



freelancecamp

ABC del sito per il Freelance

Francesca Marano - @FrancescaMarano



Ciao!

Sono Francesca

- ★ Ex freelancer
- ★ WordPress Community
Manager @ **SiteGround**

SU LE MANI

- ★ Quanti Freelance?
- ★ Quanti hanno il sito?
- ★ Quanti se lo sono costruiti da soli?

Parola d'ordine Consapevolezza

**Fatevi tante domande
prima di iniziare**

★ Perché un sito?

★ Per chi un sito?

DOPO AVER RISPOSTO

★ Contenuti

★ Design

★ Grafica



NO!

- ★ Tutti hanno bisogno di un sito
- ★ Posizionarsi primi su Google
- ★ Qualsiasi motivo non supportato da obiettivi e strategia

Sì!

- ★ Brand awareness, reputazione
- ★ Vendere
- ★ Qualsiasi motivo supportato da obiettivi e strategia



PER CHI?

- ★ Buyer personas
- ★ Customer Journey
- ★ Persone reali, con problemi reali a cui fornire una soluzione





**IT'S NOT ABOUT YOU
IT'S ABOUT THE READER**

WHAT'S IN IT FOR ME?



- ★ Say no to “Lipstick on a pig”
- ★ Facile da navigare, facile da capire
- ★ Istruzioni univoche

