

how to

# MAKE WEBSITES *and not to go crazy*



Henry Rise

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## How to make websites and not to go crazy?

### About Author



*Hi, I am Henry Rise. I have been in Web Design/Development business since 2001 when the web has become integrated into people's life. That was the time when I realized that “online” life comes to the fore.*

*Now almost all aspects of our life are in the web: chatting with friends, making purchases, work, education, getting news and much more. Some fans of conspiracy theory are afraid of this. But I'm not among the paranoiacs and I adore the Web!*

*I started with my small Web Agency and earned a decent fortune. From a small team of 5 members we grew up into an **international company of 100+ people**. There were no manuals or books that could help me understand how to run my business. That's why I was forced to go through this minefield and learn from my own mistakes. This eBook was made to help you avoid these mistakes and to inspire new ideas.*

*My company made websites from the scratch until finally first CMS platforms and Web Templates appeared. We breathed a sigh of relief. We could save time on “Production” and focus on Marketing, Communications and Relations. It was a turning point for us. And when in 2009 WordPress became the most popular open-source content management system all questions about where to go were closed.*

*In 2013 I created a project [ThemeRex.net](http://ThemeRex.net) focused on creating Premium WordPress Themes and Plugins. In 2016 we became [#1 Micro-niche \\$2M Envato Power Elite Author](#). We found the golden mean between the Customer Demands and our services and principles. And I will show you that it is not that hard! Let's get to the point.*

## Introduction

Nowadays Web Agency business is very competitive and complicated. You always have obstacles, issues and crazy customers on your way. You may feel yourself walking through the minefield without special equipment or a map. There are 2 types of entrepreneurs: some undermine and fly into the air, others bravely walk and reach the target successfully. You want to finish your way on the other edge of the field but do not trust your intuition? Look where the others have blown up and go around those places.

I decided to write this book because I feel I should share my experience with other Web Agencies and prevent them from making most common mistakes.

This book was written for the management of Web Studios, Web Agencies, Web Design companies. It will be also useful for freelancers and private entrepreneurs that deal with “web clients”.

This eBook is not a guide to action. This is a description of all sorts of difficulties and obstacles that arise in your path and options for their solution (with specific examples, tools etc...).

The book is written with humor for better information perception. If someone's feelings are hurt - then you did not understand me correctly. :)

Be careful You can be very surprised and say: "Damn, I have the same problems!" :)

Here is your BONUS: <https://themerex.net/affiliates/showcase-widget/> choose any Premium ThemeRex theme and get it for FREE. All you have to do is to “order” any theme on this page and we’ll send it to you for free.

## 1. Accept the fact that it won't be easy

I bet you caught yourself thinking that some of your clients are absolutely crazy or stupid. They come to you, not knowing what they want or what they need. They diligently swing their arms, trying to explain something. They want you to make a space shuttle at the cost of a kite. And moreover in most of the cases they want to get their website before they pay anything. They do not care that you have to pay your designer to draw the mockups.

And even when you resolve all the above mentioned obstacles you need to realize - you gave a space shuttle to "Grandma from Kentucky". "She" will call you, "she" will write you. Changing your email addresses and phone numbers will not save you from righteous anger.

On the other hand you realize that the competition on web design market is very tough and you have to make exceptions to get clients. So how to find this happy medium? How to meet customer's expectation and not to turn your company into a charitable organization and your team into volunteers?

The answer is - **"No Rule"**.



My first clients were not very demanding and it was very easy to impress them. You offer them several unique solutions and Voila! - they are happy. I also liked that time because the customers wanted me to provide them with entire solution (from mockup to ready-made website).

But time has changed. The web has changed. Lots of new websites appeared making technical information publicly available. Web users suddenly became "pseudo-experts" in Web Design. And we started to receive the clients with "special requests". They say: "I want the search on my site like here, header like there, main blocks like on this site, footer like on that site". Just imagine his reaction when he saw his Frankenstein on mockup.



And do you think any of them confessed that they are incompetent? Of course the answer is no.

Sometimes it was extremely painful to approve the final mockup. Pareto rule worked. 20% of our customers took 80% of our working hours. Guys 80%! Sometimes I paid my mockup designers more than all other workers! That is where we came up to **“No Rule”**. I strongly recommend to use this rule in your organization as well. We stopped drawing the mockups before we know all the details from the customer:

- What must the website do?
- How it is supposed to look according to client's expectations?
- What is our job?
- How much does it cost?
- What will be the “Well Done” point?

You probably imagined us interrogating the customer under the “good and bad policeman” scheme.



Neah. All our Customer Care agents had a questionnaire that they filled out while friendly talk with the customer. If some of the questions are not covered “No Rule” is to

be applied. Once all the questions are closed and the customer agrees with our conditions the agent showed him websites or website templates from his industry.

