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# USING YOUR WEBSITE TO SELL

KEEP PROSPECTS | ENGAGE THEM | CONVERT THEM TO CLIENTS





# HI, I AM JILL CHERRY

## CEO OF CHERRY PICKED WEB COMPANY

- BORN NATIVE FLORIDIAN
  - MOTHER TO ONE AMAZING, LITTLE BOY - BENJI
  - I ENJOY ANYTHING OUTDOORS
  - THE MOST IMPORTANT THING TO ME IS MY FAMILY
  - YOU CAN TYPICALLY FIND ME ANYWHERE NEAR WATER
  - I'D PROBABLY DIE IF I HAD TO LIVE ANYWHERE COLD
  - I PLAYED SOCCER FOR 12 YEARS COMPETITIVELY
  - I' TURN 30 SOON, YES I KNOW I'M YOUNG. MY BIGGEST PET PEEVE IS WHEN SOMEONE SAYS "OH MY GOD YOU'RE SUCH A BABY"
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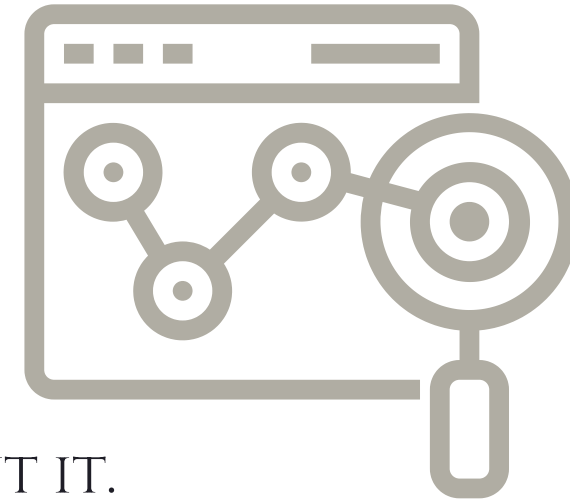
# OUR STORY

- HELPED MY HUSBAND WITH HIS CHIRO OFFICE SINCE 2014
- DID EVERYTHING FROM FRONT DESK TO BACK OFFICE AND MARKETING
- MADE OUR FIRST HIRE AND I SWITCHED COMPLETELY OVER TO MARKETING
- ALL OF OUR MARKETING WAS GRASSROOTS
- THEN COVID
- FOUND TRISTAN SCHAUB'S PROGRAM TWISTY CA THAT TAUGHT ME ONLINE MARKETING SO THAT WE COULD MAKE IT
- REALLY EXCELLED IN THE WEB DESIGN PORTION
- TRISTAN MENTIONED TO ME ABOUT CARING FOR "MY PEOPLE" THE CHIROPRACTIC COMMUNITY FOR WEBSITE CREATION AND CARE
- AT FIRST I SAID NO OUT OF FEAR
- JASON THREATENED ME
- CHERRY PICKED WEB CO. WAS BORN

# 3 THINGS WE'RE TALKIN' ABOUT

## BOUNCE RATES

THIS IS EXACTLY WHAT THIS SOUNDS LIKE, SOMEONE LANDS ON YOUR SITE AND THEY "BOUNCE" OFF. WE'LL BE REVIEWING WHY THIS MATTERS AND WHAT YOU CAN DO TO PREVENT IT.



## TIME ON SITE

ONCE THEY ARRIVE ON YOUR SITE HOW DO WE GET THEM TO STAY? WE HAVE ABOUT THE TOP 3RD OF YOUR HOME HERO PAGE TO DO THIS. WE'LL TEACH YOU HOW.



