

WEBINAR

Win customers
with your website!

 cardsetter





AGENDA

What we'll be covering today

- ✓ Common misconceptions
- ✓ Your website's role
- ✓ Create your winning strategy
- ✓ Examples
- ✓ Website features and tools for success
- ✓ Q&A

I'm your host...Joshua Toenyas

2016-PRESENT

Co-Founder | Cardsetter

Website builder with design & setup included

2011-2016

Independent Software Consultant

Custom developed applications and
Wordpress websites

2003-2011

Electronics Technician | US Navy

Lots and lots of technical stuff :)



FREE WORKBOOK

Win customers with
your website!

cardsetter.com/win-workbook-score

FREE WORKBOOK

Win customers with
your website!



Create an effective website strategy to win more customers online.

 cardsetter

Common Misconceptions

“My website doesn’t bring me any customers. Word of mouth drives my business.”

“I have a Facebook page / Instagram account / Tiktok / etc...I don’t need a website.”

“My site isn’t at the top of Google search results and that’s why I don’t have more sales.”

“My website is ineffective. It doesn’t bring any customers.”



Your website's role

Establish and control your brand

Professionalism

Compounding results

Add value

Essential marketing tool

Get found

Engagement

Measurement

Generate leads

Transactions





M, A, G, I, C,
P, L, E, A, S, E,



Create a winning strategy.



STRATEGY

Who is your ideal customer?

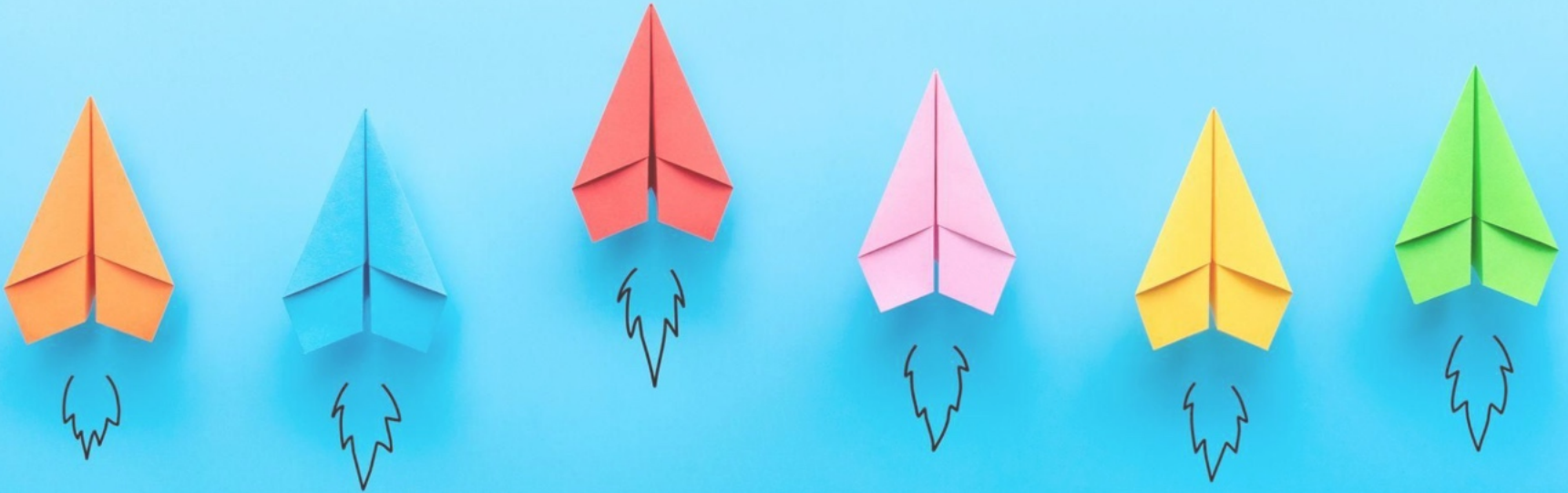
What are their needs?

*"As a **type of person**, I want **some goal**
so that **some reason**."*

- ✓ Name
- ✓ Demographics: age, gender, income, education, family status, location
- ✓ Work: employer, title, etc
- ✓ Media
- ✓ Needs, challenges, goals, desires

STRATEGY

Map the customer's journey.



