




# Web Planning Guide

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Not all websites are created equal.



**AIA**  
Northern Indiana

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## Architecture in Action

The Northern Indiana Chapter of the American Institute of Architects is a long standing, viable organization with a fresh desire to impact our community's health, safety, welfare and economy. Our members recognize that our ambition and desire needs to go beyond our thoughts and discussions and into our actions and community involvement.

Get Involved

*Spearhead donated this elegant website to AIA Northern Indiana in 2014.  
Visit [aianorthernindiana.org](http://aianorthernindiana.org)*



## We Have Experience Using Websites, Not Just Building Them

We have Spearheaded 100's of sales and marketing initiatives over the last 10 years where we have had to rely on websites. This web planning guide shares what we have learned about web planning and related considerations.

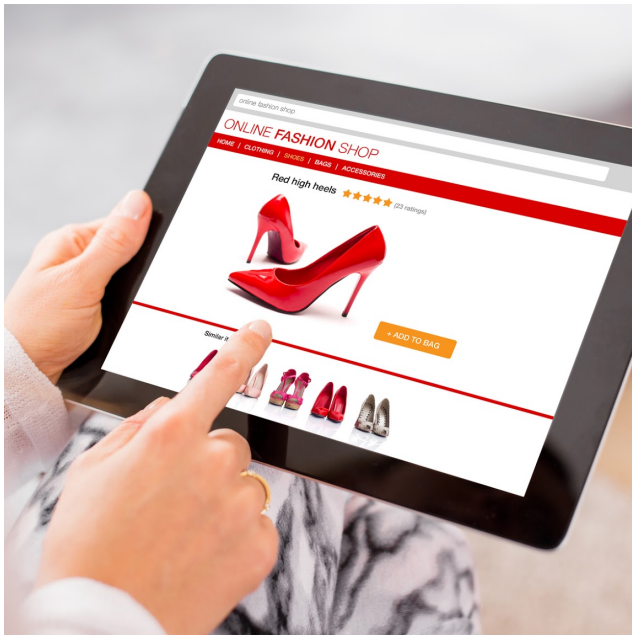
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“

Marketing is a contest for people's attention.

-Seth Godin

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## How important is your website?

“85% of consumers may leave a website if it's poorly designed.” - **Online Marketing Institute**

Your website is your digital hub that should do three things:

- 1) Attract your targeted visitors
- 2) Provide them content they want.
- 3) Give them a next step.

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## Web Planning Guide

The purpose of this web planning guide is to give you a shortcut for learning what has taken us 10 years to learn the hard way. If you've ever been part of a website project, you know all too well how much work it entails. So, if you wish you were getting more from your website in terms of traffic, presentation, leads or even sales, this guide will give you quick way to plan your project so you get the most of your investment.

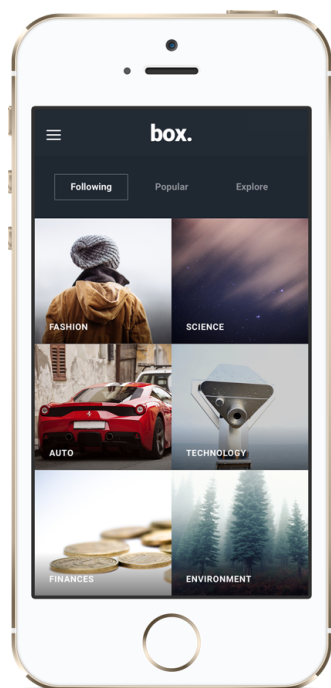
So let's get started...

We suggest organizing your web plan into three categories:

1. Infrastructure
  2. Content
  3. Integrations
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## Infrastructure



Let's use a house analogy. If you were to think of your website as a house, the infrastructure would be broken down as follows:

- Deeded land = web domain
- Address = host IP
- Foundation = WordPress or Custom Platform
- House = The site design including "theme" and navigation. (We'll look at actual content as it's own category)

The big question here is whether to use WordPress or build a custom site with a custom content management system (CMS). A custom built site is the most secure and highest performing infrastructure. It would include highly customized content for optimal user experience along with

user tested CTA's and page layouts. It provides the strongest SEO impact and is required for high volume eCommerce.

