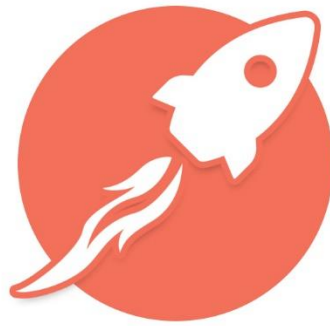


FREELANCING & BEYOND



**THE ULTIMATE GUIDE TO BECOMING A
SUCCESSFUL FREELANCE WEB DESIGNER**

KYLE PRINSLOO

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BRIEF INTRODUCTION

Thank you for purchasing this eBook/bundle.

My goal is to equip you with the skills and mindset necessary to become a successful web designer/developer.

When I first started out by working for others, I wanted to live the life that I am living now.

I would have loved for someone to just create the ultimate guide and package for me to apply and create a success from.

That's my reason behind creating all of this – to help you become a freelancer (or be better at it) and to enjoy what this life has to offer.

If at the end of the eBook, and after acting on what I suggest, you feel that it has not helped you or positioned you in a better place to achieve success, please email me and I will refund you.

I find there are so many people online teaching others complete fluff and it really upsets me. They talk so much about the theory and the fluff side of things and you find that 10% of it is actually the *real course*.

This eBook is actionable and to the point. Don't think that short means less quality.

What would you prefer:

300 pages where you have to try find the nuggets or 130 pages where you can start a nugget factory?

Let's build your "nugget" factory!

Writing Disclaimer: When I mention statements or certain words, please view it in context. I don't want to waste your time and mine arguing all the different sides to make sure I don't offend certain people by what I did or didn't include.

Overall, the grammar is fine, but there are times when I leave out occasional commas as it doesn't flow nicely when you read it.

The paragraphs are grouped in a way that makes it easier to read.

I'm not writing a novel here so just be more forgiving in that regard 😊

Please read everything carefully and **ACT**.

- Some things will take you out of your comfort zone.
- Some things will require more applied learning.
- Some things will require the hard work up front.

Either way, you need to apply and execute and improve along the way.

Share your success story with me in 6 months from now. I want to help you, but ultimately, I can't act on your behalf.

I start off with some things that might seem obvious, but it's important to discuss it to lay the foundation. As you go through each page, it will lead to the more actionable parts.

SHORT BACKGROUND

Although it's not necessary, I do think it's important to mention a bit more about myself so you can understand what I am going to discuss.

After all, if you wanted to be a chef and someone who doesn't know how to fry an egg tries to teach you, that wouldn't be right.

From the age of 12, I've always wanted to pursue a career in business. I didn't know what it would be, but I haven't changed my mind since then.

At 17, I created (outsourced) a website about local sports talent, health and nutrition. It didn't work out, but I learned a lot of practical skills from it.

At 18, halfway through my final year at high-school (or college equivalent in the US), I dropped out to focus on another business idea in the restaurant directory niche. Again, it didn't work out, but I learned a lot from the failure.

At 19, I was unemployed, despondent and I lived with my grandmother just trying to get by each month. I just had a desire to be independent and eventually I got a job at a friend in Accounting starting at \$200pm. That's not a typo by the way 😊

At 20, I worked my way up to management position, but I didn't see myself there too long.

At 21, I resigned to focus on some business ideas I had and again it didn't work out. I then went to work for a friend in IT – also starting at \$200pm.

At 22, I decided to study a short digital marketing course (which I had to take a \$500 loan for) and basic web development like HTML and CSS and I got a job as a digital marketer at a large company (100+ employees).

At 24, and after gaining a lot of real-world experience, I officially work for myself and I have successful online businesses in various industries and now I want to share what I know with you in this eBook.

One of the greatest benefits I have is that my work day is very flexible. I can choose to go and play tennis at 10am and go to the shops at 2:30pm and the best part is I get to spend this time and freedom with my wife 😊

What I mention in this eBook has helped me and many others achieve success.

Yes, there may be certain sections that you might find irrelevant or you may find I didn't explain it in a way that resonates with you directly (although I hope there are not many), but overall this course will give you the skills needed to **take action** and transform your life for the better.

If you have any questions or would like to give me feedback – good or bad, please email me: course@studywebdevelopment.com

Without further delay, let's get started!

OVERVIEW

I don't only want to equip you with the skills to deliver better client websites and to get better results through effective online marketing (which we will go through), but I also want to equip you with the skills to create your own niche businesses and to get recurring income without having to work as hard.

Client work is great, but there's something amazing about creating an additional income stream that is consistent every month and it's a good backup to have.

Most freelancers will tell you that their income is generally not consistent. One month they may have a record month and the next month might be their worst month.

One of the best solutions to this is not more client work, but rather to create more income streams.

The amounts are irrelevant here, but a good example may be:

- \$"x" from client work (both once-off and on retainer)
- \$"x" from affiliate marketing
- \$"x" from lead-generation for businesses (website rentals)
- \$"x" from product sales

Don't worry if it doesn't make sense right now, this is just an overview which I will go through in more detail.

The overall structure of this eBook is more of an actionable guide to follow.

There are so many topics that interlink with each other, so I decided to go against the conventional norm of giving it chapters.

I'd recommend reading the entire book in one day while it's fresh in your mind and to just absorb the overall content and then to read it a second time to act on the things mentioned.

CREATING WEBSITES

Most people view websites as a “virtual business card” for the business that they create it for.

That's true, but if you only view it as a *website* and not as an *effective online marketing channel*, then you have blinkers on and it will affect how you communicate with potential clients as well as how you position yourself in your offering.

The average web designer/developer creates websites.

Professionals create effective websites that are focused on results.

The question is: **Which one are you?**

The answer is: If you are seen as a “commodity”, that will change by the end of this eBook.

One differentiator I always say when speaking to clients is this:

“Anyone can create websites, but I create websites that *work*.”

Changing your perception about how you view websites is key to understanding exactly what you do.

You are not and should not be a ‘web designer’. You are and should be someone who helps businesses improve their sales online.

Don't view yourself as a commodity.

Most web designers/developers are great at what they do, or they might just know the basics, but their design and conversion knowledge needs work.

This is where the HTML/CSS themes come in.

The point of providing you with these themes (with the bundle) are the following:

1. You can start selling websites immediately.
2. These are actual themes I've used and continue to use for client work as well as personal projects.
3. They are proven to get results and not just look 'pretty'.
4. If your design skills are bad, this is a great starting point for you.
5. It saves you time and money.
6. You don't need to know WordPress.

There are 7 website themes in total:

- 1 – Portfolio (the 'just pay the smaller bills')
- 2 – Product (where you sell products or partner with businesses)
- 3 – Accounting (for selling to accountants)
- 4 – Insurance/Lawyer (for selling to insurance brokers/lawyers)
- 5 – Rank + Rent (for additional income streams)
- 6 – Directory (for additional income streams)
- 7 – Agency (the 'money-maker')

I've worked with Creative Directors, Graphic Designers, Web Developers, Software Engineers, etc. and one thing I noticed is that everyone has an opinion on how a website should be created – but the question is if it will get results or not?

A BIG misconception I find in speaking with web designers/developers is that they think the more 'pretty' or good looking websites are, they perform better than ones that are simpler.

Although there are some truths in that – I agree based on certain scenarios, but overall, it's amazing to see that the simpler websites generally perform better than the most complex, animated and 'good-looking' websites.

Here's a *real* example:

I worked with one of the largest memory foam mattress companies and the sales were great.

The website was a static website (so no moving parts or 'good-lookingness') – just purely a 'poster website'.

It was not an e-commerce website (so there wasn't a way to buy online directly through EFT or credit card).

Orders came through by the website visitor clicking on the product they were interested in and it took them to a very normal looking submission form to place the order.

A sales consultant will then receive the order confirmation via email, create an invoice and send the website visitor the invoice and follow up for payment.

Conclusion: Simple website and simple process.

I'm not able to show you exactly how it looked like, but this is very close:



One could easily suggest an advanced e-commerce site to improve sales and make the process a lot smoother for website visitors.

And that's exactly what we did.

The results?

The sales didn't improve.

In fact, the sales almost declined by 30%.

After discussing why it didn't work out, we came up with an interesting (and very simple) conclusion:

The static website had way more information about the mattresses compared with what the e-commerce website would allow based on its functionality (unless it was customized of course).

If you think about it, a memory foam mattress is not really a commodity like a book or a laptop bag. A mattress is something that costs a lot – generally between \$500 and \$3,000 and there are many different types which people prefer like Firm, Medium, Soft, etc.

This means that buyers are more thoughtful about their buying decision and they would like to make a more informed decision before making the purchase.

So, to conclude:

The static website provided a lot more information about the preferences before making a buying decision at the right stages of a decision-making process which ultimately resulted in the sales.

If you are a hardcore web developer, you could say "why didn't you just customize the e-commerce site then?" which is obviously a good question, but sometimes that's not always the best decision.

If the website is a theme (which it was) and you customize it a lot, it can often lead to some issues in the future like SQL queries running and bombing out the site or plugin complications and other things.

Sometimes it's the simpler websites that work better...

Now you may be thinking, "OK Kyle, fair enough, but that was only one example".

To which I would concede and say that's a fair assessment.

I could also give you a few other examples too, but the example I illustrated is good enough to back up my point of sometimes going against the conventional norm when you create websites for clients.

Am I saying that ALL websites should be simple?

Certainly not...

I am just illustrating another proven method that works. It will come down to trial and error depending on the project – and eventually you will become better, more knowledgeable and more confident about what has more chance of success than others.

Also, by using the word "simple" I don't mean it needs to look terrible. Sites can look good, be simple and get results.

HOW TO CREATE WEBSITES THAT WORK

It doesn't matter whether you are new at creating websites for clients or if you've created hundreds by now.

I know many people who have created hundreds of websites, but if you look at some of them now you would think how they can provide such a poor service to the client.

We should all be trying to improve our offering to clients regardless of our knowledge and expertise.

In this next section, I'm going to discuss how to create effective websites for clients and also how to create websites for your own projects that generate an additional income.

Both options obviously have their own benefits, and some things may seem a bit strange at first, but if you really apply these strategies and steps, you will be in a much better position for success.

Here's an overview of the most important guidelines I believe you should follow in creating effective websites:

Note: Refer to the Website Design Checklist for more detail into the practical steps to follow.

Strategize

It's so easy to get started on a project without actually THINKING about it.

Why is it even important?

Simple: You want results.

How do you get results?

By creating an effective website that achieves the business goals as well as the website visitor goals.

How do you create effective websites?

It starts with strategizing and really THINKING about everything in context.

How often do you research the competitors of the business to see what they are doing well online?

How often do you determine the various goals of the businesses without being influenced by what the business owner or representative tells you?

How often do you *really* think of the goals for the website visitor?

On a practical level, it's important to know more about the business goals. Refer to the Prospective Client Checklist

Once you've really done the research and thought about everything in context, it's time for you to present your suggestions.

How do you present your suggestions?

This will be presented in the proposal template that you send the prospective client.

Refer to the Proposal Template to see how it's presented.

Confidence

I know this may seem a bit vague, but one major thing that I find when speaking to web designers/developers trying to break out into the world of freelancing or just to earn an additional income is a lack of confidence.

At the end of the day, if you are a complete newbie and you have no idea how to create websites, it's understandable.

If you are someone who has created a few websites by now, you need to be more confident in how you view your service and how you engage with prospective clients.

Maybe you are an introvert like me and you need more confidence in sharing your suggestions.

Maybe you need to practice better replies to certain questions.

Maybe you feel you need to create more websites to be more confident.

It doesn't matter what your reason is, but I will say that if you have more confidence, it is a massive benefit and you will be able to land more clients and be more confident in charging more for projects.

Later in this eBook, I will discuss positioning which has a major influence on confidence, but before I do, I'd like to mention this:

- You know more than you think.
- You are better equipped than you think.
- Learn from your mistakes and own it.
- Believe in yourself.

Learning

Get inspiration from “the best design” websites.

Grow your skills from marketing websites.

There's a big difference between the two.

Get inspiration here:

(There are dozens of sites you can get inspiration from. Just Google “web design inspiration”.)

Grow your skills here:

<https://blog.kissmetrics.com/100-conversion-optimization-case-studies/>

<https://vwo.com/resources/case-studies/>

<https://www.optimizely.com/optimization-glossary/ab-testing/>

<https://unbounce.com/blog/>

<http://www.viperchill.com/>

<https://neilpatel.com/blog/>

You might think this is strange, but the fact is that learning WHAT WORKS is a marketing factor.

Professionals view websites as an effective marketing tool because that's exactly what it is.

In order to improve this ‘marketing tool’, you need to learn from various marketing websites.

What do I mean exactly?

- Reading up on case studies and seeing how certain website changes resulted in “x” more sales.
- Reading up on the latest trends when it comes to engagement, how Google views a website (for SEO purposes), mobile responsiveness, etc.
- Learning how to have a “conversion-centred” mind that is focused around creating websites that achieve the goals (email sign up, free eBook, sales, etc.).

The bottom line is that anyone can create WordPress websites or code websites, but the question is if you can create websites that get results.

If you can, you can charge significantly more than those who just create “websites”.

The only way to do this is to improve your skillset by learning these things, strategizing better and then having the confidence to apply everything.

THE BASICS OF FREELANCING

A lot of this section is based on the country that you live in and where your clients are based.

To cover myself legally, make sure you consult a legal professional in your country.

With that said, I will still give my input on what you should do, but again, as I mentioned, I am not a legal professional, so take what I have to say as a small building block.

Registering A Company

If you haven't even received your first client payment yet, don't even worry about registering a company.

Running as a sole proprietorship is fine to start with.

After you receive regular payments and you can afford to register a company, do it.

The procedure will vary depending on your country, but if you are in the US, definitely go with LLC.

The bottom line is that an LLC is seen as a "credible certificate" to other businesses and it makes you appear to be more professional.

An LLC helps you protect your personal assets from creditors if ever you are in major financial issues and you need to file for bankruptcy.

Speak to your local accountant to help you. They will often help you register your business and provide you with financial/banking advice.

Your Bank Account

If you haven't received your first client payment yet, don't even worry about opening a business bank account.

Your main priority is to get paid and your personal account is fine for this to start.

As you notice the payments becoming more frequent and higher in value, you should then open a business bank account.

You also have tax benefits for opening up a business account if you use it correctly – more on this below.

Tax

Tax is generally seen as a "bad" thing to most people.

I'm not going to get into various moral/social/environmental discussions about tax. The bottom line is that tax can actually be a good thing to businesses.

As a whole (regardless of country), you are taxed based on your profits and not your turnover/sales.

What this means is that certain expenses can bring your profits down which means you can pay less tax and you can invest in better equipment, training, marketing, etc. to grow your business even further.

It's best to consult with an accountant as soon as possible on this as you may be surprised with how you can spend/invest/save your money from a tax perspective.

Saving Money

You find people saying "I make 5 figures (10k) per month" and all, which I have nothing against, but I think it's misleading to those who read it.

If I told you I made \$8,000 last month, you might think I had a good month.

But if I told you I made \$3,500 last month, you might think it was a bad month.

The reason why it's misleading is because you are only seeing the income... what about my expenses?

If I earned \$8,000, I could have spent \$7,950. If I earned \$3,500 and my expenses were \$1,800, I would be saving \$1,700 per month.

Now which one is better?

I'd be surprised if you didn't say the \$3,500 option in this case...

I know many "6-figure earners" who are deep in debt and keep up with "the lifestyle" but they are actually *broke*.

Be practical in your savings. Do you add up your annual expenses like hosting, domains, accounting, repairs, upgrades, software, etc. and divide it into monthly costs?

Do you keep putting money aside for "rainy days"?

Don't think any amount is too small. Rather make sacrifices if you need to, but please make sure you save.

Most businesses fail due to financial mismanagement.

It's easy to upgrade your lifestyle (car, home, travel, etc.) when things go well, but what happens if there is a slump and you lose your main

clients for whatever reason? Do you have enough savings to last you 3 - 6 months?

If not, you need to make this a priority in your freelancing business.

Investing in The Right Things

Let's be practical here...

Generally speaking, you don't NEED a MacBook or some expensive laptop/PC.

Buying a new MacBook is expensive... there are many other options half the price that will do 90% (if not the same or better) of what a MacBook can do for you.

I know you might see those 'cool' developers with stickers all over their MacBook's and you might feel a bit insecure, but if you are going to go in debt just to buy the laptop before you are making a decent income, you should rethink your financial priorities.

I've actually had my laptop for over 4 years now and it works great with a few add-ons.

Just because you can easily afford something, it doesn't mean you need it..

You can generally get by fine with even an i3 laptop, 4GB RAM, but what I would recommend is getting an SSD hard drive. This helps in saving you time when coding/designing, etc.

My suggestion is to rather make sure you have a decent cloud backup to store all your files, buy good software to help you code better, invest in your own businesses if you prefer or even save excess money, or treat yourself to a well-needed holiday.

You DON'T need the top of the range iPhone or MacBook or iMac, etc. to have a successful freelancing business.

Being Conservative

You won't hear too many people discuss being conservative nowadays.

It's all about the "aesthetics" that people strive for.

Being content in life is one of the greatest attributes to have. It's easy to chase after things, but one will find that they will always be chasing...

Consider changing your mindset and being more conservative in your freelancing business.

Don't spend unnecessary, but also be professional and don't hold back when you do need to spend money.

Invest in quality things when you need to and take care of your business (*yourself*).

I know we've moved somewhat slowly so far, but it's important to lay the foundation at first.

Now we are going to move on to the more exciting parts:

- How to Get Clients
- How to Position Yourself as an Expert
- How to Get Paid More
- How to Handle Objections
- Pricing Your Services
- Online Marketing

HOW TO GET CLIENTS

Without clients, you wouldn't have a freelancing business. Clients pay the bills and without the bills getting paid, you'll need to work full-time for someone else.

Clients are the lifeblood of your freelancing business.

The only question is, how do you get clients?

There are many ways to “get clients”, but what you really want is the “right clients”.

For this section, I'll be starting off with the more practical side and then moving to more advanced strategies.

You'll notice one of the themes included in the bundle is called a *Portfolio Theme*.

Here's a basic overview for the Portfolio theme:

Goal: A secondary income/Paying the rent, car and small bills.

Financial Potential: \$500 - \$1,500+ per month.

Time/Effort: 5 – 10+ hours per week.

Services: Web Design/Online Marketing.

Can you notice that this looks different to most other “portfolio” sites?

I want you to think about this in detail for a few minutes.

Think about someone reputable in the web design/development industry that you admire.

Now, I want you to look at their portfolio site.

...

Did you notice anything?

If you do enough searching to find people teaching how to create portfolio sites, they treat it as some form of resume/CV.

But if you view their own “portfolio site” or their main website, you'll notice that they themselves don't even follow what they recommend.

Why?

Because there is a complete misunderstanding of what it actually is.

Most people view portfolio sites as a way of getting a job or getting clients.

If the goal is to get a job, then it's simple really.

Buy a domain (ideally your name.com or something similar) and then have an about page, contact page and blog page.

The blog page will just display articles you've written on a certain topic that showcases your expertise and then either recruitment agents will find you via Google/recommendations from others or even by your job application.

This will leave a good impression and you will then be better positioned to get a job.

DONE. No need to buy a portfolio course then ☺

I don't want to discuss this method as I am not interested in discussing how you can get a job.

I want you to freelance and to do it full-time so the approach I have in mind is on getting client work and to do that requires a different way of thinking.

Think of the Portfolio Theme as a "mini-niche agency website".

It showcases your knowledge, expertise, how you can grow the business.

This = More Clients = More Income = Grows Your Freelancing Business.

First Step: Determine WHO Your Ideal Client Is

Your goal is not earning \$5k+ here, that we will get into later, this is focused on a small, but steady income for not a lot of effort.

Some client examples may include:

(Must be independently owned by one or two people – not franchise businesses)

- Coffee Shops
- Small Local Businesses in [Your Area]

- Florists
- Health Shops
- Bakeries
- Beauty/Hair Salons
- Fitness Trainers
- Pilates Instructors
- Printing Businesses

Then buy a domain related to the niche you choose and create a site using the coffee shop portfolio theme provided as a guideline if you don't want to target the coffee shop niche.

Second Step: Write Blog Articles

To start, you only need to have 2-3 articles. You can add an additional article once every month to make it seem like the business is still "active" and it will add credibility.

Here are 3 article ideas:

- 5 Ways To Grow Your [*insert niche*] Online
- Why Every [*insert niche*] Needs A Website
- What Almost Every [*insert niche*] Does Wrong

Note: I'm not going to "baby" you in this. It requires work and it will help you in the long run.

How do you write the articles?

You can either outsource it to writers on Fiverr.com or write it yourself. I would recommend writing it yourself as it will help your confidence in selling to prospective clients.

Just do a simple Google search of each article you'd like to write and see what others have written and then improve it from there.