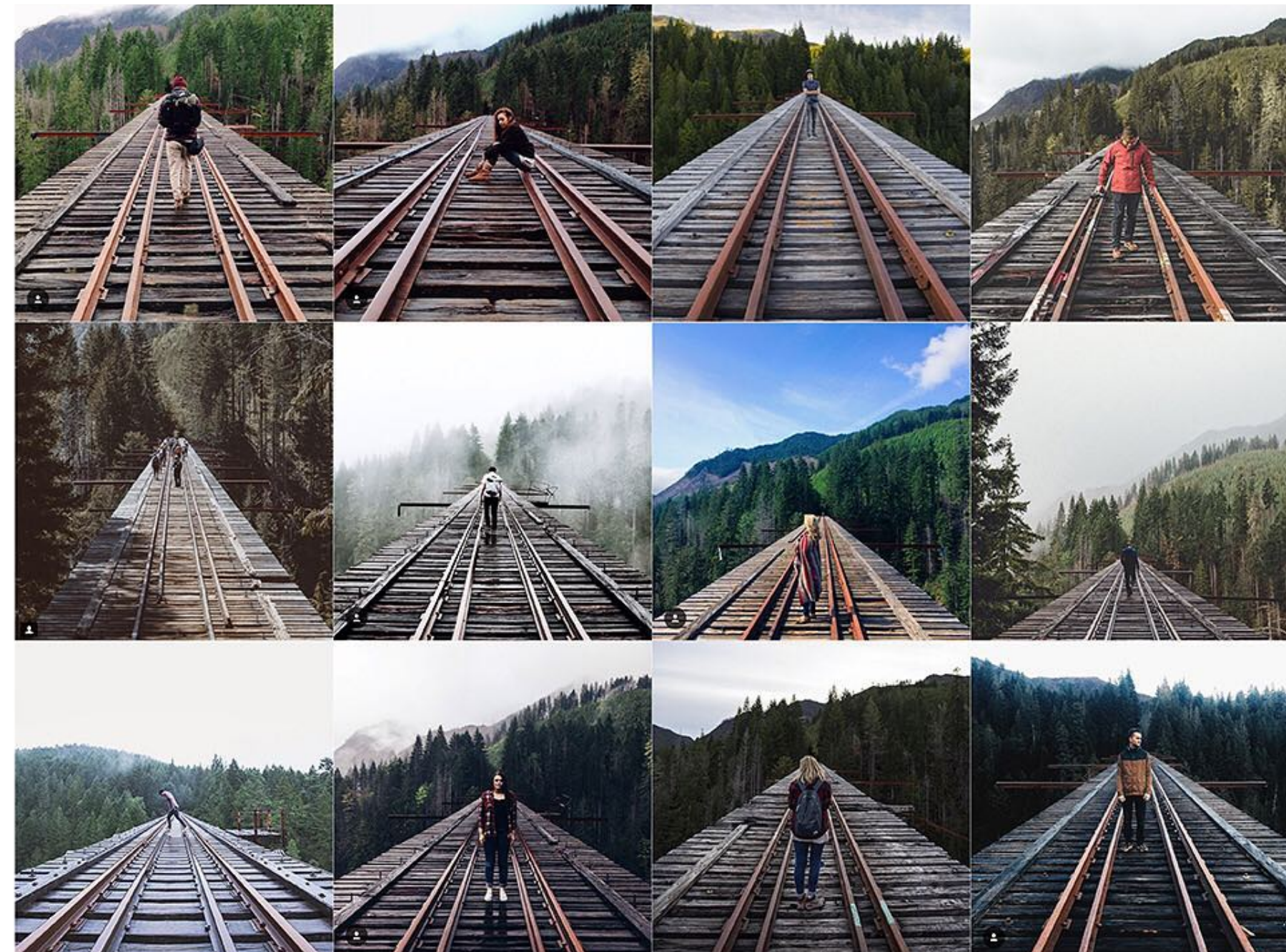