Oh - and have you heard of "Mobile Responsive?" Our custom sites have a 24 frame MOBILE OPTIMIZED design. Responsive means the content will automatically shift to a vertical scroll layout when the width shrinks. A typical WordPress responsive theme may only have 3-4 frames and although they are responsive, they may not be fully optimized.

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## Recommended Tools for Infrastructure:

- **Domain Registrar** - [GoDaddy](#) 2yr registration with auto renew because it's simple and well supported. Get the .com and .net versions. (GoDaddy.com)
- **Hosting** - If it's a WordPress site, we suggest [WPengine](#) because it's optimized for speed and security. If it's a custom site, we'd recommend [RackSpace](#) or equivalent. (WPengine.com, RackSpace.com)
- **Platform** - For simplicity and a lot of out of the box features, we'd suggest a mobile responsive, WordPress theme that is tried and tested. We like [Divi](#) and Divi Builder. If it's a custom site, well then, that would be a custom solution. (elegantthemes.info)
- **Navigation** - We would use Google Analytics to study site usage and [SEMrush](#) to determine which keywords should be targeted by the site navigation. (SEMrush.com). For high performance, custom sites there are a lot more tools and technical steps for figu
- **Performance** - WPengine and SEMrush have built-in site health tools. We also use [pingdom.com](#) to evaluate load speed and performance. Here are some other useful tools:
  - Make sure the new site is multi-browser compatible. ([browsershots.org](#))
  - Perform an HTML validation test via a CSS validator ([validator.w3.org](#))
  - Is your site optimized for mobile viewing? ([marketing.grader.com](#))
  - Do your pages load quickly? ([yottaa.com](#))
  - Test it for user feedback. ([peek.usertesting.com](#))

Your web plan should identify which tool you'll use for each of these requirements and notes for how you'll use them.

Remember - It's important to review these structural elements on a regular basis to make sure everything is in order. We suggest every 3-6 months.

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## Want to Get Nerdy?



Check out our related blog post-

[How Anyone Can Launch a Professional Website](#)

([spearheadsalesmarketing.com/professional-website](#))

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## Content

This section could be a book all by itself. Rather than explore the universe, let's look at a quick scorecard. This addresses the subjective nature of how content is perceived, will build alignment among your team and will help you prioritize your work.

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On a scale of 1-5, answer how much you agree these nine statements are true for your organization. Have multiple people complete the survey separately and compare.

<b>1. Our homepage and landing pages have a clear, powerful and unique value proposition*.</b>				
Disagree 1	2	3	4	Agree 5

<b>2. Our homepage and landing pages have sufficient trust elements (awards, certifications, guarantees, testimonials)*.</b>				
Disagree 1	2	3	4	Agree 5

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**Our pages are optimized for targeted keywords that support the menu structure.**

Disagree 1	2	3	4	Agree 5

**We split test variations of our homepage, landing pages and menu to improve conversion.\***

Disagree 1	2	3	4	Agree 5

**We provide appropriate CTA's (Call-to-Actions) based on who we are attracting to a particular page.\***

Disagree 1	2	3	4	Agree 5

**We offer FAQ's to overcome objections\*.**

Disagree 1	2	3	4	Agree 5

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We have a consistent content publishing plan for featured work, case studies, industry insights, product announcements and company updates.				
Disagree 1	2	3	4	Agree 5

Our name, address, phone and email are easy to find on every page.				
Disagree 1	2	3	4	Agree 5

We provide a search function, privacy statement and site map.				
Disagree 1	2	3	4	Agree 5

*\*Don't think these matter? Read the book Pre-Suasion, by Robert Cialdini Ph.D.*

When considering the buyer's journey through your site, organize your content to help them take deeper steps. For example - 1) Get their attention (awareness/problem), 2) Get their information in exchange for value (consideration/solution), 3) Get them to buy something (decision/product/service), 4) Get them to buy more and become a referral source.

