

Before You Get A Website **READ THIS**



Includes FREE Training Program

Discover what you need and what you don't need and protect yourself from website design costs that can run into the 10's of thousands.



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INTRODUCTION

My consultations with business owners over the last 2-3 years have revealed on more than one occasion that far too many business owners are unnecessarily investing 1000's upon 1000's on website design, hosting, and updating.

My most recent experience last week was with a business owner who invested more than R100,000.00 on website design, hosting, and training with the expectation of generating leads. It has been 6 months since they made the initial investment and to date not only have they not generated any leads but, the website was not even live.

This is not the first and unfortunately will not be the last time I consult with a frustrated business owner complaining about their website effectiveness never mind the cost thereof.

That was the last straw as they say, which led me to create this guide in the hope of saving business owners the cost, frustration, and overwhelm of being drawn into a website design contract that does not suit their purpose or budget.

What I am going to share with you in this guide will help you ensure your website is effective not just in generating leads but spreading your brand and all without breaking the bank.

What my client was not able to achieve in 6 months, I have achieved in 3 weeks using what I am going to share with you. Not only have I got the client's website ready for launch in 3 weeks but, I have done that as part of the coaching contract already in place at no additional cost to the client.

Why you ask... well it's very simple. My business growth strategy for this client includes using LinkedIn, Facebook, YouTube, and their website. If one of those elements is not aligned with the overall strategy, then the entire process fails.

Let's get right into it by first looking at the purpose of your website.

DETERMINE THE PURPOSE OF YOUR WEBSITE

This may seem like common sense however, there are different ways your website can help grow your brand and business and getting this right before you even start designing your website is critical for your success online.

You need to be clear on the main purpose of your website before you start working on the website structure and layout.

Do you want your website to:

- Generate leads?
- Spread your brand?
- Share free information?
- Have ecommerce capabilities?
- Is it a membership website?
- What is your target market?

Or.... A combination of the above?

WEBSITE STRUCTURE & LAYOUT

Now that you have the purpose of your website, you can work on the structure and by that I mean what pages do you need on your website. The pages that can included can consist of:

- Home page (with lead capturing capabilities).
- About Us page.
- Contact Us page.
- Products page.
- Services page.
- Blog.
- Privacy Policy page.
- Term & Conditions page.
- And any other page related you're your business, product, or service.

Now it's time to investigate the platform you will use for your website design. **WordPress** is a fantastic platform for building websites on the fly with little to no development time required to get up and running.

In addition, WordPress has fantastic customizability ranging from being able to fully customize your theme, to finding plug-ins that have the functionality to do just about anything you want.

The list of what you can do to customize WordPress is endless and is generally limited only to your imagination.

I have taught many clients to use WordPress to design their own websites within 2-4 weeks. You don't need to be tech savvy and as you can point, click, drag and drop, and use a keyboard, then you too can do it.

It's now time to give you access to the **Free Training Program** mentioned on the cover of this guide.

Discover The Step-By-Step Guide On Creating Your Own WordPress Site

**WORDPRESS
SUCCESS**



To download this **Free Training Program** compliments of the [Business Coaching Hub](#), you will need to download this guide to your computer and the buttons below will then become active. The buttons will allow you to download the training program directly from this guide. You can then save it on your computer and study offline.

What You Will Learn...

- Introduction to using WordPress.
- How to lay the proper groundwork before diving in.
- Simple WordPress installation in a few clicks.
- How to match your WordPress theme to your offer.
- Website enhancing plugins to install.
- WordPress on-site optimization.
- Securing your WordPress site against modern-day hackers.
- Keeping up to date with legal pages and disclaimers.
- How to set up product-specific pages and navigation.
- How to collect payment and build a buyers list.

Click on the buttons below to download this **Complimentary Training Program** Now!



If you experience any difficulties downloading the training program, please send me an email to carlos@businesscoachinghub.com and I will resolve it as quickly as possible.

You are also welcome to contact me if you have any queries or want my feedback on your website.

“Your Success Is My Focus!”



Business Transformation & Growth Specialist

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