Unknown Speaker 00:00
Hey guys, it's Wes McDowell. If you're looking to maximize your website, I'm going to show you the perfect home page blueprint starting right now.

Shawn Hill 00:16
Welcome to another episode of the NiceJob Podcast, we are so glad that you are here to take in some information and hopefully, fix your business, change your life to something positive that comes from it. And I always like to say you take some from this episode and implement it and it doesn't work. Let's fill in new data for you to make better decisions. So either way, I get that notepad ready to go. Because my guest today is going to have a lot of knowledge and a lot of interesting things to say that you're going to want to keep down. He's going to be talking about your website and how you can make it pretty much the best thing could possibly be. He calls it the blueprint, but I let him break it down for himself to the west. McDowell website strategy expert joins us now. Wes, thank you so much for taking time out of your day to come on a NiceJob Podcast. So thanks for having me, Shawn. And so, you know, I am a website strategy expert. I feel like when you hear that there's always an emotion that's involved, because for some people they see websites as complicated, challenging. I'm not a tech person, what is it? And there's other people that are like, I read all the blogs, I do all this and I've changed this, I changed that, to ask how you started developing knowledge, word and your relationship start when it came to either, helping other professionals with their websites, or just your interest in sort of this field and that sort of technology?

Wes McDowell 01:39
Yeah, that's a great question. So basically, I started many years ago, and don't want to date myself. But I started off as a graphic designer, right doing just Photoshop stuff, designing logos, designing collateral for businesses. And then at a certain point, obviously, it turns much more to the web. But I was never, I can't, I still can't to this day cannot code a website, and back then it was a lot harder to actually do all that stuff in an easy way. So I basically do what I can for clients. Within all this time, I'd started my own graphic design business helping small businesses mostly in LA. And what I started to find was, I love doing the web stuff more. So I started doing more of that less of the logo stuff. But then I realized there was a new problem on my plate, which was I'm making these websites for clients, I'm coming in with like these low value questions, asking them like, What colors do you like? What do you want the website to look like, with all the focus being all on the aesthetics and all on how it looks, which fine, fair enough, like a website should look really good in order to build authority with your clients and your customers. But I was missing the structure of the strategy behind it. In other words, they're paying me to make this website for them. And they're seeing nothing on the back end of it. It's an it's not an it's an expense rather than an investment. Right. So that started I felt embarrassed about that. I felt ashamed of that, because I'm trying to build testimonials. And it's like you, you go to old clients, and I go, so how's the website going and they're like, we've had to redesign it already, because it wasn't doing anything for us. So what I did was that I just started to internalize all that feedback. And I just tried to learn everything I possibly could about all the little elements or the little things that go on a website that make the difference between just going in one ear and out the other versus really making that connection and saying something that's

important to the person on the other side of it. So as a small business owner, when you have all these things in place on your website, it takes care of a lot of the heavy lifting for you and your business. Just saying all the right things, making the right connections, essentially, acting as a sales person that's working in the background 24 hours a day. So I started just learning everything I could about user experience, psychology principles, things that need to go on the website to make those changes.

Shawn Hill 04:21
And it's funny to talk about psychological principles and things like that, from the graphic design background. I'm not a pure graphic designer, we're coming from the visual arts, creative arts, that sort of side of things, is oftentimes that's where you when you get stuck in sort of the creative sort of element trying to learn how to do something, you start defaulting to some of those things. what is attractive or what invokes this emotion, what sort of colors might convey things like that? And it's funny how, oftentimes in discussions, our convert team here are really talking to small business owners about their website, as they tend to fall into that visual aesthetic look. And forget the purpose, right. And ultimately, the purpose of your website should be to serve as a goal. If you're just trying to look pretty, give something, give someone something nice to look at on the internet, then maybe it's all aesthetics all the time. But it sounds like you and I are in agreement that the purpose of your website should be to have the goal in mind to generate more business, whether it's converting to take an action to book an estimate, or giving contact information. Or if there's an online booking thing going straight through to create that job. Is there a question right off the top that people maybe need to ask themselves, or if they're working with someone designing a site questions that they should be asking to make sure that they're starting with purpose in mind is, I don't want to say like almost a red flag, if someone's just going to design a pretty website, it's not going to work. But is there some maybe a question or mindset that people should look at. What should my website be? To define to make sure that they're on the right track? Because it is so important now for the proper purpose?

