 key questions your sales video should address.

- Q 1. What customer pain point does that your product or service solve?
- Q 2. What is the most common objection to why someone won't buy your product or service?
- Q 3. What is your USP? (Unique Selling Proposition)
- Q 4. What is the most enticing benefit of your product or service?
- Q 5. What are the 3 main benefits of your product or service?
- Q 6. How will this product or service make your customer happier?
- Q 7. Why is your company the best at solving this problem?



TIP: You must attempt to grab attention and arouse curiosity immediately!

You must set your product apart from the rest.

If your product or service is commonplace, you must find a way to differentiate yourself! You **must** grab the viewers attention!



TIP: Imagine you are a tabloid magazine!

Push - Shock - Think Big - Excite!





PRICING

COMPONENT 9

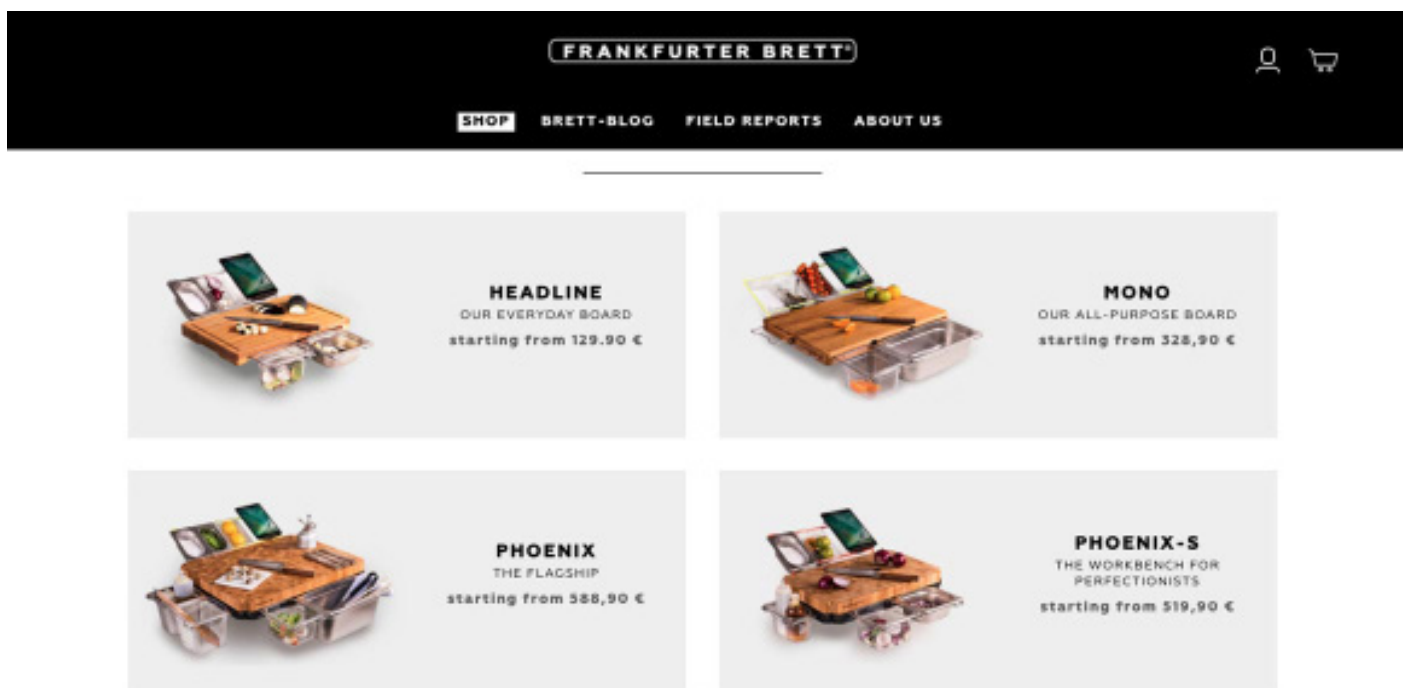
Perhaps your product or service has a set price, however it is always best to offer multiple price points to your customers.

