SO YOU NEED A
KILLER WEBSITE.

Questions business owners should ask their web developers when creating a lethal site.

- ☐ **Optimise your website performance**
- ☐ **Assassinate you competition**
- ☐ **Minimise future website headaches**
- ☐ **Create a high-converting website**
- ☐ **Improve your sales**

FOREWORD

If you've downloaded this eBook, we're guessing you need a lethal website that can take out your adversaries.

The truth is, there are plenty of opportunities for you to create a great sales machine with your website, **but you might be wasting it.**

Time and time again, we see **business owners fail in web development missions** because they don't understand the whats and hows of building a website. Because of the lack of experience and knowledge, business owners often miss the opportunity to ask their web developers the right questions that can **maximise their website's potential.**

We don't blame you. **After all, how do you know what you don't know?**

Planning before the attack is always important when doing business, and web development is no different. In fact, it's crucial.

Our goal with this eBook is to get you started on building **an assassin-approved,** high-converting website that you can be proud of. By **understanding the fundamentals and essential parts** that contribute to your website's (and your business's) success, you can start asking the right questions and unlock endless long-term **mission success.**

Let's begin.

Regards,
The Assassins.

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INTRODUCTION: YOU WON'T KNOW WHAT YOU DON'T KNOW

Unless you're an experienced web developer with specific knowledge of your business, you wouldn't know how to optimise your website in a way that works for you. So where do you begin?

Let's start with the fundamentals.

By having a basic understanding of the makings of a great website, you'll be able to gather accurate intel by asking the right questions.

In this chapter, we'll go through some of the must-knows in web development, the benefits of a killer website, and why building a website is so much more than simply hiring a web developer to sort it out.

MISSION-CRITICAL INFORMATION ABOUT WEB DEVELOPMENT

Web development isn't just about building a site and launching it on the web.

It's about working on a long-term investment that allows you to manage your online process and presence efficiently. Many businesses end up being disappointed with their developers because here's what usually happens.

| You hire a web developer to build your website. | Web developer starts working. There's some level of back and forth as they ask you for the content and images. | Web developer completes the build of your new site with some backend instructions so you can make changes when you want to. | The site goes live. You never hear from the web developer again (except for invoices for hosting the site). | You get no enquiries from the site. Over time, your site looks underpopulated, tired, and abandoned. |

There are many considerations involved in creating a website, but here are the key ones:

- **Purpose and Goals:** Do you want your website to sell products? Inform customers? Generate leads? Allow customers to self-serve?

- **Content:** Do you have sufficient, attractive content to populate your website? Will it engage visitors and satisfy their needs?

- **Budget:** Your budget doesn't just include the cost of initial website development and ongoing maintenance, but it also consists of copywriting, imagery and video production, and even consulting advice to get the right strategy from the outset.

- **Technology:** What platform is used to build your website? How does this work with other platforms your business uses?

- **User Experience (UX):** How will you design your website and mobile site so it has the best user experience for your customers

- **SEO:** How will you optimise your website so it's visible on search engines?

- **Security:** Is your site well-protected against hackers?

- **Continuous Improvement:** Is improving your site as you grow your business easy?

- **Backup and Recovery Plan:** Can you recover your data and files during a website crash or hacking attempt?

- **Analytics:** Can you track your customer journey on your site and make improvements?

- **Legal:** Does your website comply with privacy and data protection laws?

THE POWER OF A KILLER WEBSITE

Having a high-performing website can make all the difference between your target customers choosing you over your adversaries - and this includes a mobile site as well. Consider these statistics:

• 87% of consumers begin a product search online (1)

• It takes about 0.05 seconds for customers to form an opinion about your website and whether they'll stay or leave (2)

• 75% of consumers admit to making judgments on a business's credibility based on its website design (3)

• Slow-loading websites cost retailers over $3 billion in lost sales each year (4)

• 61% of users are unlikely to return to a mobile site if they had trouble accessing it, and 40% visit a competitor's site instead (5)

• 88% of consumers who search for a business on a mobile device will call or buy from that business within 24 hours (6)

With more online shoppers than ever, having a killer website is no longer a consideration for competitive businesses - it's necessary.

