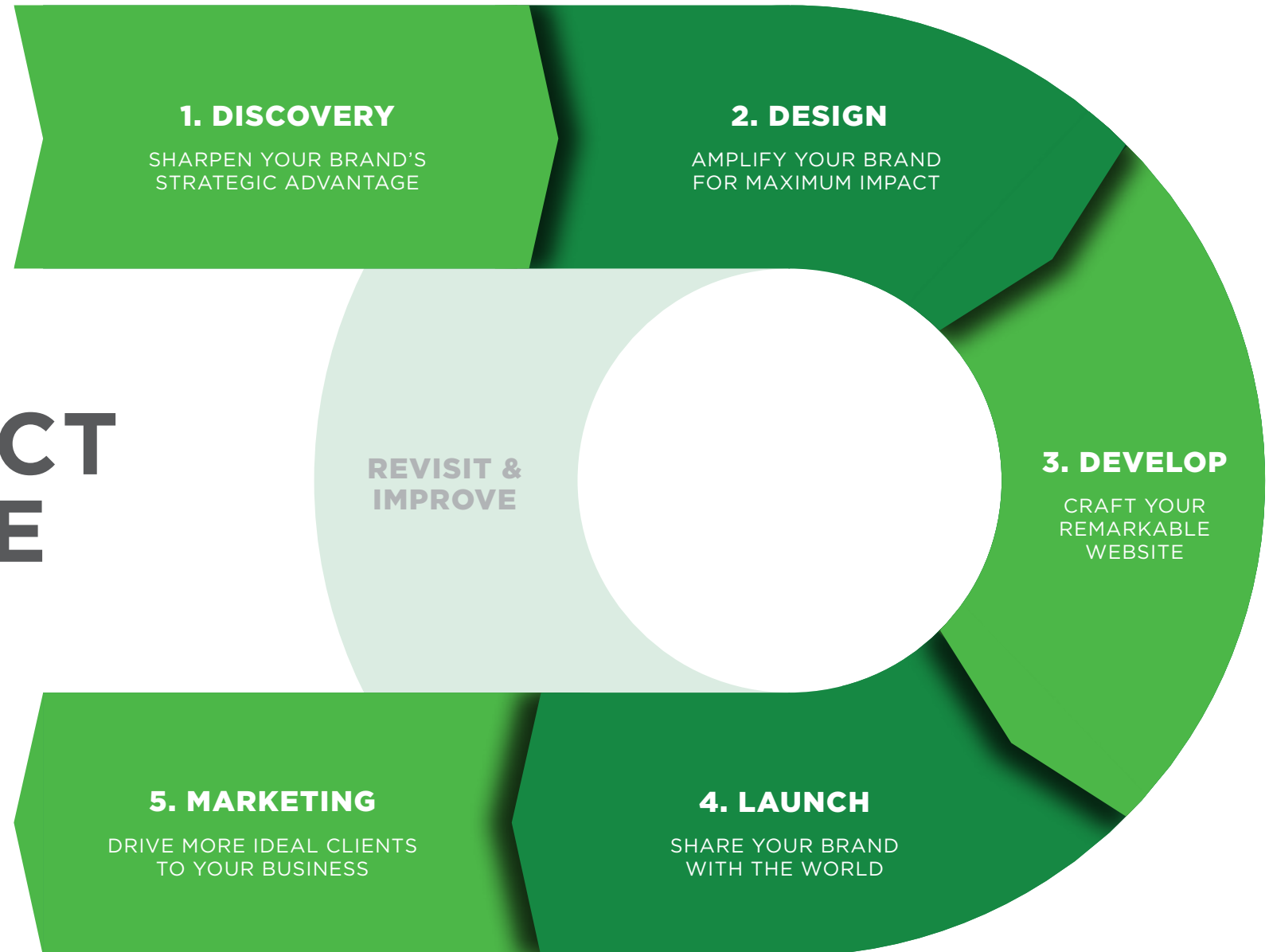


5 STEPS TO A HIGH-IMPACT WEBSITE

BETTER APPROACH
MORE CLIENTS
MAXIMUM IMPACT



5 STEPS TO A HIGH-IMPACT WEBSITE

GET NOTICED. CONNECT WITH CLIENTS. GROW YOUR WELLNESS BRAND.

Your website is the digital portal for your business. With an amplified brand, inspired design and well-crafted code your website can be the most powerful tool to increase awareness, attract ideal clients and increase business.