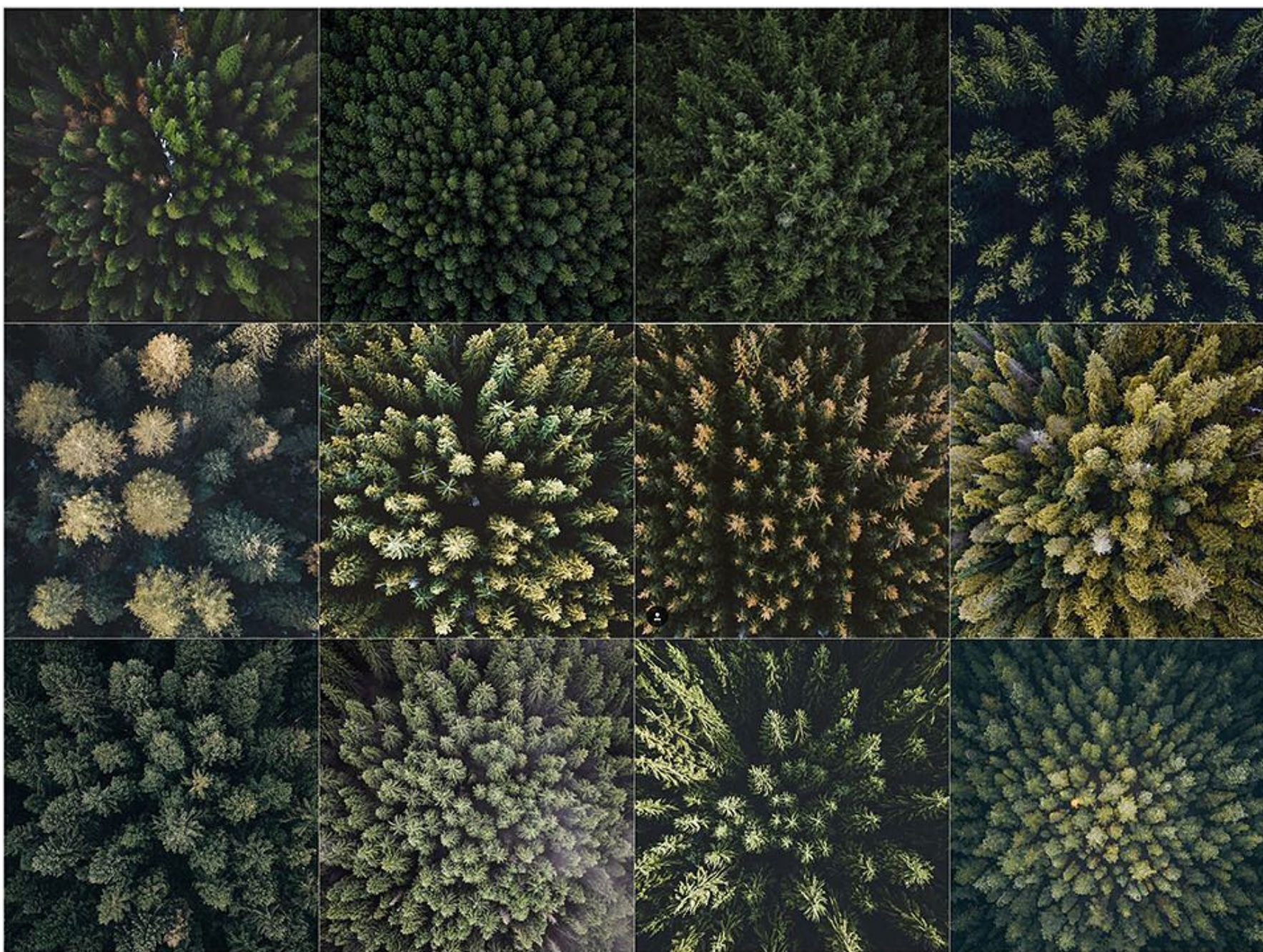
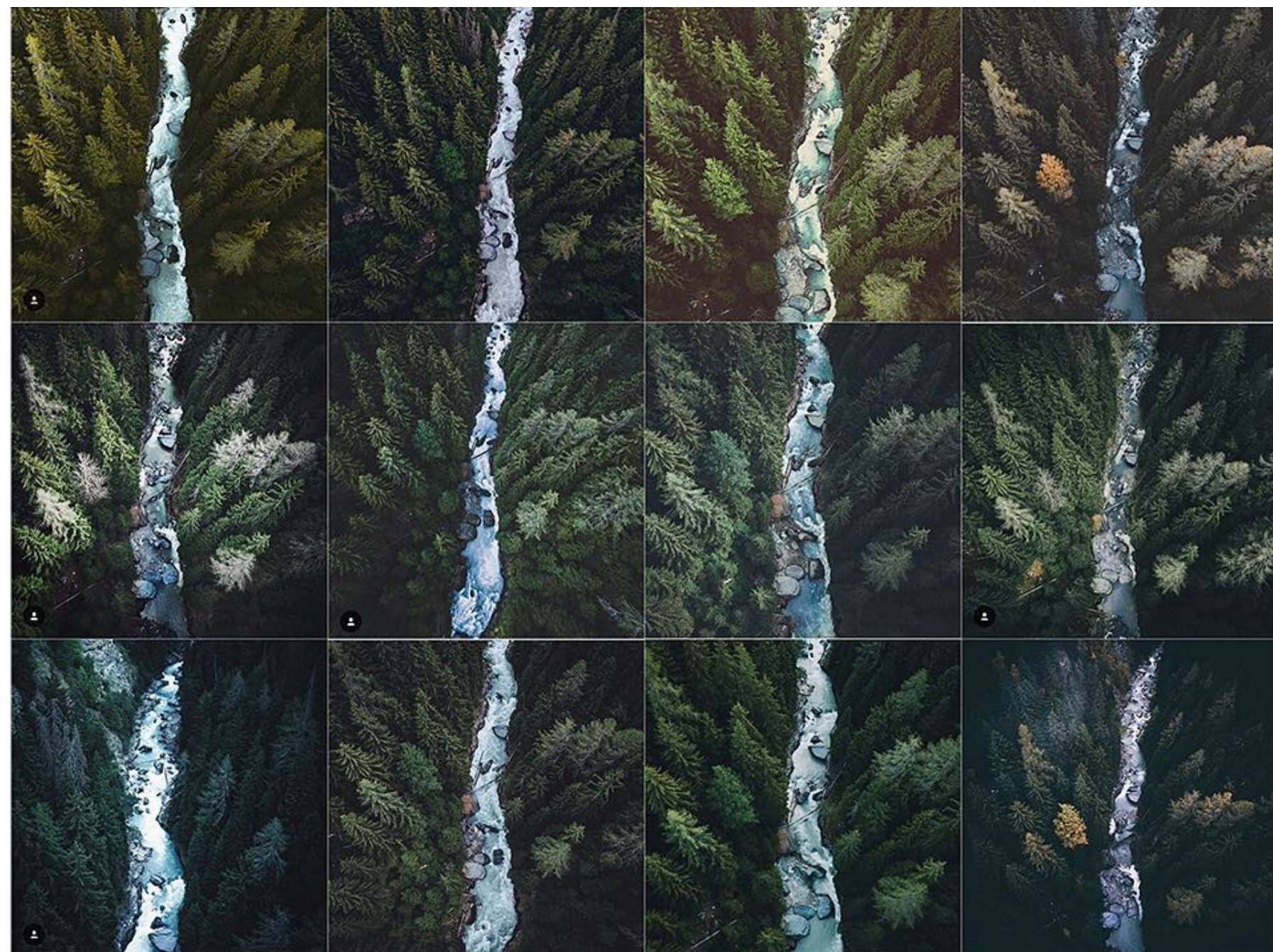