Third Step: Websites/Testimonials

This is important. Anyone who has tried to sell websites previously will know that clients always respond with something like this:

“Can you show me previous work you’ve done for [*insert niche*]?”

This is a moment that many freelancers dread.

What do you do? You have nothing to show. You know you can deliver a good website, but the client wants to see **proof** – which is fair after all.

Just like you’d research reviews on almost any product you’d buy online, it’s no different to the psychology of prospective clients.

So the big question is how do you get around this? What’s the solution?

Well, I have 2 solutions that ALWAYS work in any niche I am in, but you might not like it.

1 – Do 2 projects for free in exchange for a testimonial.

2 – Buy 2 domains and create the websites yourself (you just don’t get testimonials of course).

I’m sure you’ve heard of number 1 before, but number 2 often surprises people.

‘Do 2 projects for free in exchange for a testimonial’ requires 2 steps:

Step 1: You need to email and then phone the business owner if they don’t reply to your email.

How do you get their email?

Look in local website directories, yellow pages, local magazines or even on their existing website if you feel it’s bad and you can improve on it.

Send them this email:

Hi [name],

I recently came across your [niche] business and I noticed you don't have a website (or I noticed you have a website, but I believe it can be improved which will help you get more customers).

I am a web designer and I would love to create your website for FREE (no catches or hidden fees) in exchange for a testimonial from you that I can use on my website.

I'm looking to get a few testimonials as it will help me work with more clients in the future.

Would you be willing to take me up on this offer?

If you have any questions, please feel free to contact me.

Regards,

Your Name

Your Contact Number

Step 2: Create the website. You can either do this quickly by purchasing a cheap theme on Themeforest.net (often for under \$15) or you can code it yourself – whichever you feel more comfortable with.

'Buy 2 domains yourself and create the websites yourself' requires a bit more explanation first:

What is the purpose of a prospective client asking to see your work?

All they want to know is if you can deliver quality work.

Think about it...

If this is all they are concerned about, why can't you just buy the domain, create a website and add it to your Portfolio?

It's a different story if they are asking for case studies on how you've helped businesses increase sales, but that is not an issue for this income strategy as you are dealing with the "small fish" here.

You don't have to tell them you actually "own" the site.

Remember, all they want to see is previous experience. Owning the site is something irrelevant and not a priority for them.

I've never once had any issues with this strategy whatsoever. It's a secret weapon that works every time!

Fourth Step: Decide on Your Pricing Structure

Pricing is vital to your success.

- Overprice and that means you won't get any clients.
- Charge too little and you might get those who question your credibility or you may be overworked with small profits.

Pricing is relative to the niche you are serving.

Example:

If you created a website for a small local florist vs a 100+ employee accounting practice, your pricing should be significantly higher for the accounting practice.

So if you charged the florist \$1,500 for a website, they might say that's too expensive for them.

Whereas if you charged the accounting practice \$3,000, they might think that's too cheap and may question your expertise.

The following is what I would recommend, but feel free to adjust it to something you are more comfortable with.

My Niche: Coffee Shops

My Services: Web Design, SEO and Social Media

Pricing Once off:

\$395 for a professional one-page website

\$595 for a professional one-page website + SEO submissions + Google Map submission

Pricing Monthly:

\$350 – Social Media Management (posting on Facebook and Instagram twice per week).

\$495 – Social Media Management + SEO

You might think my pricing is low, but remember to view it in context.

The goal is not to make a good full-time income here. \$1k - \$1.5k is a good benchmark to aim for.

Why this pricing model?

I want to appeal to the budget of most coffee shops. Charging \$1k+ might get me a few clients, but they are on tight budgets and marketing is often seen as an expense and not as an investment.

This pricing model is affordable and you will get a lot more clients with this pricing structure compared with more expensive alternatives.

You are also more likely to get a few clients paying you a monthly fee which helps you earn a more predictable income each month.

What it includes:

One-Page Website – For this price, they can't expect something crazy. It must be professional and to the point. If they want something more advanced, then they must pay you more.

In this case, you need to have the following:

- Good images (look on Pexels.com or DepositPhotos.com or tell the client to send you professional images).
- About the coffee shop (history, what makes them different).
- Trading hours, location and contact details
- Any promotions/events

- Menu

Refer to Themeforest.net for some inspiration or to even buy a cheap one-pager (under \$15) if you are struggling with this to get started.

SEO Submissions – We’ve all heard the word/acronym “SEO” I’m sure. In short, it’s the process of ranking higher on Google (or other search networks).

All you need to do is submit/list the website to local directories which will help the initial stages of the site ranking higher on Google.

Directories vary based on your city and country, so a simple Google search “local business directory” would give you more than enough options. You can also try “[*insert niche*] directory listing”.

3 common ones are:

Yelp.com

YellowPages.com

FourSquare.com

Google Map Submission – We’ve all seen the Google maps on Google after doing some searches, but have you ever wondered how businesses get listed on there?

It’s a very simple process and I’m not going to explain that here as there are plenty of free resources online for this.

Here’s a great step-by-step guide on how to do this:

<https://www.wikihow.com/Add-a-Business-to-Google-Maps>

Here is another one:

<https://www.holisticwebpresence.com/local-listing-overview/google-my-business/local-3-map-pack/>

Many people search for “coffee shops near me” (or the niche you choose) and they often just click on the map options.

By having your client being featured there can be highly beneficial to get more customers.

Social Media Management – I find Twitter is a waste of time in terms of engagement and it ultimately leads to a “customer care” format.

I always prefer Facebook and Instagram for businesses as the engagement is better and it's easier to set up in my opinion.

All you will be doing is posting on Facebook and Instagram twice every week.

The posts can be informative, funny, a giveaway/promotion, helpful and asking questions.

The bottom line is that the purpose is engagement. If potential customers can see engagement and a good looking social feed, it helps them trust the business more and they are more likely to visit and recommend it to friends.

You can get images/content from the owner, or just look on Pexels.com and then also look at what competitors post to see how you can be different.

Be clever and plan the posts in advance. Don't start finding everything the day you need to post it. It's only 8 different posts a month – it's not difficult, but requires some thought and planning for it to run smoothly.

You can also use a tool called Grum.co (+/- \$10pm) to help you schedule Instagram posts in advance. Facebook has that option for free.

SEO – Your goal is to get the business ranking on Google. I won't do advanced things here because the budget is so small.

In this scenario, I would only do this:

1x 1,200-word article with some nice-looking images from Pexels.com or DepositPhotos.com.

Articles help with content and if the articles are good then Google will eventually rank the articles higher and that will boost the site's long-term SEO results.

SEO is considered to be more long-term. You can start seeing results between 3 – 12 months depending on the industry.

The bottom line is that SEO should be seen as an investment. Just like a seed takes time to grow into a tree, it's the same with SEO. It's just about getting started.

How do you write the articles?

Outsource it to someone on Fiverr.com who has a lot of good reviews. You can pay less than \$15 for a good article with this word-count.

Some article ideas:

- The 10 Best [*insert niche*] in [*insert suburb/area*]
- How to Choose the Right [*insert niche*]
- 5 Health Benefits of Coffee

You will then receive the article in Word format from the writer. All you do is copy the text into an HTML converter (<https://wordhtml.com/>), make minor changes if necessary, add a few images and then upload it.

If you are spending more than 1 hour from start to finish on the article, you are taking too long.

Benefits of this strategy:

Once you've done a few websites, you'll already have a few different website themes that you can use some of them over for new clients that sign up.

It will literally just be changing images, adding content, updating a menu download, uploading it to the host and you're done.

You can easily complete the whole website in 3 – 4 hours as long as you get the information from the client.

You are not doing a 10+ page website here. It's one page. Even a simple 3-pager won't take much longer – especially after your third client.

Don't be disheartened by the small amount. It's a numbers game.

If you get just 1 client every 2 weeks (the small package) + only 1 client signing up for the monthly package, that equals just over \$1k per month.

This is highly doable... and it doesn't require a lot of time to keep it going. The hard work is initially upfront with creating your site, building your portfolio and building on some marketing things mentioned below.

Fifth Step: Actually Getting The Clients

What I've mentioned may sound all nice and fluffy, but without the clients it means nothing.

Here are the 3 best ways to get clients for this marketing strategy:

1. AdWords
2. Facebook Group
3. Outreach

1 – AdWords:

AdWords is an excellent way of getting new clients.

Further on in the eBook I do explain everything about how to get started with AdWords and the tactics involved to make it successful, but for now I just want to cover the nuggets.

Briefly, AdWords are the ads that you see at the top of all Google searches.

Every time someone clicks on the ad, the business needs to pay for it.

The point of AdWords is this:

You sell a website for \$375. Would you be willing to spend \$50 to get a confirmed client with the potential of them signing up for a monthly marketing package?

Sure.

Would you be willing to spend \$200 to get a client to buy a \$375 website?

Probably not.

It's all about figuring out what you are willing to pay in comparison with what you will earn.

Searches your ad should display for are (depending on your niche):

“Coffee shop website template“

“Coffee shop website theme“

“Web designer for small business“

“Web designer for coffee shop“

“Website design for coffee shop“

In this case, each click might be \$2 on average.

I understand that there will be many searching for these terms just out of research – maybe web designers trying to get inspiration or buy the themes themselves, but this is something that just needs to be accepted when it comes to a niche like this.

One way to combat this is to avoid your ads showing with searches including the word “ideas” or “inspiration” in the negative keywords so that it's more relevant.

Not all searches are from a curiosity standpoint. Many are legitimate business owners just wanting to figure it out themselves, but because the pricing is so low, it's something they will likely go ahead with compared with doing it themselves.

I will go through the practical steps later so don't feel overwhelmed if I'm moving too quickly in this section.

2 – Facebook Group:

So many people overlook this strategy.

All you need to do is create a Facebook Group relating to your niche and focused on members joining who are the owners of the niche you are targeting.

So in this case I would want coffee shop owners in “xyz” city to join my FB group.

Then I would just add value to the group. Post awesome articles on how coffee shops can grow their business, psychology tips, productivity tips, funny memes, etc.

The next step would be to message each member directly or post occasionally to the group about how you can help them grow their business.

You don't need 1,000 members here. 50 members are excellent. Remember, it's super niche and these are the exact clients you'd like to work with.

It usually takes up to 3 months to get your first client, but then you'll notice improvements after this.

Just focus on converting 10% into paying clients and then focus on growing the group from there.

More targeted members = More clients in the long-run.

It's an excellent way of gaining new clients and it helps position you as an authority in your niche.

3 – The Manual Work:

There's no shortcut on this part. It requires some research and work.

You need to do the following:

1. Look at Yellow Pages
2. Look at local online business directories
3. Look at local print media (newspapers, pamphlets, flyers)
4. Look on Google for coffee shops

In each of these examples, you need to find out the following:

1. Do they have a website? If not, carry on with the next step.
2. Do they show up on Google for their coffee shop?

If the answer is no to both questions, that's good news. Now it's time for you to sell your services.

Before I go further, you need to be aware that you can't be sensitive when it comes to this.

You must mentally prepare for over 90% of your outreach being completely ignored or you might receive a straight "NOT interested" reply.

This doesn't mean you shouldn't still go ahead with it, but I don't want to paint a fairy-tale picture here because it doesn't work out like that.

Many of you will face a mental barrier because I said the word "sell".

I also faced this barrier, but then I came to this realization:

I am providing the coffee shop (or business niche you decide) with an effective marketing tool that will help them appear more professional and it will lead to more customers.

I'm HELPING their business grow and they are just paying me to do so.

It's an exchange of value for value.

Once you understand that it's in their best interests to partner with you, everything will fall into perspective and you will feel way more confident to "sell".

The next step would be to find their email and/or contact number from the media mentioned earlier.

Send them this email:

Subject Line: [Business Niche Company Name] Website

Hi [name or company name],

My name is [insert name] and I am a web designer based in [insert city].
I came across your [insert niche] business in the [insert media] and noticed you don't have a website yet.
I've got experience in working with [insert niche] businesses to help them create effective websites on an affordable budget.
Would you be interested in discussing this further?
We can set up a call or I'd be happy to discuss this via email.
For more information about my expertise, here is my website:
[www.mywebsite.com]

Thank you and I look forward hearing from you.
Regards,
[your name]

If you don't receive a reply after 3 days, send them this email:
(Make sure to forward the previous email, but change the 'FW' to 'RE' in the subject line).

Subject Line: RE: [Business Niche Company Name] Website
Hi [name or company name],
I'd just like to confirm if you received my email I sent a few days ago?
Regards,
[your name]

If you don't get a reply 2 days after your follow up, phone them.

Sometimes people genuinely consider your proposal but they are too busy and forget to reply.

The follow up often receives more responses than the first email as it often seems spammy.

Businesses receive emails from companies wanting to design their website and do SEO services almost on a daily basis so to them, you are much like the rest.

The approach I mentioned above is if the business doesn't have a website, but what if they already have a website?

After you've got a few projects to your name, you should approach coffee shops that have existing websites but that are poorly designed.

Just some [*insert niche*] Google searches will pick up all you need to start.

Once you feel more confident about easily pointing out the errors and giving some valid recommendations, email them this message:

Hi [name or company name],

My name is [insert name], I recently came across your website after searching for [the search term you used].

I noticed that your website doesn't display the important aspects that a [insert niche] website should display, such as:

- *Clear contact details*
- *Clear company history*
- *Professional images and content*
- *Social media profiles*
- *Clear location and trading hours' information*
- *Menu and specials*

Making these changes will help your [insert niche] appear to be more professional and you will gain more trust with potential customers.

I'd love to set up a call to discuss how I can help you get more customers through effective web design changes.

If you have any questions, feel free to contact me.

*For more information about my expertise, here is my website:
[www.mywebsite.com]*

Thank you and I look forward to hearing from you.

Regards,
[your name]

I hope everything I've mentioned has made sense to you so far. I've tried to be as practical as possible. There's a lot more to cover ☺

HOW TO GET CLIENTS: A MORE GENERAL APPROACH

You can either get clients coming to you – which is obviously the ideal scenario, but it takes time to get to this level (more info on this later on).

The other option is to go out and get clients.

After trying various strategies over the years, what I've found is that it's always best to approach those who are already spending money on marketing.

This is because they understand 2 simple truths:

1. Marketing is an investment and not a cost.
2. You need to spend money to make money.

Your first step is to find businesses that aren't large corporates.

It does take a bit of guessing, but you can often have a good idea of how big a company is by looking into their current website or doing a few Google searches.

Ideally, you would like to focus on small businesses. 2 – 10 employees are a good benchmark.

Your goal here is to sell web design projects of \$1,500 - \$3,000 and to sell monthly marketing packages of \$500 - \$800 if possible.

This is the process to follow:

1. Search for a term on AdWords
2. Open all the ads
3. Find major issues/errors on their website
4. Create a report on each site with your suggestions
5. Email the business with the report
6. Follow up

1. Search for a term on AdWords

The term can be anything so there's no right or wrong term to use as long as there are ads.

I've found the best ones to use are location dependent terms.

Some simple examples:

"landscapers [insert city]"

"nutritionist [insert city]"

"accountant [insert city]"

You can also search for product/service terms as well:

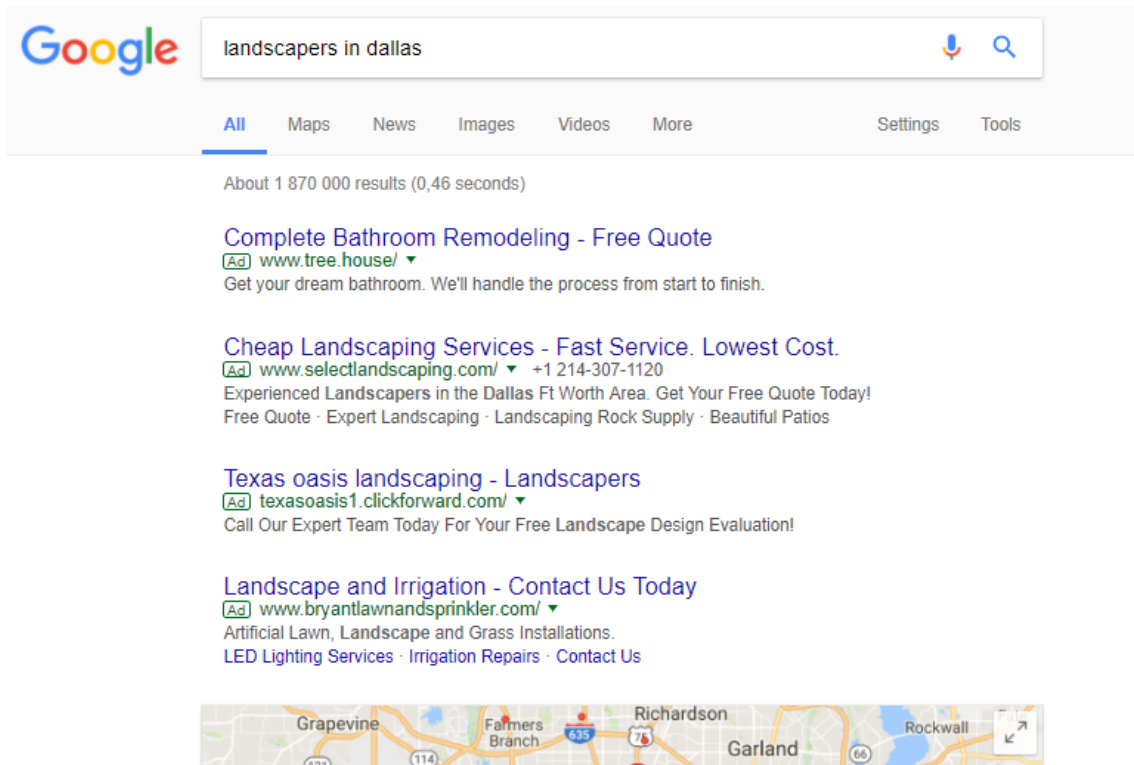
"mowing services"

"electrical contractors"

"3D printing pen"

I'll go through an example from start to finish to show you how I approach this and then you can adapt it from there.

My search is: "landscapers in Dallas"



2. Open all the ads

You'll notice there are 6 ads in total (4 at the top and 2 at the bottom).

I've opened all the ads and now I land on their landing page that needs to convince me (as an interested person looking for a landscaper) to take the next action.

I won't open all of them here, but I'll still show you one example on the next page.

3. Find major issues/errors on their landing page/website

Before you look at the issues/errors, you need to understand what their main goal is.

If they are spending money for terms like "landscapers in Dallas" then they need to have a clear call-to-action which focuses on calling or emailing for a free quote or something catchy to get a visitor's email/number for further sales follow-ups.

Here's one that stands out to show you:



(the footer looks pretty much the same as what you see here).

Note: I have nothing against this business at all, I am just viewing it from a business perspective.

We can see that there quite a few issues with this site.

It's important to compare to other business websites as this helps you to really see why it's not designed well.

Main issues:

- Not mobile responsive
- No "Get A Quote" or "Leave Your Number & We'll Call You Back" form.
- No clear contact numbers at the top of the site
- No client testimonials
- No images of previous client work.

In short, they are not maximizing their potential of website visitors turning into leads/customers.

4. Create a report with your suggestions

This is just a simple 1-page PDF document that you attach to the email.

The report will look something like this:

Here's a downloadable link to a PDF version:

<https://www.dropbox.com/s/5qe7mt05rprdfsq/Website-Report-For-XYZ-Landscapers.pdf?dl=1>

Here's a link to a PowerPoint version:

<https://www.dropbox.com/s/uv5i4fkftlbjnu4/Website-Report-For-XYZ-Landscapers.pptx?dl=1>

Notice that it's not fancy. It's to the point. You can always add a logo or spice up the language and design, but I'm just showing that it doesn't have to be very advanced.

Most business owners don't have time for the fluff, so give them the nuggets.

5. Email the Business

Once you've done the report, it's time to send an email to the business.

Ideally you'd like to send this to the decision maker, but if you can't do this just send it to any email you can find.

Tip: If you can't find the direct email of the business on their website, do a Whois search by adding the website (<https://www.whois.com/whois/>). It often displays the owner's email.

Send this message with the PDF attachment:

Subject Line: [Search Term Your Used]

Hi [name],

My name is [your name].

I recently searched for "[search term]" and I found your website through AdWords.

My experience is in creating effective websites and helping businesses grow online and I would love to offer my services to you.

Please see the attached report which will help your business to grow.

If you'd like to chat further or if you have any questions, I'd love to discuss how I can help your business over a Skype call or via email.

Thank you and regards,

[your name]

NICHE WEBSITES

Niche websites are a great way to make an additional income. I will be the first to admit that it seems easy just reading it, but you will only really learn by doing it and figuring things out along the way.

I'll explain as best as I can about what I do and then you can take it from there.

What Exactly Is a Niche Website?

What I mean by niche websites:

1. A site that you rank on Google and rent it out to businesses.
2. A site that you sell imported products on or partner with businesses.
3. Directory website.

Why Should You Create Niche Websites?

