

WordPress Web Design Service

# Greencastle Web Design

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**CLEARLY ATTRACT YOUR AUDIENCE**

## *5 Must-Do's To Craft a Website That Clearly Attracts Your Audience*

Your website needs to speak to your viewers and pull them in so that they become valued clients.

**GREENCASTLE**  
Web Design

# Your checklist:

## 1. Website Foundation - your technology necessities

- **Domain name** - grab a .com preferably one that has your name, company name or something close (it is getting harder to find domains as there are so many already taken) - **Read More:** [Choose a domain name thats right for you.](#)
- **Host** - your website needs to live somewhere - make it a nice place where WordPress and your plugins stay updated, security is always on, and back-ups are readily available. **Read More:** [Choosing a website host.](#)
- **Platform** - Wordpress - why? Because WordPress will grow with you as your business evolves. Also, Google LOVES Wordpress sites (SEO friendly). **Read More:** [7 Reasons WordPress is The Best Choice.](#)
- **Theme** - Your theme helps create your design and functionality - there are so many choices so choose one that will be long lasting. A long lasting theme is one that is being supported by the creator of the theme. Your theme creator will update the theme as needed for bug fixes, security issues and Wordpress updates.
- **Plugins** - Plugins are an extra piece of software to enable features on your Wordpress site. Adding too many plugins can actually slow your site down (and thats not good). Every website will need different plugins based on its needs. But usually every site will need a good SEO plugin, a security plugin and if you utilize a number of images an image compressor.
- **SEO** - Search Engine Optimization is absolutely necessary - you need to attract Google as well as clients. Four easy ways to get started with SEO:
  - Write Good Titles
  - Create solid meta descriptions
  - Always optimize images
  - Write for your audience

## 2. Clarity - When you show up clearly you attract the right audience.

What you show on your website should reflect who you are and what you do, clearly and effectively. And, what you SAY (i.e. your copy) is as important as how pretty your site looks. design + brand messaging should be equally valued. **10 Minute check** - are you being CLEAR on your website, can everyone clearly state what you do after just a glance at your site?

## 3. Copy (and images)

Your copy and images should speak to your audience - clear, confident, copy attracts your audience. The more authentic you can be on your website the more you will attract the right clients. Remember you can't please everybody so you've got to please yourself. **10 Minute check** - does your copy and your images ATTRACT your audience?

## 4. Call to action

A great CTA (call to action) will empower your audience - your website needs to have a definite mission, what do you want the readers to do? This is your button that says schedule a call (do you really want them to schedule a call?), book an appointment, Buy My Book.... **5 Minute check** - Does your Call to Action call the action you really want?

## 5. Confidence

Your confidence will help your audience feel that they are in right hands - what is needed most is your authenticity; a clean, clear message and uncluttered design is a powerful way to send the message of "we are right for you" ready, willing and able to show up with your mission clearly known to you and your audience.

**5 Minute check or as long as it takes check** - are you confident, do you know you can handle all clients coming your way? If yes, yayyyy! If not, make sure to address this quickly.

*Your website is an ongoing reflection of your business, so be clear and confident.*

*You now have 5 powerful tools to build a website that helps your business stand out with a clear defined purpose.*

*Rather save yourself the time and headaches of DIY-ing your site? Want a friendly guide to step in and show you the way?*

Get A Quote Now

or call: 847-846-6250

Let's Get Started

Request A Quote

1. **Call** - We'll chat to see how we can design a website that is perfect for you/your business.
2. **Plan** - If we're a good fit, we'll create your custom WordPress website plan, with clear pricing.
3. **Launch** - Launch or re-launch your beautiful, clearly stated, client-attracting website.