I will just give you an example how we do it in our company now. Let's imagine the customer wants a Real Estate Website. We show him 2-3 options and emphasis that these are the most modern and functional websites:

- [Option 1.](#)
- [Option 2.](#)

**Do not show him more than 5 and less than 2 options!** In 90% of the cases the customer will say that he likes none of them. It does not mean that you have to start cursing him or get your Colt out of the holster. When you are ready for this situation - it is not a problem anymore. Remember, he already has his Frankenstein website in his mind and it shouldn't be a surprise that it does not match with what you just showed him. Frankenstein simply does not exist in the world! It cannot be described whatsoever.

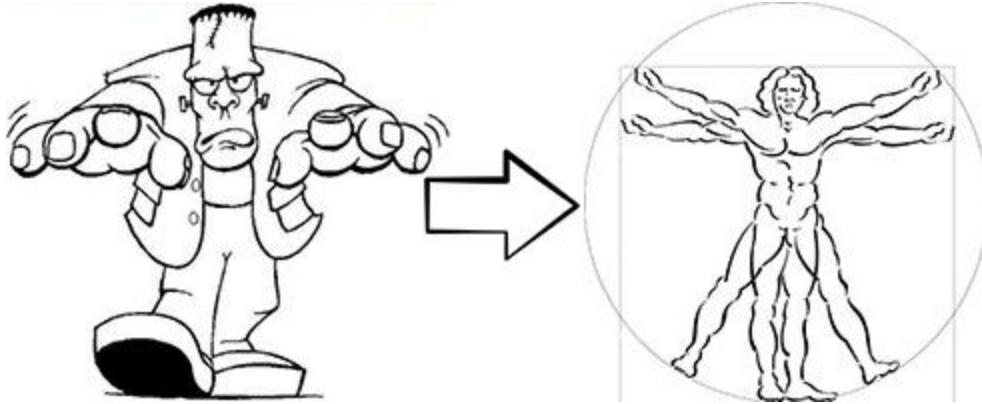
By the way we developed very comfortable JS-tool called: "[Showcase Widget](#)" that we use ourselves. You can use it in your business as well to extend your portfolio and make your work with your client easier. Just choose the correct parameters, copy the code and paste on your page. Voila! You made nice looking showcase for your customer yourself.

*(If you need help with it - contact: [leo.welch.rex@themerex.net](mailto:leo.welch.rex@themerex.net)).*

From all the approaches that we ever used the best is "constriction". Our agent simply says: "Yes, I understand that these options are not exactly what you are planning to have on your website. Can you tell me **which option is the closest** to your future website and **why?**" - This way we not only get better idea of the customer's preferences but also "**make him protect**" the option.

He chooses: "[Option 2](#) is about what I am looking for. It has contact details right in header, nice slider, useful search, contact form and map system". Do you know what happens at this stage? He sells the design to himself. We started killing the freaking Frankenstein and building normal human being instead.





Now it will be much easier to confirm alterations that have to be applied to the design and approve final mockup with the customer.

## 2. Don't use military language on civilians!



I bet you tried talking to your pets like that. And don't tell me that you didn't. What are the results? Did your interlocutor give you some valuable information? Or imagine Stephen Hawking explaining the String Theory to the representative of the African cannibals tribe.

You are very lucky if your customer understands the words: WordPress, widget, header, footer, mockup, traffic etc... Otherwise you are in situation when the cat meows, and you need to understand whether he wants to go to the toilet, drink, eat or just wants to play. And be sure if you do not guess what he wants he will not explain you his needs properly. He will just meow louder. As a result - disappointed cat and your spoiled shoes.

So how to find the common language?





Start with defining “What language does your customer speak?”. In 2013 we were a large company already with 50+ employees and decided to be involved in modern trend inviting famous business coaches and consultants. One of them was to analyze our “first meeting with client” script, and offer the best working option. He assured us that it would be universal for any of our clients.

In 1 week we got our script and started testing it. I did not believe in these whole “coaching” things but to my surprise it indeed increased conversion of the first meeting. But it was too early to celebrate. The script was focused on selling our products and services. However it did not take into account whether the customer understood all the stages of co-operation and what would be the “End Point” of the service providing. As a result - we got plenty of complaints and extra job for our support team. We had to immediately throw the script away.

Web Services - is not a business where you always have to focus on sales (unless you are going to take money and escape somewhere to the Caribbean islands). First thing you have to do is to make sure that the customer understands you and realizes what the stages of your workflow. It does not mean that you have to tell him all the details about the website production process. I like the following quote of Dan Kennedy: “Do not describe me the parturition, better show me a child”. Until you are sure he understands everything - apply “No Rule”.

Now the first thing we do is defining the type of the customer. In our company we have just 2 types: “Experts” and “Users”. “Experts” - are the customers that think that they “know” everything about Web Design and Development but do not know what is WordPress, HTML. So in fact they are Pseudo Experts. “Users” - are the customers that have experience of working with websites and CMSs. When we know the type of our customer we can apply the proper language. Since most of our clients are “Experts” we compliment them with their high level of professionalism and start speaking their language.

