Welcome to week 1. Yeah, week 1 of WordPress Demystified. Week 1 is strategic alignment. And you may be thinking, what's that?

Your website can be beautiful. You know, people can email you and say, God, I love your website.

People can say to you, wow, your website is fast, even on the mobile, it's super fast. And you can be thinking, yeah, it's beautiful, it's fast, and it's still not doing anything for me.

That is where the strategic alignment comes in. I often find that when a website isn't working— and I'll come back to what I mean by isn't working in a minute— I find that when a website isn't working, when a business owner is really fed up with it, apart from the tech, it's often because it's not aligned. It's not strategically aligned. When I say it's not working, it can be any number of things, and we're going to cover them in this week.

It can be that the website doesn't tell people who you are or what you do or what they need to do next. I'm going to go through some things and it's on the checklist as well. Because the checklist is kind of a self-audit to see, yes, this is on my website, or, uh-uh, it's not on my website. So that at the end of this week you will have a really good feel for whether your website is strategically aligned.

Now, one of the things you want to start thinking about, if you haven't already, is your business runs the website, not the other way around. Your business runs the website. And think about what you want the website to do for your business. And I know you may say you don't know what you don't know. Okay, I get that.

But think about leads, sales. If you're a service business, it may be you want them to book appointments with you, or you want them to fill in an inquiry form with you. If you're an online shop, you may want them to buy a product, several products, and you want to guide them through the process of which product is right for them. With a service business, it may be you offer several services, several different modalities, and you want to guide them through the path of which one is right for you.

For example, if somebody comes to me and they say, I've got a problem with my WordPress website. Now, problem can be many things, and I'm sure when people come to you, you find the same thing. It can be there's an error my website. If there's an actual error on my website, I will lead them to one service.

If the website isn't working for them, I will lead them to a different service. This is what I mean. This is about the alignment with who your clients are and the steps they need to take through your website.

Let's start off with your homepage.

Now you may be sending everybody to your homepage, and I'm not saying that's a good thing or a bad thing. I'm just saying you may be. We want your homepage to be about you in regards to how you help them. Okay? So your homepage has got to be you.

Yeah, you. Assuming you're the brand, you're the face like I am of my brand, your picture has got to be on there and not one from 20 years ago. Although with some of you, that may be putting you in nappies, which would be a whole different website. But you want the website to reflect you. True story, I was following a social media influencer from the US, she was doing a lot of, and this is some years ago, and I knew her as bleach blonde hair, looked wonderful bleach blonde hair, and I signed up for a workshop with her, I'm signed up online waiting for My mentor who I've been following for years to join, and there's this other woman talking, and I'm still waiting, waiting for her to join, thinking she'll be along soon.

And then it dawned on me, this woman that was talking with jet black hair was the person I've been following, and it was such a stark contrast. It, it really threw me. Like I said, I hadn't been listening at the beginning because I was still waiting for the person I knew to join. So it can make a really big difference if you are appearing, for instance, in your socials are up to date because you're taking selfies, your website isn't up to date and it's showing an older version of you. So we need it to be aligned with who you and your business are now.

Not who you were, if it's changed since last year, 5 years ago, or further back.

People need to be able to self-identify really quickly. So by that I mean, okay, I've seen your picture, so I know I'm in the right place for that point of view. Now, am I the type of person that you help?

For example, a recent.

I'm on a newsletter, a recent email came out and said this is for all perimenopausal women, and it's like, yeah, I'm past that. So I actually had to ask, is this still relevant for me? So be clear on who you are serving so that they can self-identify.

And then, even then, what problem are you going to solve for me? So I'm a visitor, I've landed on your website, I know you're who you say you are because I've seen your image, I know you work with my kind of people, but what problem were you going to solve for me?

So you need all this and you need it front and centre. We used to call it Some people still call it above the fold. So when we had those things called newspapers, and there's still a few of them around, the really big ones, you'd have to say above the fold because it catches people's attention.

Think of it like the first date.

As soon as your date walks up to the table, if you're still sitting and they're walking up to You've got there early. You've— well, if they're late, you've already made judgments. But as they're walking towards you, you're making judgments. It's exactly the same with a website. As soon as you're landing on the website, you're making judgments.

If there's an error on the website somewhere, you're making the judgement, are they trustworthy? Is this website up to date? Is it still current?

You're making judgments all the time. You've only got a few seconds, if that, to capture the attention of your web visitor. So you need to have all this really bold, obvious, simple. So when they land on it, they can see it. And it needs to be the same for your mobile phone.

I'm looking for it. I'm talking to the mobile phone. It needs to be the same for your mobile phone. Because what looks good on a desktop or laptop or even a tablet may not look good on the mobile phone, so you have to check it's working there as well. And if that wasn't enough, you also want a call to action.

So I've landed on your website. Yeah, it's you. Oh, you solve my problem. I'm interested. Call to And make it something that I'm likely to do because you know your ideal clients.