If you do this effectively, you can often create a good secondary income stream each month without a lot of ongoing work.

Client work is good, but a far better income is from your own projects. This way you don't have to deal with bad clients and all the day-to-day "business running" tasks.

It's all about having your eggs in more than one basket and not relying solely on one or two sources of income.

What happens if something happens to your clients or you land up in hospital or you have a family emergency and can't work for 3 weeks?

We all don't want to think about these things, but if/when they happen, it's too late - much like the "should've bought Bitcoin 3 years ago." ☺

Rank + Rent Strategy

The process is as follows:

1. Decide on a niche.
2. Buy an exact-name domain.
3. Create a website focused around the exact-name domain.
4. Rank the site on Google.
5. Approach businesses within that niche and "rent" the site out to them for a monthly fee.

To explain the process better, here's an example:

After some general research, you buy the domain: swimmingpoolpumps.com (just an example – I don't even know who owns it).

There are hundreds of businesses in the US that sell swimming pool pumps and make a good profit from it.

You could either sell the domain to a swimming pool pump company or you could create a site, rank it on Google and then "rent" the domain to them with their contact info.

(I'll explain this process in more detail in the pages to follow).

There are 3 main benefits of having exact-domain websites (as a business):

SEO – Exact-domain websites often show up high on Google results based on the searches.

AdWords – If you were looking to rent a manlift, would you be more likely to click on an ad with the domain “rentamanlift.com” or “xyzrentals.com”?

In most cases, it would be the most relevant domain closest to the search term.

Brandable – It helps the business look more niche focused on print and digital media (including email addresses) as that is what they specialize in.

I’ve included an example of a site I’ve done this for called DeckInstallation.co.za (focused on the South African market).

Refer to the Rank + Rent theme included as a reference.

This site ranks in the top 3 on Google depending on the search term and it’s all focused on decking quotes/installation/installers.

Some words that work great in niche domains for rank + rent:

[word]installers.com

[word]installation.com

[word]price.com

[word]quotes.com

[word]contractors.com

What you need:

- You now have a decent website theme
- You just need to choose your niche
- Update the images and content
- Create the site around the main search terms you want it to rank for
- Rank it on Google and then approach businesses

Once you have the site ranking and you are ready to approach businesses to partner with, you can send them this email:

Subject Line: [niche you choose (Swimming Pool Pumps)]

Hi [name],

My name is [your name].

I noticed that you sell [insert product/service].

If you search for [insert product/service] on Google, you'll notice my website is showing on the 1st page around position number 3.

The website is: [insert domain]

I don't sell these products, I just create websites and rent them out to businesses in exchange for a monthly fee which is why I am contacting you.

My partnerships work as follows:

All interested quote requests get sent to you via email to convert into paying customers.

Currently, I receive about "x" quote requests each month. Even if only 20% convert into customers, it can be beneficial for both of us.

Would you be interested in partnering together for \$500pm?

Regards,

The pricing you decide on will depend very much on how your site is performing on Google, what the site is about and if it will be profitable for the business to pay that amount for the amount of sales leads your site generates.

Swimming pool pumps cost around \$400 on average. If you can send the business enough sales to justify the \$500 spend, then they'll go ahead with it.

If you are working with lawyers, some of their services are well over \$3,000 for each confirmed client.

So if you create a relevant site focused on one of their services and you can send them a few leads every month, you can justify \$1,000pm very easily.

What if it's a niche about warehouse rentals or something big?

If you can send the business a lot of leads and they get tenants from your leads, you can easily justify \$2,500pm.

Takeaway: the pricing is relative and you'll need to figure it out.

You should focus on creating at least 5 of these rank + rent websites to grow your income. Not all of them will work out, but when the one or 2 work out, it ends up being worth it.

The more of these sites you create, the better you will become at ranking it on Google.

You'll also get a great system going once you've done a few of these sites and you'll end up buying 100+ domains like me because you get excited about the potential 😊

When working with clients, you can also advise them to create additional websites on relevant domains to have more chance of ranking on Google.

I've also used this method to great success with a few clients now.

They would have 2 (even 3) websites ranking on the first page focused on selling the same product and 2 websites on AdWords which has boosted sales significantly.

Think of it like a pie as being the market. You are just getting more slices (customers).

Selling Products

Refer to the Product theme for reference.

The process is as follows:

1. Find a good niche.
2. Create a good website.
3. Setup the basic business admin (importers license, etc.)
4. Import the products from China.
5. Sell the products using AdWords, SEO and other Online Marketing.
6. Utilize drop-shipping services if possible, or just handle this yourself with FedEx or some other companies.
7. Re-order the products and reinvest the profits, keep an eye on cash flow.
8. See where you can negotiate better rates and cut costs.
9. Repeat the process.

This is exactly what I did. I found a niche in parrot cages where I felt I could do well in so I decided to import cages and sell it.

It might not appeal to everyone, but it can be lucrative. You would just need to weigh up the time investment for the profit and reordering of products as well.

The other aspect of selling products is to partner with businesses who sell products, create a website, rank it on Google and then receive a commission on each confirmed sale.

Digital Products

Don't overlook partnering with businesses/individuals who sell software, courses, training, consulting, coaching, eBooks and any other digital products.

The process to follow is exactly what you've just read above, but the products/services are just digital.

My payment commission ranges from \$4 up to almost \$1,400 for each sale when it comes to digital product partnerships.

Each month it adds up to a decent amount and the best part is that it's mostly automated via SEO and targeted AdWords campaigns.

Directory Website

An excellent strategy to make an additional income is to create a form of a directory website.

Refer to the directory website theme included in the bundle.

The process is quite simple and it needs to be in order for it to be successful.

This is the process to follow:

1. Find a good niche
2. Create a good site
3. Rank the site on Google
4. Get monthly/annual payments for each listing

So, let's say you have a website listing nutritionists in Texas.

After a lot of work at the beginning and focusing on ranking the site on Google, you then approach nutritionists to list on your site.

Why would they even want to get listed?

Simple: They get more exposure online which can result in more customers.

You want to charge a small monthly fee – something like \$25pm or a discounted annual fee of \$250.

I know this sounds like a small amount, but it doesn't take a lot of ongoing work and it's all a numbers game.

- If you get 10 listings, that equals \$250pm
- If you get 50 listings, that equals \$1,250pm
- If you get 100 listings, that equals \$2,500pm

50 listings might sound like a lot, but if you break it down and only focus on listing 2-5 nutritionists in each town within the state, you can see that it adds up quickly.

I come across directory sites that are one or two years old and they earn over \$5k per month because they have a few hundred listings.

You just need to add the profiles (which can take less than 5 minutes) and handle the accounting/admin (which can take 5 – 10 minutes per listing).

Some niches to think of are:

- Nutritionists
- Pilates Instructors
- Fitness Instructors
- Chiropractors
- Radiologists
- Dentists
- Orthodontists

- Physiotherapists
- Cardiologists
- Pet Shops

How to Choose a Niche

Most people stress and overthink this part. There is a strategy to this which can help, but it often starts with just thinking about it in more detail.

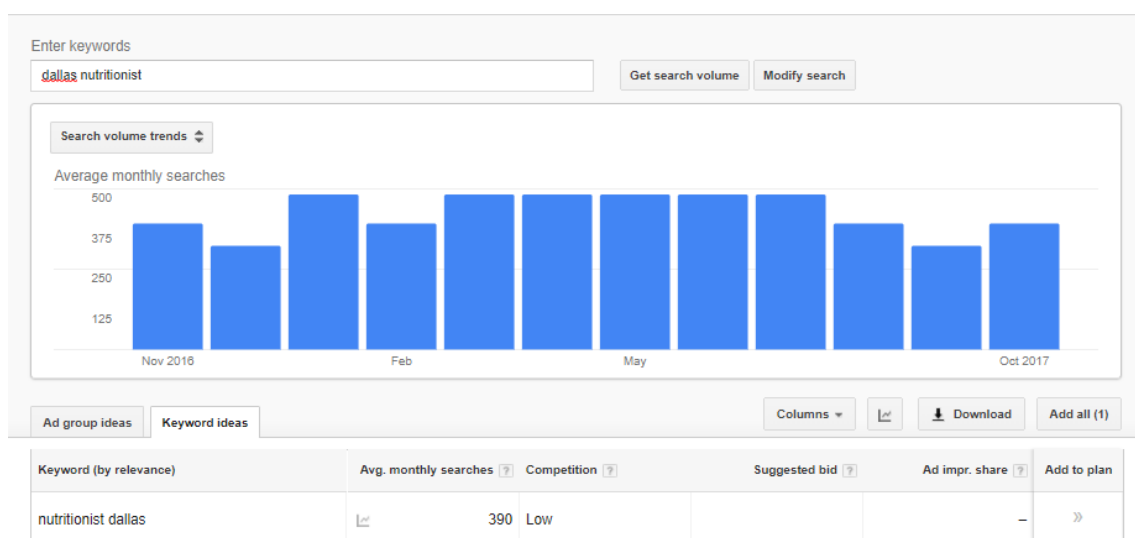
Find out if it's worth your time investment by seeing how many searches it receives each month.

To do this, you create an AdWords account, navigate to the keyword tool and then type in the search term to see how many average monthly searches it receives.

I will go through exactly how to create an AdWords account specifically in that section, but for now I just want to walk you through the basics.

Let's say I want to find out how many times "dallas nutritionist" gets searched for each month.

I add it in the search box and then the results come up like this:



It's difficult to see in this image, but it gets searched for around 390 times each month.

If you rank the website within the top 3 on Google, you can generally expect around 20 - 50% of website visitors to click on your website.

Of the 20 - 50% of website visitors landing on your site, you can expect around 3 - 8% resulting in quote requests or lead form completions like a call-back request.

Remember: This is just one search term. If you create blog articles and other pages it can increase a lot, but we are just focusing on the main search term for now.

This means that out of 390 searches, if you create an effective website, you might receive around 80 – 190 visitors each month which can potentially convert into 2 – 5 quote requests/leads on the lower end each month.

The question to ask is if it's worth the hassle and effort?

So, how do you determine if it's worth it?

You need to figure out how much the leads would potentially be to a nutritionist in Dallas (or whatever niche you choose).

Step 1:

Find out how much the average nutritionist charges (let's say it's a 5-lesson package at \$950).

Step 2:

Is it realistic for the nutritionist you partner with to convert the interested leads into paying customers – and if yes, how many?

For this example, converting 1 out of 5 leads might be realistic.

Step 3:

Make a decision on if you want to go ahead with this niche or not.

Now, in this case it might not be worthwhile if you would like \$500pm, but if you'd like \$150 - \$200pm, it's feasible in my opinion.

You can also sell the whole website to a nutritionist at a once-off fee of say \$2,000 - \$3,000 or you could let them pay it over 12 months at a fee of \$250pm for example.

So just because it may not be a huge amount, you can always make it profitable for you.

Ideally, I like to see around 500 – 2,000 average searches per month before deciding to go ahead with the niche.

Anything less than 500 and it's usually a waste of time and anything more than 2,000 and it's usually too broad and competitive.

There are exceptions though.

If I entered "3D printers" as my niche and I saw it only had 200 searches, I would still enter this niche because it's high-priced items in a growing industry.

You will need to use your discretion in this, but these are just my guidelines.

Some niche ideas are:

- Mobility scooters
- Agricultural drones
- Drone insurance
- Concrete slabs
- 3D printers

Don't overlook just focusing on a niche you are passionate about either.

How to Rank the Website

Everyone tries to be at the top of Google, so it's not easy, but if you follow these basic steps you will be in a better position to create

websites that rank higher on Google for clients and for your own projects.

I discuss SEO in more detail later on in the eBook, so make sure to follow those steps.

How to Make Money from the Website

I already discussed the “rank + rent” strategy, but here's another tactic you can do that can help you save time:

1. Find a niche
2. Approach businesses upfront and ask them if you send them 5 sales/leads per month, how much would they pay you each month?
3. Then if it's worthwhile, you create the site and focus on getting it to rank on Google to get the desired results.

Bonus Tip:

Let's say I partnered with Accountants in Dallas and for every lead I provide them of those interested in registering a company, they pay me \$100.

All you need to do is create the site, create targeted ads on AdWords and then spend money to drive targeted traffic to your website in the hope that they turn into leads.

So, if it costs you \$50 to get one confirmed lead, you pocket \$50. But if it costs you \$100+, it's not worth it.

This strategy combined with SEO is incredibly effective.

OK, I hope everything we've discussed has helped you so far ☺ if you apply these strategies alone, you can be well on your way to earning a comfortable living.

In the next section, we will go through a vital section that should be the lifeblood of your freelancing career.

This is the real section where you can boost your income significantly, work less (by delegation and outsourcing) and be less stressed.

CREATING YOUR OWN AGENCY

Don't be frightened by the word "Agency".

All I mean by this is to create a highly-specialized niche business focused on serving a niche by providing web design and online marketing services.

It sounds simple, but this can be bigger than you might think.

You have 2 options when it comes to your services:

1. Do web design for everyone.
2. Do web design for a specific niche.

The only way to stand out from the commodity market is if you niche your services and specialize in serving one industry.

If you had a furniture business and you had to choose between two web designers:

One who charged 30% more and only worked with furniture stores and understood your wants and needs perfectly, or the other person who does websites for everyone in any niche?

If you are serious about making a profit, you will choose the one who is perceived to be an expert in your niche.

Want a non-web design angle?

Think of an Ophthalmologist. This is someone who does surgery on the eye.

Now, think of someone who ONLY does corneal transplants (also to do with the eye, but it's a highly-specialized operation). The difference is that this doctor trained in Switzerland to do an advanced cross-stitch surgery with higher success rate compared to his/her peers.

The doctor who ONLY does the specialist corneal transplants will be booked for over a year, charge double the price and know exactly what needs to be done for each patient.

The Ophthalmologist will still do fine, but nothing close to the specialist.

The same is true for a GP (General Practitioner) vs a Neurosurgeon/Radiologist/Cardiologist.

It might seem like you are narrowing down your opportunity for growth by choosing a niche as you are essentially saying yes to only a small group and saying no to everyone else.

This strategy WORKS.

You'll work less, be less stressed, earn more, get more referrals and you'll be positioned (or perceived) as an expert the longer you are in the industry and the more you continue to improve.

To help you understand right from the beginning what I mean, take a look at these websites:

- SolarEnergyMarketing.net
- Bizango.net
- SmileMarketing.com
- PaperStreet.com
- ChurchMedia.com

They ONLY do web design & online marketing for one small niche. Some of them look very average in my opinion and their client websites don't blow you away either.

Yet, in these examples, none of them earns less than \$10k pm and a few earn over \$50k pm.

Not bad at all...

I'm not going to sugar-coat things and make it seem like you can reach these levels in less than 1 year, but what I will say is this:

The first 6 months will be very challenging, but if you stick it out for 1-2 years you will really see great results.

Don't be impatient... it does take up to 6 months to start earning a decent income and then focus on growing it from there.

If you've created dozens of websites already and you notice that you've done a few for a niche and you enjoy that industry, go for that niche.

If you have no clue about what niche to choose, do some general research and spend a few days to think about it.

How to Decide on an Agency Niche:

Find out how much they earn in a year (the individual), divide it by 10 and you'll get a rough estimate of what they spend each year on marketing.

Example #1 niche: Nutritionists

Their annual pay is around \$43,000 according to PayScale.com (<https://www.payscale.com/research/US/Job>)

That means they can only afford to pay around \$4,300 per year (or \$350pm) on marketing.

Example #2 niche: Radiologists

Their annual pay is around \$300,000 according to PayScale.com (<https://www.payscale.com/research/US/Job>)

That means they can only afford to pay around \$30,000 per year (or \$2,500pm) on marketing.

Whatever niche you choose, it's not too late... just think smart about how you will differentiate yourself from competitors and stay focused.

The Agency theme included in the bundle is exactly what I use. It's professional and to the point.

My strategy is like this:

I've got 2 niche-focused agencies.

Both are somewhat related to the medical niche.

1 is focused on highly specialized individuals earning over \$300k per year and the other is focused on the lower income of \$80k per year.

The \$300k niche, I charge \$1,999pm and the \$80k niche, I charge \$850pm.

Remember when I mentioned the florist and accounting website for \$3,000?

One will say it's too expensive (the florist) and one will say it's too cheap (the accountant).

Which means your pricing tier directly relates to your niche.

If you take a look at the theme, you'll notice the price point of \$1999 and \$2799 – all monthly fees.

Why's it priced like this? Because this particular individual is able to spend \$40k per year on marketing which makes it well within their reach.

As you can see from the theme, it is basically a bundled service of online marketing services and a website option if it's needed.

Here's the reasoning behind this pricing model:

The best type of income is recurring income.

Let me say that again:

The best type of income is recurring income.

Getting a “whale” client once-off and not getting a consistent income is as good as a cactus growing in snow (which is a random analogy but anyway).

Let me explain:

Businesses prefer monthly, manageable expenses rather than larger once-off expenses.

There are exceptions to this of course, and if they would like to pay once-off for a website, you can quote them accordingly.

Your main objective should be to get clients to sign up for monthly packages.

There are 2 pricing options:

1. Online Marketing
2. Website + Online Marketing

The Online Marketing is month-to-month and the Website + Online Marketing package is a 12-month agreement (you can just change this in the terms of the Proposal Template).

So, why do I stress the monthly payments?

Let's do simple math:

If you charged once-off for a project, how much would you charge?

Let's just use a rough figure of \$5k and let's even go one step further and double it to \$10k.

Now, let's look at the monthly options:

\$1,999 for online marketing (of which you can make around \$1,400 profit).

\$2,799 for a website and online marketing (of which you can make around \$1,900 profit).

Annually, that equates to +/- \$17k or \$23k (profit).

I don't know about you, but I'd prefer having the monthly option as my main priority.

You will notice I mentioned the profit section in the pricing options.

Your expenses will be AdWords and Blog Articles which I will discuss further on, but I'm just making you aware of it for now.

Your goal is to sign up 1 client every 3 months... that equals a good income each month and it's not unrealistic if you position yourself as an authority in your niche and you market your agency "like a boss" (more info on the next pages).

Pros:

This pricing method suits most businesses and it's a full-package solution that many people would like.

Cons:

The risk of the option that includes marketing and a website is that something happens with your client and they don't pay you after the 2nd or 3rd month.

You need to make sure you update the "terms of payment" to say: "Payment is due on the 25th of each month from 1 December 2017 – 1 December 2018".

Make sure to also update the proposal template in the pricing options section.

The truth is that this can happen, although it's not common. You will sign up far more clients with this method and even if you do experience a non-paying client, your other clients who have signed up will far exceed the losses.

I've never experienced this yet, but I'm sure it will happen at some point.

Growing Your Niche Agency

How do you grow your agency and get the word out?

First, make sure your foundation is solid with the site and portfolio websites ready. Make sure to double check any bugs before you start promoting your site.

Your next step is the exciting part that doesn't stop: Marketing.

Marketing is broken up into these time-frame strategies:

Long-term strategy: SEO and Social Media.

Short-term strategy: AdWords and Online Advertisements.

Other important tactics to consider are:

- **Facebook Groups** – much like the coffee shop example we discussed. You create a group and advertise it to your niche.
- **LinkedIn** – connecting with the individuals in your niche.
- **Meetups/Conferences** – go to meetups/conferences/exhibitions related to your niche to meet up with them and let them know what you do.
- **Cold Calls/Emails** – the “old school” way of getting clients. If you really believe you can help your clients grow their business, you shouldn’t hold back with emailing and phoning them to let them know what you do and how you can help.
- **Website Reports** – you’ve seen how to critique websites and create a report. Use this tactic, it’s even more effective when you target a niche.

DON’T BE LAZY... some of these tactics might take you out of your comfort zone and take a lot of time before seeing great results, but it works.

One excellent tactic I’ve found is to buy as many relevant domains as possible, create websites on it and then rent them out to clients at an additional fee or simply just use them as portfolio sites.

Example niche: Chiropractors

Example domains to buy:

- SeattleChiropractor.com
- DallasChiropractor.com
- ManhattanChiropractor.com
- Etc.

Even if you live in Europe or Australia, this tactic works phenomenally well. Just buy the domains related to your country.

Please don't underestimate this tactic... I've been able to dominate various niches using this tactic and I want you to do the same.

Another (not so well-known) tactic:

Find influencers on Instagram and Facebook and pay them to do a shout-out promoting your services.

I once spent \$200 on a single promo ad with a Facebook page that had over 1 million fans.

Guess how many clients I got from this?

Zero.

But it's important to try things out and learn from every marketing test you run.

I've learned that paying \$50 - \$100 to influencers with good engagement and over 50k followers on Instagram really works well.

So, let's say my niche is nutrition, I would look for 5 profiles of nutritionists on Instagram who have a large and engaged audience end then ask them if they do sponsored story posts, then pay them and see what results come from it.

Sometimes you can't find people depending on your niche, but if you can, it can be very effective.

One often overlooked tactic to reach clients within your niche is to advertise in publications and magazines.

