

10
Steps
TO A
WEBSITE
THAT
Attracts
& Converts

What are you trying to accomplish with your website? What are your goals?

Your website is the most important marketing tool that you have.

Don't create a new website simply because you have grown tired of the old one; create a new website to meet these critical sales goals:

1. You want to attract more people – potential clients – easily to your site
2. You want to convert visitors of your site into actual customers
3. You want to create and grow your brand, which will also help drive goals one and two

We have assembled a list of 10 crucial steps to take when undertaking a new website:

1 IDENTIFY YOUR UVP (UNIQUE VALUE PROPOSITION)

- 🕒 How is your CrossFit affiliate better than your competition?
- 🕒 Clearly state what you are offering
- 🕒 Answer your visitors' questions before they have the chance to ask.

2 ANSWER THE QUESTION, “WHAT’S IN IT FOR ME?”

- 🕒 Your website is not about you, but what your box can do for others.
- 🕒 Articulate how your affiliate will help people reach their fitness goals.
- 🕒 Clearly define your persona – how it is you want to be perceived— and make it simple for people to understand.
- 🕒 Do research so you know the demographic you want to attract.
- 🕒 Make sure your website addresses these goals and appeals to them.

3 FIRST IMPRESSIONS

- 🕒 Your website represents your box. You could have the most beautiful, state-of-the-art facility, run by world-class trainers, but, in most cases, your website is what potential clients see first.

- 🎯 When people visit your website for the first time, they will be thinking:
 - Is this site credible?
 - Can I trust these people?
 - Are they professional?
 - Does the site make me feel welcome?
 - Am I in the right place?

4 INCLUDE CLEAR CTA'S (CALL TO ACTIONS)

- 🎯 The best websites offer visitors the opportunity to interact with you, to take action. For example: attend a free introductory class; sign up for your electronic newsletter; jump in to a Saturday morning (free) WOD, etc.
- 🎯 Yes, the look and design of your website is important, but be sure to focus on function, too: Make your CTA's prominent and clear.

5 EASY TO USE CMS (CONTENT MANAGEMENT SYSTEM)

- 🎯 Your time is valuable. You do not want to be devoting hours and hours to navigating and editing your website. Be sure to select a content management system that works for you.

🎯 **321Go Project uses WordPress for all our sites:**

- ★ **Free & Open Source Software** - WordPress is an open source software which allows it to be used free of cost. Forever. You can use it on any type of personal or commercial website without have to pay a single dime. No hidden fees; no surprises.
- ★ **User Friendly** - You don't have to be experienced to use WordPress on your website. The software is incredibly intuitive, making it easy for you to add videos, photos, and integrate your social media channels.
- ★ **SEO Friendly** - Search engine optimization (SEO) is critical to website success. WordPress makes it easy for a search engine, like Google, for example, to crawl your site, and it solves about 80 – 90% of your SEO issues without you having to lift a finger.

- ★ **Content** – SEO may be critical but content is king. It is easy to update content on your website without knowing HTML. You can easily create new pages or edit existing pages using a simple rich text editor.
- ★ **Adaptable** – As your business grows, you may want to add additional features and security. WordPress allows you to easily add blogs, plug-ins, ecommerce, images, etc. Your website can then best reflect the dynamic changes your box is experiencing.
- ★ **You are in good company!** Check out other companies who have discovered the benefits and functionality of WordPress to build visually stunning websites. <http://wordpress.org/>

6 IMAGES

- 🕒 When selecting images for your website, try to choose those which best represent your community. It's fine to showcase über-fit athletes lifting heavy weights, but, remember, the idea of CrossFit can be intimidating to first timers. Include some images from some on-ramp classes, mobility WODs, CrossFit kids, etc. In this way you help potential clients relate to you and your box. "If they can do it, so can I!"

7 ACCESSIBILITY

- 🕒 Make is easy for people to have a smooth interaction with your website; their first impression of your brand is online.
- 🕒 When someone hears about your Affiliate, they will likely Google it. Make sure your site can be viewed by all platforms: iPhone, iPad, Mac, PC, and other smart phones.
- 🕒 At 321GoProject, we design all of our websites around Responsive Design. Responsive Design takes your website and optimizes it for any platform it is viewed on. Your website is all about your content. Your content is your message, and your spoken branding.

8 ONLINE FORMS

- 🕒 Having a contact form is good, asking specific questions is better. Have more than one form on your website to address your different programs.
- 🕒 A Getting Started form is great to ascertain your potential clients' goals and needs.

9 SEO

- 🕒 We all know how important it is to have your website show up on the first page of Google. Make sure your website is built with this mind.

10 EDUCATE AND OFFER VALUE

- 🕒 Your Affiliate needs to become the trusted resource in your local community.
- 🕒 Position yourself as an expert in your field. When a potential client visits your site, they need to come away with a sense that you are up to date with everything related to CrossFit, diet, Olympic weight training, fitness trends, weight loss, endurance training, mobility drills, etc., Anything less means they might continue to shop around.
- 🕒 You don't have to do it alone, though! Expertise comes in the form of social proof, testimonials, success stories, educational materials, networking with other health/fitness related businesses in your community and possibly giving them their own blog on your website.

**CrossFit is our passion. Your business is our pride.
Helping you is our pleasure.**

**To schedule a free consultation over the phone,
call 435.901.2173 or email us at clay@321goproject.com!**