It is well known within the advertising and marketing industry that buying increases when you offer 3 buying options.

PACKAGING OR BUNDLING OPTIONS

If your product or service has a set price, consider how you can package or bundle your products or services into low, middle and premium offers.

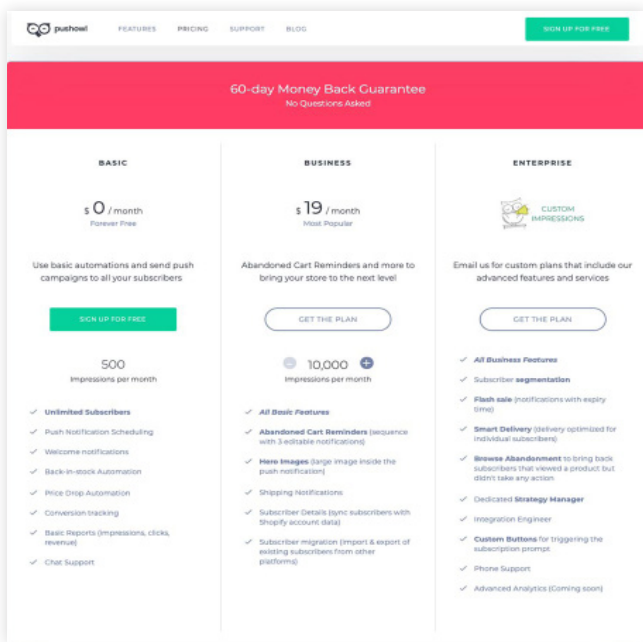
Offering your customers options when it comes to pricing will increase your conversion rates.



The screenshot shows the Frankfurter Brett website interface. At the top, the brand name "FRANKFURTER BRETT" is centered in a white box on a black background. To the right are icons for a user profile and a shopping cart. Below the navigation bar, there are four product cards arranged in a 2x2 grid. Each card features a product image on the left and text on the right. The products are: HEADLINE (OUR EVERYDAY BOARD, starting from 129,90 €), MONO (OUR ALL-PURPOSE BOARD, starting from 328,90 €), PHOENIX (THE FLAGSHIP, starting from 588,90 €), and PHOENIX-S (THE WORKBENCH FOR PERFECTIONISTS, starting from 519,90 €).

Pricing options for a product company. The sales for this company increased exponentially once multiple options were introduced. Plus, when the company only had 3 options, the most common selection was the “middle” option with the premium option seeming too expensive. Once a fourth option was introduced, sales for the premium option increased





PUSHOWL PRICING

Pushowl offer 3 price packages.

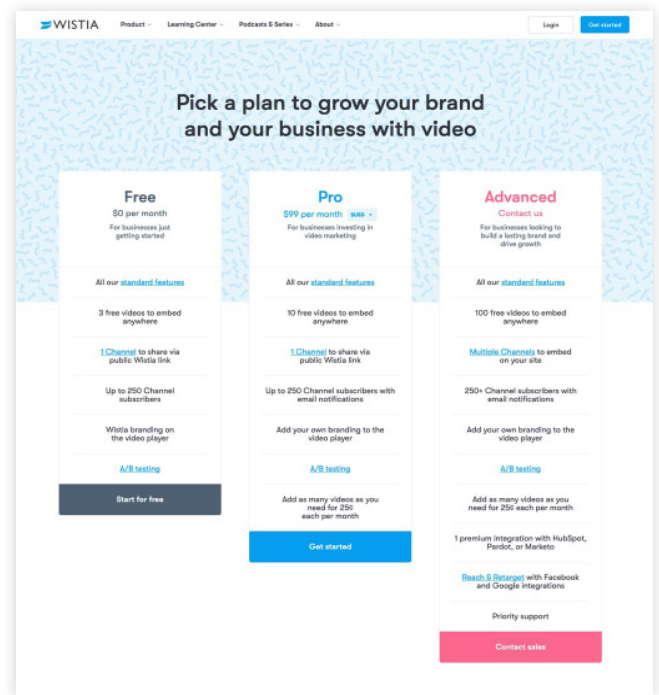
- Basic (Low)
- Business (Middle)
- and Enterprise (Premium)

As you can see the Free option is highlighted to draw the viewers eye and entice the click.

