

# THE TRADIE SHOW

The Tradie's Guide  
To Building User  
Friendly Websites



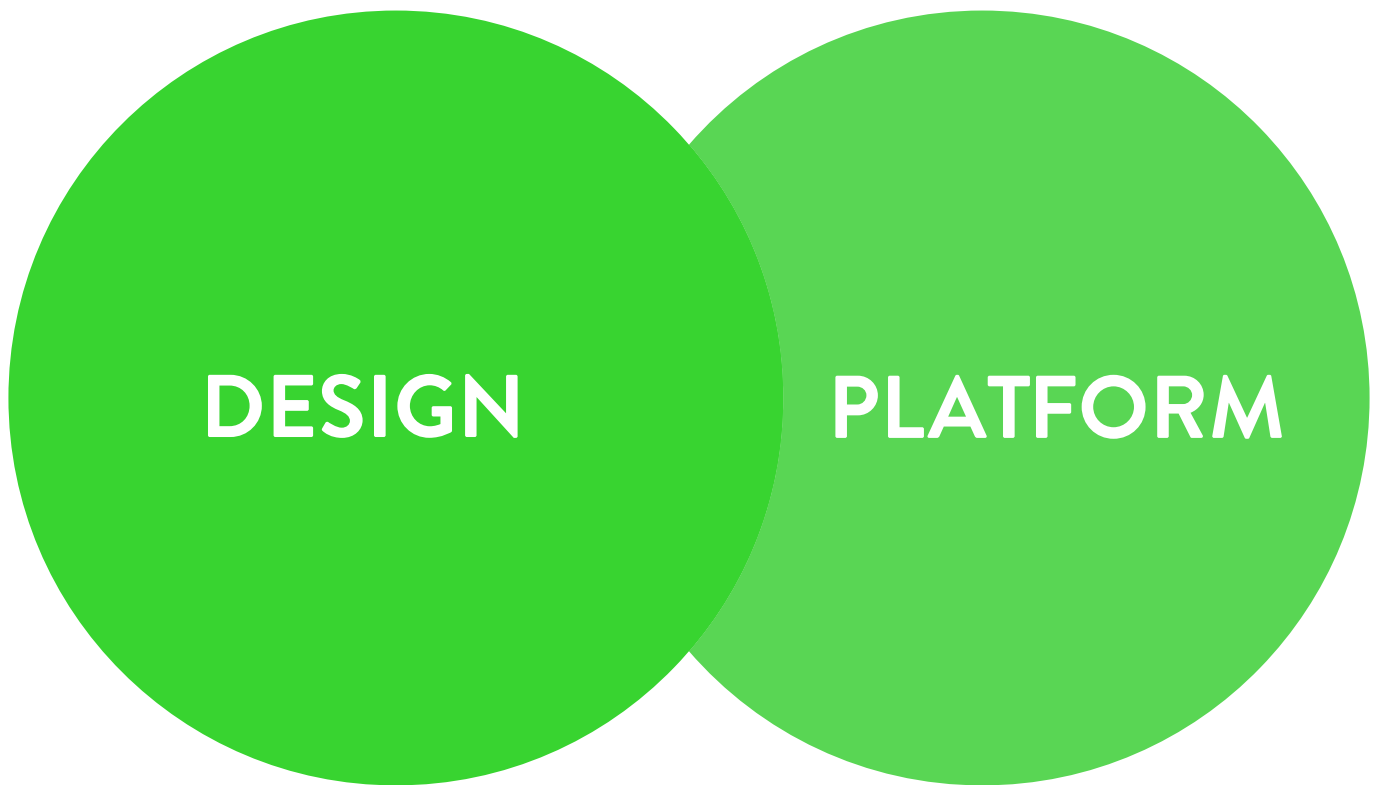
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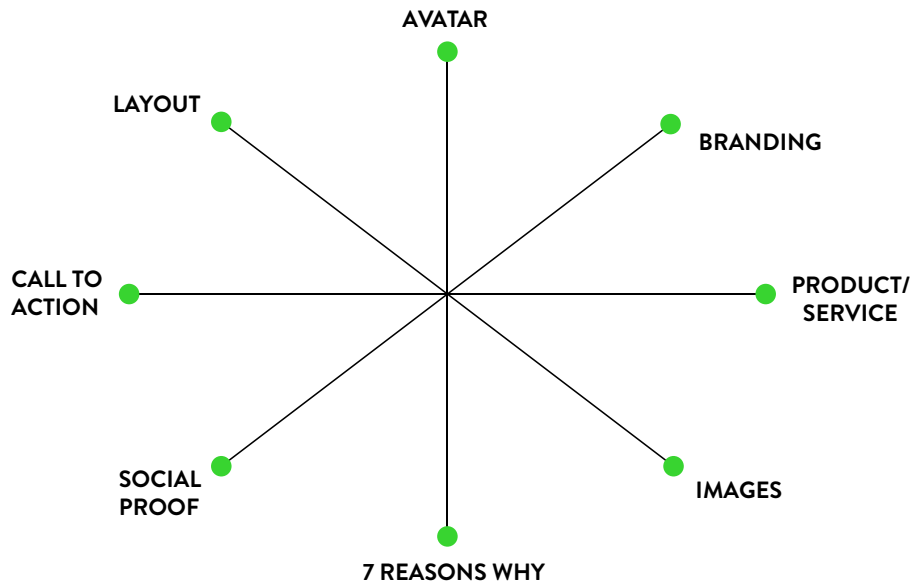
# The Tradie's Guide To Building User Friendly Websites

