



TRESPASSING



FROM BLAND TO BRAND:

DIY WEBSITE MAKEOVER SECRETS FOR SMALL BIZ
OWNERS

PRESENTED BY LISA BROWN

Studio

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DIGITAL MARKETING AGENCY



WEBSITE SOS

What are your biggest website challenges (or goal if starting from scratch)?



WE'LL COVER TODAY:



- ✓ The 3 biggest website mistakes small businesses make
- ✓ How to design a website that instantly grabs attention (without hiring a designer)
- ✓ Simple AI-powered tools that make content creation, design, and SEO effortless
- ✓ The website blueprint for your service or product based business
- ✓ Live website teardowns and instant feedback

By the end of this session, you'll have a clear DIY strategy to build or refresh your website, plus the tools to stand out, attract customers, and grow your business.



Hello and Welcome

WHO IS SHE...?

Studio 951, led by Lisa Brown, is a Women-Owned digital marketing firm dedicated to helping businesses thrive. With over 20 years of experience, Lisa has worked with top brands like Limited Brands, Lane Bryant, McDonald's Corporation, and JP Morgan Chase. Her passion for supporting small businesses and non-profits inspired her to create Studio 951, recognizing the common challenges entrepreneurs face.

Studio 951 transforms businesses into digital powerhouses through AI-driven insights and innovative strategies. Our services include content marketing, social media management, website design, and strategic marketing planning. We provide the tools and expertise to enhance digital presence, drive engagement, and achieve measurable success.



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3 COMMON WEBSITE MISTAKES SMALL BUSINESSES MAKE:

- **Confusing Navigation** – Too many menu options or unclear labels.
- **Lack of Clear CTA (Call to Action)** – No clear path for visitors to take action.
- **Cluttered or Outdated Design** – Poor visuals that drive visitors away.



3 KEY ELEMENTS OF A SUCCESSFUL WEBSITE



💡 1. Design

- First Impressions Matter, Clean, modern, and mobile-friendly layout
- Consistent branding (colors, fonts, logo)
- Easy navigation with clear menus
- Visuals that support your message (images, icons, banners)

📌 Your design should make visitors feel confident and curious to learn more.

✍️ 2. Content

- Say the Right Things. Clear headline that explains what you do and who you help
- Strong "About" section that builds trust
- Simple, benefit-focused descriptions of products/services
- Keywords for SEO to help people find you

📌 Your content should connect, educate, and guide visitors.

🚀 3. Conversion

- Turn Visitors into Customers. Obvious calls-to-action (buttons like "Book Now," "Buy," or "Contact")
- Forms that are short and easy to fill out
- Testimonials or reviews for credibility
- Lead capture options (email signups, downloads)

📌 Every page should encourage visitors to take the next step.

LIVE WEBSITE AUDIT: SHOW & TELL



2-3 volunteers to share their websites for a quick review.



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STRUCTURING YOUR WEBSITE FOR SUCCESS

The Website Wireframe - blueprint of a website—simple, clear, and essential for building



SERVICE-BASED BUSINESSES AND PERSONAL BRANDS

- Hero Section
- About
- Problem + Promise
- Services/Offer Section
- Testimonials/Social Proof Section: Add social proof for credibility (as Seen In, Worked With. Customer testimonials)
- Lead Magnet or Offer CTA
- Contact + Footer Section

PRODUCT-BASED BUSINESSES

- Hero Section
- About
- Unique Selling Point
- Product Details & Options
- Social Proof Section: Add social proof for credibility (as Seen In, Worked With. Customer testimonials)
- Lifestyle Photos / Videos
- Trust Signals
- Clear CTA & Checkout Path
- Contact + Footer Section

HERO SECTION



SERVICE-BASED BUSINESSES AND PERSONAL BRANDS

- **Headline:** Clear, benefit-driven ("Get [result] without [pain point]")
- **Subheadline:** Explain what you do in 1 sentence
- **CTA Button:** "Get Started" / "Book a Free Call" / "See Menu"
- **Tip:** Use emotional triggers and action verbs