Wes McDowell 06:01
Yeah, well, I think the biggest question you can possibly ask is, what is the end goal here? What are you trying to do with this website? Is it Are you trying to get more people to book appointments for your salon, you're trying to get them to buy a product, sign up for your email list with a lead magnet, the end goal has to be in mind and everything on the website needs to contribute to that goal, your use, you hit the nail on the head, your website is a sales tool, it is not an art project, it is not meant to be framed above your mantle, and admired. And unfortunately, small business owners fall into this trap. Because they're either paying a lot of money for it, or they're paying, they're taking up a lot of their time to make it. And so they become very emotionally invested in this thing. And they feel there, they use the words a lot, like I want to love it. And I want it to be creative. And I want it to be interesting. And then I usually heard the words cool and creative a lot. When I was working with clients. It does not need to be creative. It does not need to be cool. It needs to look nice, fit your branding, and deliver a message like that, and not just the message but deliver the right message that inspires that action that you wanted them to take in the first place. Does that make sense?

Shawn Hill 07:20
Yeah, I mean, so is there like a balancing act, then? There is between like, looks, and effectiveness. But yeah, so someone goes, Okay, I'm with us. I want my website to be that sales tool. I don't worry about it even pleases my aesthetic choices, right? I like bright colors in this stuff. But okay, that's not going to be most effective. So does it come down to how my copies are written on my foot? Like, let's start breaking this down? Let's really get into it. What is making? Or what are the first steps we're taking to make things effective? Knowing that, look, if we can make this effective and make it look great, obviously, that's what we're going to do. But starting with just effectiveness alone, is it? Or is it purely just starting with a copy? Is it a layout? I mean, what kind of hierarchy?

Wes McDowell   08:08
Or where are we starting first, in terms of step one, so step one is obviously figuring out the content piece, meaning the copy. So the way we do this is basically you have to ask yourself, put yourself in the position of the person who you're trying to appeal to, what do they need to know, believe or understand, before they'd be willing to either work with you, or just to get your thing in the first place. Because sometimes people know they already want your service or a service like yours, but now that is no third going with you or the guys down the street. Or they may not even know they need this service, or product at all. So you need to figure out what's standing in the way from where they are now, all the way through working with you. A lot of times that comes down to busting through objections, because people are going to have objections no matter what it is. So the more we can use all our copy, to cut through all of those and hit them head on, and tell them why that is not a problem, when they go with you. That's the way to start. So you do start with copy, don't start with layout. Because this is what where people make the mistake, they've started with a WordPress theme or something that's very nice looking at all these content blocks that a designer put there, because they thought it looked nice. And now you have to shoehorn in content based on these content blocks, that were just kind of some designers whim based on how they were designing it.

Shawn Hill 09:39
Right and also a little bit of a catch all as well. So they're not thinking about how much copy might be needed for you to explain the history of business or the or the breakdown of a service or something like that. They're trying to catch all the net. So at that point, you've already lost a little bit of specificity, the specific elements of your site, there. So, with a copy to explore that a bit if I could, people also went through it. And the last statement I just said there is sometimes people get caught up in the context of, well, should I be selling myself? Or should I be selling my services? Because I think both might be a good USP for us? Is it to each their own in that element? Or what you've been doing, and some of the research things like that found that, a good lead off talks about this? Or does that or really you want to lead with either your strongest first or specific thing in particular? Is there a hierarchy within just the copy setting as well?

Wes McDowell   10:40
Are you talking about selling your own business versus the category?

