

# LIMITLESS Websites that Work Transcript

173

00:40:03.270 --> 00:40:13.350

Limitless Adviser: So, today I put together a brief presentation to really focus on the key components that go into creating a website that's effective for your business.

174

00:40:14.610 --> 00:40:32.130

Limitless Adviser: Let me jump Oh yes, this is me and I will say I refrained from putting a lot of frog photos throughout the presentation, if you get to know our brands were a little bit obsessed with frogs so just to you know set the stage with everything that's happened, you know, since.

175

00:40:33.930 --> 00:40:42.420

Limitless Adviser: are entering what we're referring to as a digital transformation, meaning that a business's website is playing a much more critical role.

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00:40:42.810 --> 00:40:57.360

Limitless Adviser: In their marketing and, overall, you know business operations, so when we talk about you know designing and creating an effective websites, one of the primary things you want to focus on is user experience or you X.

177

00:40:57.870 --> 00:41:04.410

Limitless Adviser: And what this means is creating a website that resonates with the visitors that draws them in engages them.

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00:41:06.000 --> 00:41:21.090

Limitless Adviser: So the first step of that whole process, though, is you need to understand your website visitors so relevancy is actually kind of a pillar of ux and relevancy is so important today because people are busy.

179

00:41:22.500 --> 00:41:37.590

Limitless Adviser: And also there's so many options available online, so if someone comes to your websites and they can't easily find what they're looking for, or they they basically can't find a solution to their needs they're most likely just going to leave and go elsewhere.

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00:41:38.940 --> 00:41:47.010

Limitless Adviser: So one thing I wanted to show was when we're doing a website projects, one of the first steps will do is actually create what are called visitor profiles.

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00:41:47.370 --> 00:41:57.750

Limitless Adviser: And on the slide I have two examples from a finance website project we're working on and visitor profiles, this is a little bit different than buyer personas and marketing personas.

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00:41:58.440 --> 00:42:07.860

Limitless Adviser: there's somewhat similar and we may talk about demographics geographics but for visitor profiles we're really trying to think about the different visitors to the site.

183

00:42:08.250 --> 00:42:16.470

Limitless Adviser: And dive into psycho graphics so on this slide these are some of the key questions we start to discuss with clients

through this exercise.

184

00:42:17.250 --> 00:42:22.620

Limitless Adviser: So those key questions are what event is leading up to the person coming to your sites.

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00:42:23.610 --> 00:42:33.600

Limitless Adviser: Are they referred, where they searching online and that's an important factor for maybe how much knowledge they have about your business or even knowledge about your industry, the options.

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00:42:34.230 --> 00:42:41.130

Limitless Adviser: And then we really dive into the goals the pain points visitors have coming to the site what are they trying to accomplish.

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00:42:41.700 --> 00:42:45.420

Limitless Adviser: And then, most importantly, the key questions that they're coming to the site with.

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00:42:46.200 --> 00:42:59.910

Limitless Adviser: So this is such an important step, because all of this is actually the foundation for the site, you know this is going to guide the messaging the design, to make sure the sites relevant to visitors and most likely your ideal clients.

189

00:43:02.580 --> 00:43:06.060

Limitless Adviser: So the other I didn't realize the slider down here to.

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00:43:07.470 --> 00:43:15.660

Limitless Adviser: The other pillar of ux that I wanted to really focus on that's definitely important for finance websites is building trust and credibility.

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00:43:16.200 --> 00:43:25.740

Limitless Adviser: So when someone comes to your website you actually need to establish a baseline of trust really quickly in the website visits, you know as early as possible.

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00:43:26.730 --> 00:43:35.610

Limitless Adviser: And you know, even if someone is referred to your business they're most likely going to search online take a look at your website to learn more.

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00:43:36.060 --> 00:43:47.070

Limitless Adviser: and to make sure you're a credible business so there's actually different trust strategies that we can use for how to convey trust and credibility on our websites.

194

00:43:48.120 --> 00:43:54.720

Limitless Adviser: So i'm just going to go through a quick couple of these and then hoping, I can show some live examples to from my websites.

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00:43:55.560 --> 00:44:13.920

Limitless Adviser: So one example is displaying industries and industry awards and affiliations, that your business has you know one or achieved another example of a trust strategy is around social trust this can also be called social proof, and so, for some other industries.

196

00:44:17.610 --> 00:44:20.220

Limitless Adviser: or other you're very attentively listening.

197

00:44:22.380 --> 00:44:27.330

Limitless Adviser: For other industries, this may be actually displaying reviews or testimonials but.

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00:44:27.720 --> 00:44:39.510

Limitless Adviser: Definitely in finance that can be difficult, with you know compliance so, for you know advisor sites, sometimes, this can be case studies, it can be more general statistics about you know number of clients or.

199

00:44:40.710 --> 00:44:48.450

Limitless Adviser: Things like that the other trust strategy, I wanted to bring up is visual trust, so this is more subconscious.

200

00:44:49.080 --> 00:45:01.920

Limitless Adviser: Most you know professionals today most users on the web on the web have kind of high expectations for websites, so when they come to your site if they don't you know see a professional design.

201

00:45:03.000 --> 00:45:10.110

Limitless Adviser: A functional sites it starts to maybe create some distrust so it's really important to focus on those items.

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00:45:10.680 --> 00:45:27.240

Limitless Adviser: And lastly, longevity is a really great one, so this example would be you know talking about how long you've been in business or if you haven't been in business very long another strategy is to talk about your expertise, or even your whole team's expertise.

203

00:45:28.620 --> 00:45:29.970

Limitless Adviser: Okay, so let me see.

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00:45:31.320 --> 00:45:32.820

Limitless Adviser: If I can jump out of here.

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00:45:35.400 --> 00:45:36.570

Limitless Adviser: um oh.

206

00:45:37.860 --> 00:45:39.540

Limitless Adviser: I think it's zoomed in.

207

00:45:40.830 --> 00:45:41.430

Limitless Adviser: A huge amount.

208

00:45:53.760 --> 00:46:02.460

Limitless Adviser: yeah just into the zoom den i'm not sure if we can show what the site looks like otherwise we'll be looking at the mobile example which could be fine but.

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00:46:18.450 --> 00:46:20.400

Limitless Adviser: We can do that way yeah whole show.

210

00:46:21.000 --> 00:46:33.480

Limitless Adviser: more of a tablet view of different things so yeah, I just wanted to show to you know live websites to really show what does this mean displaying you conveying trust and credibility, so this is one of our clients sites defined financial.

211

00:46:33.900 --> 00:46:45.780

Limitless Adviser: And i'm on the homepage and let me just scroll down and you'll notice the very second panel of their homepage is focused on the awards and accolades, so this is an example of conveying trust and credibility.

212

00:46:46.290 --> 00:47:02.940

Limitless Adviser: And we usually recommend doing this on the homepage pretty much in a prominent spot because most visitors are entering the site that way, and you only have maybe three five seconds, you know, a very short amount of time to engage the visitor keep them on the site.

213

00:47:04.170 --> 00:47:20.640

Limitless Adviser: So that's one example, let me see i'll see if I can scroll down further another great example definitely that we've been doing on some sites is as featured in Canada, like this, so this is related to press publications just another way to show the credibility of your business.

214

00:47:21.660 --> 00:47:23.400

Limitless Adviser: Okay, so let me see if I can jump.

215

00:47:27.210 --> 00:47:28.500

Limitless Adviser: So this site.

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00:47:30.690 --> 00:47:31.050

Limitless Adviser: That.

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00:47:33.840 --> 00:47:40.860

Limitless Adviser: Maybe if we go full screen i'll help Okay, so this is another client site content planning, I just wanted to show another example.

