

INDUSTRY SECRETS

VOL #1

8 Critical Things You Must Know Before Hiring An Agency.

Avoid risking everything that
you've worked so hard to build.

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When positioned correctly, your brand will become your best salesperson.

The top 1% of companies know this, understand the methodology and obsess over it.

This guide is here to help you understand the correct process for building a branded website that will work for you on autopilot.

— Why this is crucial

Today, it is essential for every business to have a website. However, with every company having a website, the competitions become incredibly fierce.

When building your first website, you might not know where to begin, what to feature, or whom to trust with transforming your business into one that attracts the best audience.

If you'd like to attract perfect customers, this guide was written for you.

This guide will give you full access to our eight-step framework. Use this process to sell your brands value through your primary window to the world, your website.

You only have one shot to make a first impression.

At least 70% of the first impressions you make are on your website. Your clients are Googling you before they call you. They're finding you online and making snap judgements about you and the value that your brand represents before you get a chance to talk to them.

So many business owners are losing leads only by not capitalising on that vital first impression.

We've written this guide to help you make your prospects and visitors stick around, become repeat customers and become brand advocates.

Long before you even speak to your customers, they need to;

- + Say "I want some of that."
- + Think "I want to be a part of that."
- + Give you their undivided attention
- + Have questions answered like "Should I trust you and what you're saying?"

If you invoke sentiments like expensive, passionate, sophisticated and professional, that's precisely how you'll be perceived.

The reverse is also accurate. Slap-dash, thrown-together and cheap are words that will irreparably damage your first impression and reputation before you even get to connect with your customers.

How many of these statements apply to you?

- + I would like more clients but I'm not sure how to get them.
- + Sales conversations are difficult and lengthy and I wish I could close them more quickly. If only they knew about you and your offerings better before you got on a call. Hint — that's what your brand should do.
- + I'm not making as much money as I would like
- + I'm a bit embarrassed by my website
- + My website doesn't really reflect who I am
- + I wish my website was bringing in better quality leads
- + Some or most of my clients are less than ideal
- + My life would be so much easier if I was attracting better clients

The good news — A bespoke and branded website has the power to fix all of these problems for you.

— Here is the 8 step
process that we use
at Studio Innate
with all our clients.

Make the commitment

To get here, you need a mindset shift. You need to make a commitment to excellence, to up-level and be seen for the expert that you indeed are.

From my experience with our clients, you would be surprised by how many aren't ready for this yet.

When they first see themselves in the way they wanted to be seen their whole life, they get scared and find a multitude of excuses to not have their new brand and website go live yet.

This step is the hardest, from a mindset perspective. But when you do, it's so worth it.

So commit to showing up as the best version of yourself. Commit NOW to not go back into hiding, or looking like you used to, just because that's where you feel most comfortable.

It's time to grow.

Choose the team

You will need a few people to do this right unless you're superhuman. One person can fill more than one role; you don't necessarily need one person for each.

- + Brand Strategist
- + Brand Designer (expert in colour psychology, brand concept generation & logo design)
- + Copywriter (Very important that it's a web copywriter - it's very different from writing a newsletter or a book)
- + User Experience Expert
- + Web Designer
- + Web Developer
- + SEO (search engine optimisation) specialist
- + Social Media Expert
- + Web Designer
- + PPC (pay per click) manager

Sounds overwhelming? You can always skip the next steps and book a call with us here as we've got all the above in house, ready to make your business dreams come true.

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Get crystal clear on your vision

Your next step is getting clear on what you want your brand to do for you. Don't worry about how just yet, just focus on the what:

- + What are the values you want to get across to people?
- + Who is the ideal client that you want to attract?
- + What is the main action you want people to take?
- + What is the main product or service you want people to buy from you?

Without getting clear on the above four questions, it doesn't matter what you do; you'll perpetually struggle. Even though the questions are short, their importance shouldn't be underestimated. No exaggeration—if this step takes you several weeks to get right, so be it. It's that important.

Pro tip: The values you want to communicate and the kind of clients you want to attract are questions your brand designer should be asking you, so they can use the right imagery and colour psychology principles to do both successfully. The actions you want the viewer to take and what they should buy, are questions that your User Experience expert and Web Designer should ask you, to guide the viewer to the right Call to Actions, with the least amount of resistance possible.