Shawn Hill 10:47
Yeah, I guess I'm going to say because some people say we feel like our USP is the fact that we've been in this community for 30 years, and the other people say, but also, I've been in the community for 30 years, we also use this new technology. And our target audience is probably a mix of those two that wants someone that knows they have the experience, but also wants the latest and greatest. And sometimes we see, I know, with some of our Convert sites, in the consultations is that little bit of trying to figure out like, Alright, well, let's lead off with the equipment, and then talk about who we are. And I'll get going, like, well know where people so lead off with who we are and talk about the equipment. I didn't know if there was any sort of hierarchy or anything that recommended or if there's another strategy to take, if it's just readability or if it's flow of, of generally like, Okay, I have everything I want to say I feel like it's contextually written Well, you've strategically written Well, now layout, I didn't do the WordPress open layout here. Is there something I should be leading off with? Are there more elements that I'm not thinking of?

Wes McDowell 11:40
Yeah, so the main thing you always want to lead off with is how you help your customers or clients, it should be a little less business focused on you. It always needs to lead because no one coming to your website is looking for that you opened your doors in 1958. And your grandpa, I mean, there's something quaint about that, and something nice about that on your about page. But that's no one's like hiring you based on you know, you've been in business 50 years, the real benefit behind that is your experience. So what I always say is lead with how you help your customers, then you want to have a little about us section, possibly in your homepage, that says a little bit about your expertise and your qualifications. But then you need to really segue quickly into what that means for your customer. Do not dwell too far into your own past or your own skill set. You see this a lot on like lawyers websites, where they I mean, it literally reads like a resume of like their entire schooling. I assume you're a lawyer, I assume you graduated law school, when I go to your website, you need to really connect in a way that matters. So always ask yourself, if you're going to brag about yourself, or talk about yourself, as a business, always ask yourself, why is this important? And then you want to replace it with that statement. You don't mean like why we have been in business for 50 years, which means we have helped thousands of people just like you, and we can help you in the same, you know what I mean? See, you get to how you help them faster.

Shawn Hill 13:30
And I love that because you're because again, you're pushing them towards the goal of your site, they can learn all about you is great. But if they learn all about you then go to another site and try to learn all about another company. That's not really the goal of your website, they don't care about you yet. Yeah. And I think also that goes with sometimes the timing thing, right. So, most people, they go on a web page, we love to believe that or looking gazing at every single photo, and they're reading every little bit of copy, and then they think about it, then they scroll to the next bit of coffee and stuff like that. But really, it's also a little bit of a timing game of how quickly you're able to convince them, to take an action or to have them get that feeling that their

problem is now being solved. So if you hit them on that first point, we're going to solve your problem. And then, down the page, there's the specifics of how we're going to solve or anything like that, but that'll keep them engaged, if they're getting their answer right away, especially, I always say to people, search engines or people asking a question, looking for an answer. The algorithm is a strategy that Google whoever puts together to try to answer the question, right, that's what it comes down to. And that's why some of the SEO tactics where it doesn't sound like a human robot, but they're like, Oh, it's got these words, it'll make a trigger. Like, that's not answering a question. And eventually, it's not really going to stay with that, that rank and things like that. And so when we talk about that sort of thing of how to quickly kind of answer how to keep them on that page. Is there anything else that you would love to see included on homepage to either a is going to keep engaged or you think that pushes them further towards taking action or quicker towards taking action.