## PAGES VISITED

USER-FRIENDLY FLOW IS IMPORTANT. ON AVERAGE PEOPLE WILL VISIT 1.5 PAGES, OUR GOAL AT CHERRY PICKED IS 3.0



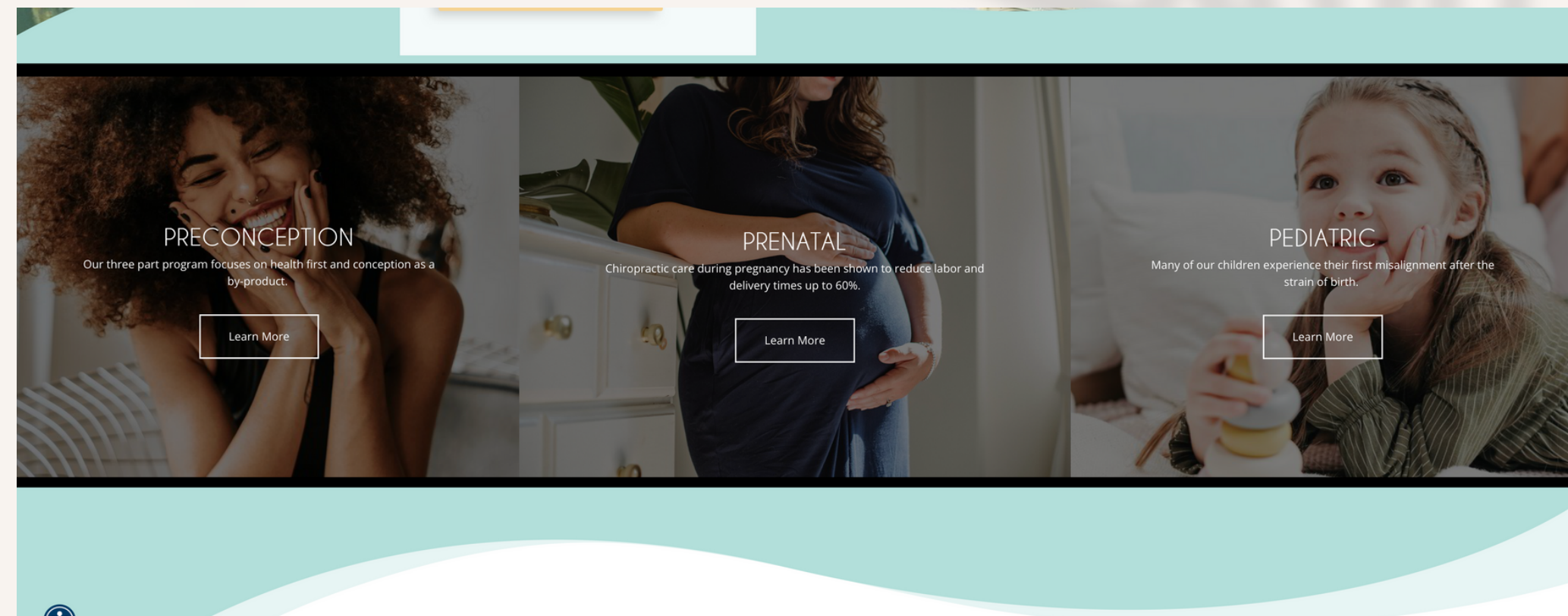
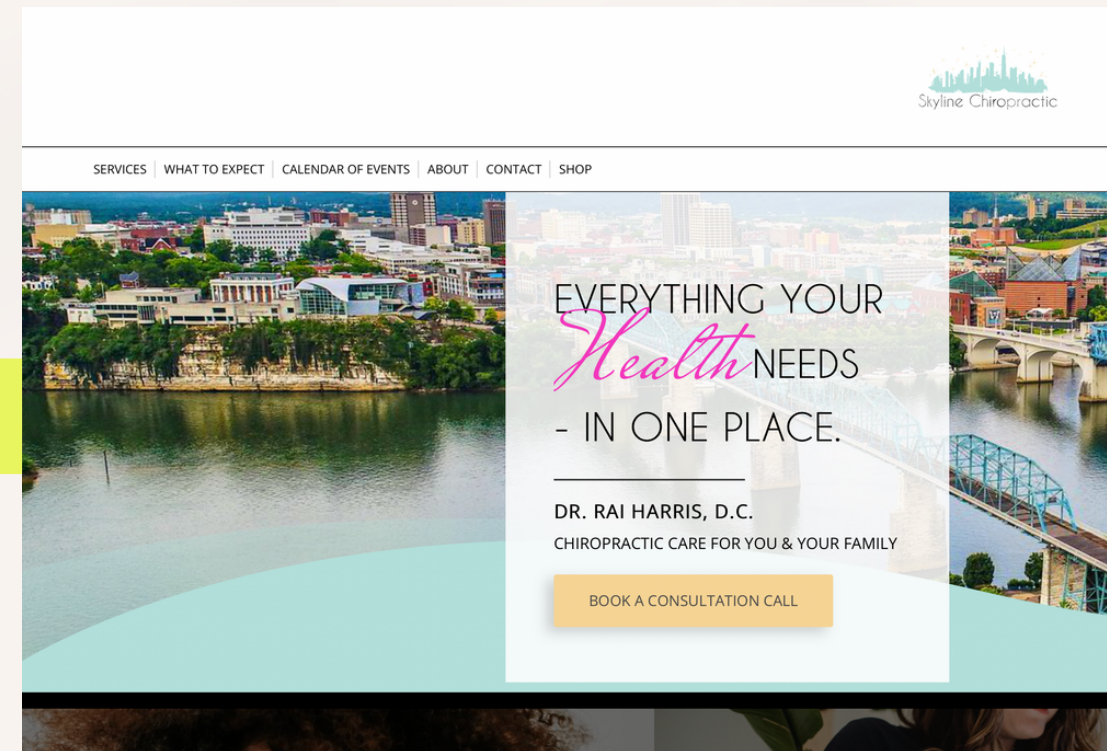
# BOUNCE RATES