But seldom do all these things come together. In fact, many wellness websites are simply copies of each other.

Unfortunately, that doesn't work. It's like buying a car with no engine and thinking a new paint job is the solution. How far will that get you?

Every business is unique. There isn't one cookie-cutter website template that will magically work for you. Even the best website design or sales funnel won't work unless you're authentically aligned with a clear, solid strategy.

The most successful sites are built with Clear DISCOVERY, Amplified DESIGN, Robust DEVELOPMENT, a Strategic LAUNCH and Focused MARKETING.

We want YOU to be successful. We want your website to get noticed, to connect with your Ideal clients and grow your business. So in the following pages, we'll describe each of these 5 steps.

If your website isn't working for you it's likely you haven't optimized for one or more of these steps. Don't worry. At least now you know why and can do something about it. Are you ready?

Better Approach. More Clients. Maximum Impact.

1. DISCOVERY

SHARPEN YOUR BRAND'S STRATEGIC ADVANTAGE

If you're going to head out on a road trip you need a roadmap. Without a map it going to be very difficult to arrive at your destination. Sure, you may stumble there by luck. But not without frustration, wasted time, money and a lot of wrong turns.

Determining the reasons *why* you're building your website is the most important part of designing a successful website. Sadly, this Discovery Process is the part that's skipped most often.

Why? Because it takes a long of time, effort and research for a website designer to do. Usually Discovery is 3-4 client meetings. But Discovery can be 15-20 hours of additional work and research if done well.

So what is Discovery? It's your roadmap. It's a deep dive into your business. It's a process to uncover the true needs and real problems your business is facing. It reveals how you stand out in your market, who are your ideal clients and how to best reach them. Discovery sets the roadmap for everything from branding and strategy to website design and marketing.

Without Discovery it's very difficult to truly understand your business, industry, audience and competition. Without Discovery you can't use these understandings to craft a website that's a powerful online business tool.

If you haven't done a thorough Discovery process it could be the reason your website isn't working for you or isn't getting you the bigger results you'd like.

2. DESIGN

AMPLIFY YOUR BRAND FOR MAXIMUM IMPACT

When you think of design you're probably thinking about how your website looks. While that's certainly important, design means so much more than just your visual website.

Design begins with Discovery. Without Discovery it's much more difficult to design a website that aligns your business goals with your ideal clients' wants and needs. After Discovery there are many pieces that need to be designed before you ever get to your visual website. Things like your brand strategy and your brand identity need to be designed. While these include logos, colors and fonts, these are only a portion of brand strategy and identity.

For a website to be successful it's important to design a site architecture, content needs, website interactions, user interface, points of conversion, information layout and usability. It's also a time to begin designing your marketing plan and sales funnel. All this before getting to your visual website design.

Without bringing all these pieces together your branding is incomplete. That leaves you with a website that doesn't make maximum impact with your ideal clients.

You must go beyond a pretty and professional design. You want your website to align what you do with what your ideal client wants.

3. DEVELOP

CRAFT YOUR REMARKABLE WEBSITE

Have you ever visit a nice looking, professional website that doesn't work correctly? You try to click a button or fill in a form only to find it doesn't do what you expect.

Websites that don't work correctly or as expected have problems. And those problems stem from the website not being developed well.

You can have a visual design, great branding and amazing content. But if your website doesn't work as your visitors expect than all that pretty design is useless. Even worse, it's detrimental. Better to not have a website at all than to have a website that doesn't work correctly.

A successful website needs solid, well-written and efficient code behind its design. Everything on the site needs to work properly. They need to be tested thoroughly. Bugs need to be fixed. Code needs to be "standards compliant."

In today's digital world your website absolutely and without question must be mobile friendly. **If your website isn't mobile friendly you're telling more than 50% of your potential clients that you don't care about them and their experience.** That's not the message you want to send with your online brand. And don't forget Google is requiring all websites to be mobile friendly now.

4. LAUNCH

SHARE YOUR BRAND WITH THE WORLD

The launch of your website provides a unique opportunity to build momentum and increase awareness of your online brand. But for most business owners (and web designers) launching a website means simply making it live and telling people they know about.

Of course, there so much more than that.

A successful website launch plan has 3 phases.

