

The logo for WordCamp London 2019 is centered in a dark green square. The text 'WORDCAMP' is in a bold, yellow, sans-serif font. Below it, 'LONDON' is in a larger, bold, yellow, sans-serif font. At the bottom, '2019' is in a smaller, bold, yellow, sans-serif font.

**WORDCAMP
LONDON
2019**

Websites For Freelancers 101

Francesca Marano - [@FrancescaMarano](#)

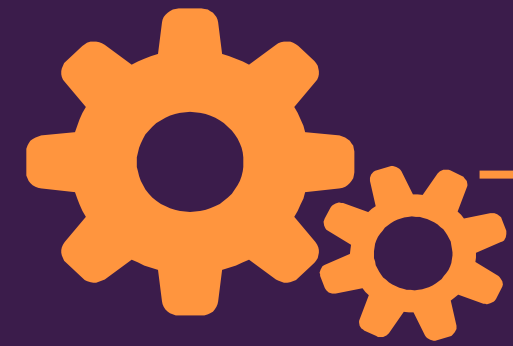


Ciao!

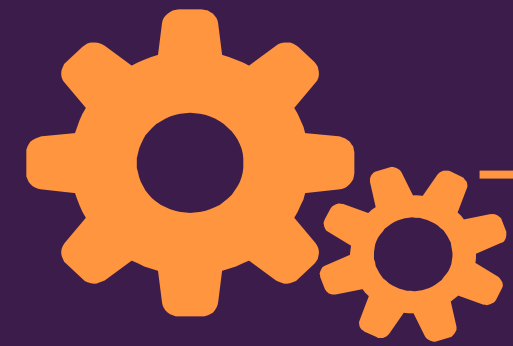
Sono Francesca

- ★ WordPress Community Manager @ **SiteGround**
- ★ WordPress Community Team

SHOW OF HANDS



Keyword: awareness



Ask yourself many
questions before you
start

- ★ Why
- ★ For Whom
- ★ Content
- ★ Design



WHY

- ★ Brand awareness, reputation
- ★ Sales
- ★ Any reason supported by a goal and a strategy



FOR WHOM

- ★ Buyer **persona**
- ★ Customer **journey**
- ★ Real people, real problems,
real **solutions**