QUESTIONS YOU SHOULD BE ASKING YOUR WEB DEVELOPER

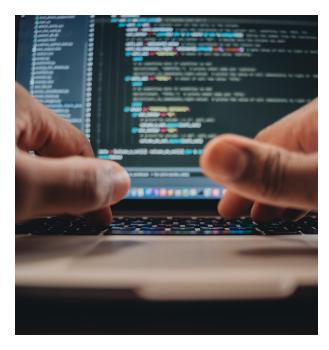Building a purposeful site that's a **lethal sales machine** for your business is possible, but you need to ask some important questions to your web developer, such as:

• What is my digital strategy to bring visitors to this website?
• Do we have a content plan for the website?
• How will you make the site **SEO-friendly?**
• Is the website design set up for the best customer experience on desktop and mobile?
• What software is used to build my website? Is it good enough?
• How well does my website integrate and automate with other plugins and changes in the future?

While it may be an uncomfortable pill to swallow, here's what business owners need to understand

WEB DEVELOPMENT IS BIGGER THAN YOUR WEB DEVELOPER

The truth is, building a great website extends well beyond the confines of a single web developer.

It involves strategising your online presence, **securing** your user information and privacy, understanding your consumer journey, and creating insightful content about who **YOU are as a brand** in your customers' language. **Doing this requires the precision and strategy of an assassin.**

Any website done without these is basically money down the drain.

In the next chapters, we'll go through these questions in detail, discover why they are essential, and look at how you can create a website that **eliminates your competition.**

01

Question 1: What Is My Digital Strategy?

What Is My Digital Strategy?

Considering Australia has 25.31 million internet users (equivalent to 96.2% of the population), targeting customers online is an excellent way for businesses to grow. However, to do that, your business needs a precise digital strategy based on strong intel to complement your website.

Understanding Digital Strategy

A digital strategy is a plan that outlines how your business will leverage online technologies to enhance your customer experience, improve efficiency, and achieve growth. Instead of focusing on just your website, it's a powerful tool that regroups all online and offline marketing strategies to help your site, and your business, succeed.
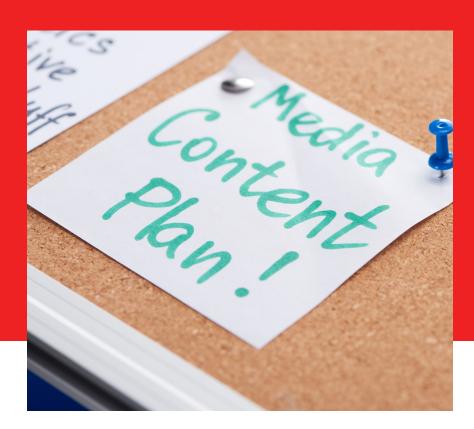
Here are some elements of a digital strategy:

- **Target audience:** Understanding your buyer persona with an outline of the demographics, behaviours, preferences, and needs of your customer.
- **Digital weapons:** Identifying where you'll be most effective in reaching your customer (i.e. social media platforms, websites, email marketing, mobile apps, search engines).
- **Adversary analysis:** Understanding who your competitors are (direct and indirect) and how they use their digital channels to target customers.
- **Strategy execution:** Combining your customer insights and budget with the right execution of a website, social media, user experience, branding, SEO, eCommerce, and technology strategies.

Why This Question Is Important

Think about your new website without content, social media support, and poor SEO - it wouldn't have the opportunity to live up to its potential. Simply put: Y**ou would have killed your website before it even began.**

With a well-thought, researched-based strategy, your website will build credibility and deliver value to your customers, making them want to stay longer. If you don't have a strategy, your web developer will most likely copy another website, which is not a good position for your business.

02

Question 2: Do We Have A Content Plan?

Why This Question Is Important

Content is your armour that helps your target customers know who you are, assess your reliability, and decide if they want to buy from you. Hence, telling your band story on your website is critical.

However, too often we see businesses make two major mistakes when developing content:

Mistake	Solution
Mistake 1: They talk about themselves too much on their website, and it's all 'we' speak	**Solution:** Talk about yourself only in the About Us and Case Studies sections. Your website should highlight your customer's problem or challenge and how you can solve it or have solved it for others. Draw the target in gradually into your story, and don't hit them with too much information too soon. Remember that bite-sized information gets absorbed quicker, so try saying more with fewer words.
Mistake 2: Many web development firms will take copycat content if you don't have one.	**Solution:** Unless you want your website to look similar to your adversaries without any mention of your own business identity, getting copied content is not a good idea. ChatGPT is not the answer either, as Google punishes duplicate content and will not rank your website. While it may be tempting to write your content, it can be difficult to write engaging sentences that your target will want to read. In this scenario, you'll need a master copywriter to help populate your site with content aligned to your Digital Strategy.

So what types of content will help improve your website? As mentioned earlier in this eBook, you need a well-crafted copy on your website. There are a couple of other types of content you should also consider.