STRATEGY

Customer journey

Awareness

Make the right people (your ideal customer) aware of your brand.

A friendly introduction.
Provide value + make a positive association.

Consideration

Educate them on your products, services, and key benefits/differentiators.

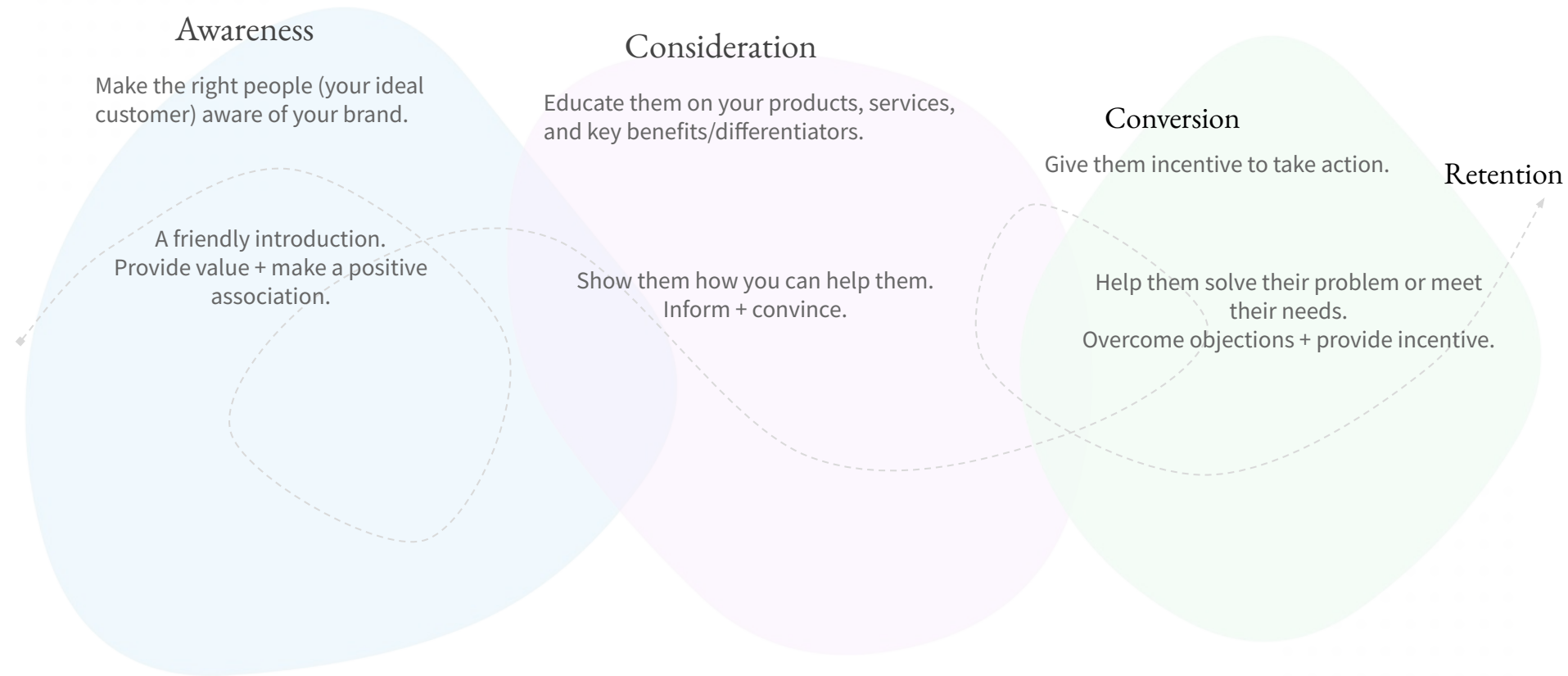
Show them how you can help them.
Inform + convince.

Conversion

Give them incentive to take action.

Help them solve their problem or meet their needs.
Overcome objections + provide incentive.

Retention



STRATEGY

Customer journey

What is the message at each stage? How will I get the message to the prospect?

Awareness

Consideration

Conversion

Retention

Content

Ads

Email

Video

Retargeting

SEO

Webinars

Lead capture

Referrals

Case studies

Reviews

Consultation / demo / meeting

Proposal

Offer/Discount

Guarantee

Extras



PENELOPE'S
PLANT PLACE





"As a new homeowner on a budget, I want to add plants to my home so that it reflects my personal style and is a warm and inviting place to be. But, I don't know much about plants or landscape design."