Essentially there are 4 ways to influence your visitors: 1) Offer Information, 2) Offer Help, 3) Entertain, 4) Engage in Activity. Consider your buyer's persona to fit their style.

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## Integrations

Modern websites are capable of doing so much more than just publish content. Here is an idea list for your consideration.



### Sales - Get more done, automatically...

Track webpage visits and specific link clicks by contact and then send emails, texts, postcards, letters, personal cards or packages to encourage their next step. We like [ONTRAPORT](http://ontraport.com) because it's simple, affordable and customizable. (ontraport.com). Take it one step further and integrate with [MailLift](http://maillift.com), [Lob](http://lob.com) or [Thankster](http://thankster.com) (maillift.com, lob.com, thankster.com) so your staff doesn't have to touch it handle mail and fulfillment.

Want a short list of your most engaged contacts? Automatically score contacts by activity and notify salespeople of those that are most engaged. [Hubspot](http://hubspot.com) (hubspot.com) is the king of sales enablement because of it's integrated CRM. ONTRAPORT offers the mechanics, is less money than Hubspot but requires a lot more setup. The reigning champs for enterprise are [Salesforce.com](http://salesforce.com) w/ [Pardot](http://pardot.com) (salesforce.com) or [Marketo](http://marketo.com) (marketo.com).

A great prospecting exercise is to see specific companies that have visited your site but may not necessarily have contacted you. The technology is called reverse IP look-up. [LeadForensics](http://leadforensics.com) (leadforensics.com) and [Visitor View](http://go.multiview.com/visitorview) (go.multiview.com/visitorview) are a couple of tools. Hubspot also has a built-in reverse IP look-up.

Those visitors that left without converting? Show them digital ads based on the specific page or pages of your site they visited or didn't visit. This is called retargeting. We like [AdRoll](http://adroll.com). (adroll.com). AdRoll will also show digital ads to people in your CRM or to people that have a digital profile similar to people that have converted on your site. Once someone returns and converts, stop sending them the prior ad and start showing them an ad to take their next step. Rinse and repeat. There should always be a next step.

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Phone is ringing and you want to know where they are calling in from? In the old days, you had to ask “how did you hear about us?” And that may still be good for conversation, but if you want to see the data, you’ll want to track incoming calls to the phone number shown on your website or elsewhere. Look at [CallRail](http://callrail.com). (callrail.com)

## Plugins Every WordPress Site Should Have

- URL redirects so you aren’t punished by search engines and so people with old links find the replacement content. Plugin is Velvet Blues.
- Protect your site from spam with Akismet
- Automatically post content to your social media profiles with NextScripts
- Optimize your content keywords and local placement with YoastSEO and Yoast Local
- Enable site visitors to easily share your content on social media channels with Social Share Buttons Adder
- Chat (Live Chat, Tidio)

Of course, you always want to have Google Analytics tracking code and connection to Google Webmaster Tools.

## More on Hubspot

These guys have the world of INBOUND figured out. It’s a salesperson’s dream. To help support their platform they offer a “Growth Stack” of free integrations. [Check it out](#) at

[blog.hubspot.com/marketing/free-growth-tools](http://blog.hubspot.com/marketing/free-growth-tools).

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## Other Possibilities

ONTRAPORT supports a ton of other really cool integrations. The other marketing automation platforms do as well. It's a really fast changing marketplace. Our advice is to set your goals, design a process for getting there and let the gu-ru's figure out which tools to use. Here are some ideas:

- Quickbooks
- Calendar appointment setting (Calendy, Google Calendar, TimeTrade, Schedule Once.)
- e-Signatures (WebMerge)
- Help Desks (Freshdesk, Helpscout, ZenDesk)
- Membership login
- Affiliate programs
- Facebook custom audience ads
- Connect with Facebook button (pulls in FB profile)
- Twitter Cards
- Shopping Carts (WooCommerce, Shopify)
- Surveys (DilogR, Interact, LeadQuizzes)
- Video Stats (DilogR, Wistia)
- Webinars (EasyWebinar, Evergreen, GoToWebinar, WebinarJam)

## Comments on Integrations:

Consider whether these integrations help you do one of the following:

1. Provides a valuable customer experience that wouldn't otherwise be possible.
2. Enables your team to get more done, faster.
3. Ensures quality control.