Every trade business should have a website. An Internet search is usually one of the first things customers do when looking for a particular trade service. Not only this but your website must be aesthetically pleasing and easy to use. When a potential customer arrives on your website the first 30 second is crucial as this is where they will form their opinion and decide whether to continue using your website or not.

There are two components to building a user friendly website. These are design and platform.



## User friendly website - Design



- **Meet your avatars needs**

Customers need different information depending on the type of trade service they are looking for. For example; For a low average dollar sale business (e.g. plumbing maintenance business), customers need a quick fix. They are ready to make a purchase then and there. Therefore you need easy to access contact information and a small amount of information on the home page of your website. For a high average dollar sale (e.g. A builder), customers will make a decision later. Customers looking for a builder will want to research about their business, their previous work and probably want to see pictures as well so you need to have more information available on the website.

- **Branding**

Be consistent - Colours need to be consistent with your company logo, and the same throughout your website. Your logo should be at the top left hand side of your website banner because people read left to right (logo does not need to be gigantic and take up the whole homepage, customers are on your website because they most likely already know who you are).

- **Product/service**

You need to decide what services bring in the most money and what services you would like to attract. Make sure these are listed on your website as your main services. If you do not have certain services listed then customers will probably not think to use you for it. Order your services according to what you want most e.g. list your most important services first.

- **Images**

Images on your website are really important. They make your website look professional. Be very careful where you source your images and make sure you are allowed to use them. It is a great idea to use photos of your own work. You might suggest to the owners of the house you are working in that you will hire a photographer to take professional photos that you can use for your website but then can also gift to the house owners for free. If you do this then ask for them to give a testimonial to go with it.

TIP: Get photos with people in them. For example – If you built a deck, take photos of the owners and their friends out having a BBQ on the deck. This is far more interesting than a photo with nothing in it.

TIP: Make sure the photos on your site are compressed so it does not take to long to load because people will simply leave your website. If your website downloads slowly it will also have an impact to your rating by Google.

- **7 'Reasons Why'**

Use 'reasons why' customers should use your service to quickly and concisely convey to them what they can expect. Think about your customer and try to position the 'reasons why' to suit what they might be looking for. Use ticks as the dot points because this reinforces positive, affirmative connotations.

- **'5 Star Promise'**

Connect to what your customer wants out of your trade.

- **Social proof**

Testimonials are extremely important in a customer's decisionmaking process when looking for a particular trade service. A great idea is to put testimonials on the pages of particular services that they correspond with. For example, if a customer clicks on a page on your website about your pipe relining service then there should be a testimonial on some pipe relining work that you have done on that page.

How do you get testimonials?

If a customer says they like your service, ask the customer for a written or video testimonial. Make it simple and something that they can fill in right then and there on the spot.

- **Design**

The website must provide a call to action. You should have a number of contact methods readily available on the homepage of your website.

For example, a phone number, contact form, and Tawk.to chat box.