Imagine the communication of primitive people far B.C. They use facial expressions, gestures, sounds, rock carvings in order to explain something. Thousands and thousands years past and it still works! If for example the customer wants a car repair website - we show him our [Car Rock Carvings](#). Language of pictures is understandable for every Homo Sapiens "Expert". Remember "WordPress Widget" for you may sound "Abracadabra" for him.



We always ask the customer the following questions:

- What is the main purpose of making your website?
- What should the website do?
- What should the website look like?
- Who are your future customers, readers?

The questions you should never ask your "Expert" customers:

- What CMS would you like to use?
- What Widgets should be in sidebar?
- Should we use a special plugin for permalinks?

Since my company makes [Premium Website Templates](#) we always have something similar to the customer's needs. Feel free to use our [showcases](#). So far this is the best option to understand the customer and transform his Frankenstein into a human being.

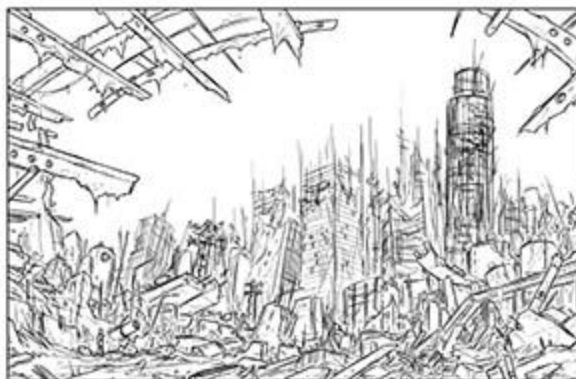
### 3. Always calm down your Avengers.

I used to have an agent Laura in my Customer Relations team. Her job was to receive incoming calls from customers or return call back requests. Her job was to perform the first conversation with the customer, determine his needs and send him

several examples of relevant WordPress themes via email. When we hired her she had excellent resume and references from the previous job. And a couple of weeks in a row she did a really good job. She brought several good clients until one day when she turned into a Black Widow Avenger.

That was the call back request from one of the UK clients. First thing he told her is “Why so long? I waited for 20 minutes! Do you delay your projects as well? It is so unprofessional!” The agent that works with customers must always be ready for “Asshole Attack”. You must understand that if the customer is an asshole - his purpose is to pour out all unhealthy mucks he has. You will not make him happy until he empties his dirt bucket.

How do you think, what did my Black Widow do? That is right, she performed a scandal with the client. As any self-respecting Avenger she rescued the world and Defeated the antagonist. But keep in mind when such hero protects your city half of your buildings and infrastructure will be ruined. We got negative feedback on our website and in our Social Media accounts. And that was really painful.



The other example was when the customer from India bought one of our themes called [ShiftCV](#) on Envato. It is quite popular Resume theme and it costs \$29 now, but it used to cost \$59 back in the days. The customer wrote a ticket requesting us to give him a domain, hosting and our installation.

Of course our local Thor threw his hammer before thinking over the possible options. He wrote the customer that he has to be out of his mind if for \$29 he wants all these things. That is true but in fact we had these services as an additional option that has to be paid separately. Instead of offering him [our services](#) that would bring us additional \$200-\$400 he hastily hit him with his hammer and removed from the list of our loyal customers.

I also have examples of Captain America that bravely defended us from the client who asked for a simple discount, Hulk that frightened everyone, including our team members and Vision that starts to see everything around except for his mistakes.



Since then we invest plenty of time and efforts into education and training of our team. Sometimes they come to us from the places where the hostility towards the client is normal. I am doing my best to calm down our Hulks, Thors, Iron Men in our Customer Care and Sales Departments. If we cannot push the Hulk back into the Professor Banner body we say goodbye to him. Working with clients has to be considered not as a War. Customers bring you money. Of course it is not easy money, but if you start your war you will never win!

We also have very strict rules inside our company that cover relations, subordination, help avoid bureaucracy and any hostile behavior in the office. Although I want us to have a democracy in internal relations, all the loud revolutionaries, with unclear demands and unreasonable requirements, are in deportation. Believe me, it will cost you incommensurably more negotiating with your internal terrorists than just “throwing a grenade” at them. If they encroach on the integrity of the team or the company's main principles, do not even begin to argue. It is your Company or your Department or your Team that existed before them and will exist after them.

I welcome everything that happens in a democratic way. We encourage initiative and creativity. We suggest, vote, choose and change as in any other democratic society. But we do not fight the Nazis. We put them outside our doors.

I had a guy called Jason in my Billing Department that announced a strike and refused to conduct financial transactions, because he did not agree with the document circulation system in our company. You can imagine the amount of troubles it caused. We tried to negotiate with him and explain that we have to talk to all departments and decide together (since all departments used that system), but no result. Even though he was excellent accountant - I fired this micro-Hitler. I am not sure if he learnt his lesson

about constructive behavior, but I am sure this was a big lesson for me and my company.