Define the brand identity

Now that you're clear on your vision, it's time to nail down what that looks like visually by creating your overall brand identity. This means working with a Creative Director and Branding Expert (it's common that these can be the same person) and nail down the following:

- + The overall look and feel
- + Colour (primary, secondary, tertiary)
- + Fonts
- + Textures / patterns / illustrations
- + Imagery style / Photography style
- + And your logo, of course



Pro tip: This is where colour psychology comes into play. What are your colours saying about your brand? Do you know what emotion they trigger when someone looks at them? When looking around for a brand designer, make sure they know at least the basics of colour psychology so you can make the most of this science.

Map out the website flow + user experience

This step is where the User Experience expert will wireframe the website, along with the copywriter.

Wireframes are like the blueprint of a home, where you can easily see the structure, the path you will take from room to room, what can fit in each division, but devoid of any interior design.

Creating a wireframe for your website will help you understand what copy and images are needed. It will also help you visualise the journey the user will have to take to get to specific pages and where the call to actions should be on the page.

Doing this pushes usability to the forefront. It makes sure that you are thinking of the experience of the user first. We recommend a User Experience expert doing this with a copywriter so that the story the page tells has equal importance to the visual experience of the user.

Pro tip: Before this process starts, look at your current analytics and identify where most of your traffic is coming from. If from mobile, then let the Web designer know that you want a mobile-first design, where the design is created first for mobile and then for desktop.

Quick Fact: In 2018, 52% of worldwide website traffic came from mobile.



— Get copy + photos done simultaneously

Now that you've mapped out the flow of your website, and in order to keep the site moving along smoothly and effectively, you should aim to get both copy and photos done at the same time. This is why we put these in the same step.

This part will be a lot easier now that you've done all the work in the previous steps because you already know exactly what copy you need, how much of it, what each section needs to communicate.

For the photos, you also already know how many you're going to need, for which sections (think how a photo can add to the point you are making with the copy) and what they should look like in order to match your brand identity.

Pro tip: Make sure your photographer knows that these photos are for a website. Show your photographer your website wireframe so they know which photos need to be landscape and have text overlaid on top so that when they pick the background and frame the photo, they account for that. This saves you time and money later so you don't need to pay a professional photo editor to extend a photo horizontally (which most often than not, looks hideous and weird), or worst, cut you out and paste you on top of a new, less noisy background.



Bring everything together in the web design

This is where the magic happens, and your website truly starts to come to life. This process is where the creative director hands the web designer the copy, the photos, the wireframe and the brand style guide so they can bring everything together.

When choosing your web designer, make sure that you check out their previous work and look out for the following:

- + How was your reading experience when on that website? Did it seem easy and effortless to read? (this would mean they are following the web typography best practices)
- + Do you feel it was consistent throughout?
- + Was it clear where to click?
- + And of course, did you like the design?



Pro tip: Giving feedback to the web design can be confusing as there are so many different tools involved. Ask your Web Designer to use Adobe XD to add comments directly to the design.

Get it developed and live

This step is similar to when the architect has built the house, the interior designer has picked out the finishes, and now the engineer has to build it and make it come to fruition.

Checklist before handing it to the developer:

- + Make sure you're both on the same page as to what platform they are building it on, so there are no surprises later on.
- + Let them know before the build starts how you need the back end of the site to be.
- + Will you or your team need to go in there and make changes? Make sure they don't build it in a way that requires you to hire them to change it if that's the case.
- + If you're outsourcing the development to a different country, make sure they write the code in English
- + Make sure before it goes live, that they test it on different browsers, different sizes and devices, to make sure there are no bugs and that it's fully responsive.



Pro tip: Once the website is built and live, make sure you get it on a maintenance package with your developer or another provider so it's well looked after, and prevents it from being hacked, getting bugs or having a new plugin update destroy it.

Getting started

If you've had enough of being second-best, if you're fed up with putting up with a website that doesn't reflect your brand and value, and if you've got a real desire to position yourself and your site as you desire — let's have a chat and see how we can help you.

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