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00:47:41.280 --> 00:47:51.810

Limitless Adviser: of trust and credibility, so if I scroll down here the basically third panel on the site has these statistics and we worked with the client to strategize what these would be.

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00:47:52.110 --> 00:48:07.740

Limitless Adviser: So this first one, you know serving clients since 1979 that's a great example of longevity trust you know conveying that to visitors, and these are some other you know key statistics and you'll notice to this is pretty high up on the homepage probably the third panel.

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00:48:09.450 --> 00:48:11.010

Limitless Adviser: Okay, so let me jump back.

221

00:48:14.370 --> 00:48:14.790

With that.

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00:48:15.840 --> 00:48:22.530

Limitless Adviser: Which is what she's talking about is you always go to our homepage you see a homepage and then you're going to see something right under the homepage.

223

00:48:23.040 --> 00:48:36.120

Limitless Adviser: So we'll talk about the homepage and the messaging messaging headline and the tagline but we're really talking about here's the proof what I call the proof of concept payable and the proof of concept panel says you shared a really big idea with me on this page and I really like it.

224

00:48:37.740 --> 00:48:38.370

Limitless Adviser: proven it to me.

225

00:48:39.420 --> 00:48:49.950

Limitless Adviser: Give me some credibility so taylor's website and i'm so sorry because, like when you it's it's phone you're in the phone version So you see it vertically, yes, when you can like to taylor's website you'll see.

226

00:48:50.340 --> 00:48:58.020

Limitless Adviser: The little it's really nicely the colors with the law awful artist, too, by the way, beliefs, with the investment news and kind of across the board.

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00:48:58.710 --> 00:49:07.260

Limitless Adviser: Another version of that if you're younger starting out or you're not doing like a lot of the writing and the press stuff is I call it a just a copy paragraph.

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00:49:07.830 --> 00:49:16.260

Limitless Adviser: like this is how I deliver yes hey people will stop you would never write it this way right people with stock options come with a lot of questions we have answers.

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00:49:17.070 --> 00:49:23.520

Limitless Adviser: Right, so this paragraph, can be proof of concept, and now you actually have the ability to do client testimonials they can do them now.

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00:49:23.790 --> 00:49:31.350

Limitless Adviser: So you could literally have right client testimonials for different niches here on the panel over it like found happiness.

231

00:49:32.040 --> 00:49:43.800

Limitless Adviser: You know, sold these found success that was satisfying right, you know retired with confidence and then you know when they flipped over those they get the testimonial so this panel is really important, because it says.

232

00:49:44.220 --> 00:49:47.460

Limitless Adviser: I can deliver on the why and the promise that i've made up here.

233

00:49:48.420 --> 00:49:54.480

Limitless Adviser: Which means you should make a promise up here but that's what she's really talking about it's almost always going to be your second panel.

234

00:49:54.690 --> 00:50:04.530

Limitless Adviser: Do you guys do it differently, generally, but I always see it on the second it's usually second or third panel definitely yeah it depends on the site, but so look right there Oh yes, this is how convenient.

235

00:50:07.470 --> 00:50:09.600

Limitless Adviser: Exactly, so this is an example sorry to yours.

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00:50:10.680 --> 00:50:17.070

Limitless Adviser: So I just wanted to show you know we're talking about these concepts of creating a positive user experience building trust and credibility.

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00:50:17.340 --> 00:50:25.020

Limitless Adviser: But really you need to translate that into the site, so a really helpful tool, you know when building and creating a new site is a wireframe.

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00:50:25.650 --> 00:50:36.300

Limitless Adviser: These are two example wire frames and it's basically a blueprints and in a similar way as you probably shouldn't build a house without the blueprint.

239

00:50:37.050 --> 00:50:51.090

Limitless Adviser: You really should have kind of a roadmap for the site at the beginning, and this is also a really great collaborative tool it's much easier to move elements around focus on your messaging the headings things like that, while it's in this interface.

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00:50:53.370 --> 00:50:57.900

Limitless Adviser: So the other really key component, I wanted to touch on was conversion objectives.

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00:50:58.800 --> 00:51:07.470

Limitless Adviser: So when we talk about creating a website that's effective for your business, you need to think about what does that mean what are the goals for the site.

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00:51:07.890 --> 00:51:18.900

Limitless Adviser: And most importantly, what do you want website visitors to do on the site, you know when someone lands on your website you don't want them to just navigate randomly and then leave the site.

243

00:51:19.680 --> 00:51:25.860

Limitless Adviser: and any desired action that the user takes on the site can be a positive conversion.

244

00:51:26.490 --> 00:51:31.560

Limitless Adviser: You know, we have some clients where their site is a blog site that's all it is you know it's blog content.

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00:51:31.860 --> 00:51:38.790

Limitless Adviser: And so, for them, you know, the goal is visitors reading the blog posts and that's a successful you know conversion, those are their goals.

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00:51:39.390 --> 00:51:47.790

Limitless Adviser: And I bring this up because really early on, when you're planning a new websites, you should identify what are the goals for your site what are these objectives.

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00:51:48.090 --> 00:51:57.300

Limitless Adviser: Because, then you can make sure the messaging but design everything in the site is actually supporting these and guiding visitors to these different areas of the sites.

248

00:51:57.870 --> 00:52:12.390

Limitless Adviser: So I just listed on this slide you know some common goals that we talked about with a lot of finance, you know clients, so one definitely an email opt in form encouraging a visitor to download an e book or White Paper.

249

00:52:13.110 --> 00:52:16.830

Limitless Adviser: due diligence, you know what we've been talking about with building credibility.

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00:52:17.730 --> 00:52:25.920

Limitless Adviser: For some, you know some businesses the site is more of a due diligence site, the business is based more on referrals and word of mouth.

251

00:52:26.220 --> 00:52:38.040

Limitless Adviser: But it's still playing a critical role, since most times, these days, people will go to your site at some point during the sales process and then, of course, oh question yeah.

252

00:52:47.490 --> 00:52:52.230

Limitless Adviser: yeah that's a good question, so I would say to you may want to think about like the priorities.

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00:52:52.620 --> 00:52:59.640

Limitless Adviser: Of the site, so when you're thinking about these goals if your main goal is lead generation, then you may not want to just keep confronting everyone.

254

00:52:59.880 --> 00:53:14.310

Limitless Adviser: With the email opt in because you want them to actually convert make that final step most sites, we do put it on the homepage probably four or five panels down is typically where I see like an email opt in form.

255

00:53:15.330 --> 00:53:22.500

Limitless Adviser: will also put it on you know other kind of strategic pages i'm going to talk about a kind of Call to Action page.

256

00:53:23.160 --> 00:53:37.410

Limitless Adviser: or even on the contact page, it can be helpful to have an email opt in because visitors may hit that page realize i'm not ready to contact you yet, but they see the email opt in and maybe take that little step to submit their email.

257

00:53:38.520 --> 00:53:47.070

Limitless Adviser: yeah great question um so yeah so the other kind of kid is really important for you to understand why people are coming to your website.

258

00:53:47.670 --> 00:53:57.030

Limitless Adviser: To her point like if it's more passive is due diligence that it's education, information proof of concept and credibility i'm going to check that box and make the phone call.

259

00:53:57.390 --> 00:54:04.560

Limitless Adviser: what's your call to action for that might be different than you have a podcast that funnels 500 people a month to your website.

260

00:54:04.860 --> 00:54:17.610

Limitless Adviser: and your call to action is the online sales funnel so that it can do the filtering for you, so that only the right people pop out the other side, the call to action like Taylor's website does a really great job of is get your free assessment.

261

00:54:18.180 --> 00:54:23.610

Limitless Adviser: So we need to get really clear on what you want the call to action to be on your website, because you get one.