CONTENT

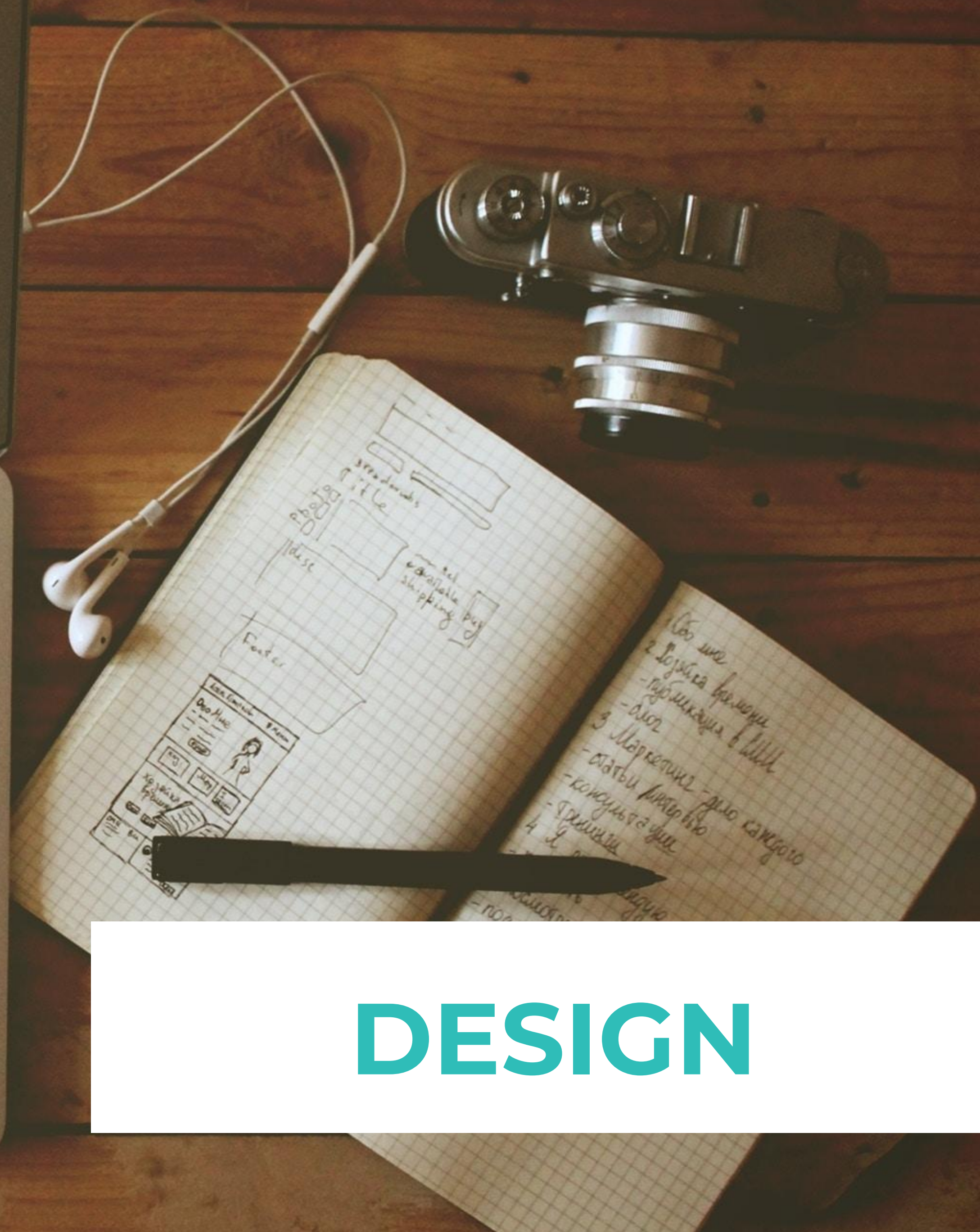
@FrancescaMarano



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



What's in it **for me?**



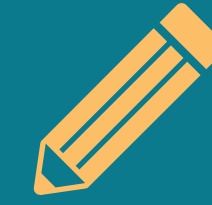
DESIGN

- ★ Say no to lipstick on a pig
- ★ Make it *easy* to navigate, easy to understand
- ★ *Fast* and *secure* are more important than pretty



WHAT

Must have

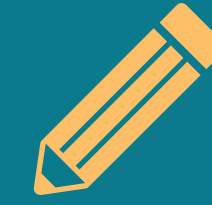


- ★ About Page (it's not about you)
- ★ Sales Page (it's not about you)
- ★ Contact (this one is about you)
- ★ Legal stuff (check with a lawyer)
- ★ In a blog: search, categories, tags



One million bonus
points for a price range

Nice to have



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

EXAMPLES



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.

FASTCOMPANY **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.

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:



k.dev

freelance wordpress
developer

about

portfolio

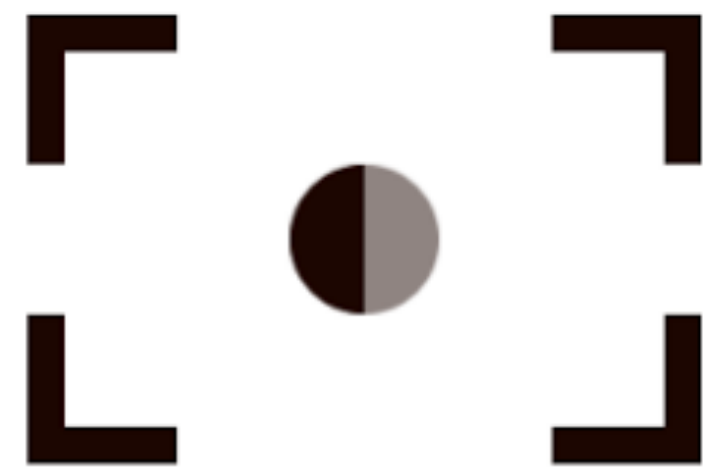
testimonials

services

blog

contact

business focused wordpress development

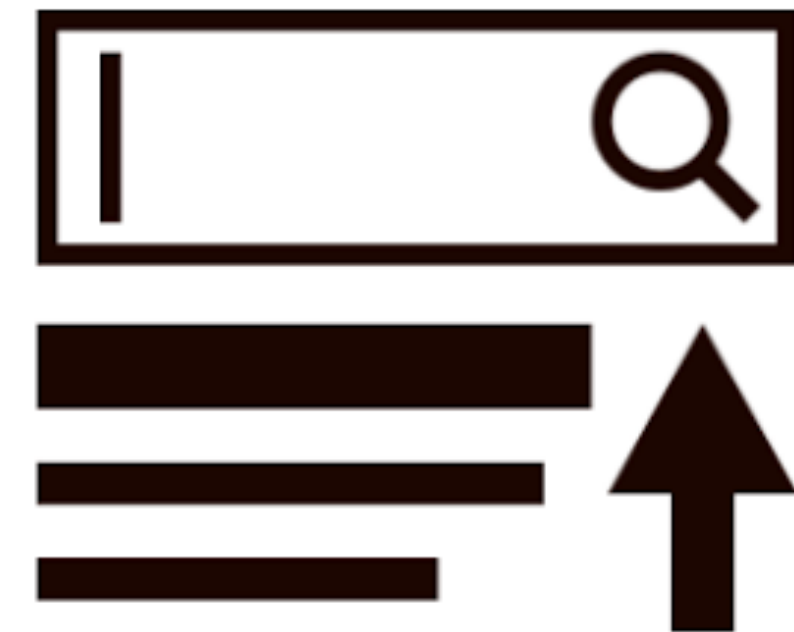


Business focused

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

Great search rankings

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



REDESIGN

Welcome to

IttyBiz

Work from home
tips to help you
stay sane.

[Home](#)

[About IttyBiz](#)

[Ads & Case Studies](#)

[Contact Us](#)

[Hire IttyBiz](#)

WHAT YOU SHOULD
BE READING...

Love the blog?
Get the book!



Ninja SEO School

What Can YOU Do With Whipped Cream?

Marketing — and especially copywriting — is the awesomest job in the world. (Well, unless you suck. In which case, you'll be really poor.)

In marketing and copywriting, you can change the future. You can alter people's perceptions, change their behaviour, and make them do things they had no intention of doing before being in contact with you or your words. (Kind of like a cult leader in that way, come to think about it. I'm changing my passport occupation to "cult leader". So much cooler.)

Anyway, I was on IM with **another copywriter I know**. She's working on a campaign right now for a company that makes confections. She's working on taglines. What kind of confections, you ask?

Whipped cream, baby.

(Imagine having a job where you can play around with taglines for a whipped cream company. Now imagine that you do that in your pajamas and that people sometimes pay you \$200 an hour. And they ask me why I do what I do. Jesus.)

Search...



[Entries](#)

[Comments](#)

Enter Email Address

[Free Updates Via Email](#)

NEW HERE?
READ THESE FIRST.

[What To Do
When You're
Scared Shitless](#)

[Moral of the Story:
Topless Edition
\(With Photos\)](#)



[Home](#)

[About IttyBiz](#)

[Ads & Case Studies](#)

[Contact Us](#)

[Hire IttyBiz](#)

ITTYBIZ APPROVED
AWESOMENESS



Love the blog?
Get the book!