You have to always keep in mind that your client is the most important person for you. Without clients you will not have your business and you will not have your team. All team members have to think about your clients first and not compromise a good relationship with the client for their own comfort.

#### 4. Calculate everything that can be calculated.



If I call my Senior Project Manager at 2AM and ask what is our cost of producing a custom Healthcare WordPress template he will give me 2 numbers: 1st - is a real cost and 2nd - ROI (Return on investment) of the project. I strongly recommend to have the same in your company/team. You have to know:

- Hourly rates of all your workers and yours as well.
- How much time each work takes.
- When is your “busy season” and when is your “Chess Playing season”.
- Profitability of all your services.
- ROI of your projects.
- All other numbers.

When you negotiate a quote with your customer you better not tell him: “We will calculate your quote and call you tomorrow”. He expects you to provide him with all the info asap. If he does not hear the numbers from you immediately - he will go elsewhere. Do not give him a chance to do that. So you or your teammates have to know all the numbers and be able to provide them on demand.

As in any business related to providing services you will face the situation when the customer’s budget is less than the cost of your project. You know that you will have to pay \$300 to your designer, \$250 to your coder, \$150 to the tech guys and \$100 to the

guys that will upload the content. So you have your cost: \$800, but the customer has only \$700 in his pocket. Should you refuse the customer or accept the losses and do the project for him?



I will now tell you how we do it in our company. For customization projects we created a project called [Mockingbird Web Studio](#). The customer can pick the theme and services he wants to receive: theme installation, customization, replacing logo, changing fonts or choose "Ready-made website offer". So the customer will spend \$59 for the theme + \$262 for the services. The TOTAL will be just \$321. Due to the amount of orders we receive we are still in profit.

Moreover not only our customers enjoy this service. A lot of large and small web agencies use our [Mockingbird](#) services as well. Just imagine the situation when you have a customer that wants a website ASAP and has only \$600 (because yesterday he was in a strip club and curly-haired Jennifer took the rest of his money). Will you send him back to Jennifer? No - you just take his \$600, order him Theme and Ready-made website service and keep the difference. Since we have a life time support you and your nightclub loving customer are covered. You do not have to make project and you do not have to pay to designer, coder, tech guy, quality control etc... Is not this brilliant?



5. Know all the stations of your train and do not let the client jump out of it.

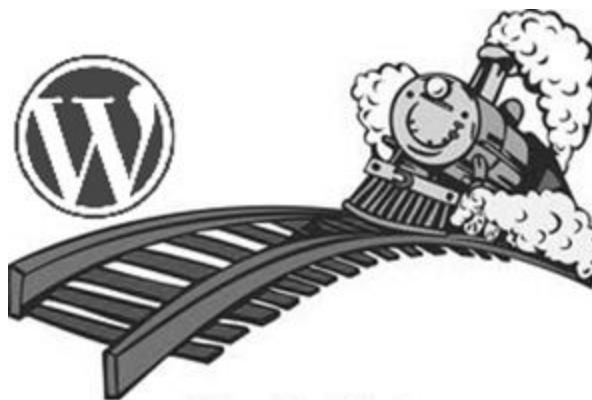


When I started my Web Agency business we were doing websites for everyone and for any money. If we did not know something (for example the customer wanted some unpopular CMS that we did not know) we learnt it and tried to work. I DO NOT recommend you doing this. Why? Breaking yourself up at everything and at once - you'll never be the best in your business. I will give you examples from my experience.

When I started I had a small team of 2 Designers with HTML+CSS knowledge, 1 PHP/SQL Coder, 1 Outreach agent that was looking for new clients. I managed projects and helped all the rest if it was necessary. We did a really good job making websites on WordPress for bloggers. But there were days when we did not have requests for blogging sites and we took the type of job where we were not 100% confident. I have to confess sometimes we even took freaking JOOMLA projects. I hate that time. First of all we had to learn a lot before we get to work (we spent plenty of time learning). Second of all, due to the fact that we were not 100% confident the result was not that good as in WordPress based projects. We wasted huge amount of time on: - learning, - trying, - redoing, - supporting. It appeared that these projects were absolutely unprofitable. I paid more than earned. Instead of looking for new customers for our WordPress projects I supported joomla customers. So I hired several professionals that closed all non-WordPress projects and we terminated this branch and forgot as a nightmare.

I always remember this lesson and I am happy that we went through this. What did we have? We had a railway called WordPress Blogs. The customer entered the Luxury Train on the 1st station and got to his destination point quickly, comfortably and recommended our railway to all his friends and colleagues.