Imagery and Video

3.1 billion people consume videos on the internet daily, making it a highly effective weapon in getting your message across. You will need to have engaging videos and photos that support your content. Design elements such as diagrams, icons and infographics can also help visitors understand your messages, as not everyone prefers text to understand information.

Assassin's tip: Video is not an opportunity to talk about yourself to your customers. Instead, let the viewer know that you understand their problem and are highly experienced in fixing it.

Blogs

Establishing credibility in your industry is important, and a blog with relevant articles and case studies helps you do this. If done correctly, a great blog post will also help you enhance your SEO, which is a winning strategy.

If your digital strategy does not include a blog, you should seriously reconsider. You can engage a content writer to populate your website with rich blog articles with your opinions and tone of voice as a master in your industry.

This will help build credibility and is essential for SEO. Plus, you can use the content to create supporting versions of text, video, and graphics to share on your social channels.

Assassin's Tip: Don't use your blog to 'hard sell'. Instead, fill it with rich data highlighting your customer's problems and potential solutions. Once you build your credibility, targets will approach you organically.

Email Marketing

Email is one of the most effective forms of digital marketing, and you should clearly **master how this works** on your website before allowing a web developer to build your site.

Consider questions like: How will you build a sign-up list? Who receives communication on your contact form? By planning out your email marketing strategy, you'll avoid any headaches later **on when incorporating it into your site.**

Assassin's Tip: Having an opted-in list (people who have signed up for your newsletter) can be very profitable in growing your business. However, remember to collect and store all customer data securely to maintain their privacy. Also, make sure you have double opt-in for your marketing email list. This complies with all spam laws and ensures you only email those who really want your content.

At Digital Assassin, we build websites on Core dna, which allows us to create newsletters in the website backend, integrate them with your existing content like blogs, videos, and images, and easily migrate this on an email software of your choice (i.e. MailChimp or Salesforce). This act of precision saves a great deal of time and keeps the look and feel consistent.

To learn more about content creation for your website, visit our website for insights.

03

Question 3: How Is My Site SEO-Friendly?

How Is My Site SEO-Friendly?

In the digital marketing battlefield, it's not a question of 'Is your website SEO-friendly' but 'How are you going to make your website SEO-friendly.' Search Engine Optimisation (SEO) allows your website to be visible on search engines like Google, Bing, and Yahoo, which makes it an extremely important part of web development.

Why This Question Is Important

Having great SEO makes your website visible when consumers search online for a product or service you're offering. When you have a website built for SEO, you get more organic (non-paid) traffic to your site, which brings more visitors to your website and also reduces the price you need to pay for Google Ads (if you are advertising) by enhancing your Quality Score.

We commonly hear business owners make these mistakes with SEO.

Mistake	Solution
Mistake 1: Mistake 1: "Our web developer didn't optimise our site for SEO because we didn't ask for it. But how would we know to ask - we assumed it was included?"	**Solution:** SEO is a necessity that should be implemented by any web developer when building a site. So be sure to prioritise SEO with your developer beforehand and set it as an expectation. SEO is also the responsibility of the content creators for your site. A well-optimised site takes a team effort.
Mistake 2: "We asked the web developer about making our site SEO-optimised, and they did it - with a YOAST plugin. So that's my SEO sorted, right?"	**Solution:** While a simple plugin allows you to add metadata and clean up bits and pieces of your site SEO, it's one component of SEO. A plugin will not help your site to rank on search engines on its own.

With over 20 years of experience in Digital Strategy and SEO, our assassins know that the best results for both organic and paid traffic come from building SEO from the start. Without it, you'd be wasting time and money working with a site that's not battle-ready.

How To Stealth Through Your Sites SEO

We've written a great eBook on 'SEO for Beginners' where we break down how SEO works, and how to optimise your website through On-page, Off-page, and Technical SEO. Click on the button below to access the eBook

Download SEO for Beginners eBook

When building an SEO-rich site for clients, our tactical approach is to focus on keyword and competitor intel. It helps us determine which keywords you can battle with, what pages are needed on your site, and what blog posts to write - which will then be the cornerstone of your social media content. This stealthy process helps you build a high-ranking site with infallible, credible content.

04

Question 4: Is My Site Set Up to Provide the Best Customer Experience on Desktop and Mobile?

What is the target customer experience like on your current site? What is it like on your adversary's site? If your competitor has a better website than you, isn't it time to improve yours?

Website design isn't just about developing a good-looking site, it's about understanding how the target behaves on your site and giving them exactly what they want with minimal fuss.