Recessions Are For Losers

Editor's Note: In keeping with our recession busting theme, I have convinced the most sarcastic son of a bitch I know to talk about the R word. This one's a rarity, folks.

Life looks grim. Nothing good is happening. The economy sucks. Business isn't great. People are losing their jobs. Marriages are failing. The cost of gas and food is going up. Income is going down. It's hopeless.

We should all just give up.

No, seriously. That's exactly what we should do if **it's all so hopeless**. Why bother finding the opportunities? Why bother looking ahead? We should just move into protectionism, hoard everything and when it's all gone, we should all just go huddle in bed until life's over. I mean, really. There's no point at all in doing anything. The world's imploding. It's over. Life as we know it is gone.

"Oh, come on, James. It's not *that* bad."

That's right. It's not.

Search...



[Entries](#)

[Comments](#)

Enter Email Address

[Free Updates Via Email](#)

NEW HERE?
READ THESE FIRST.

[What To Do
When You're
Scared Shitless](#)

[Moral of the Story:
Topless Edition
\(With Photos\)](#)



MARKETING FOR BUSINESSES WITHOUT MARKETING DEPARTMENTS.

[Home](#) • [About IttyBiz](#) • [Store](#) • [IttyBiz Approved Awesomeness](#) • [Contact Us](#)

MAY 19
Making and Selling What People Want To Buy
BY NAOMI DUNFORD

I talk to a lot of people in a lot of different lines of work. One of the most consistent problems I see in would-be ittybiz owners — whether they’re selling ebooks online, plumbing services from their basement, hats in a bricks and mortar store or gloves in an Etsy shop — is the total lack of consideration for what their customers actually want.

The “should we make and sell this?” question is answered — if you can call it an answer — by saying, “You know what would be AWESOME?!?!”

Awesome for you, or awesome for them?

A good friend of mine was about to make their first ebook. It was on Obscure And Academic But Still Fairly Interesting Topic X. It didn’t have much to do with what was going on in his existing business, but he knew

FREE COURSES

CUSTOM BIZ COURSES FOR EVERYBODY - SOFTWARE GEEKS, LIFE COACHES, WRITERS, TREEHUGGERS, AND MORE.



ITTYBIZ 1000

HERE AT ITTYBIZ, WE’RE CHANGING THE WORLD. WE’RE STARTING WITH THE ITTYBIZ 1000.



GET FREE UPDATES RIGHT IN YOUR INBOX

OR SUBSCRIBE TO OUR FREE RSS FEED



FIRST TIME HERE, NOT SURE WHERE TO START?

Read these first.

- ▶ [A Home Business Marketing Lesson For My Local Sex Shop](#)
- ▶ [How We Killed Social Media](#)
- ▶ [When You Feel Like A Raging Failure](#)
- ▶ [Moral Of The Story: Topless](#)

IttyBiz

WE BUILD BUSINESSES. (EVEN LITTLE ONES.)

[Home](#)[Free Marketing Courses!](#)[Products and Courses](#)[About IttyBiz](#)[Contact Us](#)

How To Stop Being So Goddamn Scared All The Time

So, you're scared. Let's finally talk about that, shall we?

I know you're worried. I know it feels impossible and daunting and terrifying. I know you wish someone would make it all better. We're going to do our best to start getting you there, ok? Promise.

I'm going to talk you through this. I can't make it all better, but I'm pretty sure I can make the fear you're feeling a whole lot more bearable, so you can save that important part of your sanity. (The one that lets you do the things that keep food on the table.)

I'm going to take you through three steps to get the panic to go away, and I won't make it complicated, because your head is likely already swimming.

Before we move on to the three steps, though, I have a question for you.

[Read More](#)

**COME SEE
THE ITTYBIZ
NEWSLETTER**

(we have cookies.)

FREE COURSES

CUSTOM BIZ COURSES FOR EVERYBODY -
SOFTWARE GEEKS, LIFE COACHES, WRITERS,
TREEHUGGERS, AND MORE.