PENELOPE'S
PLANT PLACE

(406) 697-2220



[HOME](#)

[ABOUT](#)

[SHOP](#)

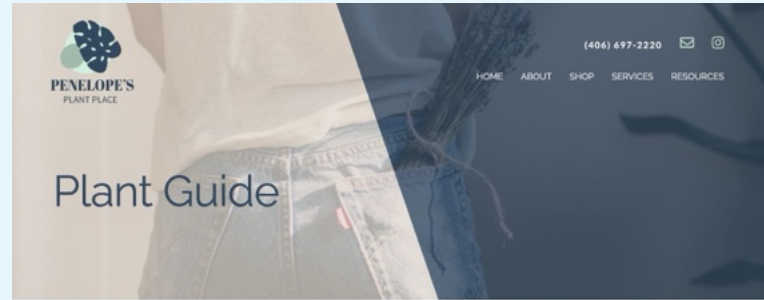
[SERVICES](#)

[RESOURCES](#)

Personalize your space. Visit Penelope's Plant Place.

We're here to help you DIY your dream space. Personalize the interior and exterior of your home with plants that will survive, thrive, and look great too.

[Schedule a free consultation!](#)



Awareness

Attract ideal customer to website with content.

Distribute content on website, social media, online ads, and get found through search.










COLORADO SPRINGS

New Homeowner's Guide: The Best Plants for Colorado Springs

The first step to planting success is to choose plants that are going to thrive in your location. We've assembled this helpful guide to help you get started.

By the way, we offer complimentary landscaping and plant design consulting. Visit us in our store or book your free consultation [here](#)

[Book a free consultation >](#)

 <p>Rocky Mountain Maple</p>	 <p>Zinnia</p>	 <p>Mountain Mahogany</p>
 <p>Douglas Fir</p>	 <p>Yellow Alyssum</p>	 <p>Russian Sage</p>
 <p>Cheyenne Privet</p>	 <p>Rocky Mountain Columbine</p>	 <p>Serviceberry</p>

Lead capture

Capture information from audience to add them to contact database. Add to email marketing sequence.



GET YOUR FREE GUIDE TO
DIY LANDSCAPING

BY PENELOPE'S PLANT PLACE

FREE GUIDE TO
DIY LANDSCAPING

- Plant recommendations
- Layout templates
- Planning guide

Email address

Send me the guide!



New Homeowner's Guide: Planting and caring for Zinnia

Lorem ipsum dolor sit amet, consectetur adipiscing elit. sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Proin nibh nisi condimentum id venenatis. Ut consequat semper viverra nam libero justo laoreet sit. Utra condimentum mattis pellentesque id. Et netus et malesuada fames. Dictum varius duis at consectetur lorem. Orci nulla pellentesque dignissim enim sit amet venenatis urna. Aenean pharetra magna ac placerat vestibulum. Sit amet consectetur adipiscing elit ut aliquam purus sit. Habitant morbi tristique senectus et netus et malesuada. Vitae suscipit tellus mauris a diam maecenas. Arcu bibendum at varius vel pharetra vel turpis. Ipsum nunc aliquet bibendum enim.



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FREE GUIDE TO
DIY LANDSCAPING

- Plant recommendations
- Layout templates
- Planning guide

Email address

Send me the guide!

Awareness



LOCATED IN COLORADO
New Homeowner's Guide: The Best Plants for Colorado Springs
The first step to planting success is to choose plants that are going to thrive in your location. We've assembled this helpful guide to help you get started!
By the way, we offer complimentary landscaping and plant design consulting. Visit us in our store or book your free consultation here!

Book a free consultation



Rocky Mountain

Douglas Fir

Cheyenne Privet

**FREE GUIDE TO
DIY LANDSCAPING**

- Plant recommendations
- Layout templates
- Planning guide

Email address

[Send me the guide!](#)

Consideration

- Email sequence
- Retargeting ads
- Social media engagement
- Website content

Conversion

BOOK A FREE CONSULTATION

**SAVE 20%
ON ALL PLANTS**

Limited time offer!