Not only does this make you appear to be an authority in your niche, but you can get clients this way too.

Do some research on the best magazines/publications, ask them for their rate card (advertising rates) and then spend some money and give it a calculated risk.

I would suggest something like:

"We help [*insert niche*] get more clients through effective web design and online marketing. Packages start from only \$[*insert price*]."

Then make sure to add your website, links to other portfolio/client sites and a good testimonial if possible.

DON'T BE SCARED TO SPEND MONEY.

I seriously didn't even have \$20 to spend on ads, but now I'm regularly spending a decent amount on advertising like AdWords, Influencer Shout-outs, Print Media, etc.

I do this because I know that I need to spend money to make money. It's just a simple fact you need to be willing to accept.

When it comes to choosing a name and domain for your agency, you can either choose something like "[your niche]marketing.com" or "[insert niche]webdesign.com". The other option is a more brandable name.

Something like SmileMarketing for dentists or ChiroGrowth for chiropractors.

Make sure to Google your desired name to see if there are existing competitors.

You can use your personal name, but that often limits you. Nothing is wrong with this approach. Many professionals do this.

The only issue is that if something happens to you or you want to step out from that business it gets a bit trickier.

I personally like to separate my personal name and agency names, but do what you feel would be best.

Note: if you would like confirmation on a niche, send me a very brief email (course@studywebdevelopment.com) and I will give you a quick and helpful reply.

POSITIONING YOURSELF AS AN EXPERT

Being positioned as an expert within your niche is actually not difficult to do.

Many people I've seen talk about this topic really hype it up, but it's really simple once you boil it down.

Here are the 3 steps you need to follow:

1. Find your niche and create a professional brand around it.
2. Share your marketing advice and tips through a blog on your niche site and talk about successful client case studies.
3. Marketing your niche agency

Some tactics you can use are:

- Getting interviewed on publications/magazines/websites/societies related to your niche (once you've become more established). Just reach out to them, let them know what you do and ask if you can write an article for them.
- Write a professional book on your niche (either hardcopy or eBook) and make sure you sell it for a fee. Don't give it away for free as it wouldn't give the right impression. You don't even need to really sell it, it's all about perception here.
- Openly critique well-known websites (in a respectful way) in your niche and add it to your blog. Write a long, in-depth case study on why you feel they are losing out on sales/clients and then give your professional opinion.

So, let's say I wanted to be known as "The AdWords guy for Fortune 500 companies" what I would do is this:

Headline: How to Avoid These AdWords Mistakes from Fortune 500 Companies

I would really spend a full month analysing 10 Fortune 500 companies and going through their AdWords ads to see where they waste money

or they are not optimizing it properly or maybe their landing pages are not aligned with the ad, etc.

Then I would write a massive article/case study on my findings with screenshots and focus on sharing it through Facebook Ads and social media by even targeting these brands using ad targeting if possible.

The goal is for people from these companies to read it and realize a simple truth:

“Wow, I didn’t know we were missing out on ‘xyz’ – this guy is good, we should hire him for some consulting or ‘xyz’.”

This is obviously an online marketing example, but it can also be done within your agency.

This tactic shouldn’t be surprising to you. It’s very common amongst designers/artists actually. They would often design a company’s logo or do some form of abstract art in a unique way, tag the company on social media and hope it goes viral and they get exposure that way.

Some article examples may be:

- 5 Mistakes That Even the Top Dentists in NYC Make
- Why Even the Best Ophthalmologists Need Help with Their Website
- What You Can Learn From These Nutritionist Websites

It’s an excellent way of building credibility within your niche.

Prospective clients will come across your article and they’ll instantly know by what you are writing that you know what you are talking about.

This boosts your chances of clients working with you and you are seen as an expert almost immediately.

First impressions count. If you are the type who says this to a client: “Please tell me what colors you like and let me know 3 other websites you like” then that’s the wrong approach.

I know of many web designers who say these things, but I don't like it. It makes you seem like a commodity and the client won't treat you like a professional.

In order to be perceived and treated like a professional when dealing with clients, there's really only 3 things you should focus on:

1. You need to make the right suggestions.
2. You need to be able to back up your opinion with facts/data.
3. You need to ask the right questions.

Don't be afraid to disagree with a client. If what they say is not beneficial to achieving the business goal like an email sign up/phone call/quote request, etc. then you need to voice your opinion.

I've had discussions with clients where they would like strange things added to the site just because they think it looks cool, but the moment I asked, "do you think this will lead to more quote requests?" and gave my opinion, they are forced to really think about it more.

The best part is that by asking them questions and by saying, "The idea seems good, but I don't think it will lead to more sales and here's why..." instantly shows that you are not a commodity like others who are basically what I call "yes, no problem" people.

If you ALWAYS just go ahead with what clients say, you are just a robot. It's OK to disagree about some things when it's valid.

You know what happens when you really engage with your client and give your suggestions backed with facts?

They say things like "you're the expert."

I discussed earlier on in the eBook about confidence and I'll mention it again here.

Learn everything you can about your niche, improve your communication skills in writing articles, improve your marketing skills, believe in your services and how it can really make a difference to your clients and then the confidence will flow from there.

I like to think of being an expert in a chosen niche as Apple or some other reputable brand.

Just think about if you were buying a laptop with a \$1k budget.

You'd probably go for a MacBook at \$1k and not the other branded \$700 laptops with better specs.

Why?

Apple is a master at branding and it's no different when it comes to any product or service.

People don't mind paying a premium for a reputable brand.

Become a reputable brand in your niche and you will be perceived in the same way.

DESIGN/LAYOUT

Design is a huge topic to discuss by itself and there are plenty of free resources online for this, but I do want to mention a few important things that I think will be helpful.

Regardless of your current design knowledge, there are 6 main factors to ALWAYS consider when creating websites:

1. The business goals
2. The website visitors
3. Layout
4. Colors
5. Images
6. AB/Testing

1. The Business Goals:

THE most important aspect of a website is the business goals. Everything revolves around this.

I discuss practical goals in the Conversion Centered Guide so please refer to that for more information.

2. The Website Visitors:

If you are so consumed with the business goals, but you neglect how a website visitor might think or what they are actually looking for, you are going to miss the mark.

It's very easy to just create websites, but if the messaging is wrong and it doesn't make sense what product or service the business is selling, then the website visitor will leave.

Sometimes it's as simple as headlines and text or the wrong images.

If in doubt, always go for the obvious and simple text and images without making things complicated.

Take a look at this image:



Is this a nice holiday destination website or for cutting hair?

If someone has to guess what you (or a business) does after looking halfway through the homepage/landing page, you have overcomplicated it and you need to update the design.

3. Layout/Placement:

The layout and spacing of a website are often so underrated I can't believe it.

Just simple alignment and more whitespace and spacing between headings and text can make a huge difference.

If website visitors land on a page that looks too busy or too cluttered, they will leave the page soon.

Think about the last time you read a blog article. Chances are you had a quick skim-read to browse the overall structure before you read it.

If you noticed large paragraphs without breaks, images or headings, you will be more likely to not read it.

Here's an example of no whitespace:

What is a domain?

A domain is your 'property' on the internet.

So for example, my 'home' is: www.studywebdevelopment.com - I own SWD, this is my domain. No two websites can have the same domain name.

This is the address people will use to visit your 'home' which is your website. An URL (Uniform Resource Locator,) carries the domain name.

A domain name consists of a top-level and a second-level domain. A top-level domain extension (TLD) is the part of the domain name located to the right of the dot (".") like .com, .net, and .org.

A TLD identifies something about the website associated with it, such as its purpose, the organization that owns it or the geographical area where it originates, like .com is mostly used for commercial purposes while .edu is used for educational institutions.

Just like you would go through a property agent to buy a property, you need to go through a hosting provider to buy a domain. I recommend Bluehost for purchasing your domain.

Here's an example of whitespace added, with an average image and reducing the width:

What is a domain?

A domain is your 'property' on the internet.

So for example, my 'home' is: `www.studywebdevelopment.com` - I own SWD, this is my domain. No two websites can have the same domain name.

This is the address people will use to visit your 'home' which is your website. An URL (Uniform Resource Locator,) carries the domain name.

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A TLD identifies something about the website associated with it, such as its purpose, the organization that owns it or the geographical area where it originates, like `.com` is mostly used for commercial purposes while `.edu` is used for educational institutions.

Just like you would go through a property agent to buy a property, you need to go through a hosting provider to buy a

Just look how these small changes can make a big difference.

Read this article for more information -

<https://blog.kissmetrics.com/shocking-truth-about-graphics/>

If design is not your strength, all you need to do is to buy a theme/template on Themeforest.net as your foundation and then tweak it from there.

4. Images:

Images can make a very big difference in the perception of a website.

If you are not sure why images are that important, read this article:

<https://blog.kissmetrics.com/boost-conversions-using-images/>

Images can be used as breaks in the reading and also visual cues to help the website visitor better understand the message being portrayed.

Whether it's the banner, blog images, information page images or anything else, you should always think about each image and ask if it's in the right place, has the right colors and just makes sense.

I like using DepositPhotos.com for premium images. It's only ~ \$10pm for 10 images. You can also find some free images at Pexels.com.

For icons there are plenty of free ones out there, but I like using TheNounProject.com (~ \$39 annually). They have a huge collection, it syncs with PhotoShop and it's a big timesaver.

I know some of these things cost money, but please consider this when you can afford it. It truly does make a massive difference in how a website can look like.

Tip: Sign up to AppSumo.com to receive regular deals. I bought 200 images for \$100 which is an awesome discount.

5. Colors:

Do you think it's a coincidence that many of the fast food restaurants have red/yellow/purple inside their logo?

Why is the color of most natural and organic food packaging green and not yellow?

Why is the outside of men's shaving cream orange/silver and not pink/white?

Why are luxury men's watches always surrounded with dark greys, black shades and browns?

Why are most food recipe websites in pastel colors and not in dark colors?

The point I'm getting to here is that colors should not be chosen at random. Color psychology is a big thing to consider as it needs to engage your target audience.

Make sure to read this article for a practical understanding with examples: <https://blog.kissmetrics.com/psychology-of-color-and-conversions/>

[Coolers.co](https://coolers.co) and [Design-Seeds.com](https://design-seeds.com) are a great resource to generate color schemes and also find shades of colors.

6. AB Testing

AB Testing is quite an important factor when it comes to web design and online marketing.

What is AB Testing?

A variation (changed) version vs the original version of a website page for the same period of time.

Example:

Changing the color of a CTA button from green to red and seeing how it performs with 1,000 website visitors each.

Small changes can literally change a business around.

I remember when I was working for a company that was selling thousands of products online each month, I made a small change that resulted in over \$50k+ extra per year.

The change?

Rather than having the price of each product end in '95, we changed it to '99.

2 other things which can make a big difference are:

- Zopim – live chat software
- Sumome – social sharing and popup when user leaves page

Zopim is excellent. If you are working with a client that sells products or services, you need to recommend this.

Of the cases that I've used it for clients, it paid for itself almost immediately and there is also a free plan.

Your clients will love you for this small addition.

Sumome has a lot of tools to use, but I generally only use the social sharing buttons and then also a popup before the website visitor closes the page.

I know we all probably hate these popups, but it can be highly effective.

You can advise your clients to use it as a discount, a free call, a free download, or any other CTA you can think of.

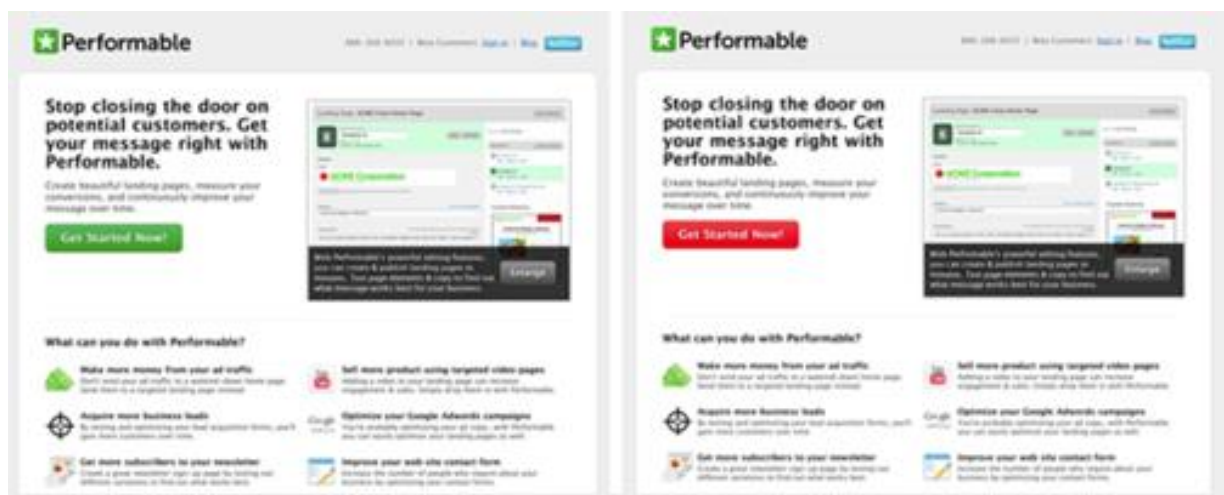
I'm bringing this up because I want you to see how small some changes can be. It just requires some thinking and testing.

Other effective tests to run are:

1. Changing the size, image, copy and placement of CTAs.
2. Changing the layout of the web page.
3. Changing the main copy, headlines, images, videos and navigation.

There are hundreds of AB tests available online that you can view to get a better idea, but they generally follow those 3 guidelines.

Here is a very well-known example:



The green CTA button was the original and the red was the variation/test.

The red CTA was the winner with a 21% increase in clicks.

Takeaway: Just a small color can result in massive sales jumps.

Read this article for some great examples:

<https://www.designforfounders.com/ab-testing-examples/>

EMAIL MARKETING

Email marketing is a great way of updating existing subscribers of new articles, discounts, updates, etc.

I like using Mailerlite.com as their features and pricing are one of the best out there.

It's very easy to integrate with HTML websites as well as WordPress websites.

They have 24/7 live-chat support as well.

If your client sells products, here's an excellent incentivised email sign up:



Other sign up ideas that work incredibly well are:

- A voucher giveaway
- A 30-minute consulting call

- A free eBook
- A free download/checklist
- A free discount coupon
- Stay up to date on the latest articles published

I use email marketing for updating subscribers about new articles and any other helpful things. It's a great way of engaging with others and getting to know what their needs are and how you can help them.

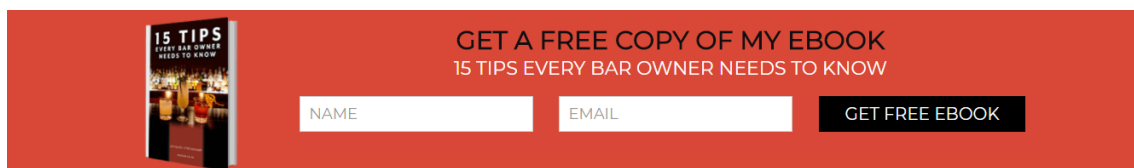
It's also a great way of using email automation to send out automated emails over the course of any period that can eventually persuade the subscriber to sign up for a premium product/service.

You can also create an easy popup when someone wants to leave the web page as well.

That's the intro, but how do you get the sign ups?

There's been a lot of tests run in various industries and although there are many grey areas, there are still some general guidelines you can follow.

Free Download Example:



A free eBook download is the main focus of the home page as well as on the blog article pages.

The subscriber will then receive automated emails and then eventually it leads to a premium consulting offer or eBook to purchase.




eBooks can literally be on anything. Best tips, a guide on how to get started with "x", how to avoid common mistakes on "x", etc.

The eBook can just be uploaded to Dropbox, you can copy the link and make sure it's an auto-download link, attach it to the email and you are good to go 😊

Takeaway: An eBook download makes any company look more credible and it helps build trust with the subscriber.

Free Email Course Example:

GROW YOUR FREELANCING CAREER

		
GET MORE CLIENTS	GET PAID MORE	FREE EBOOK
Free 3 day email course with no fluff to help you get more clients	Free 3 day email course filled with actionable steps to get paid more	Over 6,500+ downloads. Hundreds of positive testimonials
Get My 1st Lesson	Send It To Me	Download Now

This is from studywebdevelopment.com and it's one of the main sections that a visitor sees when coming to my site.

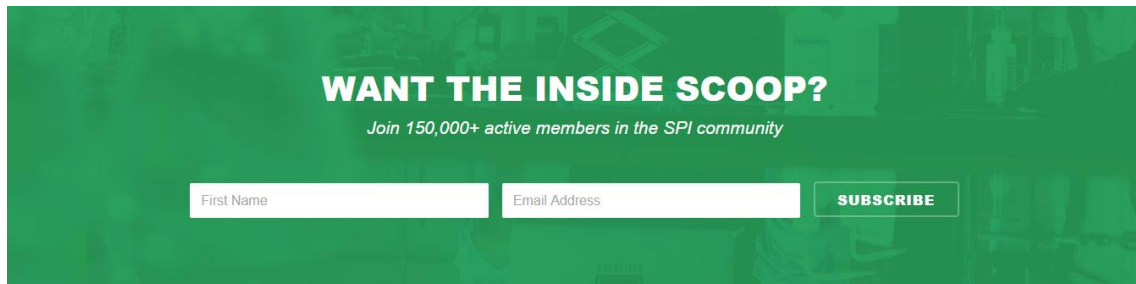
Why?

Because it's the key issues that followers of SWD struggle with (from my research) and it's also a great way to get them on my email list so I can update them with other things and hopefully they will buy the bundle/eBook like you did 😊

Don't think that this can't be done for an accountant, insurance broker or anything else really. Be creative and think about what the website visitor would like and then bundle it up in a mini email course.

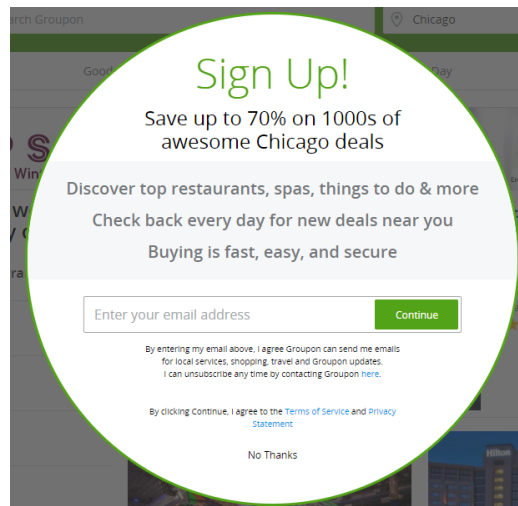
Takeaway: When you/your client can offer a very helpful email course, do this and make it one of the main focuses on the site.

General sign up example:

A green banner with a blurred background of people. The text "WANT THE INSIDE SCOOP?" is in large white bold letters. Below it, in smaller white italicized text, is "Join 150,000+ active members in the SPI community". At the bottom, there are two white input fields: "First Name" and "Email Address". To the right of the "Email Address" field is a green button with the word "SUBSCRIBE" in white capital letters.

This is simple and to the point with social proof ("join 150,000+ other subscribers").

Informative sign-up example (pop up):

A circular white pop-up window with a green border. The text "Sign Up!" is in green. Below it, in black, is "Save up to 70% on 1000s of awesome Chicago deals". Then, in a light grey box, is "Discover top restaurants, spas, things to do & more". Below that, in black, is "Check back every day for new deals near you". Then, in black, is "Buying is fast, easy, and secure". At the bottom, there is a white input field with the placeholder text "Enter your email address" and a green button with the word "Continue" in white. Below the input field, in small black text, is "By entering my email above, I agree Groupon can send me emails for local services, shopping, travel and Groupon updates. I can unsubscribe any time by contacting Groupon [here](#)." Below that, in small black text, is "By clicking Continue, I agree to the [Terms of Service](#) and [Privacy Statement](#)". At the very bottom, in small black text, is "No Thanks".

Groupon can improve their design and UI for sure, but this shows a pop-up version of a normal signup, but it's more incentivised by highlighting the "save" part.

Obviously you can't use all of them for every single client niche, but you can definitely use one or two types.

You need to seriously recommend this for all clients. It's a great way for clients to pay retainer payments as well.

REPORTING THE RESULTS

When it comes to client work and personal projects, it's important to know how the website is performing.

