

## **Company Overview**

Stephan Spencer is an SEO expert, author and professional speaker. His site is [www.stephanspencer.com](http://www.stephanspencer.com).

## **Project Overview**

Re-design of the website so that it does not look outdated or like an off-the-shelf Wordpress template (like is does currently). The new design must convey to the visitor a compelling call-to-action. Specially, this home page will act as a “squeeze page” and thus, the primary marketing goal will be to get the user to opt in to our list. The new design will provide elements of “social proof” such as written testimonials, a portfolio of case studies, client logos, “as appeared on” logos, client testimonial video, etc.

## **Creative**

A clean, modern, engaging look that showcases Stephan’s work and history as an SEO expert, without making it “all about Stephan’s ego” but instead educational for the user. In other words, ADD MASSIVE VALUE, versus a slick marketing brochure. Social proof should be pervasive throughout the site, as well as a compelling call-to-action on each page (and not the same one everywhere -- for example, the Speaking page should drive users to request Stephan to speak at their events). The site is going to be heavy on educational marketing, with practical and informative blog posts, articles, videos, audio podcasts and so forth. The homepage is the most important page as far as the search engines are concerned, so this page must NOT be an image-heavy, text-light “splash page”. The re-design should be search engine optimal. Some important keywords we are targeting include: SEO expert, SEO consultant.

Other Websites that can be used for stylistic reference:

[www.suitcaseentrepreneur.com](http://www.suitcaseentrepreneur.com)

[www.smartpassiveincome.com](http://www.smartpassiveincome.com)

Possible wordpress themes we like (you don’t have to use either of these)

<http://demo.woothemes.com/?name=briefed>

<http://demo2.woothemes.com/?name=function>

Open to different color schemes. Just no white text on a black background (too hard to read). The most important content should be on the first screen without scrolling. Refer to the following image for some of the content elements that should be on the page (all images are pulled from other sites, not reflective of Stephan’s work and is for reference only). This page will also be the home page for his blog, so excerpts/lead-ins to his most recent posts should be included.

# Stephan Spencer

SEO expert, author, professional speaker



clear, friendly,  
approachable  
intro (menu bar  
above)

recent  
blog  
posts



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Strong call to action



testimonials  
alongside  
portfolio of  
clients

### MUST READ BLOG POSTS

- [TSE 73] How to Clear the Way for a Stellar 2014 with Natalie Sisson  
6 January 2014
- [Part 1] How to Plan Your First Product Launch  
2 January 2014
- [TSE 72] How to Stay Ahead of Your Competition with a Mobile-Friendly Business with Greg Hickman  
30 December 2013
- 2013 Suitcase Entrepreneur Annual Review on Freedom in Business and Adventure in Life  
28 December 2013

**PORTFOLIO** A JS Masonry powered, custom post type portfolio module

**Secret society**  
May 14, 2012

**Re-designed**  
May 04, 2012

**The Team**  
July 11, 2011

**Post slider**  
June 19, 2011

**Testimonials**

“The talented designers at WooThemes consistently create some of the best WordPress themes I’ve seen anywhere. We often use them as frameworks for our own clients’ sites, dramatically reducing both development costs and turnaround time. Thank you, WooThemes!”

Shawn Hesketh

## Audience description

People looking for help in internet marketing for their websites, entrepreneurs, start-ups, bloggers, companies looking to build an online presence, conferences looking to book Stephan for speaking. Small business people and SEO newbies interested in buying Stephan’s video-based training (ScienceofSEO.com).

## Principal purpose of the communication

Hiring Stephan as an SEO consultant (for an audit or an ongoing retainer-based consulting gig) is the main goal, but other things to consider are buying his video-based training (ScienceofSEO.com), buying his books The Art of SEO and Google Power Search, and hiring him as a speaker.