

WORD
CAMP

— OSLO 2018

WEBSITES FOR FREELANCERS:

ALL THE QUESTIONS YOU SHOULD ASK YOURSELF BEFORE
BUILDING YOUR OWN WEBSITE

@FrancescaMarano



Francesca Marano

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WordPress Community Manager at

 SiteGround

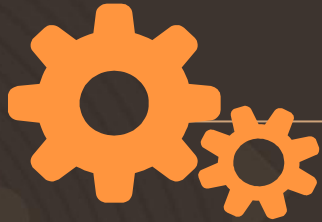
Show of hands!



- How many freelancers in the house?
- How many have built their own website?
- How many build websites for other freelancers?



Keyword: awareness



Ask yourself many questions
before you start



-
1. Why
 2. For whom
 3. Content
 4. Design





Everyone needs a website



I want to rank first on Google



Any reason not supported by a goal
and a strategy



Brand awareness, reputation



Sales



Reasons supported by a goal and a
strategy





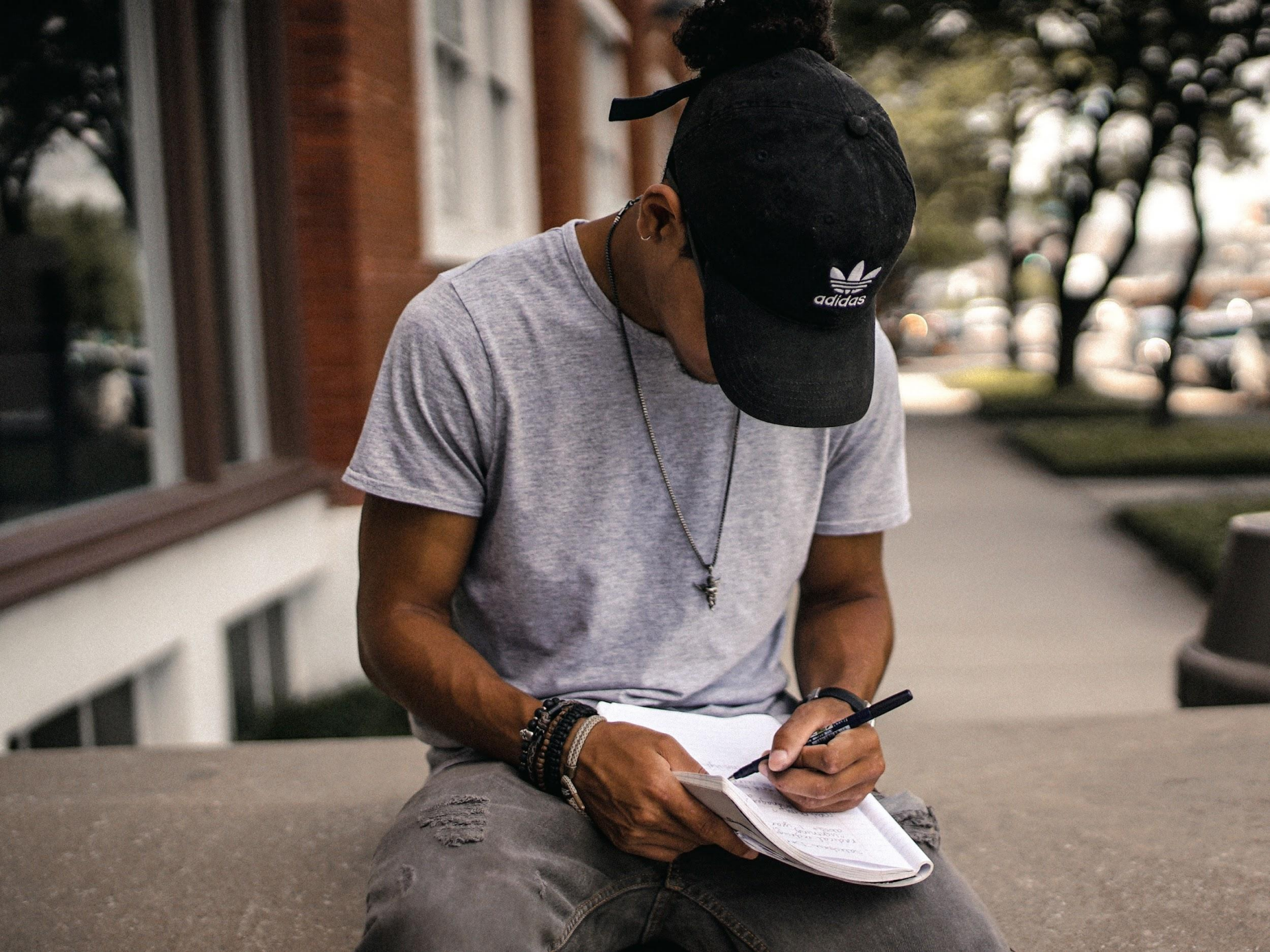
Buyer **persona**



Customer **journey**



Real people, real problems, real
solutions





It's **not** about **you**
It's about the **reader**



What's in it for me?