First, there's a **Pre-launch** phase - which prepares your website to go live. This is where bugs get fixed, services like email are setup and final

testing happens. Next comes the **Launch** phase where your site 'goes live.' This is where you record and evaluate the initial response to your site and begin growing your audience. In the final, **Post-launch** phase, you want to test and retest how your site functions and how well it converts your ideal clients.

As you've seen, a successful website launch has many moving parts. If you miss any of it, you'll launch a website that doesn't work well and miss opportunities you'll only get once. Plus, you won't know how well your new website is growing your business.

5. MARKETING

DRIVE MORE IDEAL CLIENTS TO YOUR BUSINESS

Many website owners think it's enough to just have a website; that people will magically show up.

But “build it and they will come” is an illusion. It's more like “build it, announce it, share it and then they may come” **Your ideal client isn't likely to find you - you have to go find them.**

The typical story: You launch your new website. It's exciting. You just know new clients will soon flood your business. Weeks and months go by and little happens. Sure a few emails and phone calls. But nothing like you were expecting. You have a new website - but not many new clients.

It's sad to say that this is the usual story when it comes to websites. But it doesn't have to be your story.

Launching your website is just the beginning. Now you need to know what to DO to get people to find your website. That's your marketing plan. Without a marketing plan you likely won't do much. With a poorly developed marketing plan you'll waste time doing things that won't lead to results.

But a well developed marketing plan, one that aligns Discovery, your branding and your website with your business goals will provide the clear steps you need to take to have success with your website. A solid marketing plan is your plan of action for getting ideal clients to your website, getting them to take action and following up with them until they make the decision to buy from you.

DISCOVERY, DESIGN, DEVELOP, LAUNCH, MARKETING.

BETTER APPROACH. MORE CLIENTS. MAXIMUM IMPACT.

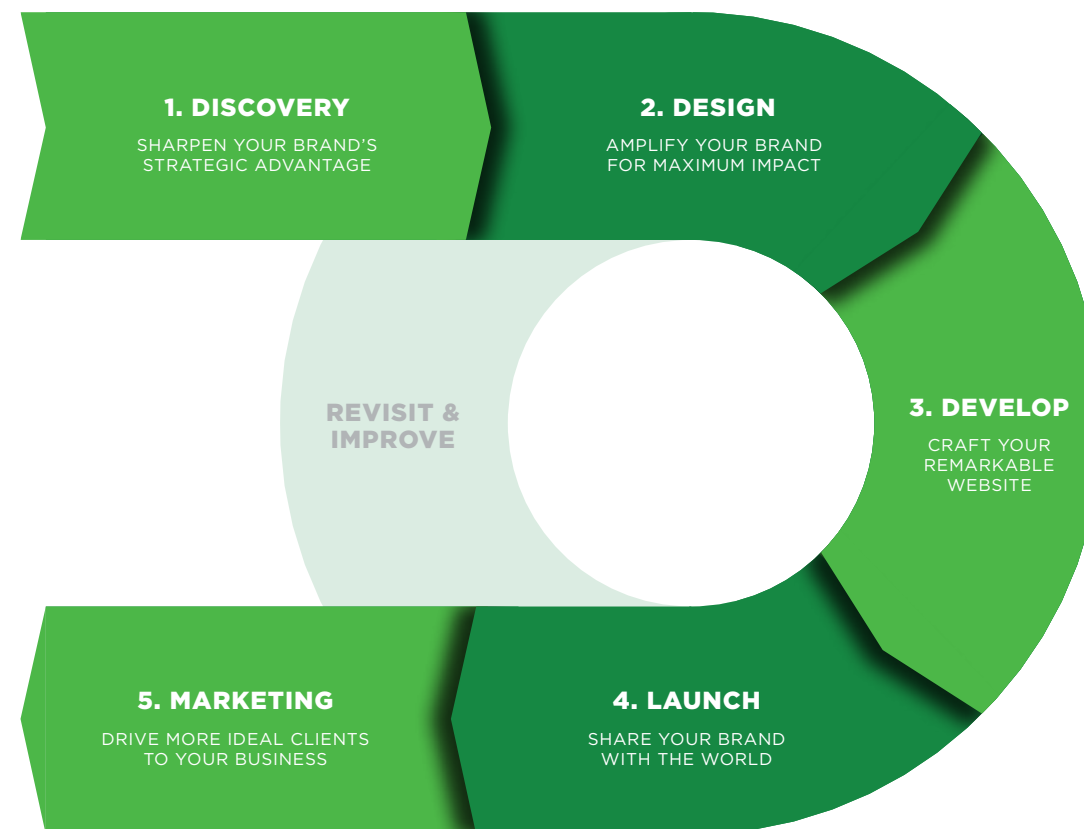
These 5 steps are your pathway to a successful website, brand and business growth. **If you are missing one or more of these steps you're much less likely to reach your goals.** And if you do it will take much longer than expected.