So for instance, I land on your page, this is all wonderful, yeah, you're gonna solve all my problems and you want me to sign up for how much? It's like, hang on, I haven't got to know you yet. Yeah, so you want to make it easy for them to say yes. So we've got to think about the customer journey and the next steps. If somebody has been following you for a long time, they may be willing to immediately buy something from you.

If they haven't, and there are several people that I work with now who I followed for years before I took that step to actually buy something from them. And I know they're saying there's, I think it was 7 times you had to see something before you bought, then it increased and I think it's increased again since then. So some of this may be baby steps that, you know, even, even booking a free call with you may feel too confrontational kind of because People assume if it's free, and I'm sure you've made the assumption with this, this is a free programme, so she's going to be pitching to me, it's going to be a sales pitch. People assume if it's free, there's going to be a sales pitch in it somewhere, and some people don't want to go through that, don't want to risk it. So it may be something more simple to get people started who don't know you that well.

So think about the customer journey you're going to take them through. You want one step at a time. You don't want to jump too many and they get scared and run away.

You want things on your website that represent your client. So recently I've been looking for doing some networking in Australia. As some of you may know, I live in a regional area, so it has to be online. And when I go and look at some of the websites, the women I'm seeing on those websites— one of them in particular was in suits, high heels, about 40 years younger than me. And all the pictures were like that.

So all their events and everything, It's young women, power suits, high heels, and I'm looking at that and thinking, that just isn't me. Haven't worn high heels for a long time. I don't think I've got any power suits left from the '80s, but I may have from an office job back then.

So it's just make sure that you're representing who your ideal client is your images as well, because we're not going to read everything that's put in front of us. Even when it comes to books, newspapers, anything that's printed medium, we don't read everything then either. We're not going to do it on a website. And I had one woman book a strategic review with me before, and she was saying about her ideal client, and she told me they were women, businesswomen. And I was going through her website and something just struck me and I said, your ideal client is businesswomen.

And she said, yes. I said, so why are all the images of men?

And she started looking at the website herself and it was like she had never noticed. She had never noticed that every single image Was businessmen, and yet her ideal clients were businesswomen. Now, what happens with this sort of thing is it creates a bit of confusion, a bit of friction.

We want less confusion, less friction, so it's really easy to go from one step to another. When you come across that bit of friction, it's like, ah. Something doesn't feel right, and it can be that something doesn't feel right that makes somebody go on and look for somebody else.

We want always to represent your clients in your images. The branding on your website. So I don't know if you've seen some of those font memes, but you know, you can have it in a nice font Or you can have it in scary font mode and it's the same meaning, you know, like missing you dearest or seeing you soon dearest can be one thing with hearts and flowers and a font, and then you have it with the font that's all creepy and scary and it means something completely different. So fonts and branding and your colours and how you come across, which is also your branding, are really important. And while I'm thinking about it, going off track a little bit, the whatever you have on your socials and your website should be aligned.

So if you're thinking about a past client I came across, if your socials are light and fluffy and, you know, adorable and kittens, or in my case kangaroos, but your website is dark and brooding. And sort of, you know, hmm. That's not gonna work. People who want, hmm, wanna see that on your socials as well. If that's who your ideal clients are.

If you, people on your socials are coming from your socials to your website and see a complete mismatch, it's gonna be like, oh yeah, has her website been hacked? Has her socials been hacked? Is she just lying to me? Is she a fraud? You know, all this kind of stuff.

Know, like, and trust. Know, like, trust. So your website and your socials have to be aligned.

And if that means that you have to, well, just, just look, look for yourself, see how aligned they are. And if they're not, let me know. That's probably the best thing to do is just to let me know. So I could keep talking, it's WordPress, it's websites, but Week 1, Strategic Alignment.

The checklist will be out with this video so you can check for yourselves what you have or what you don't have on your website. You can let me know in the comments below the video because this will be going on socials, one social channel. I'm trying to avoid saying Facebook, but it will be, it will be on my Facebook business page. The checklist will be on the resources page. If you haven't yet registered, if you've come across this and you haven't registered for WordPress Demystified yet, please register.

You'll get the resources page on my website, so that will have the checklists, it will have all the videos, so you're not relying on an algorithm to present things to you. You can also sign up, it will also have the link to the events, and you can find— sign up, put the teeth in, sign up for the events for the Facebook Q&A live on Friday.

That's been strategic alignment. Ask questions in the comments, DM me, get questions through to me, especially if you're not available on Friday, because that way I can answer your questions on Friday, let you know, and you can still see it because I'll be videoing. I'll download the Facebook Lives and it will all go on the resources pages.

Week 1, Strategic Alignment. We're trying to make everything as frictionless as possible, as clear as possible, so that people will land on your WordPress website, wherever they land, whether it be a homepage or a service page, they'll know what to do next.

They'll know it's you. They'll know they're in the right place, that you're the person to solve their problems, that they're your ideal client, and step by step what to do next. Strategic alignment.

Until the next video, keep shining.