PRODUCT-BASED BUSINESSES

- **High-quality product image or video in use**
- **Headline:** "The [Product] that Solves [Problem] Instantly"
- **Subheadline with key benefit**
- **CTA:** "Buy Now" or "Shop the Collection"

ABOUT



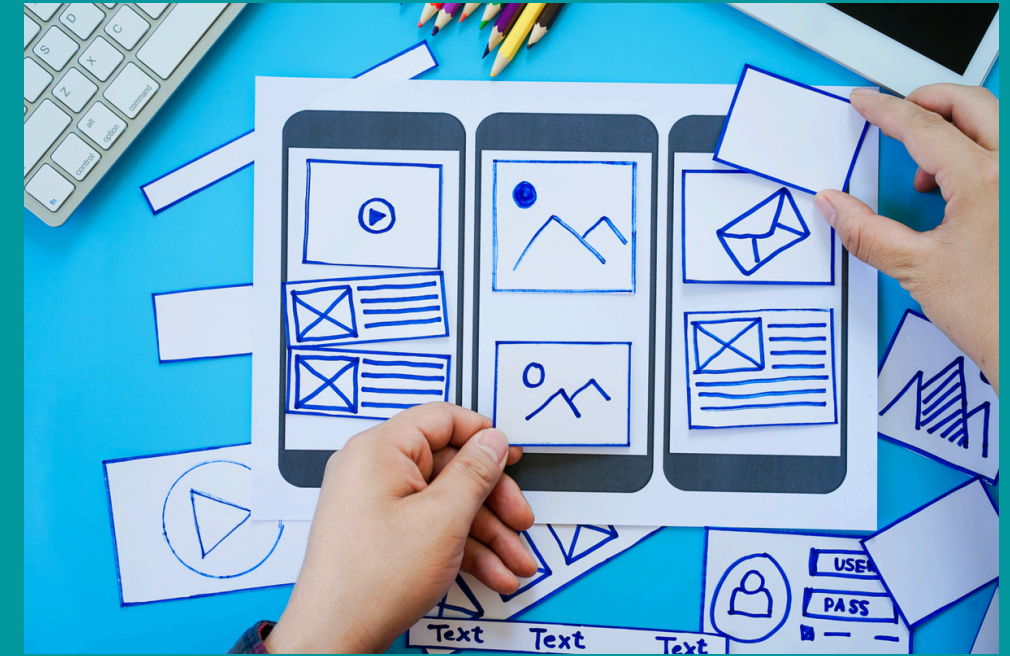
PURPOSE:

THE ABOUT SECTION INTRODUCES THE BRAND OR BUSINESS, BUILDS TRUST, AND CONNECTS WITH THE TARGET AUDIENCE.

KEY ELEMENTS TO INCLUDE:

- **WHO YOU ARE: BRIEF COMPANY HISTORY OR FOUNDER BACKGROUND.**
- **WHAT YOU DO: CLEAR DESCRIPTION OF PRODUCTS/SERVICES OFFERED.**
- **WHY YOU DO IT: MISSION, VISION, OR THE "WHY" BEHIND THE BRAND.**
- **WHAT MAKES YOU UNIQUE: HIGHLIGHT VALUES, DIFFERENTIATORS, OR ACHIEVEMENTS.**
- **CALL TO ACTION (OPTIONAL): LINK TO CONTACT, TEAM, OR SERVICES PAGE.**

PROBLEM + PROMISE OR UNIQUE SELLING POINTS



SERVICE-BASED BUSINESSES AND PERSONAL BRANDS

Problem + Promise

- Describe the customer's pain point or challenge
- Share how your product/service solves that problem
- Keep it conversational and customer-focused

PRODUCT-BASED BUSINESSES

Unique Selling Points (USPs)

- Use 3–4 bullet points to highlight key features or benefits
- Avoid jargon, be customer-focused

SERVICE OFFER OR PRODUCT DETAILS



SERVICE-BASED BUSINESSES AND PERSONAL BRANDS

Service or Offer Snapshot

- 2–4 short blocks explaining your core service(s)
- Include visuals or icons for easy scanning
- Highlight results, benefits, and what's included