We build businesses. Even little ones.

Over 1,000 clients and 10,000 students have trusted us to help their little businesses - no matter how small, unique or "weird" they may be - become less little.

Read The Blog

Getting to know us? Let us entertain you, educate you and hand over thousands of dollars worth of marketing advice for free.

[Click here to read the blog](#)

Get Free Courses

We have a few free marketing courses for you.

Are they good? *They're delightful.*

[Click here to take a look](#)

Get The Letter

We have a free newsletter. It turns out that a lot of people really, really like it. We have a number of [back-issues](#) you can read to find out if it's the kind of thing you'd like to get.

[Click here to read The Letter](#)

Hi! We're glad you're here.

This is IttyBiz. We've been helping little businesses become less little since 2006.



FAILPROOF
NOW OPEN FOR REGISTRATION



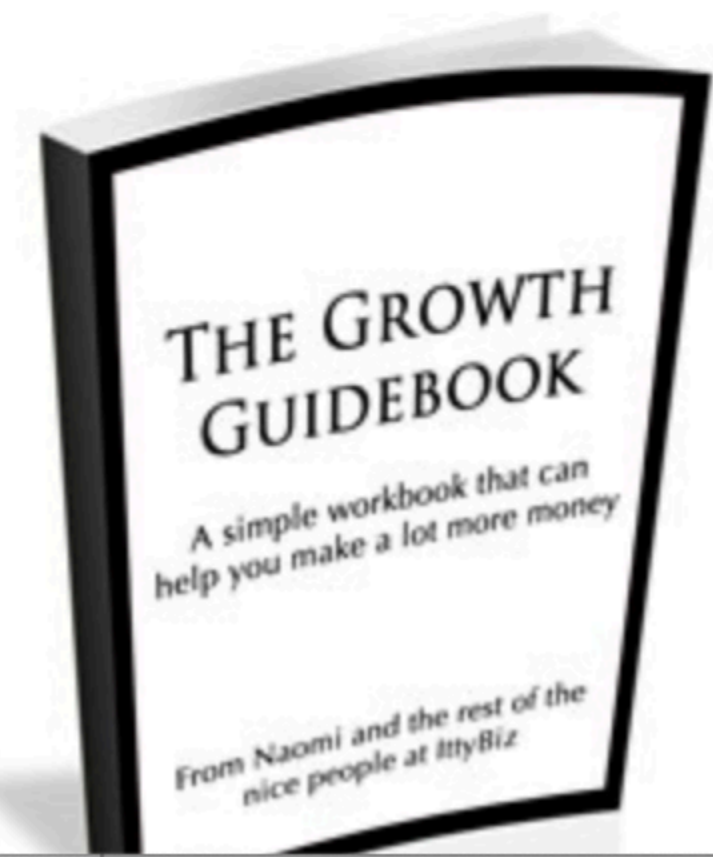
[click here
for details](#)

Free goodies inside! (Part 2)

by Naomi Dunford

Share this post on:

(Psst. Hey there.) Get our free marketing courses and "The Growth Guidebook."