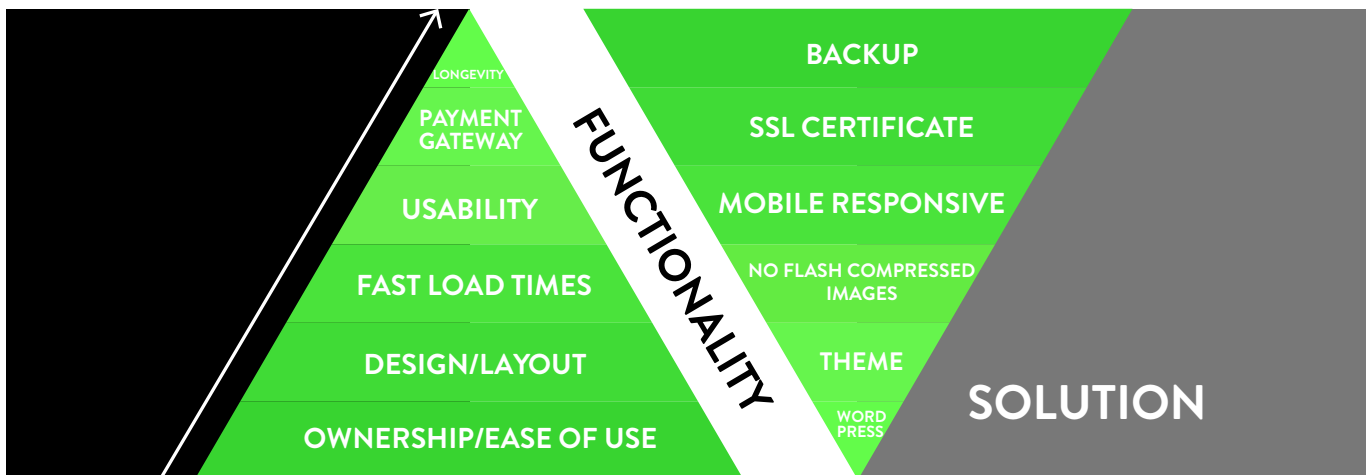
The aim of the contact form and chat box is to be quick – tell the customer you can fix the problem and request their phone number so you can call them to get their details and book them in straight away.

- **Layout**

There are lots of themes to choose from on website design platforms such as WordPress.

Have a brainstorm of websites you like the look of and take them to your web designer. Choose a layout that is clear, free from clutter and simple to follow. White space is important.

## User friendly website - Platform



### Ownership/ease of use

- Own your website make sure its not built on the web designers platform. E.g. use WordPress so you have ownership.
- Purchase your own URL and domain name
- Own your IP so if/when you go to sell you can honestly say that you own everything.

### Design/layout

- WordPress themes - see what you like and talk to your web designer.

### Fast load times

- Get this right or people will leave your website
- Compress images
- Limit videos

### **Usability**

- Must be mobile responsive
- Website has to move and expand based on the device your customer is using
- Responsive.is or responsivetest.net – websites where you can check if your website responsive to different devices

### **Payment gateway**

- SSL Certificate
- Certifies and secures your website to take payments

### **Longevity**

- Back up your websites in case something happens to it.

# What's next?

You're the one wearing the heavy load of responsibility – and suffering major stress.

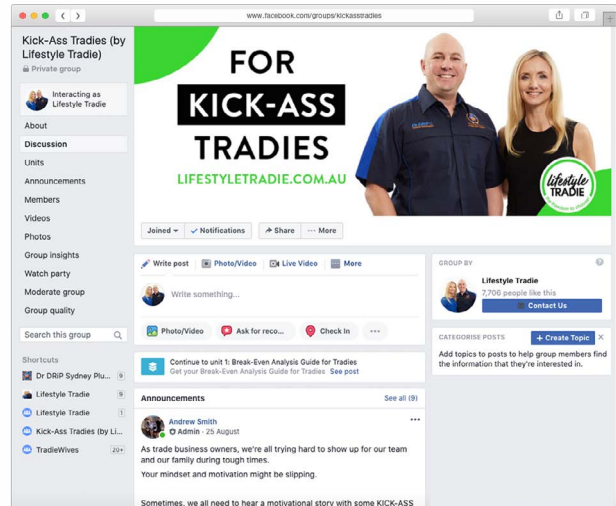
Ready to change it?



Join our Facebook group,  
**Kick-Ass Tradies**

Where you can gain access to trade-specific tips and resources, PLUS join the conversation with a community of like-minded tradies.

[facebook.com/groups/kickasstradies](https://www.facebook.com/groups/kickasstradies)



## Lifestyle Tradie Live



Join us at our live event,  
**Lifestyle Tradie Live**

These 1-day live events are jam-packed with trade-specific knowledge that YOU need to know in order to build a strong, successful trade business.



Jump on a **Strategy Session with Andy**

Register now for a 15-minute call with Andy now to smash out what you need to do right now, to provide you with clarity and direction in your trade business.

Head here to book it now

<https://www.lifestyletradie.com.au/strategy-session/>