Use this section to make your value easy to grasp at a glance

PRODUCT-BASED BUSINESSES

Product Details & Options

- Sizes, colors, materials, shipping info
- Tabs or collapsible sections keep layout clean

TESTIMONIALS / SOCIAL PROOF



SERVICE OR PRODUCT -BASED BUSINESSES AND PERSONAL BRANDS

- Testimonials, star ratings, UGC (user-generated content)
- Logos of media mentions or happy customers

CONTACT & FOOTER



SERVICE OR PRODUCT -BASED BUSINESSES AND PERSONAL BRANDS

- Add email, phone, location (if local)
- Include social links and business hours
- Keep it clean and distraction-free

STRUCTURING YOUR WEBSITE FOR SUCCESS... ADDITIONAL ELEMENTS



SERVICE-BASED BUSINESSES AND PERSONAL BRANDS

Service or Offer Snapshot

- 2–4 short blocks explaining your core service(s)
- Include visuals or icons for easy scanning
- Highlight results, benefits, and what's included

Use this section to make your value easy to grasp at a glance

PRODUCT-BASED BUSINESSES

- Lifestyle Photos / Videos Show product in real-life situations or in motion
- Trust Signals - Free shipping, easy returns, secure checkout badges, guarantee or satisfaction messaging
- Clear CTA & Checkout Path
- Keep the "Add to Cart" or "Buy Now" button visible and sticky. Make the buying process as frictionless as possible

BONUS STUFF... THE RESOURCE PAGE



Purpose of the Resource Page

- Build credibility and trust with your audience
- Give immense value upfront to turn browsers into buyers
- Grow your email list through high-value freebies
- Keep people engaged and returning to your site

Positioning Tips

- Frame the page as your expert toolbox
- Use bold headers like: “Steal My Strategies” or “Get the Good Stuff”

What to Include on Your Bonus Page

-  1. Blog Library
-  2. Video Trainings
-  3. Downloadable Resources
-  4. Newsletter Sign-Up + Past Issues
-  5. Tools + Templates Vault

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CLASS PARTICIPATION:



Activity: Attendees write down 3 things they need to improve or consider for their own website.



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AI PROMPT

Copy prompt from studio-951.com The Launch Lab

What's wrong with my site?

Act as a UX web strategist. Review and suggest improvements to this website [] for a [type of business] I want to improve these 3 things on my website []. Suggest changes to layout, and calls-to-action. Website tone should be [friendly, professional, bold, etc.].

Create my website wireframe

From the above write a clean, structured website wireframe in textual layout format (not code)

WEBSITE COPY (UX + SEO Optimized)

Act as a UX Web Strategist from the above create copy that is SEO rich for each section make it engaging put the proper calls to action for each section

CLASS PARTICIPATION:



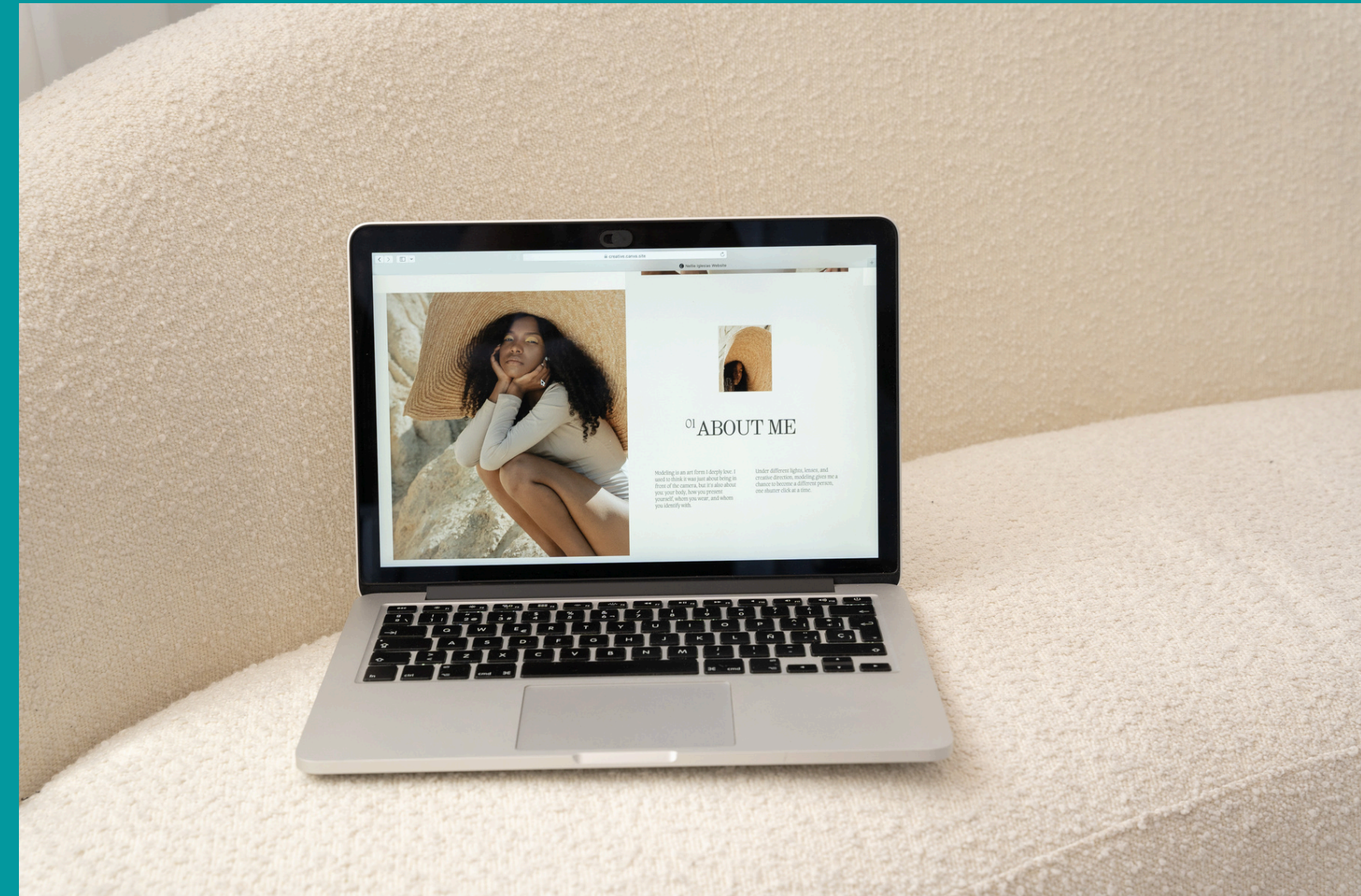
Share your results!



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🔗 AI-POWERED WEBSITE BUILDING (TOOLS)

- ChatGPT for writing engaging website copy.
- Canva for designing website banners, icons, and graphics.
- Esty
- Pexele or Pixabay(royalty free images)





WHAT WEBSITE PLATFORM IS RIGHT FOR YOU?

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Wix

- Best for: Visual drag-and-drop editing
- Strengths: Highly customizable templates, app marketplace, booking integrations
- URL: wix.com

Squarespace

- Best for: Clean, modern design-focused websites
- Strengths: Built-in SEO tools, mobile optimization, great for creatives & portfolios
- URL: squarespace.com

GoDaddy Website Builder

- Best for: Beginners needing quick setup
- Strengths: Easy setup wizard, built-in marketing tools, great customer support
- URL: godaddy.com

Shopify

- Best for: E-commerce stores
- Strengths: Secure checkout, inventory management, built-in marketing tools
- URL: shopify.com

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KEY TAKEAWAYS



- ✓ Define your website's purpose and goals
- ✓ Choose a website platform that fits your skill level (DIY or done-for-you)
- ✓ Outline your website structure using the Best Practices
- ✓ Use AI tools for copywriting, design, and SEO
- ✓ Add calls to action that drive sales
- ✓ Ensure your website is mobile-friendly

DID SOMEONE SAY FREE DOWNLOADS!

**25 AI PROMPTS FOR
BUILDING & PROMOTING
YOUR WEBSITE**

**WEBSITE STARTER
DESIGN DESIGN KIT**



THE LAUNCH LAB

FREE 1:1
CONSULTATION -
BOOK SOME TIME



Thank you for your time



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