But then we started building new railway directions to other points through swamps and sands sometimes relying on intuition. And the customers that took those rusty trains with a curved railroad track were extremely disappointed and obviously could not recommend us to their friends. Some of them simply jumped out of the train. That is why remember! When you build your railway make sure it is smooth, your train is comfortable and the customer will get to the destination point he bought a ticket for. Otherwise you will find your train car empty.



I want to put it right. I like learning something new and my entire team always visits trainings, reads relevant blogs and Google/Wordpress news. In web industry it is crucial to keep up with all the news and technologies. But NEVER do something where you are not a professional. Until your railway is built and tested never push people in there.

In days when we had no orders from our customers we started making HTML and WordPress templates. The irony is that right now the sale of WordPress Templates is our main business. And [ThemeRex.net](https://www.themerex.net) is now the [#1 Micro-niche Web Seller](#) on Envato. Since Envato is the biggest template marketplace in the world consider we are

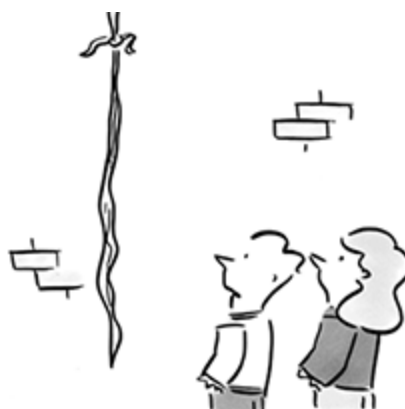
the biggest in the world. Yes we like making themes for very narrow niches. Our customers do not have to modify the template too much to fit their business needs. I recommend you doing the same.



Think what your company does the best, check if the market needs it and go ahead!

The other important topic is the stages that you are going through with the client. As on any other railway your client buys the ticket to the point he needs, he enters your train and starts his journey. He must be aware that in order to get to his destination point he has to go through the stations: Discussion, Quote, Design Confirmation, Payment, Development, Acceptance etc... He cannot visit the station Development prior Payment. Make sure that this information is on railway ticket and he is aware of the trip length. Otherwise he will jump off the train and all the fuel you wasted - is your loss.

So how to prevent the customer from escaping?



As it was mentioned before, first of all he has to be aware of all the work stages. The system has to be transparent and simple. Never overload the customer with complicated terms and titles of your team mates. Never say things like: "Ok, our

Designer will make mockup, our Senior Coder will make HTML Landing Page, Our Tester will perform the code and design validation, also we will make cross-browser, performance and security testing”. Damn! The customer expects the website to be secured and without bugs. You do not have to tell him this. Who would order the website with bugs? When you buy a bottle of Pepsi you expect it to be liquid! Who would want it to be in the solid state?

The customer has to be ready to pay for your job. Never hide the price. I know that some companies say something like this: “We pay our Designer and Coder hourly, therefore we cannot tell you exact price. When they finish their work we will let you know the final sum”. Bullshit! Never apply this approach. You have to know all hourly rates and how much each type of work takes. You need to think, calculate and tell the customer the price. Otherwise he will not finish his trip on your train. Of course, as it happens very often during the actual trips, the customer can ask for additional services like: bottle of wine, tea or cake. He has to be aware that the ticket price does not cover these services.

If you follow these rules your customer will never be surprised. And if he agreed upon your quote - it will be very hard for him to refuse.

I know myself that the station “Design Confirmation” is very complicated and sometimes the customer can be really pain in the ass!



On this stage the customer is tasting your wine and he does not like any option. Never give up! In fact, he pretends to be a gourmet. As it was mentioned before - make him say which option is closer to his taste and make him explain “why?”. But do not give too many options, because you do not need drunken passengers. You will not have time to come to your senses as it turns out that option number 1 is what he really needs.

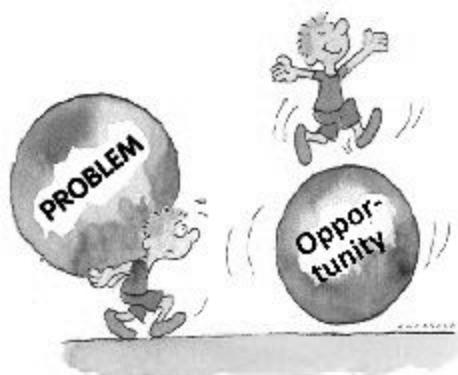
And here is the most sensitive stage - station "Payment". You always have to keep in mind that you are not a charity organization and your teammates are not volunteers. In our company we take 100% payment after the "Design Confirmation". Some companies take 50% in advance and then the customer gives them run around over the other 50%. But at the very beginning we had a bad experience of not taking advance payment at all. We thought that this way we will show our loyalty and good attitude to our customers. And we hoped this will bring us plenty of customers that will trust us. But the effect was completely opposite.