[Choose a time >](#)

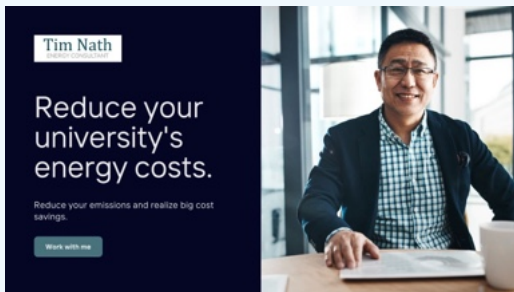
A professional portrait of Tim Nath, an energy consultant. He is a middle-aged man with short dark hair and glasses, smiling warmly at the camera. He is wearing a dark blue blazer over a blue and white checkered button-down shirt. He is seated at a light-colored wooden table, with his right hand resting on a document. A white mug is visible on the table to his right. The background is a bright, modern office space with large windows and a blurred view of an outdoor area with a table and chairs. A white text box is overlaid on the left side of the image.

Tim Nath

ENERGY CONSULTANT

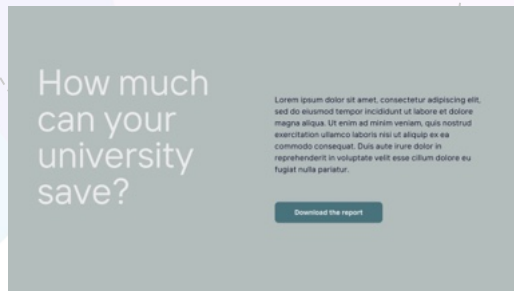
Awareness

Cold emails - link to website for more information



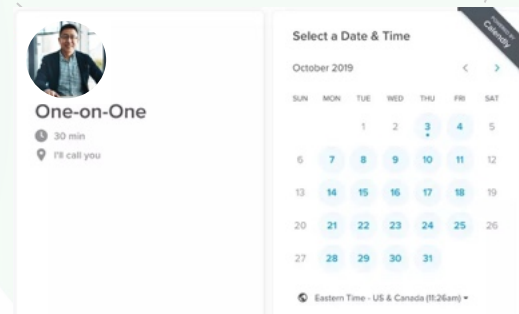
Consideration

Follow up emails - send link to white paper / calculator



Conversion

Follow up emails - book a meeting



STRATEGY

Define your customer journey

What is the message at each stage? How will I get the message to the prospect?

Awareness

How can I attract my ideal customer to my website?

Consideration

What do they need to know/feel/believe to consider my product/service?

Conversion

What would move them to convert?

Retention

Messaging

Format(s)

Channel(s)

Tools / features / setup / logistics



Set your website up to succeed!

WEBSITE

Create a compelling homepage



Menu Item Menu Item Menu Item About Contact

Key benefit statement

Support text here that backs up the key benefit statement.

Call to Action

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam vitae nisi commodo, porta massa sed, tempor leo.

- Name

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam vitae nisi commodo, porta massa sed, tempor leo.

- Name

What info does your prospect need to move forward?

Services / products

Articles

How it works

FAQs

Reviews / case studies

Compelling copy

Pricing

A way to convert

FREE Website Planner

cardsetter.com/score-website-planner

Website goals

- 
- 
- 
- 

Save goals



Your website
plan is here!

Download plan



Website tools and features for success

WEBSITE TOOLS AND FEATURES

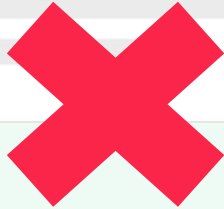
Content management

Website content:

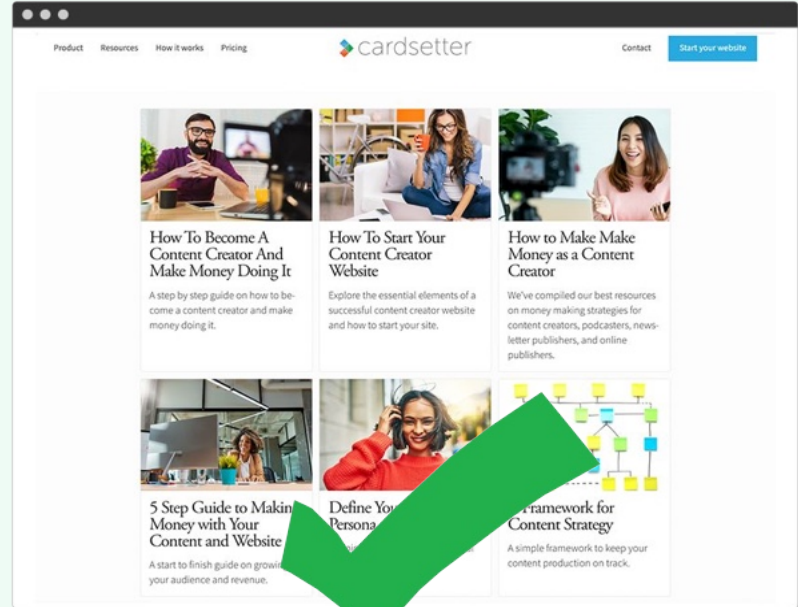
- ✓ Helps with Search Engine Optimization
- ✓ Gives visitors a reason to visit, spend time, return
- ✓ Content to share on social
- ✓ Long-term benefits



Content management



Outdated blog



Quality resources

Content management

Quality Resources

Create collections of related articles, videos, podcast episodes, etc. on topics that resonate with your ideal customer and are relevant to your business.

The screenshot shows the Penelope's Plant Place website. The header includes the logo, phone number (406) 497-2220, and navigation links for HOME, ABOUT, SHOP, SERVICES, and RESOURCES. The main heading is 'Plant Guide'. Below this, a section titled 'COLORADO SPRINGS' features an article 'New Homeowner's Guide: The Best Plants for Colorado Springs'. The article text states: 'The first step to planting success is to choose plants that are going to thrive in your location. We've assembled this helpful guide to help you get started. By the way, we offer complimentary landscaping and plant design consulting. Visit us in our store or book your free consultation here!'. A button labeled 'Book a free consultation >' is positioned below the text. The article content is presented as a 3x3 grid of plant images with their names: Rocky Mountain Maple, Zinnia, Mountain Mahogany, Douglas Fir, Yellow Alyssum, Russian Sage, Cheyenne Privet, Rocky Mountain Columbine, and Serviceberry.

PENELOPE'S
PLANT PLACE

(406) 497-2220

HOME ABOUT SHOP SERVICES RESOURCES

Plant Guide

COLORADO SPRINGS

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Rocky Mountain Maple	Zinnia	Mountain Mahogany
		
Douglas Fir	Yellow Alyssum	Russian Sage
		
Cheyenne Privet	Rocky Mountain Columbine	Serviceberry

WEBSITE TOOLS AND FEATURES

Important tools

Customizable forms

E-newsletter Integration

Chat

Landing pages

Appointment Scheduling

E-commerce / payments

Payment processor

Analytics

Pixels



Summary

1 Define your ideal customer

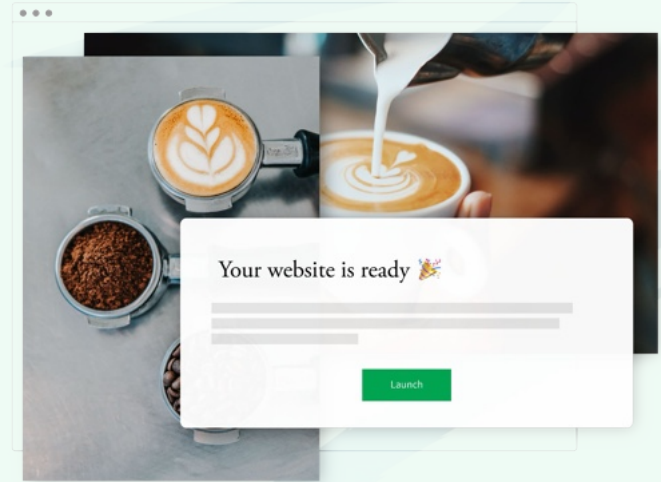
Who is your website for? What are their needs?

2 Map out the customer journey

- Awareness
- Consideration
- Conversion
- Retention

3 Set up your website to fulfill its role

Create a good base and utilize the right tools to carry out your strategy.



QUESTIONS?

Joshua Toenyes

Co-Founder | Cardsetter

hello@cardsetter.com

Free Workbook

cardsetter.com/win-workbook-score