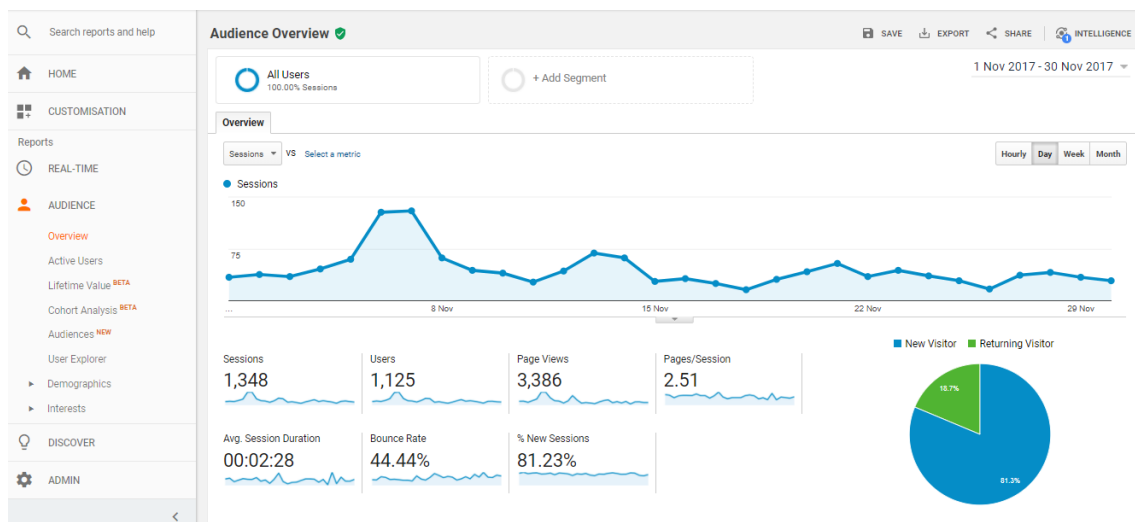
There are many ways to check this, but I will just discuss the main parts that really matter.

I mostly look at Google Analytics and it's easy for clients to understand.

It's the most popular tool to use and it's free. To install it, just do a simple Google search.

Here's an overview of how the main dashboard interface looks like:

(Audience > Overview)



This displays an overview of the website traffic for a period you select as well as showing some engagement stats.

If you hover over each name, it will explain the section in more detail.

The next sections I like to see are:

(Geo > Location > City)

City ?	Acquisition			Behaviour		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages/Session ?	Avg. Session Duration ?
	1,348 % of Total: 100.00% (1,348)	81.31% Avg for View: 81.23% (0.09%)	1,096 % of Total: 100.09% (1,095)	44.44% Avg for View: 44.44% (0.00%)	2.51 Avg for View: 2.51 (0.00%)	00:02:28 Avg for View: 00:02:28 (0.00%)
1. Sandton	253 (18.77%)	78.66%	199 (18.16%)	37.94%	2.55	00:02:26
2. Pretoria	172 (12.76%)	85.47%	147 (13.41%)	46.51%	2.47	00:02:07
3. Cape Town	139 (10.31%)	86.33%	120 (10.95%)	51.08%	2.10	00:02:18
4. (not set)	87 (6.45%)	80.46%	70 (6.39%)	45.98%	3.03	00:03:09
5. Johannesburg	82 (6.08%)	86.59%	71 (6.48%)	45.12%	2.30	00:01:50
6. Roodepoort	70 (5.19%)	62.86%	44 (4.01%)	48.57%	2.80	00:02:58
7. Kimberley	68 (5.04%)	70.59%	48 (4.38%)	26.47%	2.97	00:03:58
8. Centurion	50 (3.71%)	66.00%	33 (3.01%)	44.00%	2.96	00:03:59
9. Durban	47 (3.49%)	80.85%	38 (3.47%)	61.70%	1.72	00:00:52
10. Bloemfontein	37 (2.74%)	89.19%	33 (3.01%)	27.03%	3.43	00:03:13

This displays the data of website visitors via each city.

(Mobile > Overview)

Device Category ?	Acquisition			Behaviour		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages/Session ?	Avg. Session Duration ?
	1,348 % of Total: 100.00% (1,348)	81.31% Avg for View: 81.23% (0.09%)	1,096 % of Total: 100.09% (1,095)	44.44% Avg for View: 44.44% (0.00%)	2.51 Avg for View: 2.51 (0.00%)	00:02:28 Avg for View: 00:02:28 (0.00%)
1. desktop	648 (48.07%)	84.88%	550 (50.18%)	36.27%	2.70	00:02:45
2. mobile	604 (44.81%)	77.32%	467 (42.61%)	54.14%	2.30	00:02:15
3. tablet	96 (7.12%)	82.29%	79 (7.21%)	38.54%	2.57	00:01:58

This displays the breakdown of visits by desktop, mobile and tablet. If you add mobile and tablet together, you'll probably find over 50% of website visitors are from these two which means you shouldn't design websites with the main focus being how it looks on desktop.

Mobile is going to dominate in the future, so make sure you advise your clients that this needs to be the focus.

Your landing pages and the whole website needs to load fast and look great with all the CTAs displayed clearly.

(Acquisition > All Traffic > Source/Medium > Medium)

Medium ?	Acquisition			Behaviour		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages/Session ?	Avg. Session Duration ?
	1,348 % of Total: 100.00% (1,348)	81.31% Avg for View: 81.23% (0.09%)	1,096 % of Total: 100.09% (1,095)	44.44% Avg for View: 44.44% (0.00%)	2.51 Avg for View: 2.51 (0.00%)	00:02:28 Avg for View: 00:02:28 (0.00%)
1. organic	1,051 (77.97%)	84.02%	883 (80.57%)	40.25%	2.64	00:02:36
2. (none)	236 (17.51%)	74.15%	175 (15.97%)	54.24%	2.16	00:02:04
3. referral	61 (4.53%)	62.30%	38 (3.47%)	78.69%	1.69	00:01:56

This displays where the visitors are coming from. In this case, we can see that “organic” is the highest and it has much better data. This is good to see as it shows the site ranks well on Google.

(Behaviour > Site Content > All Pages > Page Title)

Blurred out for obvious reasons

Page Title ?	Page Views ? ↓	Unique Page Views ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?
	3,386 % of Total: 100.00% (3,386)	2,220 % of Total: 100.00% (2,220)	00:01:38 Avg for View: 00:01:38 (0.00%)	1,348 % of Total: 100.00% (1,348)	44.44% Avg for View: 44.44% (0.00%)
1. Cheap by	1,534 (45.30%)	1,027 (46.26%)	00:02:13	514 (38.13%)	65.95%
2. & by	1,205 (35.59%)	725 (32.66%)	00:01:07	685 (50.82%)	22.48%
3. Contact Us	215 (6.35%)	144 (6.49%)	00:01:05	29 (2.15%)	58.62%
4. Buy and	166 (4.90%)	103 (4.64%)	00:01:08	9 (0.67%)	77.78%
5. All About	61 (1.80%)	43 (1.94%)	00:01:28	9 (0.67%)	33.33%
6. About	48 (1.42%)	40 (1.80%)	00:01:20	5 (0.37%)	40.00%
7. Cleaning and Maintenance	22 (0.65%)	19 (0.86%)	00:04:57	18 (1.34%)	88.89%
8. The Interesting History of Air	12 (0.35%)	12 (0.54%)	00:00:21	10 (0.74%)	100.00%
9. 6 Tips for Choosing the Right	11 (0.32%)	9 (0.41%)	00:13:16	8 (0.59%)	87.50%
10. 7 Reasons To Buy	8 (0.24%)	5 (0.23%)	00:01:22	1 (0.07%)	0.00%

This displays the data for each page of the website.

All of what I mentioned above is what I send my clients and look for in my own projects almost 100% of the time.

When it comes to data, you need to make sure you view it in context. If you deal with clients who are concerned, you need to obviously see if it's valid, but then to analyse everything in context from there.

What do I mean?

Let's say you work with a client who sells patio heaters and they wonder why the data and engagement are bad. You investigate and see everything works fine and you compare it with previous months and you notice the data is getting worse.

But you didn't factor in that it's the middle of summer and no one really cares about patio heaters then.

When reporting the data to clients, all you need to do is take screenshots of certain areas of the data, add it on an email or create a PDF document and then update your clients at the end of the month or at the end of each week.

For a more detailed overview of all the other sections of GA, take a look at this tutorial:

<https://www.youtube.com/watch?v=J8UZl3fsxQY>

When it comes to AdWords, depending on your client they might like to see a lot of data, but I generally just send a brief and helpful email with the overview of the AdWords results included in the Analytics email.

Obviously for big clients you would send info for each section, but most of the time this is good enough as an overview:

- Total Clicks: 445
- Cost Per Click: \$1.88
- Average Position: 1.2
- Total Spend: \$841

Then you would just include the top performing ads and keywords in a screenshot.

ADWORDS

To recap: AdWords is the ad management platform to advertise on Google. It's mostly known for the ads you see at the top of most search results.

What many people forget is that Google is a business and not a non-profit. They are concerned with making money at the end of the day.

I've managed well over \$1mil in AdWords campaigns and worked with dozens of clients in many different niches and I can say this without a doubt.

I won't go into all the details, but all I will say is that if you stick to these tactics that I mention below, you will save your clients money and get better results compared to what Google's "suggestions" are.

There's no exact statistic of how many people click on AdWords ads as it varies from each country and the niche as well.

A safe number to work on is roughly 30-35% of people click on ads.

Some product terms on AdWords can receive over 50% of clicks, but to be more realistic across the board, it's roughly 30-35%.

Google is obviously working to increase this number with various recent new additions, but that's quite an interesting statistic.

So if you work with a nutritionist in Dallas for example, that means there will be less than 140 clicks on AdWords ads (based on 400 searches per month).

What makes it even more interesting is that you still have to compete with other businesses also wanting their share of the 140 clicks each month.

The reason why I like it is because it's only triggered (if you set up the ads properly) to show up for the searches you choose it to display for.

Let's say you work with a client who sells frozen pizzas, you'd like to show up for things like:

- Frozen pizzas

- Buy frozen pizzas
- Frozen pizza supplier

But you wouldn't want to show up for "buy pizza" or "order pizza".

You can make the necessary changes for this.

Think about it.

Someone is making intentional searches and your job is to make sure you try and get them to click on the ad and convince them to buy/sign up to whatever your client is selling, but you obviously don't want to waste clicks on unnecessary or unrelated search terms.

The goal is simple: create an ad using the AdWords platform and make sure it shows high up in the ad results to get targeted clicks from people who search for the terms you want to show up for.

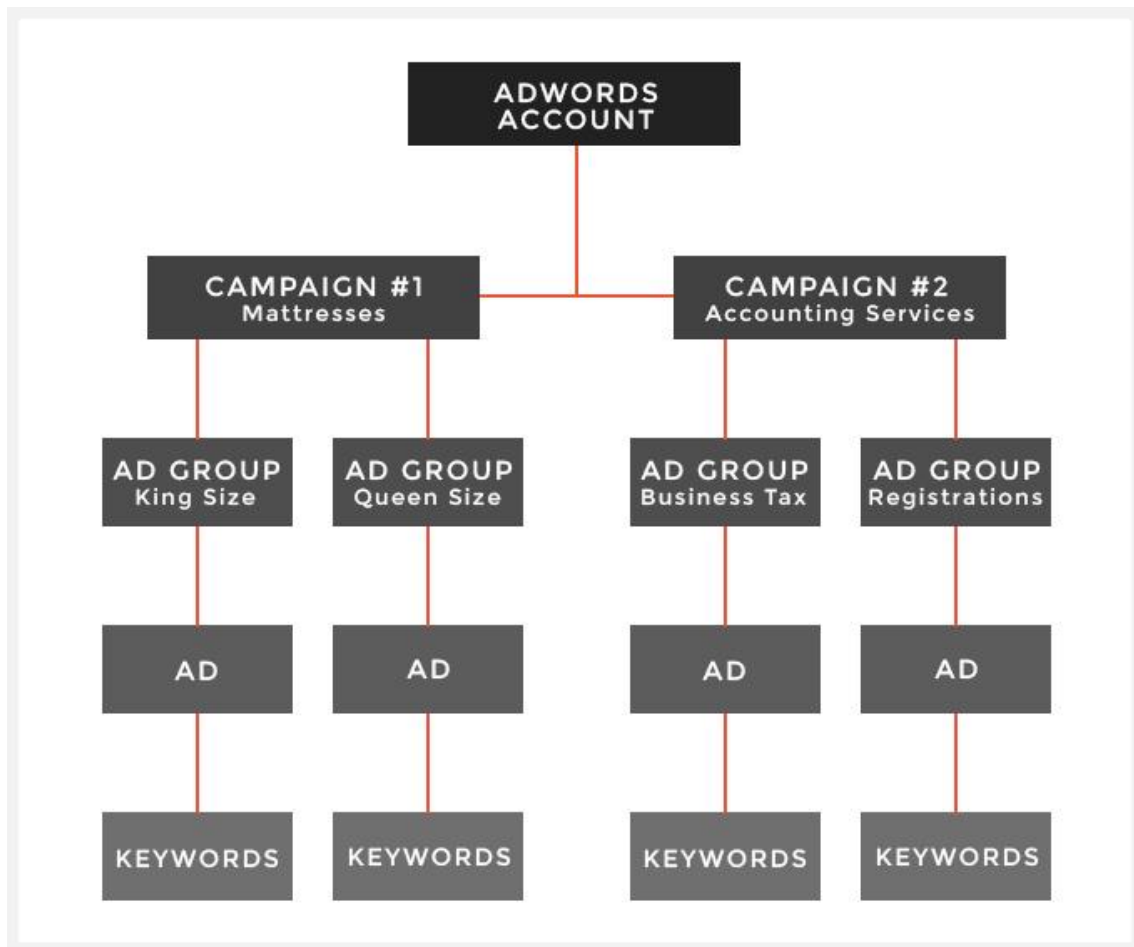
When it comes to AdWords, it's all about quality. Not quantity.

One of my AdWords campaigns for a service I provide performs quite well. I spend roughly \$50 to get 25 clicks and it generates over \$1,000 in revenue.

I could easily get 100 clicks, but I don't want to waste money. I want the RIGHT clicks.

Just like that pizza example I mentioned, it's all about understanding what you or your client is selling.

This is a brief illustration of the AdWords hierarchy:



AdWords Account – One account can have multiple campaigns.

Campaign – The main products/services you’d like to promote.

Ad Group – A “sub-category” of the campaign.

Ad – The Ad you’ll see on Google that’s triggered by the keywords.

Keywords – Relevant keywords related to your Ad Group.

How Does AdWords Work?

To keep it simple, visualize an auction sale going on in a room.

Everyone in the room is bidding for this painting and the price keeps going up and up.

Then the second item comes along and it’s a small desk clock, but the demand is not that great so it ends up selling very quickly at a low price.

AdWords is basically like this.

It's an auction system where the bidders will bid for a certain keyword to show higher.

So the term "car insurance" is highly competitive and it will cost huge amounts just for one click.

Compared with "tennis rackets" which is nowhere near as competitive and the cost for one click is much less.

Google does also factor in some other metrics like your bounce rate and website authority which can influence how much you pay for each click.

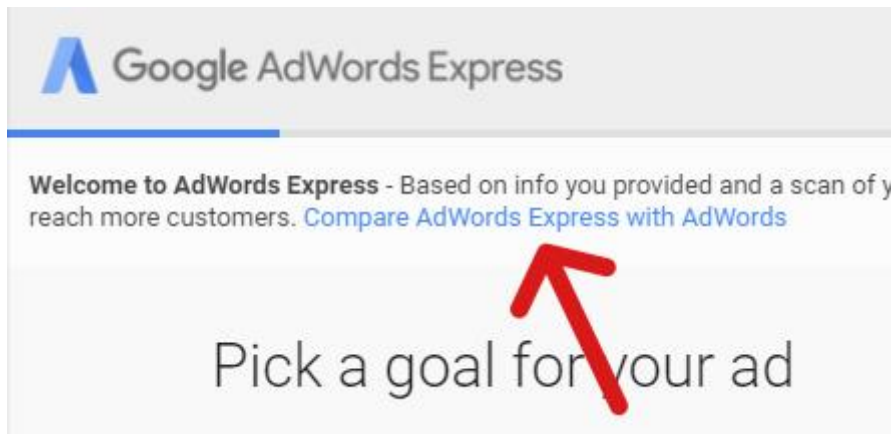
How to Get Started with AdWords

AdWords can be very complex and it can get really advanced. I don't want to get into all the details of it as it can often be overwhelming.

I want to discuss the basics, but also some advanced (and simple) techniques I've learned that help my clients save thousands and get good results every time.

Here is a step-by-step guide to creating your AdWords account (the right way):

1. Go to: adwords.google.com
2. Create/sign in with a Google account
3. You'll land on a welcome page. Add the website you want to create AdWords for.
4. Google takes you to a platform called Google Express. Make sure you change this to the normal AdWords platform. Each loading page varies slightly, but find a link that says something like this:



5. Click “Switch to AdWords” on the popup.

Trust me on this one, they just make express sound fancy, but you end up paying more through their automation, etc.

6. You’ll then be taken to a page like this:

2. Choose a target audience

It just asks basic account information, but there are some things you must be attentive to which I'll explain.

The information will obviously be what you or your clients agree on, but for now I will just carry on like I am working with a client who sells frozen pizzas.

7. After you've completed the daily spend budget and locations, it asks you to confirm the 'Networks':

Networks Sites that show your ads along with their own search results, new articles or other content.

Search Network
Includes Google search sites and non-Google sites that use Google as a search engine

☒ **Display Network**
Includes Google content sites and non-Google content partners that show ads

Save **Cancel**

Make sure you UNTICK the 'Display Network'. This is those text ads you see on random sites through Google's partner network. It's a complete waste of money and they "milk" small businesses with this.

8. Next is 'Keywords'. You can put basic stuff for now, we will go through the keywords in more detail soon.
9. Next is the 'Bid' which is another one of Google's shady tactics:

Bid The most you're willing to pay for a click on your ad.

☒ AdWords automatically sets your bids to help you get as many clicks as possible within your budget.

We recommend having AdWords automatically set your bids to start out.

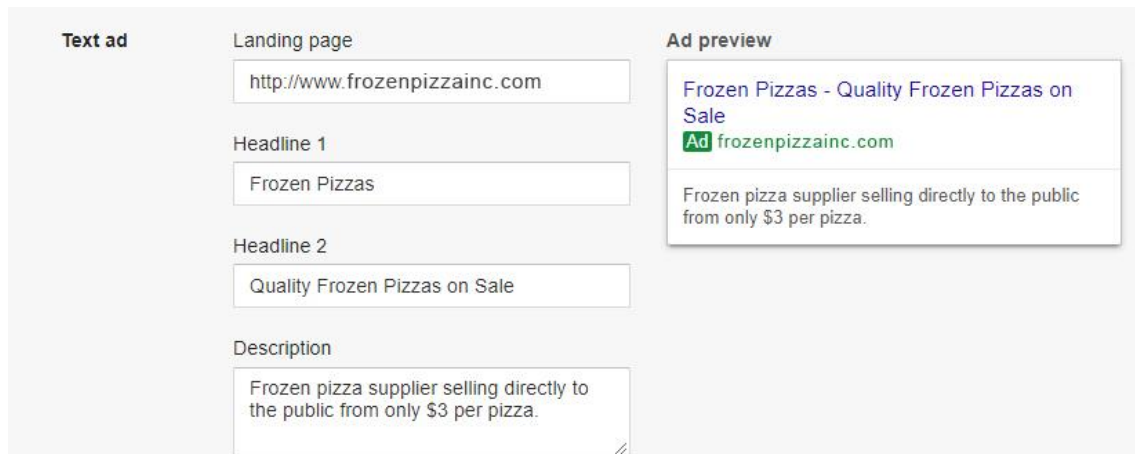
☐ I'll set my bids manually

Save **Cancel**

They 'conveniently' auto-select the automatic bidding feature which is terrible. So make sure you click "I'll set my bids manually" and then just put in \$3 for now.

Don't worry about if that's too much, we will go through this soon.

10. Next is to create the ad. Here's an example:



Text ad	Landing page	Ad preview
	<input type="text" value="http://www.frozenpizzainc.com"/>	Frozen Pizzas - Quality Frozen Pizzas on Sale Ad frozenpizzainc.com
Headline 1	<input type="text" value="Frozen Pizzas"/>	
Headline 2	<input type="text" value="Quality Frozen Pizzas on Sale"/>	
Description	<input type="text" value="Frozen pizza supplier selling directly to the public from only \$3 per pizza."/>	Frozen pizza supplier selling directly to the public from only \$3 per pizza.

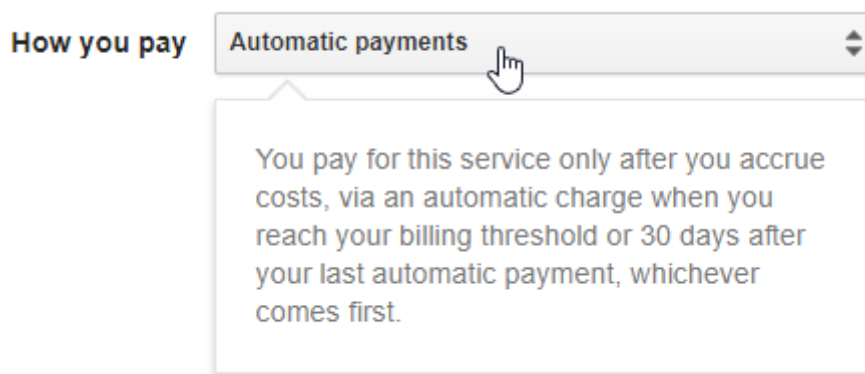
11. You can untick this and then click 'Save and continue':

☒ Send me personalized tips and recommendations to improve my ad performance.