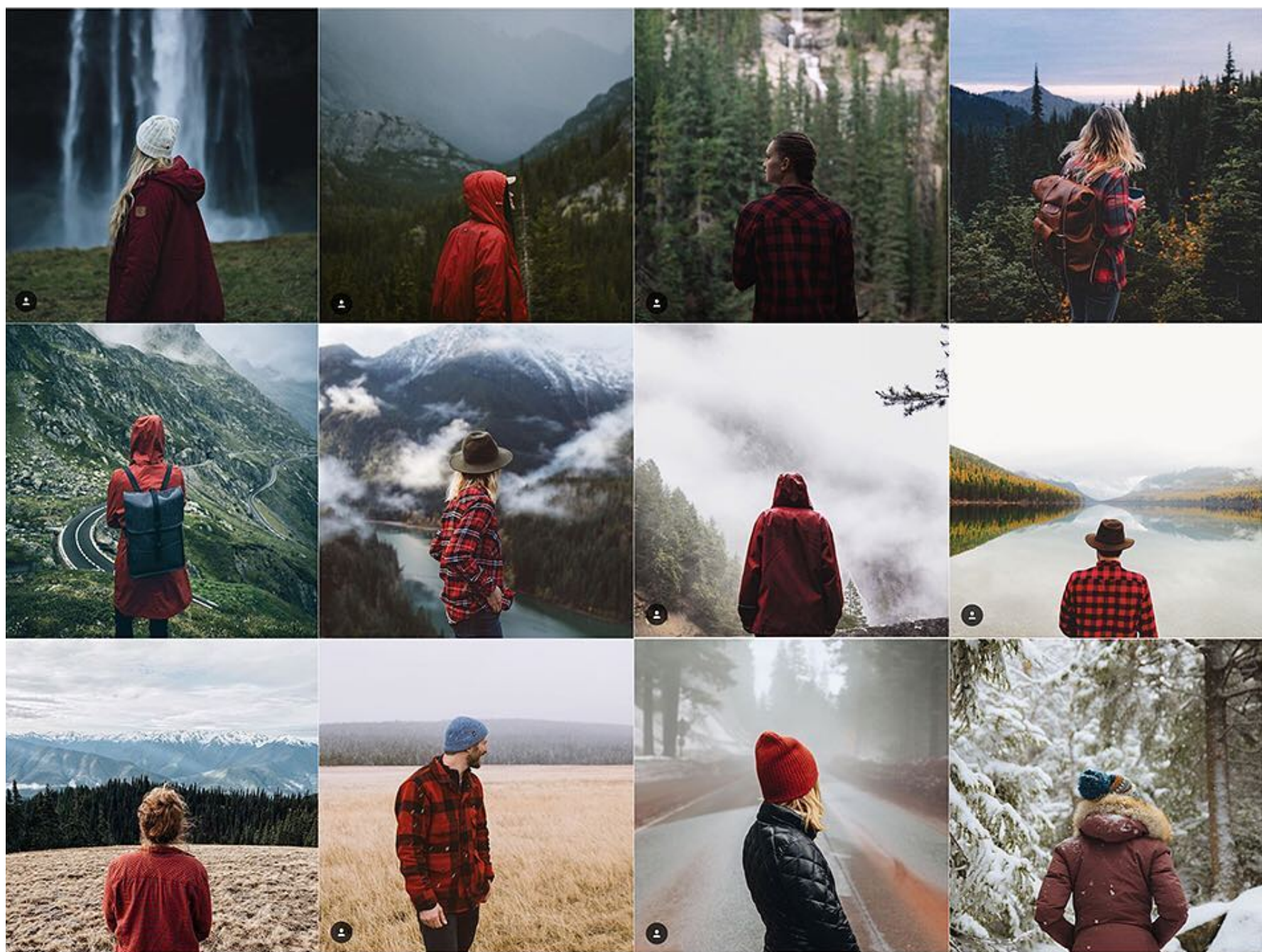