PEOPLE COME TO YOUR SITE AND THEN THEY LEAVE

WHAT MATTERS?

- DESIGN, DOES YOUR DESIGN APPEAL AND FIT YOUR IDEAL CLIENT?
- SPEED, THIS IS TECHNICAL AND COMES DOWN TO YOUR HOSTING + PLATFORM
- COPYWRITING, DOES YOUR IMAGERY MATCH THE STORY AND RESONATE?

RAI'S STORY



# SO WHAT CAN YOU DO?

## RULES TO FOLLOW

1. PLAY WITH THE IMAGERY ON YOUR HOME HERO PAGE
  2. MAKE SURE TO UTILIZE GOOGLE ANALYTICS
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# TIME SPENT ON SITE

COOKIE CUTTER SITES (COPY/PASTE SITES)

EXAMPLES: CHIROMATRIX, INCEPTION, NOW YOU KNOW ETC...

AVERAGE WEBSITE IS AROUND .45 SECONDS

GOAL SHOULD BE 1:30

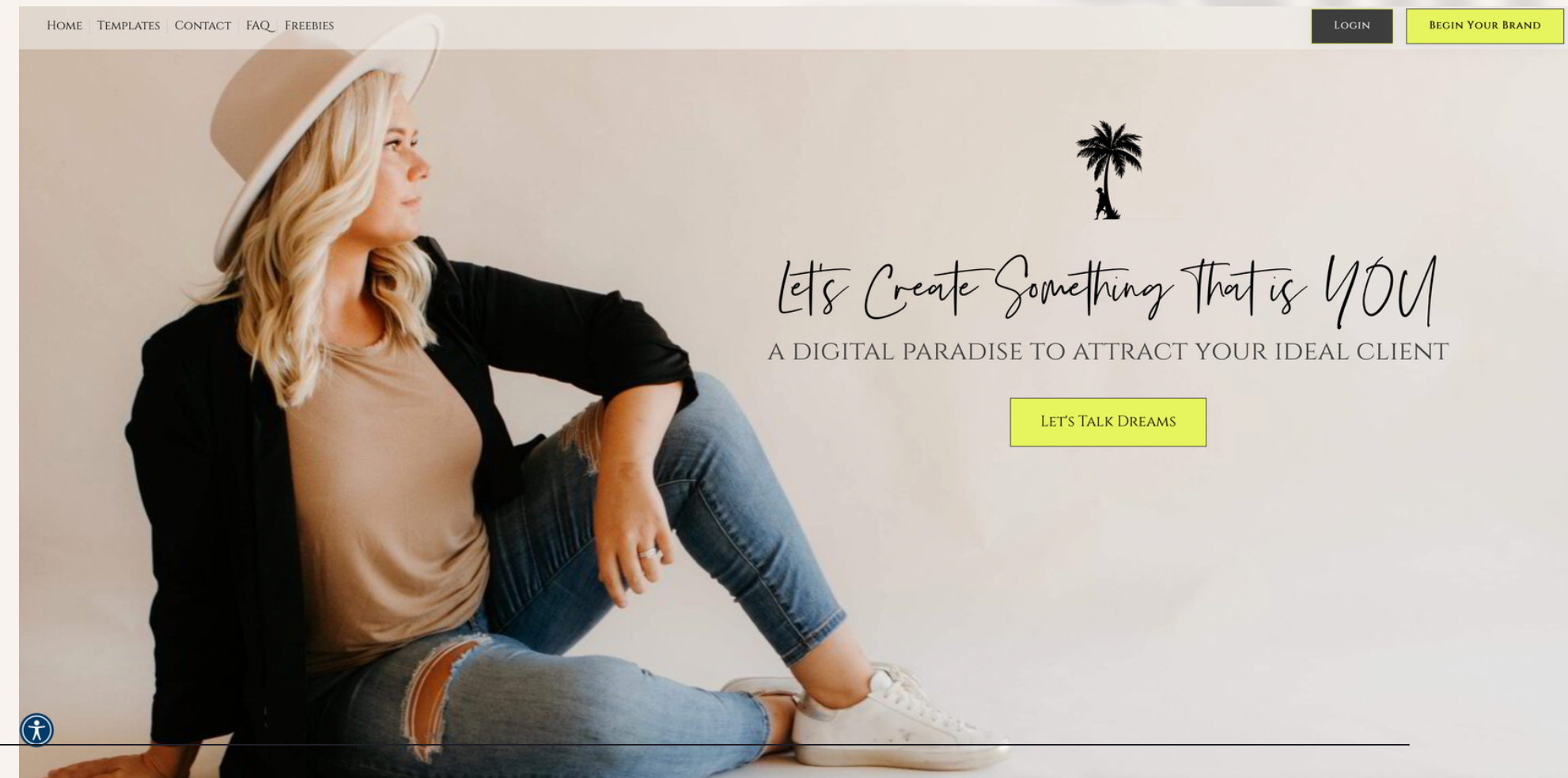
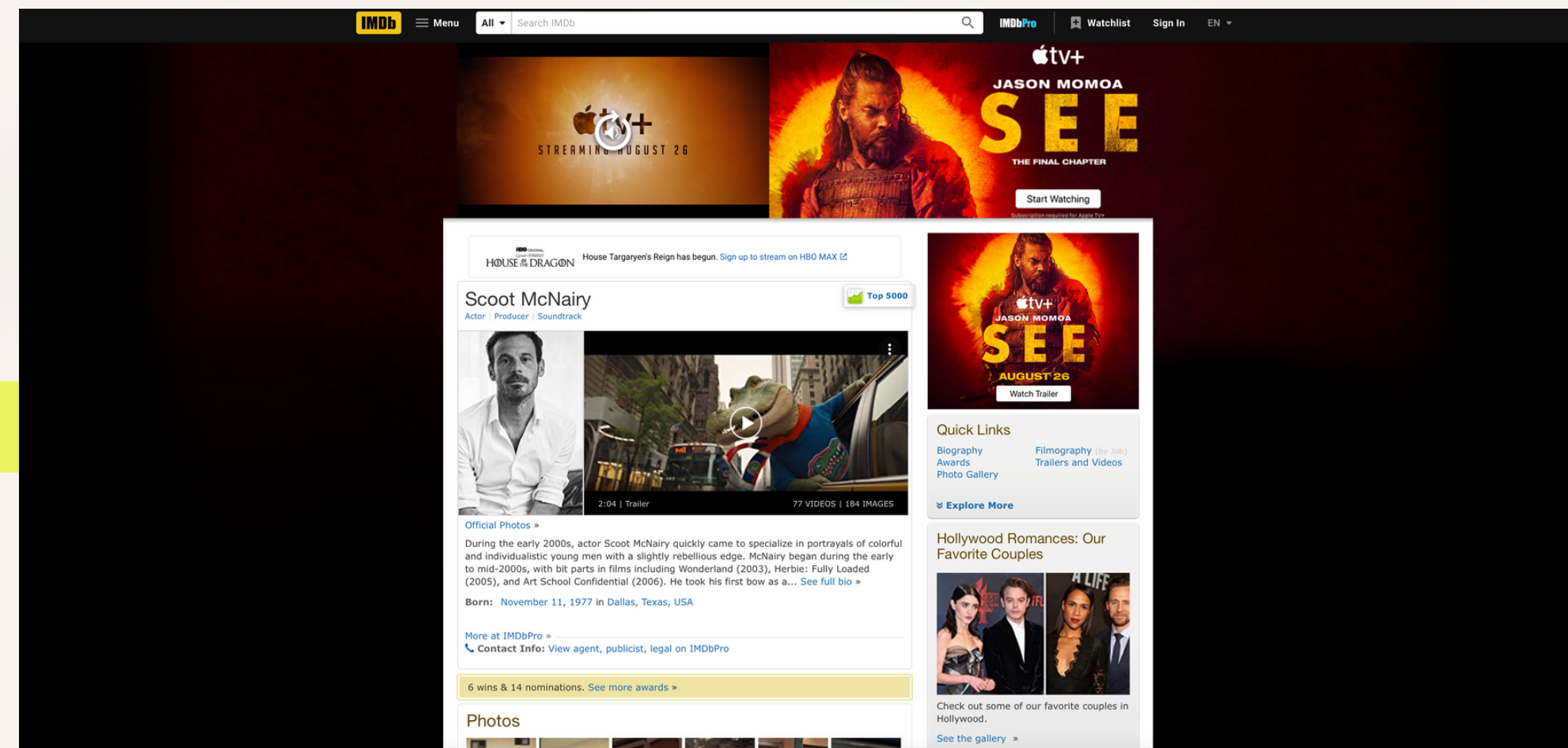
CHERRY PICKED AVERAGES 1:45