Save and continue

12. The next step is to add your billing information. Most of the time, you will always pass this on to the client to do themselves. They can just login and it will take them to the billing section to complete.

Make sure you inform them to change the payment type from automatic to manual to avoid surprises and it's always better:

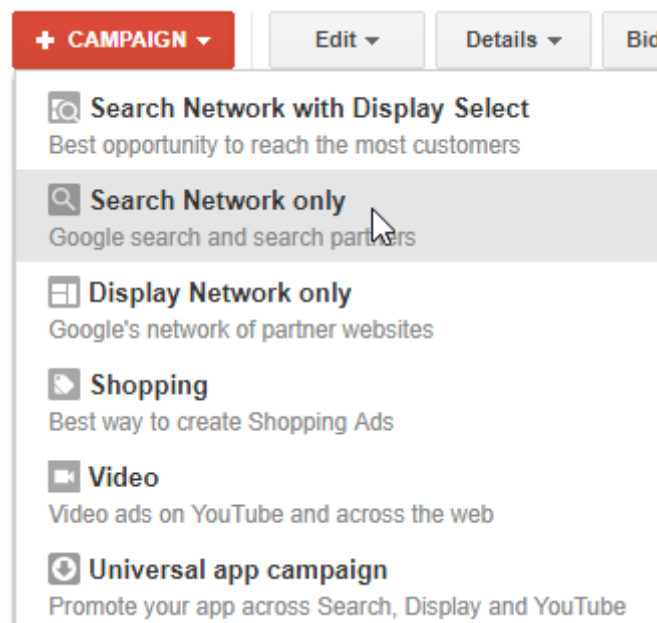


Now you've created your AdWords account the right way and you are ready to get started with creating advertising campaigns (the right way) 😊

AdWords Campaigns


Think of the campaign as the product/service you are trying to sell.

After you've completed the account process, you'll want to click on this red button that says '+ Campaign' and make sure to select 'Search Network Only':











1. Select “All features” and name your campaign:

1 Select campaign settings ————— 2 Create an ad group


 **Type: Search Network only - All features**


Campaign name

Type   Search Network only ▾

- ☐ **Standard** - Keyword-targeted text ads showing on Google search results 
- ☒ **All features** - All the features and options available for the Search Network 
- ☐ **Mobile app engagement** - Ads that encourage actions within your app 
- ☐ **Dynamic Search Ads** - Ads targeted based on your website content 
- ☐ **Call-only** - Ads that encourage people to call your business 
- ☐ **Mobile app installs** - Ads encouraging people to download your app 


2. UNTICK “Include search partners” that our friends from Google want you to tick:

Networks  To choose different networks, edit the campaign type above, or create a new campaign.

✓ **Google Search Network** 

☒ Include search partners

3. Change the setting from Automated to ‘Manual CPC’:

Bid strategy  Choose how you'd like to set bids for your ads.

Automated: Maximize conversions ▾

With **maximize conversions**, AdWords automatically sets your bids to help you get the most conversions within your budget.
[Learn more](#)

4. As you can see, our friends are trying hard to automatically handle the bidding for us. Make sure to UNTICK ‘Enable Enhanced CPC’:

Bid strategy ? Choose how you'd like to set bids for your ads.

Manual: Manual CPC

▼

You set your own maximum cost-per-click (CPC) for your ads.

☒ **Enable Enhanced CPC** ?
AdWords automatically adjusts your bids to maximize conversions.

5. Add the default bid to \$3 and the daily budget to whatever your client would like to pay, then click “Save and continue” after this.

Now you’ve created your first campaign the right way. We’ll move on to what’s called ‘Ad Groups’ next.

Setting Up Ad Groups

Think of Ad Groups as a sub-category to the main campaign.

So let’s say our campaign name was “Shoes”. One of our Ad Groups could be “Running Shoes” and the other could be “Work Shoes”.

If we bring it back to the frozen pizza example, I would break it up like this:

Campaign: Frozen Pizzas

Ad Group 1: Customers (focused on the normal orders)

Ad Group 2: Wholesalers (focused on bulk orders)

To give some more understanding at this point, all keywords within a specific Ad Group trigger an ad to show up.

So in this case, if someone searches for “frozen pizza supplier” they would more likely be a big distributor or retailer which means I would like to show a different ad compared with if it were just someone ordering one or two pizzas for home delivery.

After you complete the campaign setup, you'll be taken to a page where you can edit your Ad Group information.

Follow these steps:

1. Rename your Ad Group.
2. Create your ad. This is the ad that people who search for your keywords will see. Here's an example of mine for the Wholesalers Ad Group:

The screenshot shows the Google Ads ad creation interface. On the left, there are input fields for:

- Final URL**: www.pizzacompanyinc.com
- Headline 1**: Frozen Pizza Supplier
- Headline 2**: Wholesale Prices
- Path**: pizzacompanyinc.com / frozen-pizzas / wholesale
- Description**: Frozen pizza supplier selling quality pizzas at wholesale prices.

On the right, there is a **Preview** section with tabs for **Mobile** and **Desktop**. The mobile preview shows the ad as it would appear on a smartphone screen:

- Headline**: Frozen Pizza Supplier - Wholesale Prices
- Link**: pizzacompanyinc.com/frozen-pizzas/wholesale
- Description**: Frozen pizza supplier selling quality pizzas at wholesale prices.

Although the image is quite small, you can still make out that my ad is very simple. This is intentional. Just look at some of the fluff people write on ads nowadays.

All the person wants is a brief understanding of what the business offers. Don't try and be "clever" or overcomplicate it. Simplicity is what counts here.

Final URL – the page you want the visitor to land on after clicking the ad.

Headlines – the main title of the ad.

Path – this is a very small and effective tactic to use. It's almost like a "fake" URL that the person sees on the ad. It doesn't link to this link – it's just for show actually.

Always use the main keywords here. It makes the ad look for more relevant and the searcher will be more likely to click on it.

A secret trick that works like crazy if your client sells products is to add the keywords [month + sale] to the Headline, URL Path and Description.

Example: www.frozenpizzainc.com/november-sale

I've made a few of my clients quite a lot more sales just by this small improvement alone. Do the same...

Description – keep it simple and get to the point. I often duplicate the headline or use it over again to reaffirm exactly what the ad is about.

3. After creating the ad, we move on to the more “trickier” part which is the keywords.

This is where most people waste money, so be sure to pay extra attention here.

There are 4 types of keywords:

1. Exact
2. Phrase
3. Broad Match Modifier
4. Broad

Exact – the most restrictive search term you get. The ad will only get shown if the person types this exact term and no other words with it.

To add exact keywords, you need to add a “[“ and “]” symbol at the start and at the end of the search term.

Example: [frozen pizza supplier]

You'll often spend more per click, but remember, this is highly targeted and specific.

Phrase – a bit less restrictive compared with exact keywords. It's different in the sense that you can have keywords before or after the search term, but the phrase you add has to be in the exact same order for the ad to show.

To add phrase match keywords, you need to add an apostrophe symbol at the start and at the end of the search term/phrase.

Example: “frozen pizza supplier”

So the ad will still be triggered by search terms like:

frozen pizza supplier pricing, but it won't show for: pizza supplier pricing as the phrase is missing "frozen" from the search.

Broad Match Modifier – think of this as a less restrictive version of the phrase match. Rather than having the exact phrase in the same order, your ad will only show if you have these words in the search but it can be in any order and mixed with any other words.

To add phrase match keywords, you need to add a "+" symbol at the start of each word in the search term.

Example: +frozen +pizza +supplier

So the ad can be triggered by a search term like:

best supplier for frozen pizzas or where can I buy frozen pizzas directly from the supplier?

Broad – This keywords type includes synonyms, misspellings and any other "relevant" terms that our friends from Google think would get ~~them~~ you the best results.

Most people only use this because they think more clicks = more sales. I NEVER use it. It's a complete waste of money. It doesn't matter whether I'm managing \$500 or \$50k in AdWords, I never use this keyword type. I learned the hard way by wasting money 😊

Here are some examples of how the ad can get triggered:

pizza recipes, pizza cones, suppliers for pizza machines, etc.

As you can see, Exact, Phrase and Broad Match Modifier keyword terms can all be used at the same time. Just avoid Broad terms at all costs.

4. Here's how the keywords should be added for the next step:


Enter one keyword per line.

No sample keywords available.

```
[frozen pizza supplier]
[bulk frozen pizza]
[wholesale frozen pizza]
[frozen pizza supplier texas]
[mini frozen pizza supplier]
[frozen pizza wholesaler]
[frozen pizza companies]

"frozen pizza supplier"
"bulk frozen pizza"
"wholesale frozen pizza"
"mini frozen pizza supplier"
"frozen pizza wholesaler"
"frozen pizza companies"

+frozen +pizza +supplier
+bulk +frozen +pizza
+wholesale +frozen +pizza
+frozen +pizza +supplier +texas
+mini +frozen +pizza +supplier
+frozen +pizza +wholesaler
+frozen +pizza +companies
```



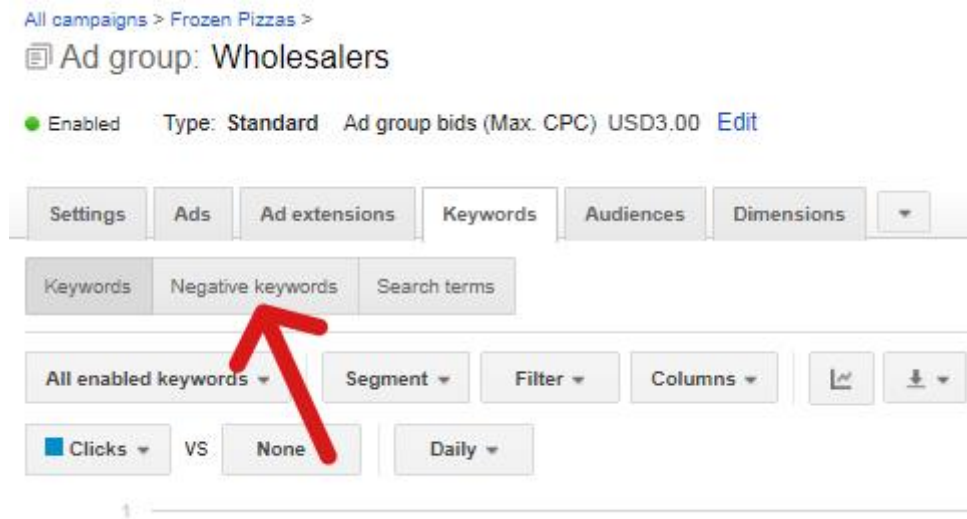
5. Add your default bid (the amount you are willing to pay for each click) under this. Make it around \$3 to start. You can always adjust it after one day.
6. Click "Save ad group".

You're now 90% of the way to creating your first AdWords campaign 😊

One VERY important and often neglected thing to do is to add Negative keywords. This is the process of eliminating words that might trigger your ad to avoid unrelated clicks which result in higher costs.

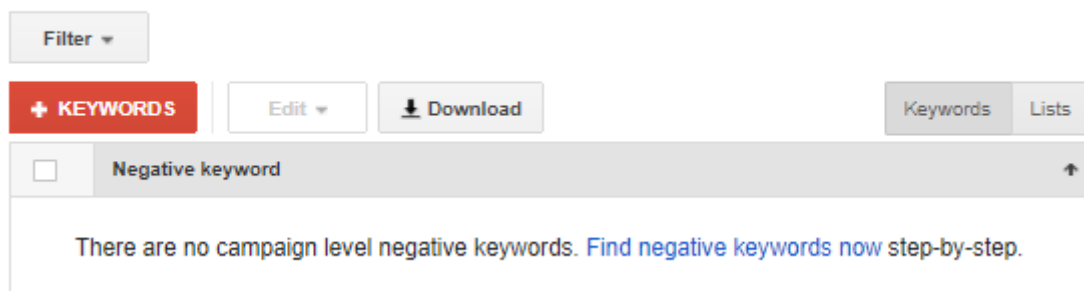
To do this, follow these steps:

1. Click on "Negative Keywords under the "Keywords" section



2. Click on “+ Keywords” on the Campaign Level

Campaign level



3. Just like you’ve added keywords previously, you’ll add keywords here but you can ignore all symbols – just add the words and then click Save.

How do you come up with negative keywords?

Every campaign might be different and it could be random things you work on. It just requires a bit of thinking and some basic research.

Let’s say you worked with a business that sold massage tables.

You wouldn’t want the ad to show up for:

- “used massage tables”
- “second-hand massage tables”

- “massage therapy”
- “electric massage tables”
- And many others

So you would then add these words:

used

second hand

2nd hand

electric

therapy

Another example: let's say you were working with a furniture store that sold patio furniture.

You know they only sell the “normal” type, so you add these keywords to avoid showing up:

cast iron

wooden

concrete

bamboo

wicker

glass

plastic

When dealing with products, ALWAYS make sure to add the words “used, second hand” and “2nd hand” as many people search for this.

You'd think this would be an important step for advertisers to complete and to make the user experience better, wouldn't you?

I hope these small things help you understand that you shouldn't always go with their "recommendations".

After using AdWords for a while, I think you'd come up with some interesting conclusions yourself and I hope this motivates you to test things and not just accept things just because it comes from "experts".

Ad Extensions

Ad extensions are an effective way to add additional add-ons to your ad so that it can stand out more.

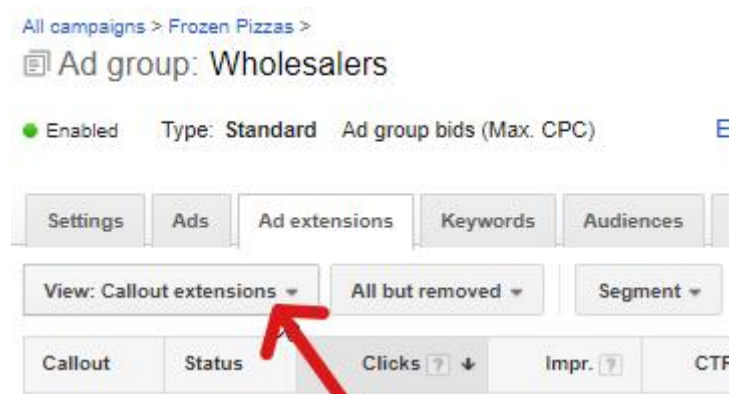
There are a few types of extensions you can use, but from my experience, I always like to stick to callouts.

Callouts are basically just an additional section of text underneath the ad.

Some good examples to use are:

- Money Back Guarantee
- Nationwide Delivery
- Free Delivery
- Easy Assembly
- 15+ Years of Experience
- Hundreds of Clients

To add callout extensions, go to: Ad extensions then click on "View" and select "Callout extensions":



Then click the “+ New callout” button, create 3 callouts that are relevant to your client’s business and then click “Save”.

This is an example of an ad from YuppieChef that shows how callouts look like:



As you can see, callouts can be beneficial to make the ads look much more enticing.

Increasing the Bid on Location

It’s important to understand WHERE your clicks are coming from. Let’s say you target the whole of Texas for example. You should add every main city within Texas so you can see which area is performing better and then you can make necessary adjustments.

Example:

Let’s say I was working with a client who sells agricultural drones and I notice that the farming areas results in better clicks compared to the urban areas.

I’ll then increase my bid (the cost you pay for the click) in the farming areas by 10 or 20% so the ad ranks better on Google.

Here’s how to make the change:

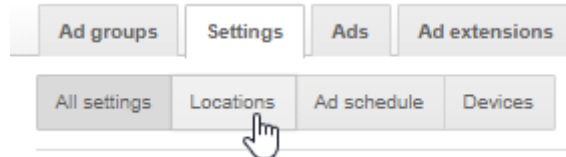
1. Click on your campaign name on the left side of the screen.
2. Click the “Settings” tab and then “Locations”:

[All campaigns >](#)

Campaign: Frozen Pizzas

● Enabled

Type: Search Network only - All features



3. Click the red “+ Locations” button.
4. Add all of the main cities/states that are relevant.

<div><div>+ LOCATIONS</div><div>Set bid adjustment</div><div>Remove</div><div>View location reports ▾</div></div>								
<input type="checkbox"/>	Location	Bid adj. [?]	Clicks [?] ↓	Impr. [?]	CTR [?]	Avg. CPC [?]	Cost [?]	Avg. Pos. [?]
<input type="checkbox"/>	United States	--	82	2,576	3.18%	USD 1.96	USD 160.72	3.6
<input type="checkbox"/>	California, United States	--	23	341	6.74%	USD 1.87	USD 43.01	2.5
<input type="checkbox"/>	San Diego, California, United States	--	3	60	5.00%	USD 2.18	USD 6.54	3.4
<input type="checkbox"/>	Delaware, United States	--	0	6	0.00%	0.00	0.00	6.0
<input type="checkbox"/>	Idaho, United States	--	0	9	0.00%	0.00	0.00	4.7
<input type="checkbox"/>	San Francisco, California, United States	--	0	58	0.00%	0.00	0.00	3.9
	Total - other locations [?]		0	0	0.00%	0.00	0.00	0.0
Total			108	3,050	3.54%	USD 2.00	USD 210.27	3.5

To change the bid, just click on the “—” symbol/lines under the “Bid adj.” column.

Then a popup will appear. Just add the number 10 or 20 and that will increase your bid/click by the % you increase which will help your ad rank higher compared with competitors.

You can also decrease the bid/click if you notice an area isn't performing well.

How do you know if a place is performing well or not?

First, you need to understand the basic columns:

Clicks – How many times the ad was clicked

Impr. – How many times the ad was shown

CTR – Clicks divided by Impressions

Avg. CPC – Average cost per click on the ad

Avg. Pos. – Average position of your ad compared to your competitors.
You should always aim for position 1 – 2.

You basically need to consider everything in perspective to make a decision from there.

In this example, I can see my CPC and clicks are good for California compared to other cities, so I should increase the bid by 10% to get more clicks and to also increase my Average Position.

Increasing/Decreasing the Bid on Keywords

Increasing or decreasing bids on keywords are a lot easier and straightforward.

It does require some thought before and it's important to analyze the data from the columns to make a good decision.

Just click the "Keywords" tab to navigate to where all the keywords are that you've created.

Analyze your data and then decide on any adjustments:

+ KEYWORDS		Edit ▾	Details ▾	Search terms	Bid strategy ▾	Automate ▾	Labels ▾			
<input type="checkbox"/>		Keyword	Status ?	Max. CPC ?	Clicks ? ↓	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. Pos. ?
<input type="checkbox"/>	●	[wholesale frozen pizza]	Eligible	USD 3.00 ✓	32	195	16.41%	USD 2.33	USD 74.56	1.3
<input type="checkbox"/>	●	[bulk frozen pizza]	Eligible	USD 2.00 ✓	29	395	7.34%	USD 1.40	USD 40.60	1.3
<input type="checkbox"/>	●	[frozen pizza supplier]	Eligible	USD 2.00 ✓	29	243	11.93%	USD 1.58	USD 45.82	2.2
<input type="checkbox"/>	●	+frozen +pizza +supplier	Eligible	USD 1.80 ✓	25	114	21.93%	USD 1.65	USD 41.25	1.6
<input type="checkbox"/>	●	[frozen pizza companies]	Eligible	USD 3.00 ✓	15	108	13.89%	USD 2.69	USD 40.35	1.3
<input type="checkbox"/>	●	"frozen pizza supplier"	Eligible	USD 2.50 ✓	9	133	6.77%	USD 1.77	USD 15.93	1.5

In this case, I like everything as it is, but I'd like to increase my position of the [frozen pizza supplier] search term from 2.2 to more of a 1.5 so that I can get more clicks as it's a very targeted keyword and it's relevant to what "my client" sells.

To edit it, all you do is click on the "Max. CPC" amount:



Then edit the amount you'd like to change it to.

I'll edit mine from \$2 to \$2.50:

Set your keyword bid

Bids based on where you want to show your ads most often

G

On the first page of search results ? USD 1.50

Apply

Set your keyword bid manually

USD 2.50

Apply

☒ Bid simulator

Leave blank to use default bid.
Ad group default bid: USD 3.00

Cancel

The same process applies for decreasing the amount you pay for each click.

That's it! You've officially created your first AdWords campaign from start to finish (the right way). Well done 😊

If you'd like to pause or remove Campaigns, Ad Groups or Keywords, all you need to do is click on the green dot next to it and edit it accordingly.

PS - Don't worry if Google's interface changes within the next year or two and it looks a bit different to this. You will still be able to make most of these changes, but it will look slightly different.