262

00:54:24.750 --> 00:54:30.090

Limitless Adviser: If you have two or three it gets really confusing right, so the call to action on our website is sign up for the newsletter.

263

00:54:31.380 --> 00:54:35.580

Limitless Adviser: Right that's the number one call to action we don't even have a newsletter.

264

00:54:37.080 --> 00:54:44.700

Limitless Adviser: They literally building it as we speak, and I have 100 something people a month, adding themselves to it my number one call to action is not call me why.

265

00:54:46.530 --> 00:54:52.230

Limitless Adviser: You probably don't want to call I don't have time to talk to them, it would be amazing but I don't have time for them, I love them but I love you more.

266

00:54:52.500 --> 00:55:00.390

Limitless Adviser: So, like I can't have that be my call to action because it's just going to put least in the position of telling people that I don't have time for them and that's not the position I want to put her.

267

00:55:00.960 --> 00:55:06.180

Limitless Adviser: So my call to action is sign up for the newsletter and via the newsletter when I start marketing to you.

268

00:55:06.480 --> 00:55:17.640

Limitless Adviser: you'll understand what the offerings are when they show up and then that will be your invitation it's really clear that you understand what your call to action is you get one.

269

00:55:18.480 --> 00:55:29.220

Limitless Adviser: right if it's information and education isn't a download right because they say I need to learn more about you and any that drip for a while, is it hey I want you to be ready and click the button.

270

00:55:29.640 --> 00:55:36.300

Limitless Adviser: And I will make sure you have the due diligence if you're not I'm going to continue because I have a podcast and I know you've been listening to me.

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00:55:36.660 --> 00:55:39.570

Limitless Adviser: Or, I have great centers of influence that I know send you here.

272

00:55:40.050 --> 00:55:49.680

Limitless Adviser: that's different than right random strangers so who's the audience, why are they coming and, what is your call to

action are the three questions, and I mean your audience like there.

273

00:55:50.280 --> 00:56:07.110

Limitless Adviser: Are women, I mean what's your audience in terms of right, where are they coming from in terms of what engagement level they're ready for does that make sense okay great yeah that was almost somebody the way we're going to bring back that I still your i'm sorry, no, no, exactly just.

274

00:56:09.330 --> 00:56:12.240

Limitless Adviser: powers of prediction stop the problem is a prediction for two feet.

275

00:56:13.740 --> 00:56:20.220

Limitless Adviser: Exactly so lead generation education, those are other really you know key you know goals for sites.

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00:56:20.700 --> 00:56:31.080

Limitless Adviser: And I was going to touch on if you know if lead generation driving leads to the site is the primary goal like you were talking about you need a clear call to action through the site.

277

00:56:31.620 --> 00:56:44.580

Limitless Adviser: You need to give visitors, an idea of what to do next, otherwise they'll just you know jump around different pages and the other strategy, I wanted to mention is something we've been doing for songs can I stop you right there yeah of course for girls.

278

00:56:46.320 --> 00:56:55.980

Limitless Adviser: What did she just say like she just went through it like Oh, I know they do all the talking too fast, but like we're all like oh we're not but What did she just say, can you go Do you remember, we just said.

279

00:56:57.150 --> 00:57:05.250

Limitless Adviser: And you want to make sure you have clear calls to actions for visitors, these are kind of guideposts otherwise we'll just jump around your site randomly.

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00:57:08.070 --> 00:57:17.880

Limitless Adviser: You need a path like when someone comes to your site, what do you want them to do and what order like we are so good at pretty pictures nice words.

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00:57:19.350 --> 00:57:27.930

Limitless Adviser: My big beef, which is why I refer people to you guys because i'm like oh my God, I cannot stand anymore pretty pictures and nice words that don't feel cohesive.

282

00:57:28.620 --> 00:57:42.000

Limitless Adviser: It don't clarify i'm in the right place so that call to action is really important, because you want people to come to the site and know what you want them to do what you want them to do they don't know.

283

00:57:42.870 --> 00:57:54.240

Limitless Adviser: So if you just put on your website you're like lots of great information and the button is buried with your phone number you're asking do a lot of work on your behalf, it is incumbent upon you.

284

00:57:54.840 --> 00:57:59.040

Limitless Adviser: To take that responsibility and create a guided path it says.

285

00:57:59.460 --> 00:58:09.390

Limitless Adviser: The things I want most people to know are right, what my Why is my proof of concept, a, then I want them to click here because they want them to see how I do X and I want them to always be able to.

286

00:58:09.720 --> 00:58:19.530

Limitless Adviser: Get Ahold of me if they're ready, but this idea that we just throw download up there, or like I was looking at website yesterday with a couple of people and there's like those Call to Action buttons are different.

287

00:58:21.090 --> 00:58:33.780

Limitless Adviser: Should you have to call to action buttons that are different, no, no, no, should definitely not do that best practice phone number one don't have a call to action in the top right that is different than the call to action your homepage because you're asking someone's brain to do what.

288

00:58:35.010 --> 00:58:41.700

Limitless Adviser: Choose no that's your job, that is what she's very nicely saying i'm not saying it nearly as nicely.

289

00:58:42.540 --> 00:58:52.110

Limitless Adviser: it's your job to know the path that you want them to go down, what do I want to know about john what do I need to know to know who you are, that I can trust you.

290

00:58:52.470 --> 00:59:02.460

Limitless Adviser: And that right your role your approach like what's the past, and if that path is you're on my podcast and you're probably ready to go with a bit of due diligence and put that smack DAB in the middle of the homepage.

291

00:59:03.270 --> 00:59:11.760

Limitless Adviser: And if it's more passive right put in the top right and then build your credibility over the course of the homepage but make sure you know what you're asking people to do.

292

00:59:12.180 --> 00:59:19.050

Limitless Adviser: because so many websites get creative with i'm not caring and i'm an experienced and figure it out and those people don't call you.

293

00:59:20.100 --> 00:59:20.280

Right.

294

00:59:21.450 --> 00:59:23.790

Limitless Adviser: Yes, no, this is that on the next slide now.

295

00:59:28.500 --> 00:59:33.810

Limitless Adviser: This exactly in Miami we also talked a lot about the reason we're strategizing like this is because of.

296

00:59:34.290 --> 00:59:43.590

Limitless Adviser: Decision fatigue, you know people are coming to the site with a certain amount of energy, maybe, maybe not a lot of times they're tired they're just trying to quickly find something.

297

00:59:44.190 --> 00:59:50.280

Limitless Adviser: So you need to make the path, really, really clear your website tells them what kind of experience they're going to

have with you.

298

00:59:51.630 --> 00:59:55.500

Limitless Adviser: it's muddled and confused and not clear then that is what they'll pick up.

299

00:59:57.150 --> 01:00:06.360

Limitless Adviser: Exactly, so I wanted to mention, you know one strategy if you have clear clear calls to action you know you may be sending them to a contact page a contact form.

300

01:00:06.960 --> 01:00:14.760

Limitless Adviser: encouraging them to reach out to you if you're really trying to drive leads through the site one thing we do for some sites and.

301

01:00:15.330 --> 01:00:20.160

Limitless Adviser: You probably saw this undefined financial their call to action is about a free assessment.

302

01:00:20.610 --> 01:00:32.160

Limitless Adviser: And, rather than just sending them to a contact page we've actually created a custom Call to Action page so it's a unique design it walks a visitor through.

303

01:00:32.580 --> 01:00:39.930

Limitless Adviser: what to expect with that assessment what's the whole process there's an faq section on that answering some common questions.

304

01:00:40.560 --> 01:00:49.230

Limitless Adviser: Because my son visitors may be hesitant to take that first step and towards the end of it, it has very intuitive buttons to actually schedule.