ittybiz

if you hate marketing,
you'll probably
like this

home

blog

store

work with me

about

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.**

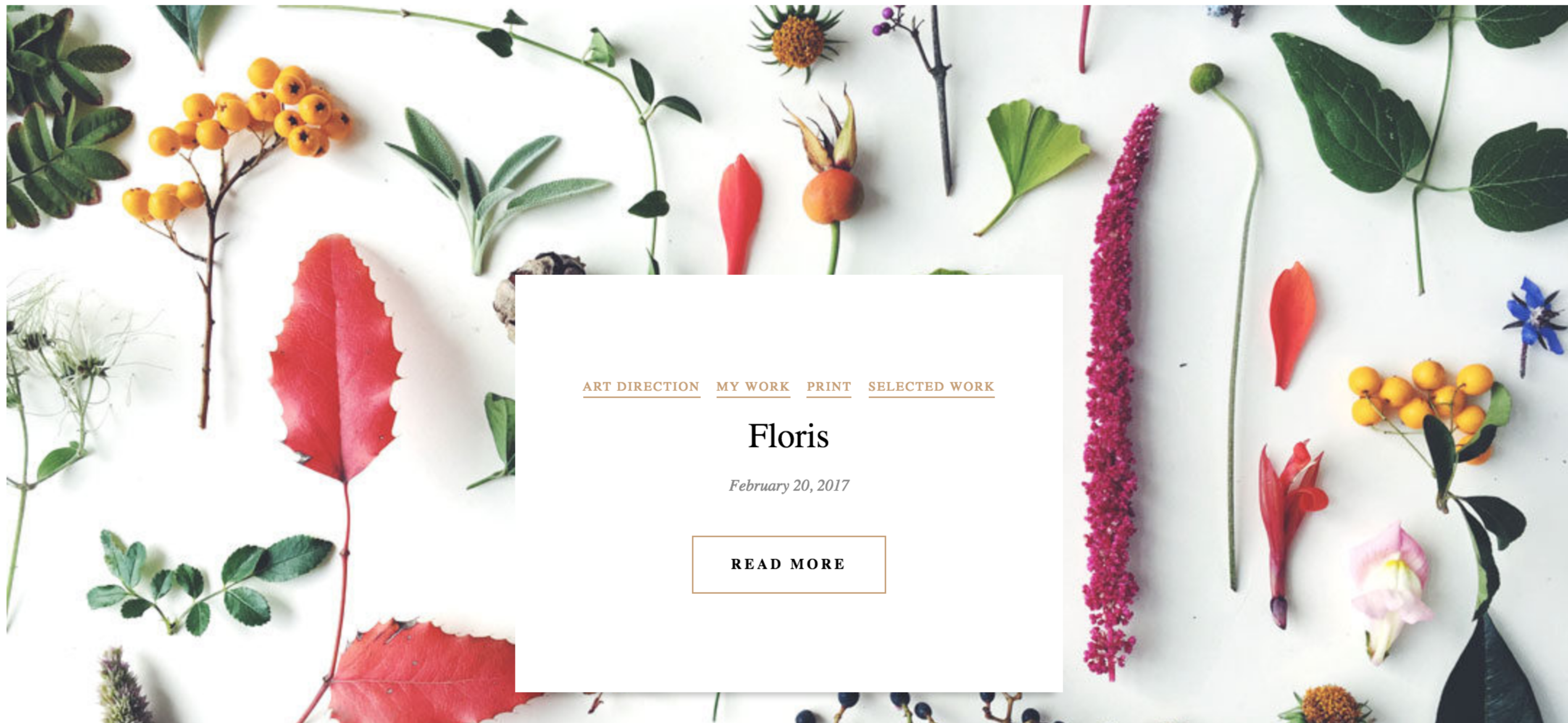
How do I do that? By helping making “the hard parts” easy for you, and by making it simple to figure out what you should be focusing on NOW.

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](#)

REMEMBER!



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

February registration now open!

[REGISTER NOW](#)

STORY
BRAND

LIVE
MARKETING
WORKSHOP

[STORE](#)

[ONLINE COURSE](#)

[PODCAST](#)

[TRAIN THE TRAINER](#)

[LOGIN](#)

[REGISTER NOW](#)

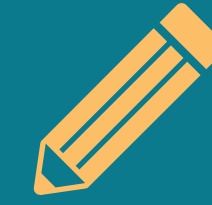
Clarify Your Message So People Will Listen

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

[REGISTER NOW](#)

[WATCH VIDEO](#)

Links



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

Grazie Thanks

Twitter @FrancescaMarano

Slack @francina

Email francesca.marano@siteground.com