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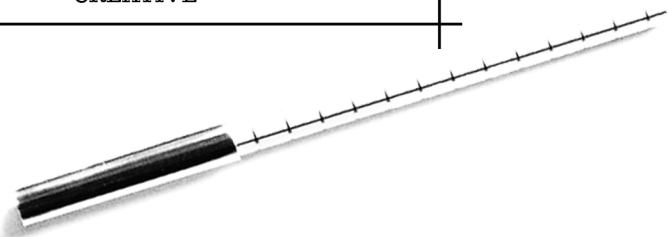
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WEBSITE KIT



WHY WEB CONTENT

Good content improves your bottom line

You may already have a website, but you're not seeing a lot of traffic, after all where are the bookings, purchases, sales and enquiries? Lack of traffic can be attributed to the content currently on your website. Does it deliver trust? Is your copy focusing on what benefits the visitors? Are you considering the problems you help avoid? If not, there is an easy solution. Optimise your existing content by integrating original, valuable content, with the right keywords. This will not only increase the organic traffic to your website, but the click-through rate to your shopping cart, booking page or contact form.

Take action

Your website should never be an opportunity to beat your own chest – instead, it should be written in a way where the benefits are conveyed in the perspective of your audience. If this done correctly, visitors will know precisely how THEY will profit from going to you over your competitors. That is why it is essential to include a call to action; show your website visitors what to do next. Is it to contact you? Follow your social media account? Purchase something? We all have heard the phrase “buy one, get one free”. This is the perfect example of a nudge to take action. It may sound obvious, but a definitive call to action converts interested individuals into followers, friends and crucially, customers.

Persuasive copy sells

According to Harvard Business School professor Gerald Zaltman, 95% of purchase decisions occur in the subconscious mind. Therefore persuasive and emotive language is the art that goes behind a digitally written page. Your page must compel a reader to consume as much content and take that next step – making a booking, requesting a quote or placing an order.

Google loves original content

Ready to be an authoritative voice on Google? Then well-written, original and informative content is the key to climb your website up the search engine ladder. Once upon a time keywords needed to be woven into the fabric of your page, however nowadays, the more valuable your content, the better your chances of becoming a website of authority. According to Search Engine Journal, Google evaluates content according to its relevance—and not by the inclusion of individual keywords. So for your website to be Google's number one, it is essential to own one-of-a-kind copy.

Bad grammar smells bad

Have you ever left food in your car? Breathed in the terrible odour of an expired chicken sandwich? Shudder. A bad scent is enough to make people not want to take rides from you. You shouldn't do it. Same with poorly choreographed copy; it looks unprofessional and puts visitors off. It is crucial to hire someone who can ensure all your text is perfectly acceptable.

Good copy creates backlinks

Backlinks are incoming links created when one website has a hyperlink to another. The link to an external site is called a backlink. In essence, backlinks to your website is a signal to search engines that others (businesses, bloggers, publications) vouch for your content. If many sites link to your webpage or website, search engines can infer that content is worth showing. The more informative, educational or entertaining your content, the more likely people will create backlinks to your website. For example, if an online newspaper publication featured your business in an article where readership is in the hundreds of thousands, then your website will have an increase in new visitors. The more visitors you have, the more enquiries you should receive, and more enquiries results in more sales. If the referral or backlink stem from a reputable source (such as LinkedIn or BroadSheet) the higher you will also rank on Google.

STATS THAT WILL MAKE YOU WANT

TO INVEST IN CONTENT MARKETING

Content marketing generates over three times as many leads as outbound marketing and costs 62% less.

Outbound marketing is flyers, tv ads, radio spots, billboards, pop up ads; promotional messages that try to tell consumers how great a brand, product, or service is. These ads are disseminated to consumers whether they want to see them or not. These ads are pushy and intrusive. Content marketing is valuable, informative and allows the visitor the choice to consume the content.

Populating websites with blog content is how you end up with 434% more search engine-indexed pages than other business sites that don't publish content.

The result of content creation: you have lots of little pathways sprinkled over the internet that leads back to your site. The more content you create around topics relevant to your audience, the better your chances of boosting traffic from search and seizing conversions. (Source: TechClient)

Content marketing has both lower up-front costs and deeper long-term benefits than paid search marketing.

More than 615 million devices now have ad-blocking software, according to PageFair 2017 Global Adblock Report.

This is because people feel the need to take shelter from the **5,000-ads-per-day** tidal wave (According to CBS this is the average number of ads exposed to a person in a single day in 2007. Informative website copy will be valuable to visitors, isn't intrusive, and aims to be helpful, rather than merely promotional.

Small businesses experience a 165% lead growth, a much more significant increase than that of non-blogging businesses, which experience a 73% lead growth. Since a whopping 77% of internet users read blogs, businesses with blog pages on their website see more lead growth. (HubSpot)

49% of 18- to 49-year-old people get their news and information online.