Wes McDowell 15:07
Okay, so basically, when someone gets to your website they've got about, you've got about three to five seconds to get them to either decide if they're staying or going. So it's a crucial little piece of content there. So what I generally like to do with my little formula would be a headline that's big and bold, it makes a bold statement, and then a sub headline that gives a lot more clarity to that statement. So basically we would say, like the big promise, then here's how we do it. We do it through coaching or consulting, or we help small business owners or we help taxidermists' sons, or now, just be specific in that in that sub headline, and then you want the call to action after that. Then underneath that, I generally like to do either a problem solution section where I lay out, here's the problem that you're likely having. And here's how we solve it for you. We've done this for many people before. So it's been these short paragraphs, everything I'm talking about here, no walls of text, because people won't read it. It's like you said, Shawn, we'd like to think everyone'sv sitting down for three hours reading our website, because we are, as you know, we own the website, we're like, very invested, not so much. So we need to trick them into reading it. It's like giving a kid you know, hiding the, the broccoli and cheese or something, we have to make it palatable with short paragraphs, little sub headlines bolding texts, that we know if there's like a key phrase that you want them to see, put that in bold, make bulleted lists that thing. And then you definitely want a benefits section. I like three, I like going with a three column layout for benefits. That just seems to be the magic number. And let me stress benefits, not features. Right. So what I like to do is to tell people to come up with a list of 10 features, things that people can expect when they work with you or buy from you. Then next to each feature, fill in the blank so that you can dot dot dot. Right. So we have my favorite short story here. When mp3 players were being sold for the first time, everybody started talking about, you know, 10 gigs of storage, if it even was that bag probably wasn't even that much gigs of storage, hardware, specs, technical specs, then Steve Jobs comes out with the iPod. And he says, people don't care about how much storage there is, what they care about is the tagline was 1000 songs in your pocket. That's the benefit. The 10 gigs of storage is the feature. So a lot of times people need that kind of illustration to get the difference.

Shawn Hill 18:04
Yeah, that's such a phenomenal breakdown there. And I love that storytelling, because the benefit is almost the immediate thing that I'm trying to figure out. And if I don't have expertise, so in your example, you said, I don't know, a gig versus a mate like that means nothing to me. Yeah, then that's not a selling point to me. And whereas someone that's really well versed might be like that's a lot of gigs. But, again, now you've niched even further, but if you tell me like, Oh, this thing plays music, I got 1000 songs that my first thought honestly is like, Do I know 1000? songs? Yeah, what I need to and it's funny, because those first couple iPods, you found out how quickly you could start racking up the amount of songs you want. I'd like to switch out songs every day. Yeah, but again, that initial thing was that there was something like this because the comparison I made just sticking that analogy for men is the emotional connection I'm sure you and I both made was well, alright, there's 12 songs on this CD. And there's 12 on that, like, so I don't have to carry these two physical things, these 10 physical things he told. And so the same sort of thing. If it's a clean driveway, so maybe the way you do it, you talk about well, we use this bristles, and it pushes the dirt in a certain way and does all that like I'm thinking of is Oh, Clean carpet or Yeah, clean driveway. A lawn that makes my neighbor's jealous. Yeah, make room for my kids to play safely. Like something like that. Like, that's brilliant. And I love the way that you kind of made that point with that. But also, we talked about the succinct element of it because I think sometimes we will talk about their own business. I think it's important sometimes to remember that. You might be super, super passionate, and all these little details really get you going. But for other people. It's not quite that they're really kinda I think it's okay to think of them looking at it as a purely subjective view. It's what they care about in their life. To solve this, I think sometimes that separation to make sure that sometimes you'll read a longer article about something you're really passionate about. But when you go to look up a DIY situation or something that you're just trying to find a little bit more about, it's all about being clear and concise and quick, and ultimately going back to motivating them towards an action. What are your thoughts on obviously, we're Reputation Marketing software, we know the power of social proof, we know the power reviews, things like that, there are a couple different ways to bring in social proof to your website. And I was wondering if you had, in your opinion, he thought was the best place to bring that sort of knowledge to bring that whether it's through quick acting real time widgets, whether it's through artsy testimonials, whether it's just raw, real reviews? Where can social proof play a role either on your homepage, just in your website, in particular?