Here are the examples of troubles we faced because of this:

- Some of the customers deceived us, did not pay a dime and disappeared (did not even answer the phone).
- Some of the customers decided that our job does not cost the price that was agreed upon in the beginning and paid just some ridiculous part.
- Some customers simply told us that the job is perfect but currently they do not have enough money to pay us and that they will pay some time later.
- The bad thing about all these customers was that they would not return or recommend us, which was very important for our reputation.

Therefore we threw this model away and forgot about it. I strongly recommend you to do the same in your business.

Obviously, when you receive a payment from your customer he will never escape. Once you get customer's money you are under Big Brother supervision. Be ready for calls, emails requesting the status and questions whether the job can be done quicker than agreed. That is totally understandable - he is now worried about both: his money and his website. You need to be patient, you possibly need to do yoga or read about Buddhism. Moreover, be sure that the Design Confirmation stage past for you but not for your customer. I am positive when you read this you remember your customer calling you saying: "Hey I thought about my site and now I want also to add some widgets, pop-up, change menu a little bit, add a couple of pages. And you know what? Now I want to sell stuff on my website. Can you do that? I paid you money!" I'm not a psychologist or a customer service coach, although I read a lot of books and passed a lot of trainings related to this. My advice - just try not to explode! It's freaking human nature to be all unhappy and feel a lack in everything. Do not worry you are exactly the same. You just do not notice this. But our job is to make the customer happy. Consider this not as a problem but as an opportunity to earn more.



In our company on the stage when we confirmed the project and just received a payment we are ahead of the client! We do not just warn him that he will get what he paid for we do not let him think that it is possible to request anything for free. I will show you the example of email that we send once we receive a payment:

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Dear Customer,

Your payment has been received successfully. We are very excited to start your project immediately. Attached is the confirmed mockup. Maximum production time is 10 business days.

If you find it necessary, you can always order additional services during the production time:

- Enable Shop (WooCommerce) option: \$140.
- Add Custom page: \$10 per page.
- Banners and Logo Graphic Design: \$150.
- etc.....
- etc.....

There are no boundaries for perfection!

Sincerely yours

Customer Care Team

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We do not refuse to make corrections to the agreed project. We even encourage the client to think and order additional services and make corrections. At the end of the day he has to be happy. Although the customer has to know that this is not a free option and he will have to pay.

Do the same in your organization. Customer's needs are your business opportunities. Some huge companies like Google, Facebook, Apple spend billions of dollars every year to find out the needs of the market and their customers. You are lucky when the customer comes to you himself and gives you this information for free.

And the last but not the least is Support stage. The client should never feel abandoned. He should always feel your support and know that you are number 1 place where he should go in case of problems with his site. This is very comfortable for him and opportunity for your cross-sales and up-sales.



In our company we provide aftersale support for everything: services, plugins and website templates. No matter how well done your written documentation - be ready to accept support tickets.

#### 6. What should and shouldn't be on your website?

I am always asked by other web studios "What should be on my website to get more clients?" The answer is - an image of naked woman right in the middle of the page!

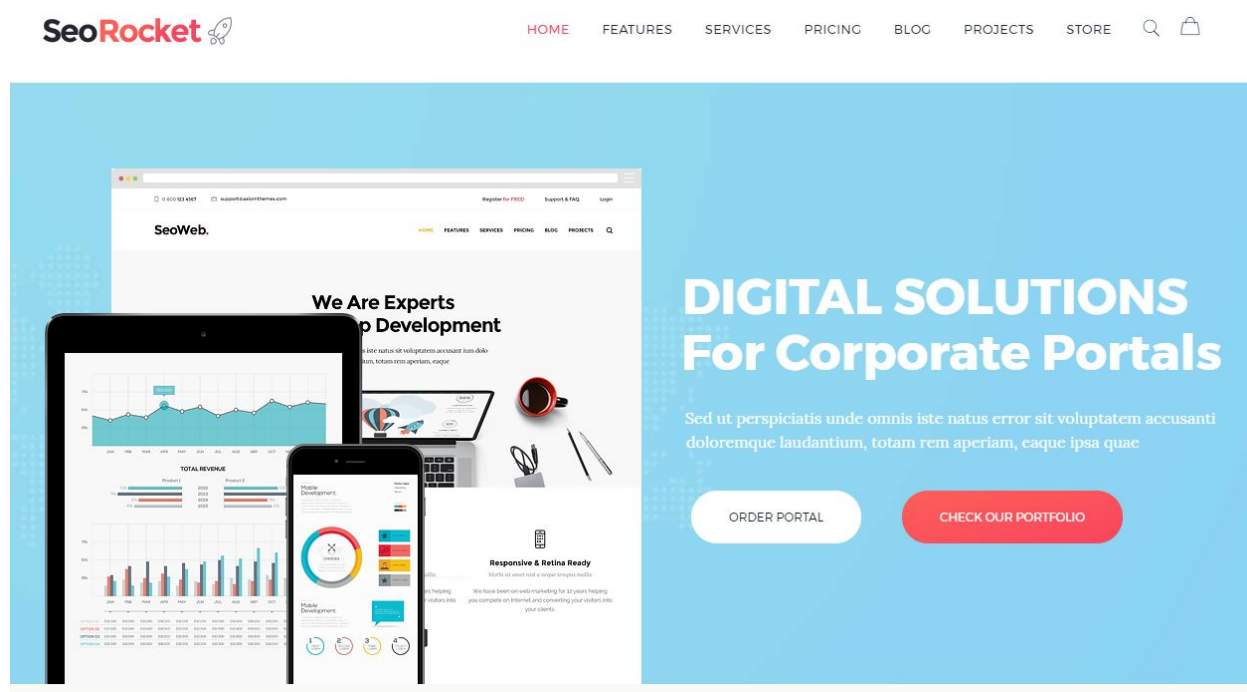
That is a joke, do not do that!