305

01:00:49.710 --> 01:01:01.890

Limitless Adviser: The first call and on the page we actually embedded acuity when the calendar tools and we've done that, on a lot of finance sites so it's really fast for someone to just book a call with your team.

306

01:01:02.610 --> 01:01:11.010

Limitless Adviser: And so on this slide I just had another I two examples, the second one is river bend wealth it's also a custom, you know Call to Action page.

307

01:01:21.450 --> 01:01:32.580

Limitless Adviser: yeah that's a good questions with acuity in the calendar tools on there's two different options some clients will just I think with acuity and calland Lee you can set it up where those to.

308

01:01:32.970 --> 01:01:42.060

Limitless Adviser: acuity zone sites, when someone clicks schedule call so some clients will do that they'll have someone just click schedule a call it goes to acuity site.

309

01:01:42.390 --> 01:01:52.740

Limitless Adviser: The other option is definitely on the contact page or the call to action page will do an embed where it's actually right on the page yeah yeah.

310

01:01:53.190 --> 01:01:58.740

Limitless Adviser: And if you have an online sales funnel like Taylor does or something right, then they would be at the end of the online sales funnel.

311

01:01:59.580 --> 01:02:06.900

Limitless Adviser: But you're either going to decide that your call to action is like an assessment it's download or it's a conversation, let me think i'm missing.

312

01:02:07.710 --> 01:02:21.450

Limitless Adviser: yeah I think like i'm interesting I like literally thinking about an assessment of some sort like Taylor does it's going to download yeah that does download i'm going to be let's have a conversation right like click the button is a legit like Am I missing.

313

01:02:22.800 --> 01:02:34.170

Limitless Adviser: Yes, I would say to lead generation if you're wanting people to reach out to you, making sure in the navigation, if you want phone calls having the phone number in the navigation, make it very easy.

314

01:02:34.590 --> 01:02:43.800

Limitless Adviser: it's a great point like it we bury our phone numbers on the website so if you have an online sales funnel maybe that's a choice you make, because you want people to go through the funnel.

315

01:02:44.280 --> 01:02:57.510

Limitless Adviser: But you know if your clients are retirees and you know they're coming from your seo wise their friends like you want that phone number in the top rate in giant letters, so that they can pick up the phone and call you exactly.

316

01:02:58.980 --> 01:03:10.680

Limitless Adviser: Yes, so the next thing, I just wanted to dive into was on the design of the site, you know, of course, you want when you're creating an effective site, you want to have a very high quality, design overall experience.

317

01:03:11.310 --> 01:03:18.900

Limitless Adviser: That really captivates the visitor, and you also want to make sure that it's you know properly representing your business and your brand.

318

01:03:19.500 --> 01:03:38.580

Limitless Adviser: And every business has a certain personality to their brand and really that that can be formed based on your company's core values your internal teams culture, even the ideal clients that you work with you know some businesses have a more conservative brand others more casual.

319

01:03:39.900 --> 01:03:52.590

Limitless Adviser: Maybe a combination of both and what's so important is to make sure the website design is conveying the personality of your brand through the fonts the color scheme, even the imagery is that you use on the site.

320

01:03:53.040 --> 01:03:58.740

Limitless Adviser: and early on in the design process, think about to the emotional values that you want to convey.

321

01:03:59.790 --> 01:04:06.150

Limitless Adviser: That is so important, like as she's talking i'm just thinking about all the website is built over the years at all the pictures like Oh, what are the pictures.

322

01:04:06.660 --> 01:04:17.130

Limitless Adviser: Look all all people hold hands on the beaches okay like Ray your the people who are coming in, are there, relating to that truly however many thousands of websites that might exist.

323

01:04:17.580 --> 01:04:27.450

Limitless Adviser: You have to know your audience your audience are right elderly people who are retiring and pictures and people holding hands on the beach or in canoes like is probably a decent idea.

324

01:04:28.290 --> 01:04:33.390

Limitless Adviser: But if your clients are business owners, you know what's the imagery there.

325

01:04:33.780 --> 01:04:43.290

Limitless Adviser: And so that's where you need to get and want to work with a firm that's creative so one of my favorite sites that we did with the firm our firm our first financial planning firm from years ago safe base of capital.

326

01:04:43.830 --> 01:04:49.230

Limitless Adviser: Is what do people who have who have an exit event sell a company, what is the number one concern.

327

01:04:52.320 --> 01:04:54.270

Limitless Adviser: it's not at do I have enough it's.

328

01:04:55.650 --> 01:04:56.700

Limitless Adviser: don't lose it.

329

01:04:58.170 --> 01:04:59.760

Limitless Adviser: I was like hey financial advisor.

330

01:05:01.410 --> 01:05:16.140

Limitless Adviser: I don't need to double it don't mess it up, I worked hard for this make sure it's okay right literally like fear of falling, is what I call it fear of falling so that's your client, because when your website.

331

01:05:17.400 --> 01:05:30.570

Limitless Adviser: That couples holding hands like we literally found this amazing picture of like a rock climber, with like mom on their fingers gritty and callous like holding on to a wall and in the background, was like the deep drop.

332

01:05:31.980 --> 01:05:35.580

Limitless Adviser: Because what's your number one fear if you've made some money.

333

01:05:37.080 --> 01:05:40.710

Limitless Adviser: you're going to lose it the big drop, so what a powerful conversation.

334

01:05:41.220 --> 01:05:50.400

Limitless Adviser: Right, so the imagery is what creates that emotional so when she says emotional value, it has to be specific and relevant and relatable to.

335

01:05:50.820 --> 01:06:01.980

Limitless Adviser: This is the challenge with right multiple audiences is how relevant you can get in the gripping fingers is not going to work for somebody who has retirees and business owners and women.

336

01:06:03.090 --> 01:06:14.970

Limitless Adviser: So that's that shows up on sub pages matching question you know what's the best practice for putting yourself on the site versus putting your target client like time is site is really nice and it's her up there.

337

01:06:15.480 --> 01:06:21.330

Limitless Adviser: Other people say no, you have to relate to your target, you need to have old people up there you're working with old people, so they really.

338

01:06:21.780 --> 01:06:28.260

Limitless Adviser: deserve best practice there i'm gonna let her start sure yeah I would definitely encourage you to have a photo of yourself of your team.

339

01:06:29.250 --> 01:06:37.830

Limitless Adviser: These days, when people go to a website there's so many websites online and businesses, you want to make sure you're conveying that there's actually people behind the business.

340

01:06:38.160 --> 01:06:43.710

Limitless Adviser: Especially if you may be in a situation they haven't reached out to you, they don't know anything about the company.

341

01:06:44.370 --> 01:06:51.360

Limitless Adviser: So if you have nice photos can showcase yourself on the site, I definitely recommend that have a nice about page.

342

01:06:52.140 --> 01:06:54.450

Limitless Adviser: And my question is going to be what story, do you want to tell.

343

01:06:55.200 --> 01:07:02.970

Limitless Adviser: Right, so if you're tanya and your solo advisor you want to tell the story of you're going to have a relationship with me tanya who's going to love on you and care about you.

344

01:07:03.420 --> 01:07:06.630

Limitless Adviser: And you want to see that and if you're a big firm or a firm.

345

01:07:06.960 --> 01:07:18.510

Limitless Adviser: And you're conveying team, you might show right an image of a team right and really talk about not the team, but the client centric value of a team and your headline like what is the image actually give them as a client.

346

01:07:19.140 --> 01:07:28.590

Limitless Adviser: And then right it's like you might go to the next level where you're like full on brand there are no people it's about what I call a brand concept, where you're selling an idea.