Wes McDowell   20:55
Yeah. So the way I like to think of this is in two kinds of ways. So testimonials are key. Reviews are key, we always need those. But what I like to do though, is utilize two different principles. One would be for someone to really identify with one person's story, in which case, I like to pick out a feature testimonial that's really good. That is what most people can identify with. So ask yourself, what is that main big objection that people have, when they go with you, then get one of your testimonials that feeds into that and tells why that wasn't, it didn't end up being an issue. so that people can identify with that. But then you also want to supplement that with basically, no sheer numbers, because people also want to see they're part of a group, they want to see lots of people have gone before them. So that's why I like to be featured. And then like a grid underneath it have like, less important testimonials, right? They still say good things, but they're

meant not necessarily to even read all of them, but just to scroll past them and say, Wow, he has helped a lot of people. Does that make sense?

Shawn Hill 22:11
Yeah, for example, we have a variety of sweets to do that. But we've even seen some people take the feature testimonial on their convert site that our convert team works and has the one that is a little bit more predominantly displayed. And then some of the widgets, or the display that we've seen underneath it is some did like the grid, the line you talked about. But some also for the sake of speed, had that big like trust badge, which shows like these so many people reviewed us, this is our overall rating on all these other sites, and it's clickable people can explore because some people want to see the best one, see the overall and good from there.It could be depending on how much you're, how much social proof your overall have, right? So you only get caught with that same feature testimonial for a year and a half. Because any repeat visitors are referrals, you can tell that one starts to get a bit dated, but I like that of having the one that really identifies and then the selection underneath, because if they're going to look through the selection of the others, there's probably some interest there. Right? no one goes, I don't think these guys are for me, but let me read more reviews about them. It's usually once you know what their whistle is, right?

Wes McDowell 23:18
Yeah, if they're reading through reviews, you almost have one of those last steps that people take, because a lot of times people like they're almost looking to be talked out of it. Like they're almost daring you like, okay, live. Let me just see what other people are saying. I'm already almost there. But I'm just going to make sure by reading through these reviews, so, you've already got them at that point. So I would say choose those testimonials carefully. Even if it's the big pool of them, you still want to choose some that hit up different elements, right? So people have different objections other than your main one. So you want to have, you want to hit them up from all angles. And if you have a business that gets people results, like for me, my paid program basically teaches small business owners how to make their own website to get more clients. So I want to have some testimonials that have great, big time results for them to really talk about how they've tripled their revenue based on what this website has done for them. But I also want to have some testimonials that have smaller wins as well. Because some people don't want to swing for the fences, they just want a website that looks good. They want to have a website that communicates well, so I'm not going to have them all talk about like, a triple business. Some of them are just going to be like, I can't believe how easy it was. I can't believe how beautiful my website isn't that thing. You know what I mean?

Shawn Hill 24:50
Yeah, and also I felt that it shows that some people may have a hesitation of wanting something like these. But I think it also instills a bit of confidence in Hey, like, we're going to help, like, yeah, it could be the home run, it could be the base hit, but we're going to help, we're going to trend in the right direction. And that's where the other elements, kind of the customer experience element, stuff like that we're in here. And if we get a small win early on, we can build off that if we get a large win right away, we're not going to be satisfied and be like, okay, we're done. Like,

we're going to continue to improve and go forward. A lot of things we talked about, with different services for home businesses, or different offerings, even the lawyers, perhaps even different elements of a law they can practice, including even when we talk about reviews and stuff like that. The big thing comes now. Could these potentially be fully built out pages, in addition to your homepage? Do they need to be, I know, there's a lot of discussion and debate and conduct your research on multiple clicks versus everything on one? In your opinion, Wes? Does your homepage need to still just be driving towards I mean, obviously want to drive towards that one call to action? But, should you be sure that you're not dragging people off your homepage, explore other pages of your site? Because potentially there is more loss? Or is exploration good? I mean, on your homepage? Do you want to have like, here's some reviews, but read more? Or do you want them to have to navigate themselves to make up the taskbar. So you're not hiding it from them, but you're not running and steps along the way to bail off, I want to get your take on that. Because it's an interesting discussion on if your homepage should just be driven towards one and the other emissions there, but maybe a little effort maybe on their part, because you're just focused on the one goal. And then the others say, Well, hey, if they want to explore it, give them the option to do so without being too complicated.