We have moved away from the model: more traffic -> more customers -> more work. That is counterproductive. Start with answering the following questions:

- 1) What services can you provide?
- 2) Which of your services have a competitive advantage?
- 3) Who are your customers?
- 4) Which customers do you prefer to work with?

By answering these simple questions you will get an idea of what should be on your website.

Let's imagine you are very good at [WordPress Corporate Portals](#) and you have several in your portfolio. You like this type of websites and you know that your customers are from middle and large businesses. You do not like dealing with Woocommerce but you are good at all other plugins like: Ninja Forms, Revolution Sliders, SEO Plugins, Custom Fields etc... So put this as your main offer.



Source: <http://demo.themerex.net/?theme=seo-rocket>

What does it give you?

- You will make projects that you really like.
- You already have experience of making such projects and you can call yourself an expert in making such projects.
- The customers that look for a website for their corporate portal will prefer working with you rather than with the studio that makes “everything for everybody”.
- It will be extremely easy for you to give the customer his quote and timeframe for project development.
- Typical customers = typical requests = typical solutions .

If your Web Agency website starts with the slider like [here](#) - make sure that on your 1st slide you have this main offer. The images and words should fly out in correct order to catch the customer's attention and make him read about your main offer. He must understand that he is in the right place. The other slides are not that important



although must confirm the 1st slide statement and make him believe that he does not have to go elsewhere.

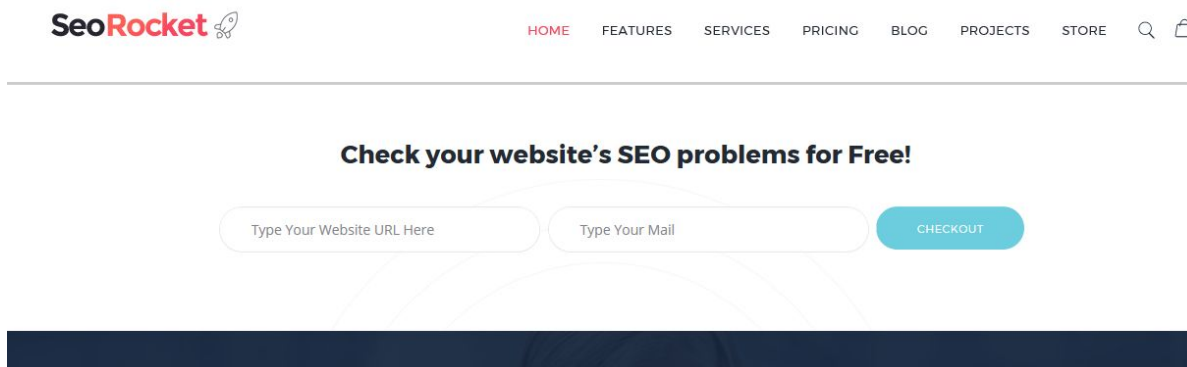
I will not be describing obvious importance of such things like: Customers Testimonials, Portfolio, Infographics of Your Services, your VIP Clients etc... I will focus on things that some of webstudios forget.

The first important thing is Affiliate Program. Make the customer talk about you.



Let him bring other customers and reward him with either money or your additional services that can bring the value for his business (SEO check, Adward Campaign, services of your Copywriter etc...). It is super important to indeed reward the customer since it will motivate him talking about you more. Now let's get back to our example with Corporate Portals and imagine that you made a website for a Fast Food Restaurant. You inform them about your Affiliate Program and explain its benefits. Now imagine how many other businesses this restaurant works with? Start with product suppliers : meat, bread, fish, fruits, vegetables. Then services like: electricity, water, cleaning, furniture, laundry, delivery, packaging, plumbing. All these services need either new website or refresh the current websites. I am sure you do not want to lose all these potential customers and it will be totally fair if you share a part of the check with your customer. Believe me it will be much cheaper for you then paying Google, Facebook and your Outreach Agents for this Lead. So do not forget to ask your clients to talk about you and make sure to reward them for that!