347

01:07:29.310 --> 01:07:38.340

Limitless Adviser: And that idea is what conveys the imagery right, the people in the boat people holding right so like was safe space of capital, where we selling the firm or where we're selling the concept.

348

01:07:40.920 --> 01:07:47.400

Limitless Adviser: yeah exactly it's like an actual question is, are we selling the finance after lives, these are always the hardest reselling the concept.

349

01:07:48.030 --> 01:07:55.110

Limitless Adviser: right because they were trying to compete with the big firms for those \$200 million client, so you can't sell the team that does not going to work.

350

01:07:55.560 --> 01:08:11.850

Limitless Adviser: gotta sell the concept like safe base yeah like Meryl cannot give you see feats they just can't there's nothing that gets that sticky there, and so that you, I want you to really understand what you're trying to accomplish with the story that you're trying to tell.

351

01:08:14.100 --> 01:08:22.170

Limitless Adviser: Yes, I just wanted to touch on you know the design process, and one reason you know, the quality of your site, the quality of the design is so important.

352

01:08:22.590 --> 01:08:31.740

Limitless Adviser: Is because of you know what's happened, the last few years there's definitely may be situations where someone's coming to your website and they may have never met you or spoken to you.

353

01:08:32.100 --> 01:08:43.710

Limitless Adviser: And that case the website really is setting the very first impression of the business and unfortunately people you know judge a book by it's cover they'll judge you know your business, based on the site.

354

01:08:44.490 --> 01:08:53.340

Limitless Adviser: So really one of the best approaches that we found to create a high quality sites and overall experience is to do a custom design process.

355

01:08:53.880 --> 01:09:03.540

Limitless Adviser: versus you know, starting with a pre designed, you know generic templates and on the slide I just had some examples, this is from the one site we're looking at quantum planning.

356

01:09:04.050 --> 01:09:12.930

Limitless Adviser: And the other advantage of that you know custom design process is we'll we'll do you know unique mockups for multiple pages of the site.

357

01:09:13.320 --> 01:09:21.390

Limitless Adviser: So, with a template site usually there's a unique layout for the homepage, but a lot of the internal pages start to kind of look the same.

358

01:09:21.960 --> 01:09:35.730

Limitless Adviser: They have a lot of the same kind of layouts but, most people are maybe going to multiple pages of their sites so with a customer approach you can actually what we call identify mission critical internal pages.

359

01:09:36.360 --> 01:09:46.470

Limitless Adviser: So for this site we actually did a custom about page service page Call to Action page, and that was all strategized based on you know the goals for the business.

360

01:09:46.830 --> 01:09:55.320

Limitless Adviser: and identifying that those are probably the pages most visitors are going to hit before they decide whether to contact you know the company or not.

361

01:09:56.190 --> 01:10:04.290

Limitless Adviser: And I love the in the bottom panel, I know we've got all together, but in that like just noticed, like the slight changes like with the guy in the boxes.

362

01:10:04.650 --> 01:10:08.040

Limitless Adviser: it's just a different way to present the information, but your eye is drawn to it.

363

01:10:08.490 --> 01:10:22.950

Limitless Adviser: So those are things that are not huge from an expense standpoint but that really can take quote a you know average cost site and just up it up the ante a bit, so it starts to feel a little bit richer and a little bit more you.

364

01:10:24.300 --> 01:10:35.850

Limitless Adviser: yeah and one thing I forgot to mention too early on the design process with a custom approach you can kind of pull inspiration from anywhere and actually for a lot of finance sites, you know we definitely can look at competitors, but.

365

01:10:36.870 --> 01:10:45.540

Limitless Adviser: it's fun to look outside the industry because some industries aren't maybe as on top of trends and if you know what the biggest like so like the biggest like.

366

01:10:45.960 --> 01:10:54.060

Limitless Adviser: i'm sure we share this right, I know, like what's the number one frustration of brand marketing people when it comes to websites you guys want to do really boring shit.

367

01:10:55.020 --> 01:11:05.190

Limitless Adviser: Right is that true high five girl right there were like ooh we could do this and they're like oh no I am knowledgeable professional experience and i've been in business, since 1973 and i'm like oh my God.

368

01:11:05.670 --> 01:11:13.230

Limitless Adviser: So, like it is totally okay audience appropriate if your clients are 80 year old retirees you're probably not doing orange and black and white.

369

01:11:14.400 --> 01:11:24.480

Limitless Adviser: But if your clients are business owners and they are looking for freedom, you could have a jiggy video someone dancing on the website and being like hey are you ready, and I know that sounds.

370

01:11:24.750 --> 01:11:30.990

Limitless Adviser: But i'm telling you there's a group of people that are like, could you please stop boring the shit out of me.

371

01:11:32.970 --> 01:11:47.520

Limitless Adviser: Right like exactly it's okay to let your shine like let your shine shine like who are you john munson where your clients love you right like so it's not about putting your face on the photo it's about putting your feeling.

372

01:11:48.150 --> 01:11:54.540

Limitless Adviser: In the photos and the words and the website so that when I see that site, I know who i'm connecting with and what kind of experience.

373

01:11:54.960 --> 01:12:05.070

Limitless Adviser: i'm going to have, and if it's a little bit different than i'm like okay these guys are not old and stodgy like it's cool and it's modern and then i'm going to be a little bit more open if that's my audience.

374

01:12:06.330 --> 01:12:06.600

Oh yeah.

375

01:12:11.460 --> 01:12:18.120

Limitless Adviser: yeah definitely using video is really great there's a lot of different ways, you could incorporate video and.

376

01:12:18.750 --> 01:12:34.950

Limitless Adviser: embedding it, you know doing something on the homepage a lot of clients will do video blogs and that's a main part of their resource doing a video on the services page anything you can do like that video is still kind of King in contents and it's more engaging.

377

01:12:36.060 --> 01:12:42.210

Limitless Adviser: Video is the most engaging content it's also the content that you all like least like to produce.

378

01:12:43.320 --> 01:12:44.130

Limitless Adviser: But that's the truth.

379

01:12:46.380 --> 01:12:47.970

Limitless Adviser: Okay, great oh yeah another question.

380

01:12:59.250 --> 01:13:01.560

Limitless Adviser: One thing that there's there's a couple of things.

381

01:13:02.790 --> 01:13:04.500

Limitless Adviser: Often in our company will talk about her.

382

01:13:06.840 --> 01:13:15.000

Limitless Adviser: Oh sorry repeat the question yeah it was, of course, he said what's The one thing that kind of makes us cringe that we still see you know financial professionals do on their sites.

383

01:13:16.140 --> 01:13:26.340

Limitless Adviser: A couple of things, I would say, putting huge paragraphs of text on a website page definitely makes us cringe people are not going to read you know paragraphs like that.

384

01:13:26.880 --> 01:13:31.560

Limitless Adviser: there's actually a lot of really interesting studies, about how users interact with the site.

385

01:13:32.310 --> 01:13:41.700

Limitless Adviser: Now people tend to scroll very quickly and there's something called dual readership where they're actually quickly

scanning the headlines trying to grasp the content.

386

01:13:42.330 --> 01:13:48.120

Limitless Adviser: So you can have a lot of content on a page, we have some you know articles that are thousands of words, but.

387

01:13:48.780 --> 01:13:56.160

Limitless Adviser: there's strategies for how to how to do that so that's definitely one thing i'd say also the biggest mistake that we see.

388

01:13:56.460 --> 01:14:07.830

Limitless Adviser: For financial professionals in you know any business is actually skipping all the strategy work for getting to focus on the visitors focus on what are your goals for your site.

389

01:14:08.760 --> 01:14:19.020

Limitless Adviser: there's definitely you know some designers out there, you make contacts, where they just say Oh, what do you want on the website and then you're just dictating what you want.