For example, if Jane is going to an accommodation website in the Yarra Valley, she'd probably want to see if there's any availability for her travel date. A website that isn't optimised would probably ask her to click on a few pages to get to the booking page.

Meanwhile, a great website would place the availability button as one of the first things she sees on the homepage. Plus, it'll integrate with the booking system to provide accurate availability and easy booking functionality.

We call this weapon the User Experience (UX).

Why This Question Is Important

Considering almost half of the potential customers decide if your business is credible based on your website's visual appeal - web design and user experience are critical considerations that should be discussed thoroughly with your web designer.

So what should you look for when building a great website UX?

What Customers Want on Your Site

Ninja-Quick Load Speed

The faster your load speed on a desktop and mobile phone, the happier your target customers will be. Plus, you'll also significantly improve your SEO, as Google gives a lot of weight to page speeds on mobile phones. Check out Google's Core Web Vitals guidelines.

Here is what your web developer may be doing that's slowing your page load speeds:
• Web-building platforms like Wix and Squarespace perform poorly in page load speeds because they contain too many templates (unnecessary code).
• WordPress sites may load slowly when an inexperienced developer has purchased a slow template.
• Large video and image files will negatively affect load times
• A site that's on a shared server will reduce its speed.

Crafty but Functional Design

Once a customer arrives on your page, you have 10 seconds to get their attention. Failure to satisfy their needs will result in them leaving and most likely never returning again.

Most websites have similar buttons and layouts in the same place (i.e. logo/home button, menu, phone number, contact page). So stick to these and don't make it hard for the new user to navigate your site. While exceptions to this rule may exist, they are rare and somewhat of a gamble for your business.

Many website designs are also limited on mobile phones, and you should always prioritise good loading speeds on mobile over radical designs. When working with your web developer, consider using templates as a base design, as they commonly load fast

Assassin's Tip: As with anything, be well aware of what you are asking from your website designer. Custom design and a customised website build will cost more, and your web developer should be transparent about this.

05

Question 5: What Software Is Used to Build My Site?

This question can be hard if you're not a master of the site's backend. So let's uncover how websites are built, what software is used, and why choosing the right one is critical for your business.

Why This Question Is Important

How and where your website is built can make a difference in your site's functionality, SEO, and long-term efficiency. However, because of their limited knowledge, business owners generally go with the software that's preferred by the web development firm.

Trusting your web developer to handle the backend is okay if they are proficient and have good systems in place for backups, optimisation, and integration. However, some web developers do take shortcuts and build your backend on a poor, cheap software.

So how do we avoid this? By manoeuvring the different software available.

Open-Source vs. Licensed Software

Generally, web developers will use open-source software or licensed software to build your site. The table below shows the differences between the two.

Aspects	Open-Source Software	Licensed Software
Definition	Software with a source code that's publicly available.	Software that's distributed under specific terms and conditions.
Cost	Typically free of charge	Usually requires purchasing a licence through a one-time payment or monthly subscription.
Hosting	Need to be hosted on a server that is connected to the internet.	Some software comes with hosting (i.e. Core dna, Shopify)
Examples	WordPress, Drupal, Silverstripe	Core dna, Wix, Squarespace, Shopify, Webflow
Software Updates	Updates can come from the community and contributors	The software vendor typically provides regular updates
Backups	No backups of your site	Backups available
Website Plugins	Plugins are available but most are not maintained by the original developer	Vendor controls plugins
Security	Hackers can access the site through unmaintained plugins	High security

Every new website built with an open-sourced platform is custom-made. This means that other developers are reluctant to touch your site should you lose touch with the original developer (or if the developer leaves the agency that built your site). Any new developer will likely suggest a website rebuild (that is how they make money).

"Which is better for my business?"

The assassin's way is to use licensed software maintained by professionals (which cannot be misused by a beginner developer through an open-sourced platform). Licensed software comes with hosting, which means you have one entity responsible for your site design and where your website is set up.

This hosting and design service also means you get regular improvements to the system, which keeps your business updated with the latest tech. For a simple, DIY version of your website on a SaaS platform, you can consider website builders like Squarespace, Wix, and Shopify.

However, for businesses who want extra customisation, content control, and optimised SEO, we recommend a Core dna subscription on our package to help them build a killer website at a competitive price.

See our packages

Assassin's Tip: Be aware of which server your site is hosted! Hosting fees vary depending on the provider, but some web developers can put many websites on one server and make quite good margins. While this is a good income stream for the developer, it means your site is infinitely slower.

06

Question 6: Is My Site Future-Proof?