Say no to lipstick on a pig



Make it easy to navigate, easy to understand



Unambiguous instructions



- Find a car
- Make a car
- Drive at
- Drive
- Moz
-

Must Have



- About Page (it's not about you)
- Sales Pages (it's not about you)
- Contact (this one is about you)
- Legal stuff (check with a lawyer)
- In a blog: search, tags, categories



One million bonus points if
you add a **price range**

Nice to Have



- Mini bio
- Links to social media
- Testimonials
- Newsletter signup form
- Popular posts

Before & After



I'm Paul Jarvis. I create simple, meaningful things — like best-selling books, courses, & websites — for creatives & freelancers.

Web design projects start at \$9,000 and I'm not considering new projects until mid-May. I am however running an online class for freelancers called [The Creative Class](#) right now, so check it out if that tickles your fancy.



I've had the pleasure of creating websites and digital marketing plans for Silicon Valley startups, pro sports athletes, Fortune 500 companies, best-selling authors and the world's biggest entrepreneurs.

My newsletter also goes out weekly and it happens to be pretty darn good (and it's not just my rats saying that).

"Paul Jarvis is a lively, talented & incredibly insightful writer."

MACCABEE MONTANDON, FAST COMPANY

See? I told you so. My newest articles are sent to my newsletter first, then tend to show up on *Inc.*, *Fast Company*, *The Huffington Post*, *Forbes*, *Lifehacker*, *The Next Web*, *Smashing Magazine*, *Adobe's 99u* and many more quality publications. There are already 13,000+ intelligent and attractive folks signed up.

F5T@MPANY **Forbes Inc.** lifehacker THE HUFFINGTON POST

You get my best advice on freelancing, creativity and critical thought when you sign up for my weekly newsletter, *The Sunday Dispatches*.

Your Email...

YES PLEASE

You can unsubscribe anytime (I won't even be offended). I'd actually rather eat my own right arm clean off my body than send you SPAM. (This is saying a lot since I'm vegan!) If you aren't sure, read some [past articles](#) to get a little taste first.

Anyhoo - this is my website.

Paul Jarvis



I'm Paul Jarvis. I help people build better (not bigger) businesses.

Sick of tired and vapid articles about growth hacks? Get access to my weekly Sunday Dispatches newsletter which will help you succeed without exponential growth:

The next newsletter goes out in: 03 days, 20 hrs, 48 mins, 10 secs

Join 30,550 Folks

"Paul's writing is the friend that every creative needs: kind, whip-smart, and willing to give you a kick in the ass every now and then."

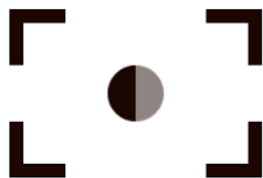
Sean Blanda, GrowthLab

I've been featured on:



[articles](#) [about](#) [resources](#) [newsletter](#)

business focused wordpress development



Business focused

By getting to know your business I can build a website that matches your goals, not mine.

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All the latest SEO techniques to keep your website high in the search rankings.



Fast page loads

Visitors and search engines both love a fast website. Your rankings and conversions will both benefit.



You don't have to live your life the way others expect.

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CHRIS GUILLEBEAU / THE ART OF NON-CONFORMITY

I WRITE BOOKS INCLUDING [SIDE HUSTLE & THE \\$100 STARTUP](#)

I HOST THE DAILY PODCAST [SIDE HUSTLE SCHOOL](#)

EVERY SUMMER I HOST [WDS](#) IN PORTLAND, OREGON

I VISITED EVERY COUNTRY IN THE WORLD (193/193) THROUGH [TRAVEL HACKING](#)

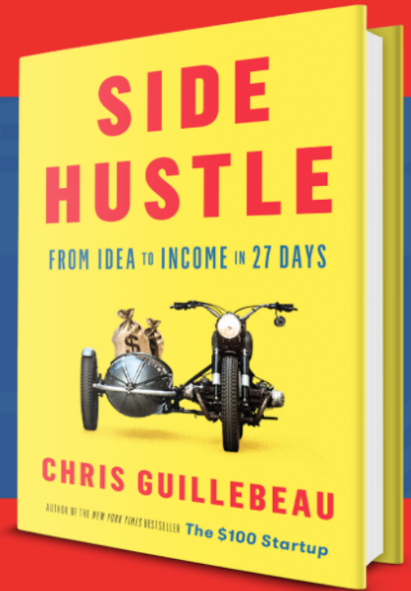
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CHRIS GUILLEBEAU

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SIDE HUSTLE: FROM IDEA TO INCOME IN 27 DAYS



LIFE

WORK

TRAVEL

PROFILES

ET CETERA

ittybiz

if you hate marketing,
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contact



Hi, I'm Naomi. I help solo biz owners like you build your business, step by step, **until you're making the kind of money you want to make.**