390

01:14:19.440 --> 01:14:33.630

Limitless Adviser: And it may turn out to be a nice design, but really you've kind of mixed missed the mark, because really the website is for the visitors people coming to your ideal clients and my answer to that is pretty pictures nice words.

391

01:14:35.640 --> 01:14:46.170

Limitless Adviser: Like I cannot tell you how many websites ago to that had pretty pictures and nice words but they don't tell me anything cohesive there's no unifying story.

392

01:14:46.680 --> 01:14:53.400

Limitless Adviser: To the website it's pretty pictures of retirees or business owners people have families some nice words about how knowledgeable the caring.

393

01:14:53.640 --> 01:15:04.140

Limitless Adviser: will throw some stuff about the client in there, make sure that every word on your website is clients and track it speaks to the client they don't care about you, they don't care like you're going to have your proof of concept experience somewhere.

394

01:15:04.500 --> 01:15:16.320

Limitless Adviser: Deep in the back for the engineer that needs to find it and, like, I will find it, but that is not the average person, they want to know what can you do, for me, can I trust you how do you help me.

395

01:15:19.020 --> 01:15:19.770

Limitless Adviser: Do you want to add some.

396

01:15:21.540 --> 01:15:21.810

Limitless Adviser: Do you want.

397

01:15:23.460 --> 01:15:26.430

Limitless Adviser: What was that no I thought you had something to cool down.

398

01:15:27.660 --> 01:15:28.350

Limitless Adviser: Oh, all right.

399

01:15:29.610 --> 01:15:39.300

Limitless Adviser: Kevin especially back there's like no man you gotta go let's let me know so that that's why that that all matters is ultimately you're telling a story on the website and a bunch of stuff.

400

01:15:39.690 --> 01:15:48.030

Limitless Adviser: covers the features and the benefits, but if you're the most powerful thing you can do on a website is tell the story lori So my question is.

401

01:15:48.630 --> 01:16:02.250

Limitless Adviser: If assuming that one wouldn't be able to retain you guys if you had too long, of a waitlist or some really big waitlist right now, not right now, I know, last year was really long, it was long and there's always like right after the merger tree.

402

01:16:05.220 --> 01:16:14.250

Limitless Adviser: What was your How would you recommend one would go about selecting well actually there are two questions don't go about selecting someone to design and build a site.

403

01:16:14.730 --> 01:16:19.500

Limitless Adviser: And then, and then part of that is like do you guys do both the writing.

404

01:16:20.130 --> 01:16:26.910

Limitless Adviser: The wording word smithing whatever you call that part and, of course, the design or do you sub that out like or do they need to.

405

01:16:27.270 --> 01:16:32.730

Limitless Adviser: write their own stuff like, how does the, how does the words get chosen sure yeah maybe start with the second.

406

01:16:33.120 --> 01:16:39.210

Limitless Adviser: question first, but you have for our process it's a custom approach, so what that actually means is we're creating mock.

407

01:16:40.050 --> 01:16:47.040

Limitless Adviser: wire frames custom wire friends at the beginning, doing that strategy work the visitor profiles diving into those details.

408

01:16:47.340 --> 01:16:58.530

Limitless Adviser: doing the design custom design mockups for most projects in terms of the content when we're doing wire frames for key pages, the homepage maybe some key internal pages.

409

01:16:58.980 --> 01:17:09.060

Limitless Adviser: Our ux web strategist will write the High Level messaging, which is the key headlines calls to action because that's really the most important content on the page.

410

01:17:09.360 --> 01:17:14.280

Limitless Adviser: And then clients will provide kind of the miscellaneous content filling in paragraphs things like that.

411

01:17:14.850 --> 01:17:21.870

Limitless Adviser: And then usually kinds of also provide maybe more miscellaneous kind of page content privacy policy things like that.

412

01:17:22.290 --> 01:17:26.190

Limitless Adviser: And a truly shameless plug for tiny frog sorry I get I get to do this um.

413

01:17:26.610 --> 01:17:35.070

Limitless Adviser: i've talked to a lot of different firms that do websites for you guys and the thing that I like about tiny frog is that they actually have in there, what I consider to be a really reasonable fee.

414

01:17:35.400 --> 01:17:44.130

Limitless Adviser: I know because they spent a lot more and have been fixing stuff um is that they include a branding process and when she talks about strategy work.

415

01:17:44.490 --> 01:17:54.210

Limitless Adviser: Like that sounds like what that is the shift right there like that is how you don't get pretty pictures and nice words because you have someone has to take the time to understand.

416

01:17:54.600 --> 01:18:00.600

Limitless Adviser: The story that's being told, and they can get that generally and find some pretty pictures and nice words that mean.

417

01:18:00.990 --> 01:18:11.910

Limitless Adviser: That, but you all know, when you hit a website that hits it, you know it right, like you feel it point it it's right right like right in the zip code, you need it to be in.

418

01:18:12.360 --> 01:18:15.300

Limitless Adviser: And you know when you don't and the question is, does your website hit that zip code.

419

01:18:16.050 --> 01:18:23.400

Limitless Adviser: And so I like their process because, for the fee and includes branding process to make sure that that strategy.

420

01:18:23.670 --> 01:18:30.540

Limitless Adviser: Around is the call to action, a download because they're they're partnering with you to do that work and i'll be honest with you guys I paid.

421

01:18:30.990 --> 01:18:40.290

Limitless Adviser: The firm that does tesla's stuff a boatload of money last year to do our website and they did you guys were busy they did an amazing design and that was the.

422

01:18:40.680 --> 01:18:48.360

Limitless Adviser: custom, you know I did not want the typical scrolling web layers like that, and they did a gorgeous gorgeous job the copies good.

423

01:18:48.990 --> 01:18:56.190

Limitless Adviser: But do you know that my website like total Convention does not hit some of the rules of basic branding there's no damn call to action on the homepage.

424

01:18:57.180 --> 01:19:06.810

Limitless Adviser: And I delegated I was like okay I should be able to delegate, and this is why I always get involved in branding projects and find firms that I can partner so John goes to tiny frog and says hey than I can at least see it.

425

01:19:07.110 --> 01:19:13.410

Limitless Adviser: Now we're on the same page and i'm like yes and it over okay you guys and there's no ego it's like hey I want this to be a little stickier.

426

01:19:13.920 --> 01:19:28.890

Limitless Adviser: So, whether it's them or someone else like you want to make sure there's a branding process if they don't have one that's okay if it's not these guys that's what the branding blueprint the wheel or four so that you can say hey.

427

01:19:29.490 --> 01:19:41.460

Limitless Adviser: I built my brand, this is what I need you to do and that creates a lot more cohesion, so you will always always always always always always always that I make that clear.

428

01:19:42.330 --> 01:19:45.210

Limitless Adviser: have to get involved to get it where you want it, these guys are great.

429

01:19:46.110 --> 01:19:53.880

Limitless Adviser: 20 over 10 does good work, but you'll get wildly like Kyle's website versus other 20 over 10 websites can be wildly different.

430

01:19:54.240 --> 01:20:03.600

Limitless Adviser: Because the creator of the experience is saying that hits the mark that doesn't hit the mark, I, like the copy, so your job is to be really involved with your partner.

431

01:20:04.230 --> 01:20:16.440

Limitless Adviser: and say I like the copy I don't like the copy here's why and then help them really fine tune and tweak that and you'll do that, to varying degrees, but I cannot under stress over stress over stress.

432

01:20:16.950 --> 01:20:26.490

Limitless Adviser: The value of that strategy piece who ever you use or bringing the strategy piece through the work that you've done with us to them because that's what creates the core that creates the story.