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In the big picture, the most important thing is to have a clear strategic plan. An easy way to do that is to take our [Survey: Finding Continuous Improvement Opportunities in Sales and Marketing Programs](http://spearheadsalesmarketingnet.ontraport.net/tl/26).

Text Url: (<http://spearheadsalesmarketingnet.ontraport.net/tl/26>)



*Example Continuous Improvement Report based on actual client input.*

We'll provide you with a report showing where you have the most opportunities for improvement. These are organized by:

- **YOUR PLAN** - Mission, Vision, Values, Positioning, Branding, Forecast, Budget, Goals
- **YOUR WEB** - Everything we've covered in this Web Planning Guide
- **YOUR CONTACTS** - List building and management
- **YOUR REACH** - Advertising, Public Relations, Social Media, Messaging, CTA's
- **YOUR STORY** - Featured Work, Case Studies, Company Story, Regular Content
- **YOUR SALES** - Lead Follow-up, Conversion
- **YOUR PARTNERS** - Upsell, Cross-sell, Account Planning, Referrals, Feedback

Within each of these sections, you'll want to determine specific goals, next steps and which integrations you need to get there.

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A dark-themed banner with white and red text. At the top, it asks 'Want more from your website? (You know, like leads, sales and insights)'. Below this, on the left, is the 'SPEAR HEAD' logo with a red spearhead icon and the text 'SALES & MARKETING SYSTEMS'. In the center, it says 'We deliver.' To the right is a white line-art icon of a hand holding a globe. At the bottom, a red bar contains the phone number '888-997-4083' in white.

Want more from your website?  
(You know, like leads, sales and insights)

**SPEAR HEAD**  
SALES & MARKETING SYSTEMS

We deliver.

**888-997-4083**

You call us.

We'll walk through our Survey:  
Continuous Improvement for Sales and Marketing Programs.

We'll set some goals for your website with you.

**We'll GIVE YOU A FREE,  
LIVE homepage DEMO!**

Some examples of our work...

beaversonlaw.com  
tpevalue.com  
polarclean.com  
aianorthernindiana.org  
midwestsnsips.com  
libartusa.com

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## Investment Guidelines:

Here are some typical investment ranges for web project initial design and build.

SHARP	SHARPER	RAZOR SHARP
\$5,000-\$7,500  Updated WordPress technology and presentation with minimum new content.	\$10,000-\$15,000  Updated WordPress technology and presentation with substantial new content, stronger CTA's, split test ability, and stronger SEO impact. Capable of low volume eCommerce.	\$20,000+  Custom built site on our most secure and highest performing infrastructure. Includes customized content for optimal user experience including user tested CTA's and page layouts. Provides the strongest SEO impact. Required for high volume eCommerce.

Other budgeting considerations:

- Will you be split testing home page and landing pages to optimize conversion? (Apx \$1,000 per page test)
  - Do you want to compete for search engine ranking? This will require specific onsite content and offsite activity. (Apx \$3-5K/mo for significant results)
  - Will you regularly update CTA's (Call-to-Actions) with new offers and automated follow-up? (Apx \$2-4K depending on what it is)
  - Will you consistently publish new featured work, case studies, industry insights, product announcements and company updates? (Apx \$2.5-5K per item)
  - Will you regularly evaluate Google Analytics and overall site performance and seek to optimize conversion? (Apx \$300-900 per review and planning session)
  - Regular Infrastructure Maintenance (Apx \$300-400 per occurrence; recommend quarterly)
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574-294-6900

[spearheads\*\*sales\*\*marketing.com](http://spearheadsalesmarketing.com)

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