WHY DOES THIS MATTER?

HIGHER TIME SHOWS A HIGHER CONVERSION RATE

WHAT MATTERS HERE?

- DESIGN
- USER EXPERIENCE, IS YOUR SITE EASY TO NAVIGATE?
- COPYWRITING



# SO WHAT CAN YOU DO?

## 10 THINGS YOU CAN DO TO "GET STICKY"

1. RELEVANT CONTENT: PROVIDE LOSS LEADERS, PODCAST RECORDINGS OR VIDEOS. WE WANT TO GET THEM TO "STICK"
2. MAKE NAVIGATION EASY
3. MAKE YOUR BUSINESS VISUALLY APPEALING
4. SIMPLIFY, SIMPLIFY, SIMPLIFY
5. HIGH QUALITY IMAGES, NOTHING SAYS CHEAP LIKE PIXILATED IMAGES
6. MAKE MOBILE FRIENDLY (MOBILE FRIENDLY IS DIFFERENT THAN AN APP BTW)
7. MAKE SURE YOUR DESIGN IS TRENDY
8. UTILIZE REVIEWS FOR CREDIBILITY
9. STAY AWAY FROM A CLUTTERED LAYOUT
10. DON'T FORGET YOUR CTAS

AND #11 FOR FUN: MAKE IT FUN FOR THE EYES AND EASY ON THE HANDS

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# PAGES VISITED

COOKIE CUTTER SITES (COPY/PASTE SITES)

EXAMPLES: CHIROMATRIX, INCEPTION, NOW YOU KNOW ETC...