Analysing The Data/Improvements

After you create campaigns or ad groups or edit keywords, just let it run for 2-3 days before making changes. Look at the average position, keyword type, costs, location, and everything else that we went through.

Don't plan to become an "expert" at this straight away. The more you do it, the better you will become in understanding it and making necessary changes.

Keyword Search Analysis

Sometimes your client wants to know how many times a term gets searched for each month or maybe you'd like to figure out if a potential niche is worth entering.

I touched on it briefly in the niche section, but I will go through it step-by-step here:

1. Click on Tools right in the top navbar then select "Keyword Planner":

Home **Campaigns** Opportunities Reports **Tools**

[All campaigns >](#)

Campaign: Frozen Pizzas

|| Paused Type: Search Network only - All features [Edit](#) Budget:

Texas, United States [Edit](#)

2. Click “Get search volume data and trends”.
3. Add your keywords you’d like to see search volume for, edit the location to the desired countries/states/cities you’d like to see:

▼ **Get search volume data and trends**

Option 1: Enter keywords

nutritionists

physiotherapists

car towing

Option 2: Upload file

[Choose file...](#)

CSV, TSV or text files accepted [Learn more](#)

Targeting [?](#)

Texas [✎](#)

Google [✎](#)

Negative keywords [✎](#)

Date range [?](#)

Show avg. monthly searches [✎](#)

for: last 12 months

[Get search volume](#)

The results are:

Keyword (by relevance)		Avg. monthly searches ?	Competition ?	Suggested bid ?
physiotherapy		1,600	Low	USD 3.66
nutritionist		5,400	Low	USD 2.42
car towing		720	Medium	USD 4.12

Even if you don't currently work with clients by offering AdWords Management as a service, you should sign up just to see how many times search terms get searched for as it can help you with your own niche businesses to see if it's worth all the effort.

Working with Clients in The Same Area

In your agency niche or just in getting new clients, you might have an opportunity to work with clients in the same state/city.

This is not very common, but if it does happen, you should consider this:

Working with the clients if they are targeting different cities.

Example: dentists in San Antonio and dentists in Dallas.

But if it's a conflict in the same city or let's say a furniture company that both deliver nationwide, I wouldn't do it as that wouldn't seem right.

Getting Paid for AdWords Management

Remember to bundle AdWords Management with the agency model we discussed earlier, this is a great service to offer.

You should also upsell any existing clients or clients not within your agency to offer them this service.

Generally speaking, your fee would be 10% of their total AdWords budget each month. Obviously you need to decide if it's worth your time if clients have a very small budget.

Sometimes it's better just to offer a once-off setup fee rather than monthly management where you report the data and make necessary changes if it's needed.

I know some people might think I rushed through this by not explaining every detail, but I don't want to make this a full guide on the basics of AdWords as there are plenty of free online resources for this.

Here's a link to a free course: <https://www.udemy.com/adwords-101/> (it's not 100% up-to-date, but the overall course is excellent for beginners).

These are just strategies that I've used to great success and I continue to use it. Just focus on these main nuggets and you'll do well.

SEO

SEO means 'Search Engine Optimisation.'

Note: refer to the SEO checklist in the supporting documents for a helpful overview.

In "simple English" it is creating or editing a website that Google can 'read' easily and your ultimate goal is to rank #1 for your search term (this is a simplified answer).

It's an excellent service to offer existing or new clients and also for your own projects.

SEO is broken down into 2 sections:

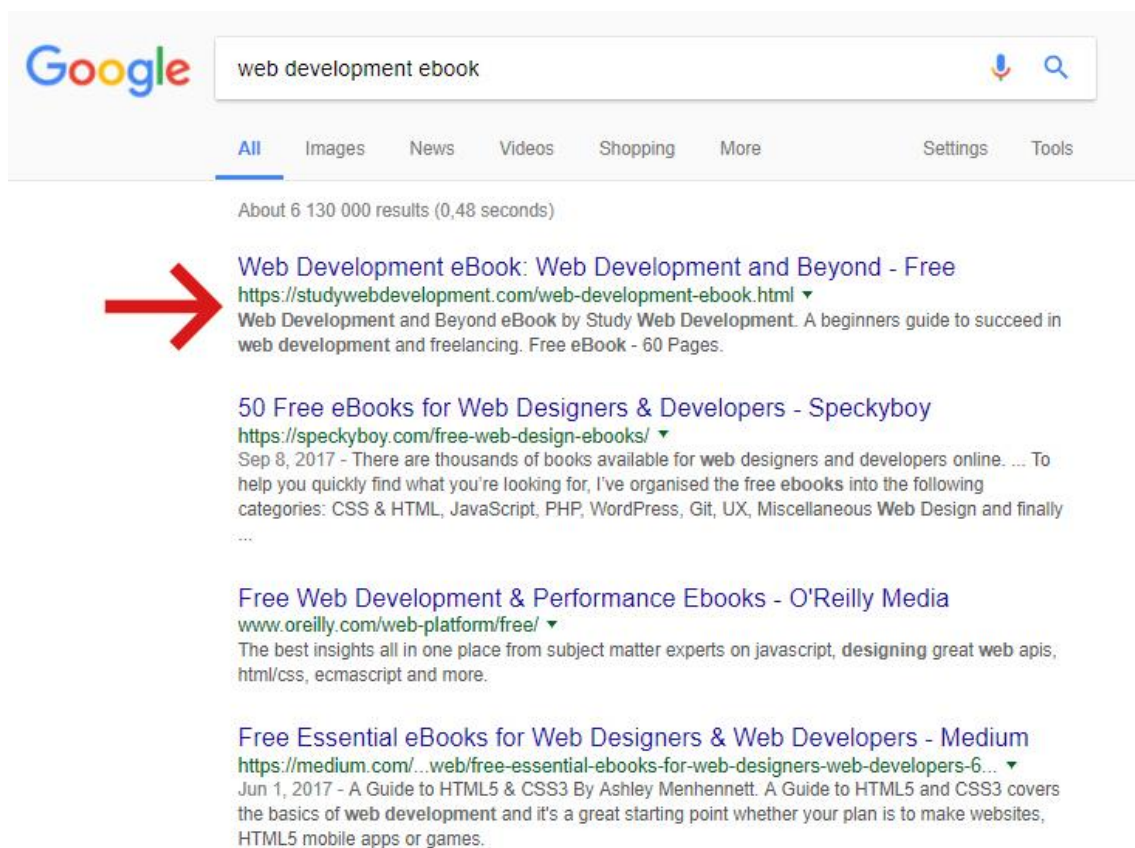
On-page SEO and off-page SEO.

On-page SEO happens within the website. It refers to all of the activities and optimising that you do on your website/page to raise the ranking in the search engine results.

Off-page SEO happens outside the website. It refers to all of the activities that you and others do for a website/page to rank higher in search engine results.

On-page SEO is generally a once-off fee, whereas off-page SEO is generally a recurring fee – more onto the importance of off-page SEO later and why this is relevant, but for now, let's focus on on-page SEO. When developing websites, your primary focus should be 'on-page SEO'.

Here's an example of a term I wanted to rank for on Google:



SpeckyBoy and O'Reilly are very well known and should be above my site for sure, but because my on-site SEO is done well, I happen to be in the #1 spot (for now at least).

9 On-Page SEO Factors

Title

Title **Web Development eBook: Web Development and Beyond - Free**
<https://studywebdevelopment.com/web-development-ebook.html>
Web Development and Beyond eBook by Study Web Development. A beginners guide to succeed in web development and freelancing. Free eBook - 60 Pages.

HTML Tag:

```
<title>Web Development eBook: Web Development and Beyond - Free</title>
```

The title must be under 70 characters in length (aim for less than 60 characters). This needs to change on EVERY page.

Where possible, try and use the search term you want to rank for right at the beginning of the title tag (just like I did for “Web Development eBook”).

The title needs to be relevant to your audience and it needs to explain what the page is about.

Meta Description



The meta description is only seen on the SERPs (Search Engine Results Pages) – as in the image above.

HTML Meta Tag:

```
<meta name="description" content="Web Development and Beyond eBook by Study Web Development. A beginners guide to succeed in web development and freelancing. Free eBook - 60 Pages"/>
```

Meta Descriptions are not a formal ranking factor for SEO, but it's definitely a ranking factor for conversions...

It needs to be under 156 characters in length and it needs to change on EVERY page. Make it relevant to the search term you want to rank for.

URLs



It's important to create 'SEO-friendly' URLs (website link). Keep the URL as short as possible, but use the search term you want to rank for.

The URL needs to change and be relevant on EVERY page.

Images

You need to give EVERY SINGLE IMAGE an 'SEO-friendly' ALT Tag.

ALT Tags are the names that Google reads which helps it to understand what the page and website is about which helps it to rank better.

HTML Alt Tag:

```

```

When you save the image, rename it the same as the ALT Tag as well.

H Tags

H Tags show Google, "Hey Google, this 'header-section' of the site is important and the content on this page is related to my H Tag. I am giving it a H1/H2 tag so take note of it."

HTML H-Tag:

```
<h1 class="introheader" align="center">Web Development & Beyond Free eBook</h1>
```

Make sure you don't overuse H Tags – use them sparingly and use your search term you want to rank for or at least a close synonym where possible.

Don't use H tags for paragraph text...

Ideally, you want to use the H1 tag once as the main heading for the page. Then use H2 tags as the subheadings and H3 tags as the sub of the subheadings.

XML Sitemap

A sitemap is an XML document on your website's server that basically lists each page on your website. Think of this as a 'table of content' for books, but just for a website.

It tells search engines when new pages have been added and how often to check back for changes on specific pages – all this helps Google read and understand your website better.

To create a sitemap is quite easy. Go to: www.XML-sitemaps.com and follow the straightforward steps.

Once you've created the XML document, submit it to Google Search Console (webmaster tools):

<https://support.google.com/sites/answer/100283?hl=en>

There you have it! Google should 'scan' your website within the 48 hours.

Side note: this doesn't mean your site will now appear on the 1st/2nd/3rd... page of Google. It may take some time for that to happen and there are many factors involved but this is just a step in the right direction.

Fast Loading Time

You should try and aim for web pages that load under 4 seconds.

To test your page loading speed, go to: GTMetrix.com

4 ways to boost page loading speed:

1. Using a CDN (Content Delivery Network).
2. Switching to a faster host.
3. Compress your images by using a service like TinyPNG.com
4. Compress/minify your CSS (CSSminifier.com) and JS code (JScompress.com)

Sometimes it can be tempting to create these cool animations to a website, but this often slows down the site's loading speed.

There are times to do this, but most of the time you should avoid it at all costs. Rather focus on the page loading as soon as possible.

Linking

This is split in two: Internal links and Outbound links.

Internal links are an underrated and often neglected ranking factor. The logic is that if your website is a quality resource for others, wouldn't it make sense that you'd link to previous articles or relevant pages on your site?

Wikipedia is a great example of how to use internal links. They obviously use a lot, but they can get away with it. Depending on how long your article or page is, try and link to around 2-5 relevant pages/articles where possible.

Outbound links are links to other related websites which shows Google what your page/article is about. Try link to reputable, well-known websites as this will show Google your site should also be considered as a well-known site as well.

A good rule to follow is to try and use around 2-4 outbound links for every 1000 words.

Content

It's obvious, but many people get this wrong.

Google reads the content on a page to determine what it's all about.

The content on the page needs to mention your targeted keyword a few times and you need to add a lot of synonyms.

To get related search term ideas, go to: lsigraph.com

People always say, "write for the reader, write for the reader."

But why can't you write for the reader and for Google? It can be done and it's not difficult to do.

It just requires some thinking about adding certain keywords within the headings and text where it sounds natural.

The Main Off-Page SEO Factor

Link Building

Links are still the most important SEO ranking factor.

This is a link from another website to your website/article which is basically a 'vote' that shows Google your site is of value because you are getting 'votes' from others.

After all, who links out to websites that are bad? People link out to valuable content.

It's important to note that it's more about quality than quantity.

Let's say you had a website that talks about a niche like jQuery.

Would you like referral links from 10 other websites also talking about jQuery or would you like links from 100 websites talking about Japanese flying squirrels?

This is an excellent free guide on link building strategies to follow:
<https://backlinko.com/link-building>

Off-page SEO Tactics

You can earn money by doing on-page SEO for clients, but where the consistent, predictable income comes in is the off-page SEO.

Here's an overview of what you can do for off-page SEO:

Building targeted backlinks – You will be responsible for getting valuable links from other websites in the relevant niche of the business you are doing SEO for. Refer to the link I provided for a full guide.

Infographics – A great way to get links and get social shares. If you don't know how to design an infographic yourself, either learn how to design or outsource this task on Upwork.com.

Additional content – I'd advise that you hire someone on Fiverr.com to write the articles for you.

Guest blogging – you can gather a list of website owners and contact details relevant to the business niche you are doing SEO for and contact them to get articles featured on their website.

I've used guest blogging for my site and I've received some good links from Sitepoint and others because of it. You can do the same for your own niche businesses and client work.

SEO services can either be offered as a service by itself, but I like to offer it along with a bundled retainer.

All you are trying to do with clients is to grow their business. By offering online marketing services like SEO, AdWords and other things will help you land more clients.

WRITING PROPOSALS

What is a proposal?

A proposal is a document (or documents) intended for a prospective client which hopefully persuades them to become a client.

You should only present the proposal once you've asked questions about the business.

Refer to the Prospective Client Questionnaire for more information.

I find that keeping proposals simple always work out best compared with 10+ page proposals.

Feel free to delete the sections that you don't feel comfortable with.

Once you've emailed through the proposal, you'll notice that many clients don't like printing, signing and then faxing it back as it's often too much work.

Why do you need it signed?

This is your "contract" in a way if anything goes bad on the very rare occasion.

How do you make it easier for the client to sign?

You can use [DocuSign.com](https://www.docuSign.com) (a premium service you'll need to setup) or ask them to download an app on their phone that can scan documents which will basically take a clear photo and they can email it from there.

Email confirmation can work, although there can be legal-binding issues versus a signed agreement.

When offering options to your prospective client, always use 3 options. You'll be surprised that most clients don't go for the cheaper option.

Refer to the *Conversion Centered Guide* for why this is the case.

Legalities:

What most people don't understand is that many contracts out there are not as good as you may think.

In order for it to really cover everything and for the business owner to be liable for payment, it needs to be many pages long with surety and all these other clauses.

If your client goes bankrupt and you don't have certain clauses in the contract which allows you to essentially get paid, it will be very challenging to receive the amount.

Also, by the time you do get a solid contract in place, you'll notice that the client won't go through a 20-page document and will be more hesitant.

If you boil it down, it really narrows to two things:

1. You want to get paid

2. The client wants a professional site

Solution:

You always get payment upfront and not payment on completion or amounts along the way.

I know this may seem overwhelming at first, but just make sure to read the Pricing section in the pages that follow which will help put everything into perspective.

One other thing that may stand out to you is the section at the end where I say:

"I guarantee my work. If at any point, you feel that I have failed in delivering a quality website, please contact me and I will either make necessary changes or refund you."

The truth is that you will land far more clients because of this as their main concern is spending money and not getting a good website.

You will land FAR MORE clients with this in there.

Yes, you MIGHT have a difficult client at some point who wants a refund, but you will easily be able to do this due to the fact that you've landed more clients.

Think of it like this:

Get 3 clients without this statement vs getting 10 clients with this statement and refund 2.

You'll actually be surprised that most clients don't even ask for the refund and even IF they do, you don't necessarily have to refund them... if you read carefully, you'll notice it says "make necessary changes".

This can be tweaking the pages and landing pages and often this will be enough.

Try it for the next 5 potential clients and then remove it and try it on another 5. You might be pleasantly surprised.

HANDLING OBJECTIONS/COMMON QUESTIONS

When dealing with clients, many of them have objections that are very understandable and sometimes a simple professional reply can win them over.

Other times they can almost be pulling a prank on you. Difficult clients do come around and you can decide whether it's worth it or not.

There's really only 3 scenarios when dealing with bad clients:

1. You are desperate for the next \$100 and you need this client
2. You can sort of get by without this client
3. You won't cry if you don't get the client

As much as possible, you need to have a "Non-Negotiable Turn-Down List" – that's just a random name, but basically it should be something you are 'black and white' about.

So if your list has, "client is always telling me how cheap this project should be because of xyz" for example, then you need to politely decline to work with them.

Here are some common objections/common questions:

Note: Just adapt it to how you speak. Some may seem strange or it may take you out of your comfort zone, but try it and improve it from there.

How much do you charge?

"Anywhere between \$3,000 to over \$100,000." ☺

Then wait a few seconds and say:

"I'll send you a few pricing options by tomorrow after I do some calculations."

Note: the reason you start with \$3k (or whatever figure you feel is worthwhile) is because you don't want to waste your time. You mention the price figure as almost like a joke to get them to understand that this is not a commodity "off the shelf" product.

It's also much easier to explain why you charge "x" because you break it down via the proposal and make it appear to be a very good price once you base it on potential ROI.

What's your experience in working with "xyz"?

If yes, then it's easy. If no, then say this:

"I don't have any experience working with 'xyz'. In almost every client project I've done, I've never had direct experience within the industry and that's actually a good thing as I research the industry and approach your business with a new perspective and an unbiased viewpoint along with my experience in creating effective websites."

This should be a quick project

They are essentially saying this is a cheap project so your price better be low. Reply with:

"Can I ask, what makes you say it should be a quick project?"

By asking this question (in a respectful way), you are helping them think about it more and to question if it's actually the case.

After asking your client all the necessary questions and you've had some time to think about it, if you think it will take some time, don't be shy to explain that there's more to it than they think and then go through it.

Can you give us a discounted price?

"I understand that this is a significant investment, but I unfortunately never discount my projects and after reviewing my initial proposal, I do believe that the prices quotes are justified based on my involvement

and the potential ROI. I understand if you would like to go ahead with someone else who charges less.”

Reverse psychology. Most of the time it works. You’d be surprised how often people ask this question, but they can actually afford it – they just want a better deal.

If you are really short on cash and they weren’t “bluffing” you, then ask them what can they afford and then create an option that works for you and them.

You are the most expensive quote

You want to get to the place where you can say:

“I understand. Usually I am the most expensive and that’s because...”

Before you are able to say this, you can say:

“I understand. I usually charge more than my competitors as I guarantee my work and deliver professional projects. If pricing is your only consideration in deciding who you partner with, I think it would be best if you partner with a cheaper individual/agency.”

Why is my site taking long to rank on Google?

Let’s say you’ve been working with a client for 3 months on SEO, say this:

“There can be many reasons for this, but we’ve only been doing SEO for 3 months. I know it sounds like a lot, but in SEO terms that is a small amount of time. We should be able to start seeing results at the 6-month mark and then it should just get better from there.”

Remember: You should always let your clients know right from the start that SEO is a long-term marketing tactic. It can take anywhere between 4 – 12 months and sometimes that’s not even enough depending on what you are doing and the competitiveness of the niche.

Why should we work with you and not “xyz”?

“I’m concerned about results as much as you are. I’m not just interested in creating a website that looks good. I want a website that achieves your business goals.

I focus on understanding your business, what your goals are and what you want to achieve and then I create an effective website that revolves around achieving your business goals and the website visitors’ goals.

I also offer a satisfaction guarantee on my work.”

Let me think about it and get back to you

“Sure, no problem. Are there any other questions you’d like to me to answer before I wait to hear from you?”

[if no]

“Great. Should I follow up with you next week Tuesday if I haven’t heard from you by then?”

Can I pay 50% now and 50% on completion?

Sometimes you might get clients who ask for this payment agreement.

The issue is that if you agree to this, you will almost always have to chase up on getting the remaining 50% payment.

Sometimes you just need info from the client for final sign off to make the site live, but they are the delay and this means your final payment is delayed.

So what’s the solution here?

Agree, but the final payment should not be on completion. It should rather be when you are 60% - 80% done with the project.

Let’s say you are creating a big website and you know it takes you a full month. You need to get your final payment in the third week – not on completion.

Here's your reply:

"Sure, I don't mind to accommodate you on this, but I would prefer that we set a final payment date just before the project 'finishes' as there may be bugs to fix and it can get tricky to determine when the project is actually completed. I'd be happy to go ahead with a 50% payment now, and then the remaining 50% on *[insert date that is in advance of when you think you will complete the project by]*".

Why do you charge a fixed amount and not an hourly figure?

Refer to the section in the coming pages about hourly billing vs value-based pricing for much more detail on this.

As a brief(ish) answer, say this:

"In short, hourly billing discourages efficiency and incentivises longer processes to achieve the same result quicker – and if not better. When it comes to web development, someone who is highly experienced could create a great website in a third of the time that someone with less experience can do it."

"Charging by the hour doesn't actually make sense for you as well because you eventually end up asking how long it's going to take so you can work out roughly how much it will cost."

"If I were to commit to an estimate and then go over it, our relationship would be affected because of this."

"That's why I absorb the risk in a fixed price that is often a bit more compared with hourly estimates, but this encourages efficiency on my part and it gives you peace of mind knowing exactly how much the project will cost."