A 2016 Pew Research Centre study revealed that people have turned away from TV as the primary source of news and information, and have now moved to the internet. Web pages, blogs, and social media – these places are where people want to get informed. These channels also happen to be where content marketing is at its prime.

SERVICES

CHAPTER ONE | IDENTITY SYSTEMS

Customer Research

We gather as much information as we can about your customer to help refine and grow your business. Our service includes consumer decision process research, customer satisfaction results, concept testing and positioning. We determine how your customers feel about your brand, product or service. We carry out price testing – this determines how sensitive your customers are to price changes or the pricing settings currently active in your business. We perform a customer service audit where we work out whether you provide adequate customer service. Lastly, we implement content monitoring; we stay on top of your competitor's Google Ads to see how your brand or business compares.

Content Analysis

Your website and how it performs will come down to the health of your overall site. Many people mistakenly believe that the only way to outperform their competitors is to offer a superior product. However, having a better brand is actually more important. We take into account every page on your website and evaluate its usefulness and relevance, clarity and accuracy, completeness (of sentences, thought, ideas, and logic), influence and engagement, how easy it is to find (SEO), branding consistency, intended audience and consistency with business priorities.

Audience Personas & Surveys

We create buyer personas - fictional individuals to better understand and imagine who you're selling to so that when we write your web content, it is on a topic of interest and communicated in a language that appeals to a type of target audience.

Competitor Analysis

It is crucial to stand out in contrast to your direct competitors. Why? Your potential customers will find and evaluate products or services online first and compare them on face value. In fact, according to a 2012 study by Fleishman-Hillard Digital Influence, 89% of consumers use the Internet to find information on products, services or companies before making a purchase decision. Therefore it is essential to stand out. We conduct a competitor analysis through the eyes of your customers to identify who your direct competitors are. We then scrape through your competitors' websites to evaluate what they are doing right and what they are doing wrong. This will provide insight into how to correctly shape your own website. We also pay close attention to your competitors' branding strategies to determine the steps necessary to outperform them. Essentially the competitor analysis is our chance to craft you a winning website.

CHAPTER TWO | CONTENT CREATION

Website Copy

As content writers, we want to spend the time to understand you and your audience. Our pages are written with persuasion and value in mind. From an SEO point of view, we will increase the flow of prospects from Google by incorporating keywords.

Content Optimisation:

If you have a website, but need to boost traffic, we go in and improve what you already have. We mend broken links, find and fix thin content and where necessary add creativity or individuality.

Backlinks and Outreach Content

We write the kind of content that will make other sites want to link to you. How? B.KIDDO is about taking the time to write amazing content geared toward people instead of machines – and this will improve your SEO. We encourage organic links to your website by writing original material and then promoting it. Not to mention, backlinks will make you an authority in your industry.

Landing pages copy / Competitions Copy + Terms and Conditions:

If you have a competition, then you need to promote it on a landing page. Your competition needs (other than a killer prize) exciting copy; copy that greets your visitors, has them envisage themselves winning and of course jumping in to participate. What we want to create out of your landing page is one that generates word of mouth referrals, increases brand awareness and gets shared online like crazy. Let's get started.

Gathering Client Testimonials

To quell scepticism and prove the value in your business, why not let your satisfied customers do the talking? A testimonial page serves as a platform to show off how others have benefited from your product or service, making it a powerful tool for establishing trust and encouraging potential buyers to take action (HubSpot). We help you determine who your happy customers are, collect testimonials, and make it exciting and engaging!

SERVICES CONTINUED

CHAPTER THREE | VISUAL CREATION

Images shape a website visitors first impression, creating a tipping point as to whether they will continue browsing and eventually make a purchase. Your business will require a level of authenticity and “you-ness”. Not to mention, no potential copyright issues. That is why we offer options that will visually bring your page to life.

Visual Content for a Webpage

- Product images
- Service images
- Industry related images
- Abstract photography

Branded Visual Assets

We select stock images that align with your brand, product or services, then edit them with your company branding.

Professional Photography

We shoot, edit and develop high resolution images featuring your product service.

Professional Photo Editing

We touch up your own bank of images using Adobe Photoshop then apply your company branding.



BUILD YOUR OWN

If you have made it to this page, then you are certainly a serious business grower!

We need to find out from you if you have arrived at B.KIDDO with an appetite for everything or peckish for one or two services. Below is our Build Your Own menu that lays out of all the ingredients to make a perfect Webpage. We invite you to observe our services and enjoy a contemporary experience of picking your elements and filling out a creative brief.

If you're unsure how to start or have any questions, contact us, and we can guide you through the creative journey.

1

PICK YOUR CHAPTERS

Chapter One

Chapter Two

Chapter Three

2

PICK YOUR SERVICES

Customer Research

Audience Personas & Surveys

Content Analysis

Competitor Analysis

Website Copy

Content Optimisation

Backlinks & Outreach Content

Competitions Copy + T&Cs

Gathering Client Testimonials

Branded Visual Assets

Professional Photo Editing

Professional Photography

3

TOP IT OFF



Fill out a brief



Receive a quote