433

01:20:29.010 --> 01:20:38.700

Limitless Adviser: Patrick Yes, this is how does, how does like a mobile friendly website start and stop compared to like a click funnels because he will tell me.

434

01:20:39.360 --> 01:20:46.140

Limitless Adviser: Nowadays, people aren't even doing websites because you're doing click funnels and I don't really know what the difference would be why you have one or the other, or both.

435

01:20:47.490 --> 01:20:54.840

Limitless Adviser: um i'm not very familiar with with click funnels I would definitely say probably recommendations definitely having a website for the business.

436

01:20:55.470 --> 01:21:05.640

Limitless Adviser: Typically, a website serves multiple purposes new people are searching online, probably for your business name so having a site definitely lend some credibility that there's actually a business.

437

01:21:06.060 --> 01:21:13.980

Limitless Adviser: And typically it's a funnel for a lot of different marketing i'm not sure if your click funnels if it's that just that marketing approach for that process.

438

01:21:14.430 --> 01:21:19.920

Limitless Adviser: yeah with click funnels you're really realize like click funnels is a very specific legion campaign.

439

01:21:20.160 --> 01:21:27.660

Limitless Adviser: So people will use your website, as part of due diligence, but the beauty of those click funnels campaigns as you've hit someone.

440

01:21:27.930 --> 01:21:39.870

Limitless Adviser: At a very specific pain point or possibility and as a result of that they have like engage with your click funnels series great the email the click button, whatever it is, and now you're taking them through a process.

441

01:21:40.350 --> 01:21:53.610

Limitless Adviser: that's just the online sales funnel and your website your websites, like the online or in in your right in the digital world if your audience is in the digital world which patrick's is they're not randomly landing on his website.

442

01:21:54.660 --> 01:22:05.670

Limitless Adviser: they're just not never going to happen never he could literally go without a website, he should have a website, because people do due diligence and proof of concept and credibility.

443

01:22:06.270 --> 01:22:13.980

Limitless Adviser: But he's getting people online, the way that Adam is getting people in a podcast to skip all that, because the connection is there.

444

01:22:14.280 --> 01:22:23.610

Limitless Adviser: So when I see patrick's ads over and over and over I hear his story right financial fitness whatever it is, and then I click on the download That takes me to the legion.

445

01:22:23.970 --> 01:22:31.470

Limitless Adviser: i've skipped like you've the assumption is whatever that relationship was via the social strategy has taken the place of the.

446

01:22:31.800 --> 01:22:41.250

Limitless Adviser: Proof of concept of the website they like you enough to click now you're taking their processes, as do we fit, are you ready to act so it's very similar to a website.

447

01:22:41.700 --> 01:22:49.470

Limitless Adviser: But you can stream them straight through that process, and they can click and make an appointment with you, without ever actually going to a website, but you should always have.

448

01:22:49.980 --> 01:22:56.250

Limitless Adviser: Right, if you like, to learn more because it is like it's your digital proof of concept and it it's just a good idea to have

one.

449

01:22:57.000 --> 01:23:04.680

Limitless Adviser: Does that help good great all right other questions I know we have some more slides, but I want to see oh sure because questions are really good.

450

01:23:05.190 --> 01:23:11.460

Limitless Adviser: Yes, I just wanted to quickly mentioned, you know anytime we're talking about design mobile, of course, like you mentioned is so critical.

451

01:23:12.330 --> 01:23:30.660

Limitless Adviser: You really know what the stats are in mobile usage, you know, the latest I thought was for most sites 30% 20% I read somewhere that was not a challenge it was like literally I don't know I read recently that like 50% 53% of site traffic is mobile.

452

01:23:32.160 --> 01:23:38.550

Limitless Adviser: So, like you, don't think about the mobile experience when you build a website, but I want you to be really clear.

453

01:23:38.910 --> 01:23:47.580

Limitless Adviser: That you absolutely have to think about your mobile experience when you build your website because half of the people visiting your website, are going to get the version that we got.

454

01:23:48.060 --> 01:24:00.090

Limitless Adviser: condensed where it goes like this and it still needs to look at and that story still needs to flow because i'm only going to scroll so long on a phone because it gets how many scrolls will you do before.

455

01:24:01.410 --> 01:24:10.260

Limitless Adviser: Our attention spans are crap they're just crap truly so when you're on your phone like how many scrolls you're going to go through make sure that your core concepts.

456

01:24:10.590 --> 01:24:21.780

Limitless Adviser: hit in three, I have three rule for everything right three clicks on a website three swipes re three contacts three step Hello huh like if I can't get to everything I need in three swipes you've lost me.

457

01:24:22.860 --> 01:24:32.010

Limitless Adviser: At a business two kids i'm a busy person like show me the money so just make sure that that mobile experience matches the the the online experience.

458

01:24:33.540 --> 01:24:45.750

Limitless Adviser: And one other key concept, I just wanted to bring up this is more related to development of the site and kind of an ongoing basis, but performance, the speed of your site is really important it's actually part of that whole user experience.

459

01:24:46.500 --> 01:24:54.180

Limitless Adviser: we've all probably been navigating online and hit a website, it takes forever to load and it's such a frustrating experience.

460

01:24:54.780 --> 01:25:02.940

Limitless Adviser: So definitely there's things you know if you're working at the website team, they should be watching and the build of the site to make sure it's loading very quickly.

461

01:25:03.930 --> 01:25:11.220

Limitless Adviser: Performance now is also a big factor, because the latest Google updates that are happening are related to core vitals.

462

01:25:11.730 --> 01:25:22.200

Limitless Adviser: And core vitals is just kind of new reports Google is producing related to performance it's all about how many of you are reviewing your website reports on a regular basis.

463

01:25:23.940 --> 01:25:24.990

Limitless Adviser: So expect that for me.

464

01:25:26.400 --> 01:25:27.600

Limitless Adviser: To that was like for.

465

01:25:29.250 --> 01:25:41.880

Limitless Adviser: You I went on to our website report, like right before a retreat and really 550 visitors and last month and I was like Who are these people, I have no idea like 550 people.

466

01:25:43.530 --> 01:25:51.030

Limitless Adviser: So am I paying attention, all of a sudden holy cow I am with 10% of those 50.

467

01:25:51.870 --> 01:25:59.760

Limitless Adviser: Like literally a five people a month during limitless because of that website like what Would I be losing over the course of the year 60 people times like that's real money.

468

01:26:00.060 --> 01:26:08.700

Limitless Adviser: I don't care about the money I care about like If those are people that are coming to learn and they're interested and I didn't tell them right story and I lost him like whoa that's on me.

469

01:26:10.170 --> 01:26:19.170

Limitless Adviser: So you need to know that information all the time and if it's 12 people, maybe that's okay with you and you don't have to spend a lot of energy there because you're all see lies and.

470

01:26:19.470 --> 01:26:27.630

Limitless Adviser: friend, a friend referrals or maybe it's 187 people because of find advisors near me and you had no idea that people were coming to your website.

471

01:26:28.080 --> 01:26:39.120

Limitless Adviser: And then you look at the conversion of those analytics how many of those people call you as a percentage and how many of those people have a one more call and how many of those people have a first meeting and how many people close and that tells you.

472

01:26:39.660 --> 01:26:45.000

Limitless Adviser: How what your efficacy on your website is and how you start to fine tune it Ben at one point I think he's.

473

01:26:45.960 --> 01:26:55.560

Limitless Adviser: Was was it last year year before year before we were like he had the podcast right like people love him go through the website, it was like what was conversion 50 60%.

474

01:26:56.310 --> 01:27:09.030

Limitless Adviser: wow it was low I was like whoa why didn't you I was literally like Why did you not tell me that a year ago holy cow like I know we go through a process but that's the kind of stuff you want to point out, and then we made some changes and what it, what is it now, then.

