

THE ULTIMATE DIY WEBSITE CUSTOMER JOURNEY GUIDE

Convert visitors to leads to sales & beyond

STEP 1 **DEFINE YOUR IDEAL CUSTOMER**

In every successful business, there's an ideal customer their products, marketing, and website are based around.

The more clearly you can define your ideal customer, the sooner it will become easier to attract them to your business.



KNOW THEIR BEHAVIOURS

By familiarising yourself with the behaviours of your ideal customer you can clarify where to find them and how to market to them. Where do they hangout (real life & online), shop, eat, what do they read, how do they speak, do they have children, are they single? Find out as much as you can and keep updating your information constantly.



BE CLEAR ON WHAT THEIR BIGGEST CHALLENGE IS

Every business product or service provides a solution to a problem. Knowing what that problem is, gives you clarity in your marketing, content and customer journey. By being able to show you understand the pain points of your potential customers you will create a connection with them and people feel safer to purchase from someone they feel they can connect with.



GIVE YOUR IDEAL CUSTOMER A NAME

Give the ideal customer you have created a name and then step into their shoes to complete the next part of the ultimate website customer journey.

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STEP 2 UNDERSTAND THE BUYING PROCESS

It's crucial to understand the process your potential customers go through before they purchase to enable you to create the ultimate customer journey and targeted content for your website and marketing. There are three stages to the buying process:

RESEARCH PHASE

In the research phase a customer has become aware of the problem they need solving and they are researching different solution possibilities.

They start with searching Google for information in the endeavour to educate themselves on the alternatives and will often ask friends, peers & other buyers for their recommendations.

TRIAL PHASE

During the trial phase, a customer is trying out different options, comparing vendors and shortlisting their alternatives.

They may acquire a quote, trial a sample, or take a test drive of a product.

It's during this phase they get to know you and determine if they like and trust you enough to purchase off you.

They will be reading your testimonials, comparing price and value, and testing your credibility.

PURCHASE PHASE

This is the phase where the customer makes their decision and purchases the solution to their problem. This is the result you have ultimately been working for.

During this phase, your focus needs to be on the delivery of your product or service and your onboarding processes. The better these are the more chance of repeat purchases and referrals.

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STEP 3

MAP THE WEBSITE CUSTOMER JOURNEY



The next step is to bring it all together into the ultimate website customer journey by stepping into your ideal customer's shoes, thinking and feeling what they would if they were to land on your website. What questions would they have? What would they be looking for? Each page should lead naturally into the next.

HOME PAGE

For most websites, the visitors to the site are new (cold), therefore they are in the research phase the first time they visit. With this in mind, on your homepage, you need to show that you know what you are doing. To cover returning visitors you also need to provide the opportunity to trial a product and to purchase. Include:

- Images creating a sense of expertise
- A promise to solve their problem
- An opt-in offering them more info
- A paragraph about you (link to about pg)
- Your credentials and testimonials
- Your top 1-3 products/services to purchase
- Link to an experts page for extra info such as a blog, resource pg, before & afters pg.

ABOUT PAGE

Your "about" page is the 2nd most visited page. If you have done a good job on the home page the customer has transitioned into the trial phase and now wants to get to know, like and trust you. Include:

- Your "why" that makes you do what you do
- Show that you understand their pain
- Share a client case study or two
- Provide credibility as much as you can
- Always include what their next step is

Continued on the next page

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STEP 3

CONTINUED

Remember to keep asking yourself "What would I be thinking if I was my ideal customer?"

SERVICES PAGES

Your services/products/programs pages are linked from the homepage. Choose the top 1-3 to feature in the menu of your website but that's all.

Treat each of these pages the same as you would a landing page and include the following:

- A promise to solve their problem
- An opt-in offering them more information
- Questions that relate to their pain points
- The benefits your solution provides
- Plenty of testimonials (video is the best)
- Professional images (if physical products)

EXPERT PAGES

To transition visitors into the trial phase and possibly the purchase phase too it's important to have an experts page. Don't forget to have calls to action on every page, especially this one. Heres some examples:

- Blog with regular posts from you
- FAQ's page with common asked questions
- Before and After page
- Case Studies page
- YouTube page or Podcast page
- Free Resources page

CONTACT PAGE

Besides the obvious contact information this page is an opportunity to remind people why they should contact you and make it easy for them to do so with a contact form, social media links and instant chat if you can provide that service.

Next page is a free worksheet for you

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PRINT OUT, FILL IN, APPLY

MY WEBSITE CUSTOMER JOURNEY WORKSHEET



MY IDEAL CUSTOMER

Name:
Age:
Sex:
Single/Married:
Income:
Occupation:
Likes:
Dislikes:
What they read:
Social Pages they like:
Inspiration Mentors:

TOP THREE BIGGEST PAIN POINTS:

- 1)
- 2)
- 3)



THE GOALS OF MY IDEAL CUSTOMER:

- 1)
- 2)
- 3)

WHAT'S IMPORTANT TO MY IDEAL CUSTOMER

- *
- *
- *
- *

THE SOLUTION I PROVIDE:



MY THREE MAIN PRODUCTS/SERVICES:

- 1)
- 2)
- 3)

MY OPT-IN IS:

MY EXPERT PAGE IS:

TESTIMONIALS FROM:

- 1)
- 2)
- 3)

THE NEXT STEP:

The next step is to plan out your website, the look & feel, branding, tagline, content, copy, and images.

To make it easier we've created the **ULTIMATE WEBSITE PLANNER**.

It's **FREE** to download on our website:

www.bluedogwebsites.com/go/ultimate-diy-website-planner/

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