How long will the project take?

Obviously if it's a small project that will take less than one week, you'll be able to give an answer, but for longer projects, always try and give yourself an extra week or two as you never know what pops up.

You can say this if it's large project:

“Based on what I can tell right now, it could take 5 – 6 weeks, but I will do my best to complete the project before then.”

“I’ll also be updating you every Friday at 3pm to inform you of the current progress made and what still remains.”

Handling objections and common questions are basically just learning thought out answers in advance. The more you practice and actually DO it, the better you will get.

Have you ever heard a sleazy second-hand car salesman or insurance broker?

They practice their lines all the time. It’s no different to what we should do (without the sleaziness of course).

BLOGGING

Blogging has 2 main benefits:

- 1 – Establishing credibility within your agency niche.
- 2 – A tool for ranking the site/article on Google.

I generally prefer sites that are custom-coded as I find them easier and quicker to make design changes.

It does take a little bit longer to add a blog article to the site compared with a CMS like WordPress, but eventually you really get faster at it so the process goes smoothly.

How do you get blog articles written?

I have always used Fiverr.com. Some people don't like Fiverr, but there are some highly talented people there – you just need to find them.

You just need to find level 2 rated sellers with good reviews, test 3 of them in article writing and then choose one and then adjust from there if needed.

The other alternative is to obviously just write the articles yourself. Nothing is wrong with this at all. I started this way to save money as every \$ was important, but eventually you'll need to outsource this time-consuming task so you can focus on the “money-making”.

How long should an article be?

Not less than 1,000 words. You should aim for 1,500 – 2,000 words on more important articles that can lead to the right audience reading it.

How much should you pay the writer?

I would suggest starting small and then increasing their fee by 'x'% every 6 months. If you place an order for many articles and also on a monthly payment, the fee can obviously be negotiated.

To start, \$8 - \$10 can get you a good 1,000 word article.

What's the process?

1. Pay a writer on Fiverr. They send it in a document that you can copy and paste into an HTML converter that codes it for you.
2. Make necessary changes like H tags, linking and adding images from Pexels.com or any other image marketplace.
3. Upload the article and send to the client for approval if it's needed.

SOCIAL MEDIA

I'll be explaining this section in 2 parts:

1. Social Accounts
2. Social Media Advertising

Social Accounts:

It doesn't matter whether you are doing client work, working on your own projects, or just have your own personal accounts. You need to have social media profiles.

Why is it important?

For business:

It adds credibility and it helps potential customers trust the business more. It also makes the business look bigger than what it is as you are perceived to have a marketing team behind it.

Put it this way, if you were buying Bluetooth headphones online and it came down to 2 online stores:

Website A: The headphones cost \$80 and they have 20 followers on Facebook with the last post 4 weeks ago.

Website B: The headphones cost \$90 and they have 25,000 followers on Facebook with the last post 4 hours ago.

Chances are that you'd go for Website B even though they charge \$10 more.

Why?

Because of the social proof.

For personal:

It took me a while to understand that I am my own personal brand and I need to take it seriously.

That's not a cocky thing to say (although at one point I thought it was) and I actually just had a random logo for the first year of studywebdevelopment.com as I didn't want to "be the face" of it.

You need to get out there and present yourself in a professional and respectful way with your own unique twist on things.

Growing your personal brand is key to how you are perceived and it's an excellent way to have doors of opportunity come your way.

How to Handle a Client's Social Media Account:

Usually clients provide you with full access to their accounts, but if it's a big company, they will most likely just provide you with Editor rights which allows you to make the main changes, but you just can't do things admins can do.

Posts can be informative, funny, a question, a poll, a giveaway, or anything you find may be relevant.

You should also share related articles from other websites and from the business website.

If design is not your thing, sign up to Canva.com (a premium service) to use templates for social posts.

If you work with a large client who would like management of Facebook, Twitter, Instagram, LinkedIn and others, you should consider using Hootsuite.com, Buffer.com or Grum.co which will help you schedule and post to multiple accounts at once to help save time.

Note: some of them are a premium service so only do this if you see its worth.

The Secret 'trick' I Use to Get Legitimate Facebook Followers Quickly and Cheaply:

Before I get into it, I will mention that you will either like it or you won't.

After informing all my clients of this recommended tactic, they've all said yes to it.

Here it is:

If you take over a client's existing Facebook page that has a small number of followers or if it's completely new, your main focus is getting followers.

Why?

The example of the headphones explains it in a simplified way.

Here's how you can get roughly 1,000 followers on a budget of \$35:

1. Create an engagement ad focused on getting more likes
2. Target: Bangladesh and India
3. Placement: Facebook feed
4. Ad: "Like our page if you are interested in 'xyz'"
5. Cost: per page like

That's it ☺ it's simple and it gets you cheap likes which help with credibility.

Negatives: the quality is obviously bad and not your ideal audience.

Positives: you "tick" the credibility box.

Obviously you just want to get the ball rolling with this and then change it to the country/city you are focusing on which will help you get more quality likes.

If you are not sure how to create Facebook ads, here's a helpful free course that helps you create Facebook ads from start to finish, starting with strategy:

<https://www.udemy.com/facebook-ads-crash-course-1/>

Most of the time, I only use Facebook ads for clients. Don't forget to use the influencer marketing tactic by paying big accounts on Instagram and Facebook to promote your client's business.

Social Media Profiles to Use:

I always use Facebook for clients and then depending on their budget, I suggest others based on their client demographics and what the business sells.

Here's a visual demographic overview of social media from HubSpot:

<https://blog.hubspot.com/marketing/state-of-social-media-demographics>

So if the audience is more professional, LinkedIn is obviously the place. If it's more targeted to women, then Pinterest and Instagram are good.

Niche examples:

- Insurance – LinkedIn
- Baby cots – Pinterest and Instagram
- General products – Facebook

I don't use Twitter at all for clients. I find it a waste of time compared to Facebook, Instagram and others.

If they currently have a Twitter account, I'll manage it for them, but I never recommend starting one.

OUTSOURCING BASICS

Once you get to a good level in recurring revenue, I would suggest that you outsource certain tasks to others so that you can focus more on the important tasks that generate more income.

Why Do You Even Need to Outsource?

My daily routine has evolved from design, strategy, coding, marketing, etc. in other words, I used to do everything.

As my businesses grew, my wife started to learn to code and then she took over the website coding side and content writing management.

We work with 2 writers who produce daily articles to help keep up with client articles as well as niche projects of mine.

We have a few people who help with some advanced coding related issues if it's something we both don't understand.

My day now mostly consists of marketing, getting new clients, new business ventures, making new connections and working on new courses/training.

Why Am I Saying This?

If you are not in a position where you can focus on marketing and business growth for most of your day, you should aim for it.

Outsourcing is KEY to expanding and growing your freelancing and business career and also to have more freedom of time.

There are dozens of well-known people out there who are big on outsourcing.

Tim Ferris for example, has a massive team of virtual assistants who help him with all he needs to get done so he can only focus on the main things like writing new books, trying new experiments, marketing and investing.

These are some things you might consider outsourcing:

- Content Writing – use Fiverr.com
- Design – use Fiverr.com or UpWork.com
- Copywriting – use Fiverr.com or UpWork.com
- Advanced Coding – UpWork.com or Talent.HubStaff.com

This is pretty much all there is to it. Just try do everything yourself and figure it out until you can pay others to help you.

PRICING

If you are a web designer/developer who currently bills per hour, I hope I can persuade you to change your pricing method to value-based pricing.

In this article, I discuss both methods in detail and without the fluff so you can just get the nuggets and practical understanding to make an informed decision from there.

Billing by The Hour

I'll start with this pricing method first because it's the most popular.

I understand there are many web designers/developers out there who make a very good living by using the hourly billing method, but in my opinion, value-based billing is far better than hourly billing.

To explain why, these are some common truths about hourly billing:

There are times when you argue over invoices and timesheets which wastes time for both parties (yes, there are software programs to track this, but even that can be disputed by a client).

Feeling like you must be "micro-managed" by the hour. Clients would often want an estimate of the total hours before the project starts. They would then decide to go ahead with the project based on the estimate and not the final cost.

There's no incentive to stay up to date with the latest technologies, software or tools to make your job easier because if you do, you get paid less.

The longer the project is, the better it is for you (more income) and the worse it is for the client (more expense).

Billing Hourly is Harmful to Your Working Relationship with the Client

To illustrate this point, let's say you wanted to build an additional room on to your house.

The builder tells you it will cost \$75k based on his best estimates and you go ahead with the agreement.

The builder completes 80% of the project and then says it's going to cost another \$15k to finish the remainder.

How would you feel? Would you work with them again? Would you refer them to friends?

Probably not. And it's the same thing with web design/development projects.

If the project is not planned correctly, things can really turn bad if you now realize you are losing money and then tell the client it's going to cost 30% more because of "xyz".

Hourly Billing Discourages Efficiency and Innovation

Let's say that the same web design project comes to you and 9 other web designers. You each have different hourly rates that you decided would be fair for your expertise.

"John" charges \$45 per hour and others charge \$75 per hour and then there's this one guy (who I'll name Bob) who charges \$150 per hour.

Bob, with his experience in finding better ways to complete projects, codes the website in 3 hours = total fee of \$450.

John, with his lack of experience, knowledge and efficiency, codes the website in 16 hours = total fee of \$720.

Hourly Billing Encourages You to Not Work Smart and to Drag the Hours so You Get Paid More

Look, some websites can be done in less than a day – even a few hours if you have all the info ready and you know exactly what needs to be done.

If you are charging by the hour, why would you rush to get this website done as soon as possible when you could delay it by a few days and get paid more for it?

Maybe there's a snippet of code you can buy for \$100 that can save you 3 days of coding time, but you are hesitant to do this because that means you lose out on getting paid more and you have bills to pay.

In other words, the client is paying you for 3 days extra (which would be more than \$1,000) because you don't want to use a \$100 code snippet as this means you lose out on \$1,000.

Can you see why this is harmful to you and your client?

Here's another practical example:

If you are working on 3 client projects (retainer or once-off) at the same time and it takes you up to 2 hours per week to track your hours, prepare invoices, process payments, organise the accounting/tax side, etc. that can take almost a full working day each week just to handle this boring administrative task.

This is beyond crazy. You are not hired as an administrator or debtors clerk or whatever else – don't fall into this pit.

On top of that, you'll deal with one or two clients who always question everything and this takes even more of your time. This leads to a lack of trust down the line and nobody wants to work like that.

I know these are very simple examples, but it still holds true in more complex projects as well.

Your clients need to know this. Use the same analogy above or something that makes sense to you, but this is very important in moving forward.

Your Income is Capped

There are only so many hours you can work in a year. Let's say you are earning \$60k per year.

If we work on roughly 250 working days, this is \$240 per day and \$30 per hour (8 working hours each day).

Firstly, not many web developers/designers are booked every hour for the whole year, but let's say this is the case. What if you wanted to earn \$100k next year?

That would mean you need to increase your hourly billing to \$50.

Although it's only \$20 extra per hour, that's \$160 extra per day, \$800 per week and over \$3k per month extra for a client to consider. It can often be a deal breaker in keeping retainer clients or signing up new clients for weekly/monthly projects.

Unless your existing clients really value your services, they will not understand why you now suddenly value your services at almost twice the price for the same amount of work.

It's very likely that they will start looking for other freelancers with a lower hourly rate.

New clients or prospective clients may not sign up for your premium service as you are almost double the "going rate" for other freelancers with similar expertise.

Bottom line: increasing your income is not easy. Although you want a higher income, the clients you work with really don't care about your income desires and they don't want a higher expense.

Bottom line of the bottom line: Guess who really makes the final decision at the end? (it's not you)

The solution is not some fancy tool or time-tracking software.

Yes, these can help, but this is more like a temporary fix and it doesn't deal with the main issues mentioned above.

Remember: It's in the client's best interests that you don't bill by the hour. You just need to educate them on this.

Value-Based Pricing

To avoid any misconceptions about this pricing method, it's not a fixed amount that is calculated by your cost + your desired profit.

Here are some common truths about value-based pricing:

- You don't sell hours (like everyone else does) – you sell results (or the potential results).
- There's an incentive to stay up to date with the latest technologies, software or tools to make your job easier and to become more efficient.
- It allows you to really create something amazing and not to worry about going over the client's desired budget.
- There are no hidden financial surprises to clients. You take all the risk in delivering the project within the total cost you've informed the client about.
- You can work with fewer clients and provide a better service because you are often earning significantly more.

You are essentially providing a fixed amount based on the projected return or outcome of the project.

You must probably be thinking that this sounds all fancy, but how can it be applied?

Here's a short summary:

Find out the potential value of the project to the client over a year. In other words, find out the potential increase in sales that the business could be making after you create the website.

Then base your price off this potential return.

Example #1 – The Existing Business Website:

A business sells agricultural drones via their website. They ask you to create a website focused on getting more sales.

After you ask the basic questions (*refer to the Prospective Clients Checklist*), your 2 main questions should be:

1. How many sales do you currently get each month?
2. What is the average sales value of a drone?

They answer with:

10 sales per month

\$8,500 each

You then do simple math to figure out how much they make each month ($\$8,500 \times 10 = \$85,000$).

You look at their current site and see where they are losing sales and you work on a low estimate of what you expect sales could increase by after you make a conversion-centred website.

In this scenario, let's say you are confident it would at least be 2 sales extra per month.

This would mean the business would make an additional \$16,000 per month and almost \$200,000 after one year.

After informing the client of this in the proposal and why you feel this is a low and realistic estimate, you then give your website cost based on the potential annual return.

For this example, your price could be \$10,000 - \$15,000.

Would you, 'as the business owner' be willing to pay around 5% of what you could potentially make after one year?

Of course.

Example #2 – The New Business Website:

A business sells agricultural drones and they want a new website.

They ask you to create a website focused on getting sales.

After you ask the basics questions (refer to the Prospective Clients Checklist), your main question should be:

What is the average sales value of a drone?

They answer with:

\$8,500 each

After doing further research about the market and their marketing plan, you are confident that you can create a conversion-centred website that can convert into at least 4 sales each month (or one sale per week).

This equals \$34,000 per month and over \$400,000 in a year.

Your price could easily be \$10,000 - \$15,000 and it would make sense to the prospective client after you have explained the value of the potential return.

Remember: your responsibility is to make the business see this as a necessary investment and not a cost. You need to explain why you are the right person for the project.

By breaking it down like this and being practical about it, you instantly stand out from the crowd of other freelancers who say things like, “I estimate that this project will take about 120 hours X my hourly rate of \$45 = \$5.4k”.

The bottom line is that it's a win for you and a win for the client.

By thinking about **OUTCOMES**, it shows you understand the project as the business does. You are not thinking about HOURS like everyone else does.

Now of course this is a very simplified summary. You would have to deal with the objections clients or potential clients may have like:

- 100% payment upfront
- Questions about pricing
- Doubts of the client
- Etc.

Refer to the common objections we discussed earlier to help with this.

As far as I know, this method works in any product or service industry – even lawyers and accountants. The issue is not whether it works, but rather who is actually doing it effectively.

The truth is that this model is simple in theory, but in practice you might stuff up in a few areas.

That's OK... don't have a narrow mindset. You are running a marathon and not a sprint.

It takes a lot of trial and error and ultimately you will learn by experience about what, how and when to say the right things that will get you higher paying clients.

Learn from your mistakes, see where you can improve and each year you will become better in how you handle objections, how you communicate and more.

SELLING YOUR SERVICES

We went through a lot of strategies to get clients and to sell your services, but as a more general approach, here are 2 more options:

Upwork

Upwork.com is the largest online platform in the world for freelancers (over 12 million registered).

Included within the bundle is a detailed guide on how to master Upwork and to earn a decent income from it, so I won't go into all the details here.

Fiverr

To those who know what Fiverr.com is, you may be thinking why I would add Fiverr here?

What if I told you right from the start that I've made 5 figures (USD) from Fiverr within 5 months?

I thought that would grab your attention :)

To those who don't know what Fiverr is, it's a platform to sell services starting from \$5.

This is my honest perspective of Fiverr:

Depending on the service you offer, it will be a waste of your time if you don't know how to take advantage of the benefits.

So, this is how the Fiverr side worked:

I first looked at others in my service offering and figured out how I could stand out as a complete newbie to Fiverr.

I noticed that their main image did not look good and if they had a video, it wasn't good. So, I decided to invest in making a good video which would help me stand out.

Then I found someone on Fiverr to design a decent animation video for around \$80.

Because Fiverr is all about reviews, I needed to get legitimate reviews asap to help boost my credibility, so I asked my brother and my mom to order from me and write a review for me.

Now, you may be thinking this is dodgy and not right for me to do this...

Firstly, I am being 100% open and transparent with you here and secondly, I have helped my brother and my mom with their personal websites in the past so I am not lying about it.

With that background out of the way, let's focus on the practical side:

I charged \$5 for a website conversion report (I gave advice on how to improve their website).

I got three purchases (excluding my brother and mom) in total since I created my account.

Out of the three orders, one signed up for more projects after the initial conversion report (which I'll talk about now), another gave me a tip, the last one was a strange person to work with (which I'll ignore for this article).

What's interesting is that my share of a \$5 order is only \$4 after Fiverr's fee which is basically a decent coffee where I stay.

If you think like most people, you would think wow... all that work for \$4? Who would do that?

Me...

And I'll explain why:

Most people price their services as once-off, but I knew I could be different in this by offering higher pricing tiers for more work.

My \$5 report was valuable. I really aimed to over-deliver. It was a brief 3-page overview on my suggestions to improve the overall website goal.

The next report was a \$100 highly detailed action plan and UI document with a proposal of 4 figures for me to implement the action plan.

The person I worked with then went ahead with the website and online marketing suggestion.

2 months later: their sales more than quadrupled.

3 months after that: 5 more websites ordered + I'm on monthly recurring retainer + he's still a client after one year.

Overall, Fiverr was a great investment of my time and an excellent way to get an amazing client (and now a client-turned-friend).

Conclusion: it's not easy to stand out on such a crowded marketplace like Fiverr when you are starting out – especially when you offer a commodity service like web development, but if you think innovatively about getting clients, you can make it work.

CREATING THE RIGHT HABITS

Habits are a big thing. Without setting goals and breaking it down into smaller, more manageable tasks which form habits, you won't achieve your goals in the long run.

Take part in the #100DaysofCode movement on Twitter started by Alex Kallaway. It's an awesome way to keep improving your skills every day and to learn new things.

Join communities like freeCodeCamp.org to keep motivated and to help you through the learning “ups and downs”.

RANDOM TIPS

EMAIL SCHEDULING

Sometimes you are busy and you’d like to email a client at a certain time. You can schedule your emails to send on a date at a time you choose.

This helps incredibly well if you are out for the day or you’d like to plan invoices/emails in advance.

For Outlook, here’s how to do it:

https://support.office.com/en-us/article/Delay-or-schedule-sending-email-messages-026af69f-c287-490a-a72f-6c65793744ba#ID0EBABAAA=2016,_2013,_2010

For Gmail, here’s how to do it:

<https://www.boomeranggmail.com/l/how-to-schedule-emails.html>

PASSWORDS

Use LastPass (<https://www.lastpass.com/>) to secure your passwords and notes with encryption.

If/when you pass away, make sure your loved ones have access to all your main passwords otherwise they won’t be able to access it.

EVERNOTE

If you don’t use Evernote (<https://www.evernote.com>) yet, you need to. It organizes everything.

FOCUS KEEPER

A countdown timer app to help you focus and complete work without interruptions: <https://zapier.com/blog/best-pomodoro-apps/>

MEGA

Better than Dropbox, more storage and more secure: <https://mega.nz>

GRAMMARLY

Use Grammarly (<https://www.grammarly.com/>) to improve your grammar.

WHAT FONT

See what fonts are used on a website:
<http://www.chengyinliu.com/whatfont.html>

F.LUX

Your eyes will thank me for this: <https://justgetflux.com/>

WHAT RUNS

What runs a website: <https://www.whatruns.com/>

DIVI

Easy way to create WordPress websites:
<https://www.elegantthemes.com/gallery/divi/>

CSS COURSE

Excellent CSS course: <https://www.udemy.com/advanced-css-and-sass/>
(wait until it goes on sale for \$10).

That's it ☺

Please apply what you've read. It's helped me and many others achieve a life of freedom and I hope it helps you do the same.

Knowledge is just static, but if you apply it with action and you learn from your mistakes, you are bound to achieve success.

I would love a testimonial/review from you of what you thought about the course/bundle.

I don't want it right now, I only want it 6 months from now to see how you've really applied and learned from the things you've read.

My goal is that this book/bundle has impacted you and you are in a much better position 6 months from now than from when you are reading this.

Thank you once again, I appreciate your monetary and time investment – now it's time to put it into action.

To your success,

Kyle

If you'd like to contact me about errors/suggestions/feedback, etc. please email me: course@studywebdevelopment.com