

# PROFESSOR WEB

THE PERFECT FORMULA FOR YOUR ONLINE SUCCESS



## WHAT TO EXPECT FROM THE SUCCESS LAB

0333 360 6176

[hello@professorweb.co.uk](mailto:hello@professorweb.co.uk)

First of all, thank you for taking an interest in our services at Professor Web!

The digital age of skepticism is at an all-time high, and how people choose products and services has changed forever.

Even just a few short years ago, it was enough to have a decent-looking website and a set of business cards – and you were considered ready to do battle!

But now, in the post-trust era – it takes approximately 11 client interactions, across 4 different platforms, and on average around 7 hours of consumable content – for your business to go from completely unknown, to sufficiently trusted to be considered for a business transaction.

This is why at Professor Web, we don't just build you a website, we craft the perfect trust formula, for your business to thrive in the ever-changing digital landscape.

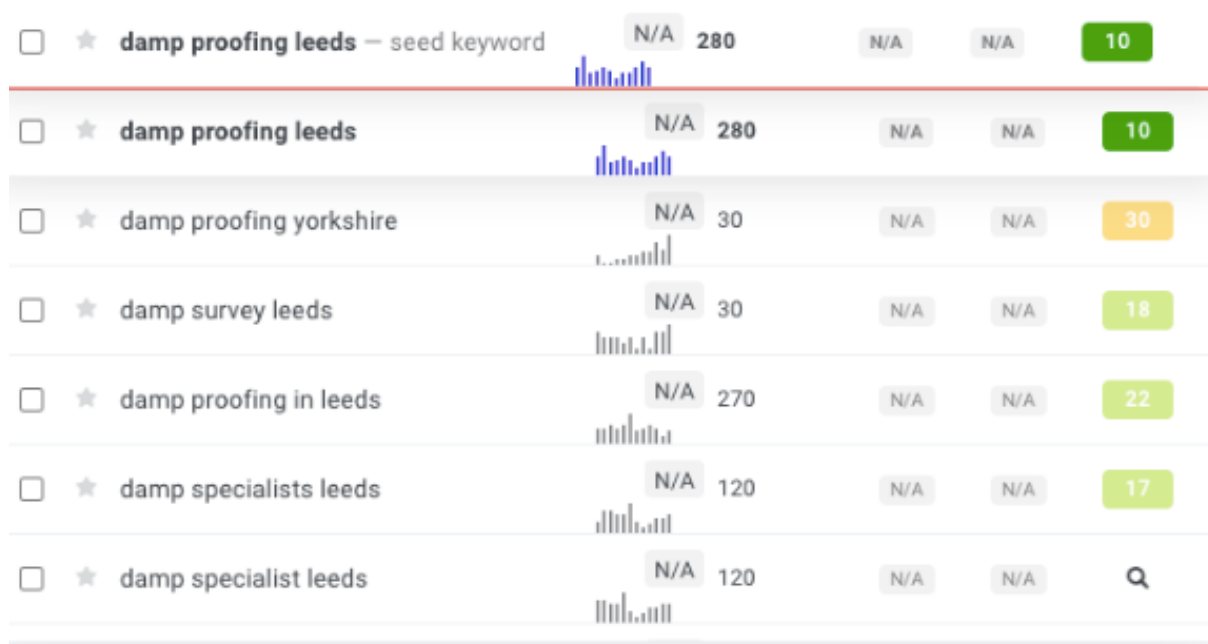
Your unique formula will allow your business to rise above the noise, connect deeply with your target audience, and meet them head-on, regardless of their place in the customer journey – in a language they speak and understand perfectly. Below is a sneak peek at the ingredients for our battle-tested 5-part formula!

## INGREDIENT #1: THE PHRASE THAT PAYS

When someone searches for your business online – understanding their initial thought processes is critically important. Let's imagine that the service you are offering is Damp Proofing in Leeds.

When we craft your success formula – we put ourselves into the shoes, hearts, and minds of your ideal customer and ask ourselves “What am I looking for.”

These search phrases then become the first ingredient of your formula and the foundational lynchpin of your success framework.



Keyword	Search Volume	Competition	Score
damp proofing leeds – seed keyword	280	N/A	10
damp proofing leeds	280	N/A	10
damp proofing yorkshire	30	N/A	30
damp survey leeds	30	N/A	18
damp proofing in leeds	270	N/A	22
damp specialists leeds	120	N/A	17
damp specialist leeds	120	N/A	

Using the above example “damp proofing in Leeds” we can see that there are 280 people on average searching for this service each month Hence “the phrase that pays.”