AVERAGE WEBSITE IS AROUND 1.5 PAGES VISITED

GOAL SHOULD BE 2.5 PAGES

CHERRY PICKED AVERAGES 3.0

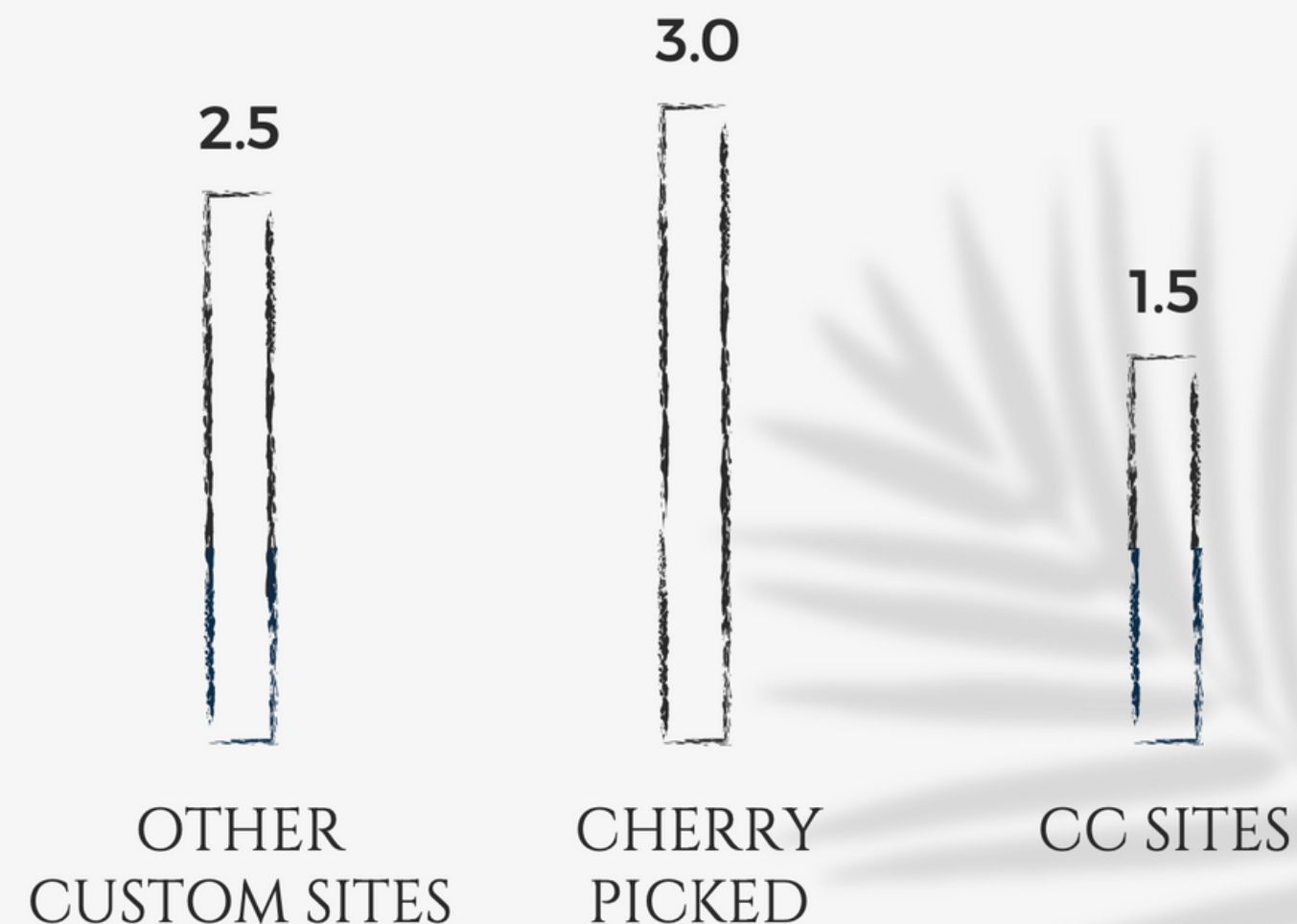
WHY DOES THIS MATTER?

SEO JUICE; GOOGLE TAKES THE DATA WE'VE BEEN TALKING ABOUT AND RANKS SITE ON WHAT PEOPLE LIKE.

WHAT MATTERS HERE?

- DESIGN
- USER EXPERIENCE, PAGE FLOW MAKE SURE THIS MAKES SENSE
- COPYWRITING + MARKETING

## PAGES VISITED



# SO WHAT CAN YOU DO?

## RULES TO FOLLOW

1. RETHINK AND RECONSIDER YOUR FLOW OPTIONS
2. ADD REVIEWS AND ENDORSEMENT PAGES
  - A. WHEN SOMEONE HOPS ONTO YOUR SITE YOU WANT THEM TO STAY. AN EXAMPLE OF THIS IS SOMEONE HOPPING ON TO YOUR SITE TO HOP OFF ON TO GOOGLE TO LOOK AT YOUR REVIEWS. WE WANT YOUR WEBSITE TO BE A CATCH ALL FOR EVERYTHING. VIDEOS, TESTIMONIALS, RECORDINGS, FREEBIES, WHAT YOU DO ETC..

PEOPLE WANT TO SEE WHAT IS RELEVANT TO **THEM**

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"IT COST A LOT OF MONEY TO  
LOOK THIS CHEAP"

DOLLY PARTON

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# CONTACT US

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