Future-proofing your website means designing and developing it to anticipate any changes, technological advancements, and user needs over time. For this, you need a software roadmap that aligns with your business strategy, and a website that easily integrates and supports automation with other modern software.

Why This Question Is Important

We want to be able to talk to our customers.'

Many business owners think they need to follow the old-school way of attending to all their customers' questions. But what if your target can get answers on your competitor's website without talking to anyone? Perhaps they don't like being sold over the phone, or maybe they are looking for answers at 8:30 p.m. when you are closed?

Utilising the latest technology (i.e. a website chatbot, marketing automation, Artificial Intelligence, smart integrations with other systems) is helpful for your customers and your business. You want your killer website to be functional, effective, and relevant to your target years from now - while still adapting to a fast-paced environment.

More critically, you don't want to re-platform for many years if you can avoid it, as new systems require investment and staff retraining.

Having a Software Roadmap

A software roadmap is a plan that outlines your goals, priorities, and timeline of your website and any related systems. It serves as a visual and strategic guide for stakeholders, including your web developer, to understand your website vision and plan for future enhancements.

Here are some questions you can ask yourself when planning your roadmap.

- What other systems do I currently have that will affect, or be affected by, my website?
- What systems do I intend to acquire in the next 1 to 3 years?
- How would I like my customer experience to evolve in the future?
- Is this clearly communicated to my employees and the web developer?

Knowing this intel will help you plan your digital strategy, which might impact the software platform you choose, your web developer choice, and other parties required to create the content you need.

Integrations and Automation

Integrations and Automation increase your business efficiency, reduce errors, and improve your target's website experience. Integrations allow you to add additional third-party features to your website, while automation means your website contains elements that help your website experience without any manual intervention by you or your staff.

Your website should always be armoured with easy integration and automation capabilities to save you from wasting time and money in the future. Here's what integration and automation look like on a website.

Capabilities	Example
Integration	1. You add a newsletter subscription button on your website. When a customer subscribes using the button, this is automatically added to your email list or CRM, thanks to your website's integration with the software. 2. Your website syncs with your inventory systems and changing stock availability on your website - so you don't make sales for out-of-stock products
Automation	1. Your customer is about to check out their purchase on their site. However, they get an update to add other products that may complement this purchase. You have an extra salesperson for your business thanks to website automation features. 2. Based on business rules, once a visitor downloads an eBook and visits a certain web page within 7 days - they get sent email A. If they don't, they are sent email B

Our Core dna website packages provide low code advanced customisation, meaning you can automate and integrate almost any functionality into your website. As a business owner, it gives you more flexibility and control over your overall sales process.

Final Thoughts

Building a killer website takes a lot of strategising, stealthing, and a precise understanding of your business strategy and processes. However, most web developers build sites without considering their SEO, digital strategy, integration, and automation capabilities.

We hope this eBook will help you ask the right questions and avoid common mistakes that so many business owners make. If done correctly, your website will be a valuable weapon for your company.

At Digital Assassin, we do more than just build websites. Our done-for-you service ensures that we'll get your website up and running with the right content, SEO, and digital strategy to support your business. Because we understand that your business is so much more than just a web developer.

With our strong Core dna partnership, your website will be optimised with fast-loading speeds and the best UX experience for your customers.

Your website is your weapon against your enemies, and you need the best assassins to use it wisely.

Learn more about our web development packages and how to get started on the next page.

Web Ninja	WebNinja Pro	WebNinja Elite
For stealthy micro businesses	For battle-ready small businesses	For ambitious SMEs
From **$597 +** GST	From **$997 +** GST	From **$1,497 +** GST
· Strategy	· Strategy	· Strategy
· SEO + Content	· SEO + Content	· SEO + Content
· Website Build (from 6 pages)	· Website Build (from 10 pages)	· Website Build (from 17 pages)
· Contact form	· Contact form	· Contact form
· Responsive website	· Responsive website	· Responsive website
· Choice of 37 templates	· Choice of 37 templates	· Choice of 45 templates
· Analytics setup	· Design updates to your website template	· Design updates to your website template
· Ongoing SEO (4 hours per month)	· Analytics setup	· Analytics setup
· A 1,000-word blog every 2 months	· Ongoing SEO (8 hours per month)	· Ongoing SEO (12 hours per month)
· Monthly insights and reporting	· A 1,000-word blog per month	· 2 x 1,000-word blog per month
	· Monthly insights and reporting	· Monthly insights and reporting
ACTIVATE PACKAGE	**ACTIVATE PACKAGE**	**ACTIVATE PACKAGE**