475

01:27:12.420 --> 01:27:12.630

Limitless Adviser: yeah.

476

01:27:13.800 --> 01:27:21.660

Limitless Adviser: It was it was well over 80% right which is my like if you're closing rate is your conversion rate is 90% and there's a problem with your process period.

477

01:27:23.160 --> 01:27:33.060

Limitless Adviser: or these reports like Google analytics reports, I was talking about yeah I will definitely I would make a good practice of checking your Google analytics you know monthly to.

478

01:27:33.360 --> 01:27:40.170

Limitless Adviser: You know what your stephanie was talking about in terms of checking the metrics you're saying that on an ongoing basis, anyway, do you do like a.

479

01:27:40.500 --> 01:27:45.480

Limitless Adviser: Best practices on what numbers to look at and what they should be versus what like what's good and bad.

480

01:27:45.930 --> 01:27:53.370

Limitless Adviser: yeah we don't do it for clients, I definitely would make sure you have we talked a lot of clients, where they forgot to set up Google analytics which isn't good.

481

01:27:53.640 --> 01:28:07.440

Limitless Adviser: So we're constantly reminding them to have it, I would say, definitely looking at visits to the site bounce rate is something to watch, for we definitely encourage clients in Google analytics to set up goal conversions.

482

01:28:09.000 --> 01:28:17.970

Limitless Adviser: Where it can track, you know someone submits form on the site and that way, especially if you're doing lead generation, you can actually track if you're getting results.

483

01:28:18.330 --> 01:28:23.250

Limitless Adviser: And those analytics tell you a story right when you see that data, then you go hey Ben.

484

01:28:23.640 --> 01:28:27.720

Limitless Adviser: We need to go back to the conversation we're having in the podcast and start to see.

485

01:28:27.990 --> 01:28:35.700

Limitless Adviser: Our minimum start to see that there are do it yourselfers and people who value right someone to be there, holding their hand with advice so that the people.

486

01:28:35.910 --> 01:28:48.810

Limitless Adviser: who come to the website aren't just everybody who, like you, on the podcast but it's the people who value advice, because that's what you've seen it so that's where your brand intersects with your sales experience intersects with your website.

487

01:28:50.280 --> 01:29:00.870

Limitless Adviser: Okay, and the last topic I was going to bring up is web accessibility, reduction of time to dive into it it's a big topic, do you want me to give them the summation on web accessibility this poor girl.

488

01:29:02.940 --> 01:29:18.480

Limitless Adviser: Michael and her and web accessibility is literally we're at the point where some like if people can't read or access your website, well then their firm you tell them yes yeah oh sure, I can tell you I could I was like oh i'm still not going.

489

01:29:19.500 --> 01:29:27.930

Limitless Adviser: To do it yeah so unfortunately in the US, a lot of businesses are getting threatened with lawsuits for not having an accessible websites.

490

01:29:28.380 --> 01:29:36.060

Limitless Adviser: And their latest standard go back really quickly the latest standards, I sites should follow is called wc ag.

491

01:29:36.990 --> 01:29:40.530

Limitless Adviser: These are set forth actually by an international consortium.

492

01:29:40.980 --> 01:29:54.150

Limitless Adviser: And these are pretty much the standards we're going to have to follow going forwards, and this is pretty new, but I would say when you're talking about finding a design team or a website team, make sure they understand accessibility.

493

01:29:54.840 --> 01:30:05.730

Limitless Adviser: A big focus of this is, you know color contrast is one item related to accessibility, so they don't like my website, no, I mean just to.

494

01:30:07.500 --> 01:30:12.000

Limitless Adviser: get it doesn't mean that you're going to get a letter, right now, but like in real life, I asked her, I was like.

495

01:30:12.750 --> 01:30:22.350

Limitless Adviser: What really the hell do I have to really worry about the snack we just talked about like three or four years, and she was like, no, no, like this is yeah really happening so.

496

01:30:23.010 --> 01:30:31.050

Limitless Adviser: People who have color and vision issues and accessibility issues on the website can't read or see your website easily.

497

01:30:31.770 --> 01:30:39.690

Limitless Adviser: And there are law firms out there that decide that that's an opportunity, I know I was like you can't even be kidding me my website cannot be governed by this stuff.

498

01:30:40.260 --> 01:30:55.980

Limitless Adviser: And yes, it can is literally they these lawyers are sending out letters that say you know hey and they're getting these settlements, for five and 10 and \$15,000 and then firms have to change so they're starting with big companies, of course, but what

does that mean.

499

01:30:57.420 --> 01:31:04.200

Limitless Adviser: So it doesn't mean run out and change everything, but it does mean that you might want to talk to somebody for however much you might not like it.

500

01:31:04.800 --> 01:31:12.030

Limitless Adviser: and say you know, can we just get ahead of this curve and make sure that what i'm designing is not going to put me in a position.

501

01:31:12.390 --> 01:31:17.730

Limitless Adviser: Like that's a legitimate concern not not this moment but i'm like wow my website is super design me.

502

01:31:18.360 --> 01:31:23.190

Limitless Adviser: And like i'm like well how do I keep that and that's why you need a partner that understands those things.

503

01:31:23.850 --> 01:31:33.660

Limitless Adviser: yeah and I know we're out of time, but I just plan to end, you know there's definitely the negative side of terms of the lawsuits with accessibility, but really in the industry, this is a big shift it's actually.

504

01:31:34.890 --> 01:31:45.540

Limitless Adviser: impacting the design trends we're seeing, so I just wanted to end this is a new, you know design mockup this hasn't launched yet so you're getting a previous you guys love that design oh it's awesome.

505

01:31:47.010 --> 01:31:56.550

Limitless Adviser: They are so these color the we've been checking all the color contrast for this example, but you'll notice a lot of new trends for sites is using more white backgrounds.

506

01:31:56.910 --> 01:32:06.000

Limitless Adviser: A lot more open design layouts less images with text over top of them, because that can be difficult to read, at times, so we can.

507

01:32:06.420 --> 01:32:12.450

Limitless Adviser: And I because i'm all about limitless possibility, it can actually create like you can use it to create because I like.

508

01:32:12.810 --> 01:32:22.380

Limitless Adviser: The open design I hate the big box scroll panel panel panel like we're all like oh i'm in panel five is like the template website again so this feels new and fresh so it does.

509

01:32:22.620 --> 01:32:31.860

Limitless Adviser: But it's really challenging us to do a really important thing, which is why it's uncomfortable for me, but that's the work which is is challenging us to use the space really well.

510

01:32:32.850 --> 01:32:39.840

Limitless Adviser: Can you use the space really well in a mobile setting and and a virtual so I can use that space all right.

511

01:32:40.470 --> 01:32:44.220

Limitless Adviser: We have lots of questions, I know, but we are out of time anything you want to add.

512

01:32:45.030 --> 01:32:51.180

Limitless Adviser: No, I definitely am doing, I think this session later, so I can answer questions definitely then to yeah she's gonna do one of the.

513

01:32:51.210 --> 01:32:59.370

Limitless Adviser: Study groups later, so you want to sit down with her and get like nitty gritty about the approach or how they work tiny frogs done taylor's site they do great work for our advisors.

514

01:32:59.820 --> 01:33:08.280

Limitless Adviser: And they get it, they had to get it factor and the get it factors really important and branding, it is the thing that I struggle with the most when I refer people to firms.

515

01:33:08.580 --> 01:33:19.350

Limitless Adviser: Because I know that the vast majority of those firms, however talented they might not be don't usually have the get it factor so tiny frog we have some other resources, but thank you so much for your time.