We will help you get there faster, with more clarity and dare we say, some fun along the way.

SOUNDS GOOD!

CLICK HERE TO SET UP AN INTRO CALL

Want more? Continue reading to find out how...



PURPOSEFUL DESIGN FOR INTELLIGENT MARKETING

USING THE 5 STEPS TO GROW YOUR WELLNESS BRAND

USE DISCOVERY TO LEARN

Discovery takes the guesswork out of how we brand, design and develop your website. It clarifies your message and brings your entire business into alignment. The Discovery meetings and the research we do takes a lot of our time, work and effort. But without Discovery and Brand Strategy your website has little true chance of success. And we won't allow that.

CRAFT A STRATEGY THAT WORKS

If you jump into the deep end of a pool without knowing how to swim, you'll likely drown. So why would you design your website without spending time on strategy - first? We take the time to learn about you, your business and your clients. Then we work with you on creating a Brand Strategy that serves your business goals and generates more clients.

BUILD A FOUNDATION THAT ATTRACTS

Your website can do many things. Yet the primary goal of your website is to increase the awareness of your work and generate high-quality, ideal clients. There's a huge difference between having a website and having a website that converts visitors into clients. Everything we do - from Discovery to branding to design is to attract more ideal clients.

AMPLIFY YOUR BRAND

We develop and upscale your brand so that you can stand out from others. Through brand amplification you'll feel more significant and valuable to your audience. This creates loyalty, familiarity, and a sense of trust. Your prospects will see you as the expert you are and that makes it easier for them to spend money on your products and services.

DESIGN WITH PURPOSE

We don't just design websites. We design digital brand experiences. From your logo to your brand identity; your website design to your call to action - everything we build for you has a purpose and serves your business goals. We amplify by simplifying. So we're always looking to make your website as easy and enjoyable to use as possible.

DOING GOOD

We're more than just a creative and digital agency. We're people trying to make the world a better place to live. We have kids and we're hopeful about the world they'll inherit. So we donate 1% of our revenue to non-profits who are DOING GOOD.

SIX REASONS WHY WE'LL EXCEED YOUR EXPECTATIONS

WE'RE BUSINESS SAVVY

Your website is a critical marketing tool. It needs to generate leads and convert clients. It should reflect your company values and appeal to your target audience. We ensure that every website we create does just that, often in new and inspiring ways.

WE'RE CREATIVE PROFESSIONALS

We love creative design! And we're passionate about how design, technology and the internet intersect with your business goals. We know that great design evokes trust, encourages sales and makes your websites stand out.

WE SAVE YOU TIME

With more than 35 years of combined branding, design, web and marketing experience there's little we haven't seen or done. You can utilize our experience, expertise and capabilities to save time creating your next website project.

WE SUPPORT YOU

We don't walk away once your site is up and running. First, we have a free post-launch 30 day guarantee to make tweaks and changes to your site. Second, we offer ongoing support on a retainer basis so you're never left alone without support.

WE BELIEVE IN PARTNERSHIPS

Great partnerships are crucial for business success. Hence, from day one we think of ourselves as your creative business partner. We come to every meeting, do every sketch and move every pixel with the intention of making your business better.

WE GET RESULTS

We understand that a new website is a significant investment in terms of your time, money and energy. We don't take this lightly. We make sure your investment is worth the effort. All of our work is to help you increase your business and your profits.

ABOUT DOiNG GOOD

We love DOiNG GOOD in the world... and so do our clients! We're DOiNG GOOD branding, design, and marketing every day for business owners just like you.

At our core, we exist to help your wellness brand grow your business, influence people and change the world for the better! Lofty goals, we know. It's simply necessary that what we do makes meaning.

We wouldn't be DOiNG GOOD unless we lived it ourselves. We live conscious lifestyles. Overall wellness is the focal point of our daily routines.

Our motto is to live our passion every day while improving the world through great design and practical marketing. We help our clients do the same.

We look forward to helping you grow your business,
Adrian & Dawud



THE CREATIVE AGENCY FOR WELLNESS BRANDS

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