WISTIA PRICING

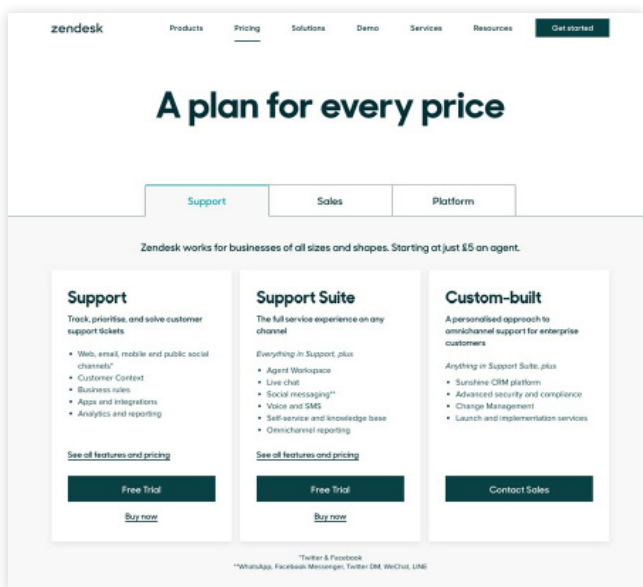
Wistia offer 3 common pricing plans

- Free, (Low)
- Pro (Middle)
- and Advanced (Premium) options



ZENDESK PRICING

Zendesk offer 3 pricing “packages” (Support, Sales and Platform) and within each “package” are a further 3 pricing options. This showcases the power of offering pricing options in bundles of 3's.



THE FOOTER

COMPONENT 10

Your website footer is important as it holds everything else!

All the important information about your company and ongoing marketing elements such as case studies, events, job postings and FAQ's are placed cleanly and clearly at the bottom of your website - not at the top.

Your website is not an online brochure.

Your website is a selling tool and should be treated as such.



CONGRATULATIONS!

you made it to the end of the Website Development Workbook.

Using this information I
(or a designer of your choosing) can now design and develop your website.

Please know that business development is an ongoing process.

I will always push and encourage you to grab a pencil and
stay involved in the development of your business.

I will get to work, but don't think that we are done!

For now, however, you have earned a break.

Chat soon

Paul



It's important to share and celebrate our wins!

Please share with fellow Bodhi members in the Bodhi Facebook Group that you have **completed the Website Development Workbook, what you have learned and where you see your company going!**



Hello!



My name is Paul Feeney, I am the Founder of The Bodhi Business Academy and I am a brand strategist and marketer.

Having *never* worked for a design agency, my real-life design experience has always been focused on what matters most, **sales**.

I only work with a select few clients at a time so I can fully understand the needs of their business and focus on solving their problems using a blend of brand strategy, SEO and online marketing. I aim to build and implement growth strategies, not marketing strategies.

I use brand strategy, design and strategic thinking to help companies acquire and delight customers.

A man in a dark suit and white shirt is sitting at a wooden counter in a cafe, working on a laptop. The background is a blurred cafe interior with other people and warm lighting. The text is overlaid on the left side of the image.

“
Your **life** is
controlled
by what you
focus on
”

TONY ROBBINS

PAUL FEENEY

Founder of Bodhi | Brand Strategist & Marketer

Let's Focus on your
framework

**Book your free 1-2-1
consultation today.**

[REQUEST A CALL](#)



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