Wes McDowell 26:48
Yes, I always give them the option to explore. But I also think there's a lot of upside just to telling a story from start to finish on that homepage. Meaning if you're going to have a testimonials page, have that page and you should, where that's where like, a lot of them can go. But then there should be that the way I look at it is that almost everything that's in your top navigation bar should have a summerhouse on your homepage, almost like it should have just like a little lake house, a little mini section talking about that. So they don't have to go to their other pages. If they don't want to. If they want to learn more, if they want to see more testimonials added, if they want to see all your pricing breakdowns go for it right. So. But yeah, have everything on your page laid out to where they don't have to go anywhere else. If they don't want to. That way you're creating the story for them. Which helps.

Shawn Hill 27:46
Yeah, pricing is the one in particular that actually was coming to mind and asking that question because someone wants to lay out their entire menu of price offerings like that, or they want to explain in great detail why they you know, the package a different package B versus I think giving a succinct almost, package A gives you like these benefits, or package A is suggested best for this person. Yeah. And then knowing that you can explore in depth, all the cart items or anything like that on a separate page, especially for home service professionals. Sometimes they feel like they're their pricing structures, but the hook, some feel it's not, it 's really stand out, or they make a difference. But it's always a harder discussion. Because, with the direct sort of quick engagement narrative, getting bogged down in the details is a hang up. So, to almost reiterate what you said, in the sense is, you definitely won't be able to tell from start to finish that someone on your homepage should be able to solve the question of, I'm going to add, I'm going to solve your problem. This is either how we're going to do it or who we are doing it. And then here's how you can start the process of getting that done. Does that sound correct that generally the bare bones start to finish?

Wes McDowell 29:04
And social proof needs to be on the homepage as well? We need to see testimonials right there. But that's basically it, you need all those in all that information lined up. And also, I tend to like to have an FAQ section at the bottom. That's mostly there. It's a bit of a cheat, but it's a smart one, where you're answering three to five, some actual frequently asked questions, if you think it will help. But mostly you're phrasing objections as questions and you're answering those. So that's how I like to handle it.

Shawn Hill 29:40
Now, is there a certain limit or structure you'd love to see an FAQ? What do you mean limit like in terms of how many because I mean, that's, it's pretty much the bluntest way to sort of ask the question, but I mean, sometimes, I know like myself, you over the brain of like, especially if this comes up in your training, maybe someone new to your team, and you got to realize like I want to tell you everything but not all at once and figure it out. If we FAQ should definitely be strategic and shorter, or do you meter with your audience? If you're getting a lot of questions in the sales process, perhaps they should be included in your FAQ.

Wes McDowell   30:14
Yeah. And always prioritize, though, like, if there's a question you always get then put it there. I like to cap it at like five on a homepage. And again, make sure that there are mostly objections, not so much, necessarily questions, but you can put those there if they're important. But I don't like to see. And I see this a lot, actually, people put the FAQ on their homepage, that is about like, they're not about getting that initial call, or that initial reach out thing. It's like, they're asking questions about the things that would come later in the process. So keep that in mind. All your website does is do your website is not meant to completely sell your product or service, or maybe your product, if you're selling it on your website, but if it's a service, you're generally just selling that phone call that consultation, right. So don't ask more of your website. From that point, it's up to you to sell it, your website can use only so much. And then it usually needs a real person to actually take over.

