

What makes a website good?

and our list of ingredients for a Speaker website



SPEAKING 
BUSINESS

1 ■ Brand, Design Photography

A website is an extension of you online.

Your brand should represent you and remain consistent. Not just on the website but for every contact point your customers have with you. Whether that is on social media, your website or in person. That means use a consistent colour palette, use the same fonts (no more than 3) and use your logo consistently.

Great photography is also a must, it's what makes or breaks most websites in fact. Get yourself a good professional photographer who can take a set of photos for you - up to 10 images will do.

2. User Experience & Clear Language

Your website should be easy to navigate, with clear call to actions. There should be one key focus to every single webpage. What is the purpose of this page? What action do I want the website visitor to take?

For example: “I want this page to establish my authority on a given topic” or “I want people to click on the ‘book me’ button”.

Your content and imagery should resonate with your target audience. Make sure you use clear and uncomplicated language that will make sense and cause an emotive response.

3. Performance & Speed

Most people are going to see your website for the first time on a mobile device, ie. a smartphone.

Make sure your website looks as good on mobile and tablet devices as it does on a traditional desktop screen. Make sure it loads quickly too, the longer a website takes to load, the less likely you are to convert a customer into making a purchase or getting in touch.

When it comes to website hosting, don't go super-cheap. We recommend Siteground which is a medium-priced hosting company. Easy to use, easy to set up and great support too!

Recommendations for Speaker websites

We've done a lot of research on websites and in particular, websites for Speakers. Here is our *must have* list of ingredients.

Home

Include: Mission Statement, call to action (book, sign up, contact), client testimonials, showreel(s), client logos.

About

Include: More detailed information about you, client testimonials, photos of you, interesting information about you and how that transcends in to what you speak about.

Speaker

Include: Showreel, topics you talk about, upcoming or past experiences, client testimonials.

Books (Optional)

Include: Links and summaries of your books and what people are saying about them.

Resources (Optional)

Include: Intro scripts, press pack downloads, biographies, video intro.

Blog (Optional)

Include: Relevant blog articles to your industry and topics.

Contact

Include: Email, phone, social profiles and web form.