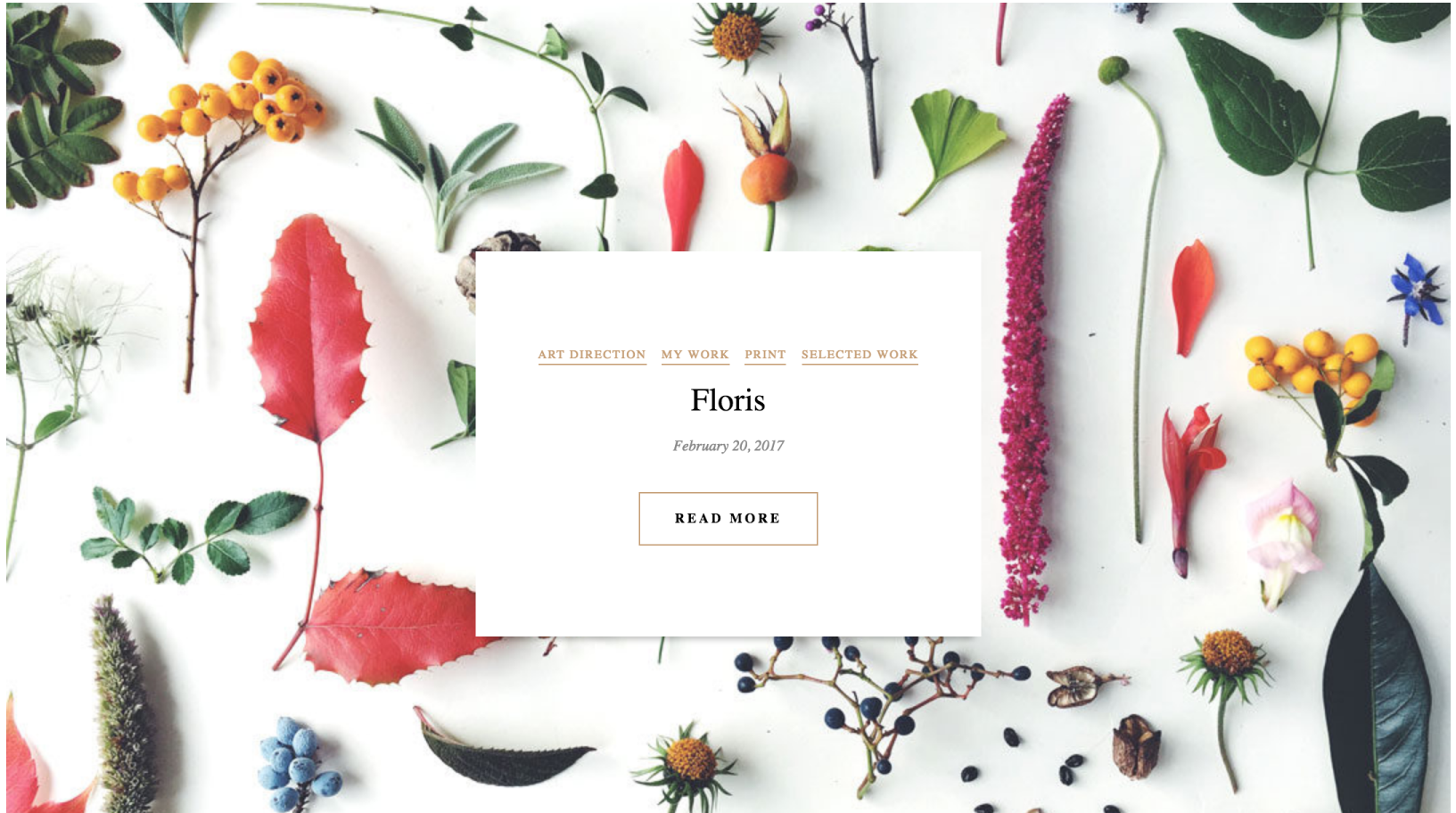
How do I do that? By helping making "the hard parts" easy for you, and by making it simple to figure out what you should be focusing on NOW.

I've done this for over 10 years, for more than 1,000 clients, and I'd love to help you, too. :)

START
READING

GO BIZ
SHOPPING

GET YOUR
DISCOUNT



[ART DIRECTION](#) [MY WORK](#) [PRINT](#) [SELECTED WORK](#)

Floris

February 20, 2017

[READ MORE](#)



It's **not** about **you**
It's about the **reader**

February registration now open! [REGISTER NOW](#)

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*A Live Workshop to help you connect with customers, revolutionize
your marketing and grow your company*

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Links!



- [Simon Sinek - Start with Why](#)
- [Think with Google: Micromoments](#)
- [Copyblogger](#)
- [John Maeda on three types of design in digital technology](#)

The background is a dark charcoal grey with a complex, abstract pattern. It features two large, faint, concentric circular patterns on the left and right sides. Scattered throughout are various geometric shapes: triangles, squares, diamonds, and circles, some solid and some outlined, in a slightly lighter shade of grey than the background. The overall effect is a textured, modern, and geometric aesthetic.

GRAZIE!

@FrancescaMarano