Shawn Hill 31:20
Yeah, and depending what your next step is, if you've something like online booking, then your homepage to get them to book is and if your processes, call for a free estimate, or who you're trying to get them to take that next step, because then that's when the next process takes over whether it's your scheduling, and booking your sale and consultation, whatever it is. And I think that's important. I love that you emphasize that like, it's not about this is how we follow up three months later, like, well, it's not important right now I'm on the web page, trying to take the next step. And yeah, the steps are important. But you also have other opportunities and other touch points to do that. And perhaps making sure that your web page gets them to convert and take that next action is the end. I'll be honest, the most important in that sense. Lastly, I love to bring that down, I think. I hope you'll realize that you said a lot of good, detailed, advanced things, but it didn't come off in any sort of way. It's something I think even the most non tech savvy person wouldn't be able to understand. So if you're out there and had some, anxiety or hesitation about

your website, I hope and listening to West today, at the very least you can, you can take a breath and know that it's something that you can take on or find experts, and you can ask the right questions, because a lot of times I know when people sign up for Convert sites, things like that hesitation they get is like Well, I'm not an expert. I'm only asking how I know. They're just saying things. I think from this conversation alone, there's enough to really arm them with the proper questions to really end up with an amazing web page when they're all all said and done. So I appreciate the insight today, Wes, before I let you go, we've actually been asking everyone here in season three, similar to the new season two, like to ask one question to all of our guests to see how their answers compare and things like that. And so I'd love to propose it to you. And the question we're doing for season three is, which do you embrace more challenges? Or opportunity? And you can answer from a personal side, you can answer from a business sense. But just in general, which to embrace more challenges or opportunities.

Wes McDowell 33:19
Opportunity, I would never go for something just based on it being a challenge. I think some people, I always look for the next opportunity, like how can I reach more people or reach a new level in my business? So yeah, opportunities all the way. And if it comes with a challenge, I'm usually ready to face it. But yeah, no I'm not a challenge for challenge sake guy.

Shawn Hill 33:43
That's a great answer. You so far throughout the season, I've loved all the answers we've gotten. Because, everyone tends to bring it a positive sort of energy and atmosphere, like you did, but it's always great. I hope for those listening out there or watching wherever you're taking in the content today. I hope you're enjoying our season three question, because I know for me in particular, it really allows, I think, a little bit of a deeper dive into the inside of some of these people. So I definitely appreciate Wes if someone listening to conversation wants to either learn more about some of the things you're doing, maybe wants to try to get in touch with touch base or anything like that. Where should we direct them towards and we'll put this in the descriptions never like that. So be nice. You know, click through or nice read for you. But where should we direct people less?

Wes McDowell 34:26
Well, if you're listening to this, you obviously like podcasts, and I've got a podcast called the profitable website, where we dive into all this stuff about your website and getting people to your website. Every episode with new episodes every week. We have guests on, we have Shawn coming up soon. So look out for that episode.

Shawn Hill 34:46
That'd be a good one. I definitely was a chatty one and that one for sure. So I hope that ended up too long for us. Oh, not at all. It was great. Lots of good insights. Perfect. West McDowell. Thank you once again. for taking the time to share your expertise and you know, sharing everything with a nice community here.

Wes McDowell 35:44
Thanks again, Shawn. This is fun.

Shawn Hill 35:46
That was my conversation with Wes McDowell. Thanks again, for joining us on the show. Before we go, let me give you my three key takeaways from the conversation. First and foremost, when thinking about your website, determine what's your goal, what's your purpose, make sure that everything you are doing is accomplishing that goal. If you find yourself doing something that seems like it's a side quest, well, maybe it doesn't need to be on your site. If you're looking for more leads and sales, do things that are gonna help those visitors convert.
Secondly, West talked about benefits, not features. And that's incredibly important. People want their problem solved, they're gonna look at the benefits and the features that are explaining those benefits to be benefit driven. You can include the features, but be benefit driven. And finally, seal the deal before you close. West talked about having social proof on your site. Talk about having an FAQ. Give them the information they need. So they are so sure that you are the one for them.
That will do it for this episode of The Nice Job Podcast. And thanks for listening all the way to the end. I'd love it if you can leave us a review on any podcast platform. And you know what? Here's a little incentive for making it all the way to the end. Drop us an email at podcast at nice job.com And tell us one song that has to be on your iPod if it lands in our inbox for July 31. Okay and $25 off at nice job standard subscription.
I'm your host Sean Hill. Until next time, happy being healthy or hope being safe. And don't forget to have fun out there as well.