The other important thing that some of the Web Agencies forget about is, as we call it, "Lead-Magnet". It is any FREE Service that will bring you a Lead. Here is the [example](#):



The screenshot shows the SeoRocket website header with navigation links: HOME, FEATURES, SERVICES, PRICING, BLOG, PROJECTS, STORE. Below the header is a main heading: "Check your website's SEO problems for Free!". Underneath the heading are two input fields: "Type Your Website URL Here" and "Type Your Mail", followed by a blue "CHECKOUT" button. The entire form is set against a dark blue background.

As you can see from this particular example your customer will give you valuable information: his website URL and his email address. Some companies pay big amount of money for this information but you receive real leads for free or almost free. When you have the customer's website and email address you can take your time, check his web page and send him your offer to either improve/refresh it or make completely new modern website.

Lead-Magnet can be: SEO check, website speed check, bug check, content check. You can also provide some education information, relevant posts and articles.

The Web Market is extremely competitive and in order to convince the customer working with you - you need to give something to the customer in advance (do not be greedy).



I hate "Price Competition". I prefer "Value Competition". To me - it does not make any sense to compete on pricing. This way is to nowhere. American and European Web Agencies will never be able to compete with Indian Web Agencies by pricing. It's just a conjuncture of today's market. If all web studios start competing by pricing we will roll down to \$1 websites and 0 quality projects.

Some web agencies underestimate the importance of Blog on their website, although it is of great value. I will just name some of the advantages:

- 1) If the client finds your Blog on your website it will give an impression of “Big Company” in his eyes.
- 2) You can write important keyword-rich content there, which will bring you organic traffic.
- 3) People like Success Stories, make sure you have them there with real examples.
- 4) You can add your client's testimonials with links to their websites. This may be important for their decision to start working with you.
- 5) You obviously can add subscription for your blog to get more leads, customers and reader that will share your posts.

I should also admit that some of web agencies do not like leaving the phone numbers on their website. Some of them have only a contact form (not even an email address). Of course it is absolutely up to you, but I'm not a fan of such a spy games. Yeah, yeah I know that you will say that it is a risk of getting spam calls that offer their services and you are tired answering: “I am not interested” on every 2nd call. Hire secretary and teach her answer such calls. You must know your customers. If your customers are busy people (like in our example of corporate portals) they will want to call you and get some info ASAP rather than sending you an email and waiting for your answer.



Also make sure to check the quantity of incoming requests through your site form, via email and phone. It may give you very surprising results.

## 7. Conclusions or why you have read this Book?

The 1st reason why you read this book is getting 1 of our Premium themes for free: <https://themerex.net/affiliates/showcase-widget/> (click, choose, request). :)

The 2nd reason is that nowadays Web Agency business is very competitive and complicated. Therefore free advice from the founder of an international multimillion Web Company will not be superfluous.

I started my business by realizing and accepting the fact that it is not easy. All questions need to be weighed and structured. Each stage, from finding your niche till after-sales support, should be carefully thought out. In order to provide the proper service to my customers I have to get to know him and talk to him using his language. Otherwise I will offer him something that he does not need or understand.

I always teach my team to consider the customer as the most valuable part of our business, even when sometimes he is a real pain in the butt. Each process and interaction has to be done with the thought that the client has to be 100% satisfied.

I strongly recommend to calculate and analyze all numbers that you can collect in your business. You should know all your employees per hour rates, the time they need to execute each type of work, pricing for your customers, all traffic sources and conversion rate of each source. You also must know profitability of each type of service you provide, your cross- and up-sells. It is much easier to collect 10-15 numbers per month than read the never-ending reports.

Very important part of the business is leading the customer through all the stages not to lose him. The client has to be aware of them and be ready to promptly co-operate. Advertise and offer only those services that you are confident in. Before offering something new make sure that you do not get into a hopeless situation not to lose money and reputation. Know your customer and do not let him escape from you. Forgive the client his ignorance. I bet when your microwave breaks down you will not repair it yourself - you will bring it to professional and probably you will not be able to determine whether it is a problem with magnetron or transformer.

And of course, extremely important thing is your representation in the net - your website. Once you determined your niche and pictured the image of your "perfect client" you can organize your website accordingly. Since the web market is highly competitive try to offer something for free in advance. Bring the value to customer and he will bring you his money in return. Do not try to defocus his attention. Make sure that your customer will find your TOP-offer right away.

I really want us to stop the senseless price war and work on the quality of services and the client's positive experience. Of course, there are sometimes situations when the customer has limited budget or does not have enough time. But there is

always way out like for instance making the same services like [Mockingbird](#) or simply using it for your customers.

If you:

- have any thoughts, suggestions about Web Business and want to share them;
- if you have any questions over my business;
- if you want to receive more news, articles, books from me;
- if you liked the book and simply want to say thank you;

Email me: [henry.rise@themerex.net](mailto:henry.rise@themerex.net) .