MUST HAVE

- ★ About (It's not about you!)
- ★ Sales page (It's not about you!)
- ★ Contatti (It's about you!)
- ★ Cose legali (controllare con avvocato)

NICE TO HAVE

- ★ Barra di ricerca
- ★ Categorie e tag
- ★ Author Box
- ★ Foto non identiche



1 MILIONE DI PUNTI DI BONUS
“PREZZI A PARTIRE DA”

SE HANNO SENSO

- ★ Link ai profili social
- ★ Iscrizione alla newsletter
- ★ Risorse
- ★ “Parti da qui”



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**.

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

PRIMA/DOPO



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

Your email address...

Join 30,550 Folks

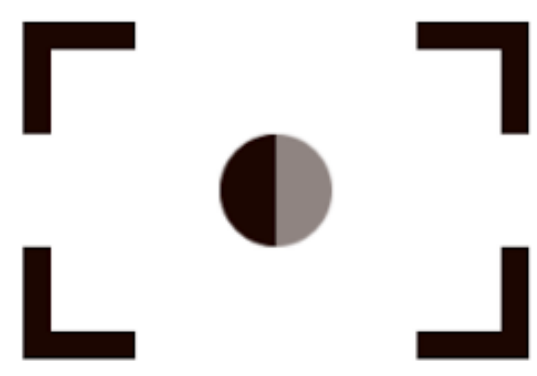
"Paul's writing is the friend that every creative needs: kind, whip-smart, and willing to give you a kick in the ass every now and then."
Sean Blanda, GrowthLab

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business focused wordpress development

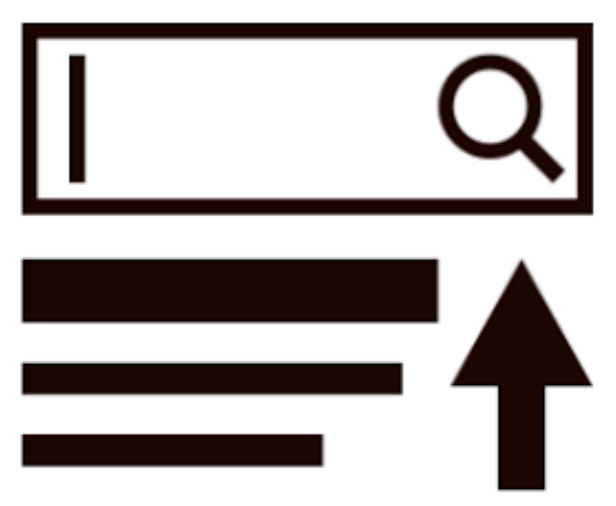


Business focused

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.



Fast page loads

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

COSA USARE?

WORDPRESS
WORDPRESS
WORDPRESS

PERCHÉ

- ★ Open Source
- ★ Community
- ★ Personalizzabile
- ★ Scalabile

SITEGROUND TO THE RESCUE



Certificato SSL gratuito



Aggiornamenti automatici WordPress



Backup giornalieri automatici

GET
A Fully-functional Site
Right Out of the Box!



1 ANNO GRATIS

Grazie!
@FrancescaMarano

LINK

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