Then using our unique methodology, we will take a deep dive to uncover the remainder of the most lucrative phrases for your business.

We then create all your online content with these at the core – This will then allow your profiles and website to appear at the top of the search results when somebody searches for your service. This allows for the maximum amount of profit possible.

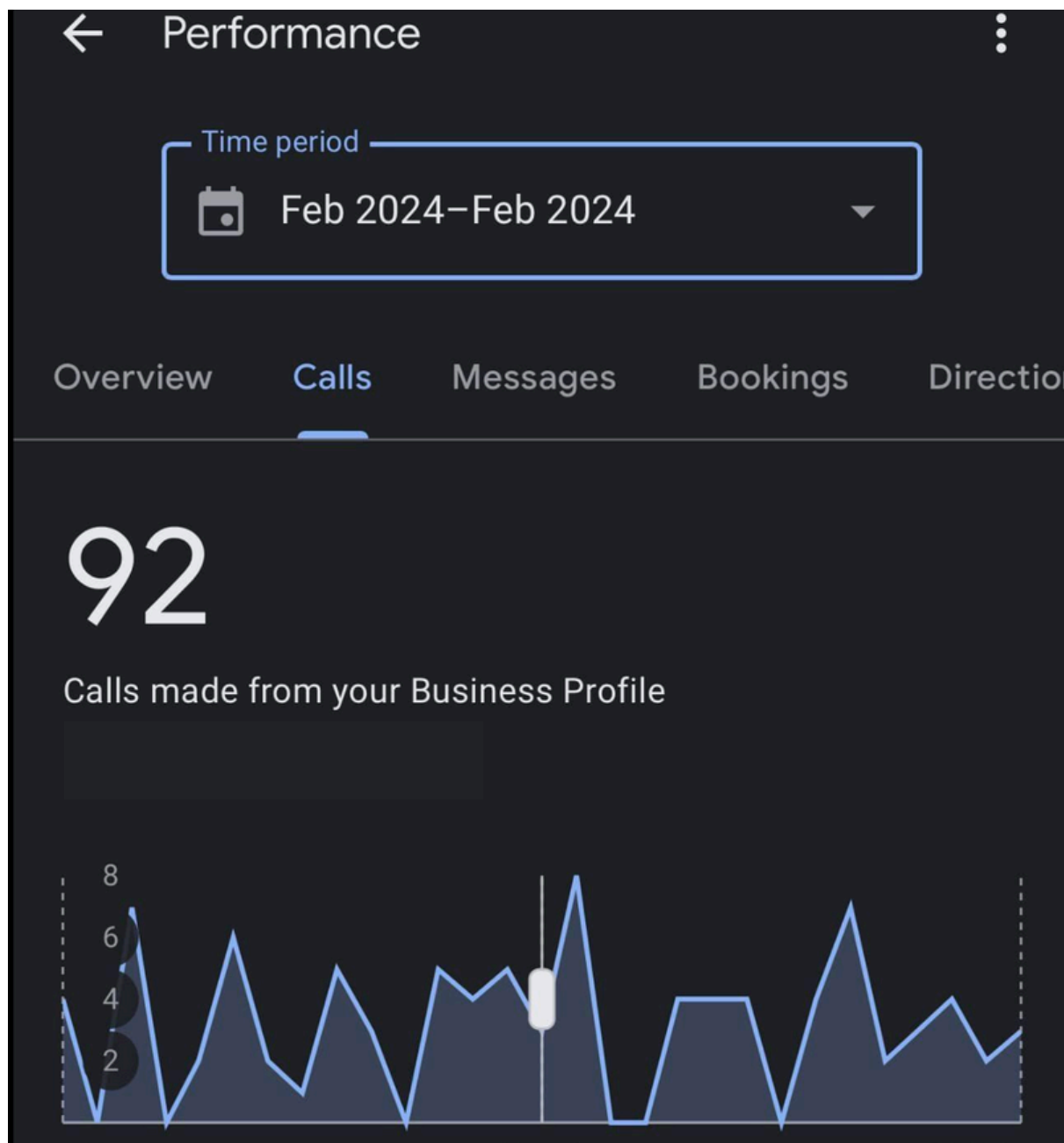
## INGREDIENT #1: THE PHRASE THAT PAYS

The results? These search phrases translate into phone calls.

We configure your Google profile and website to get people to take action!

Every **phrase that pays**, is another opportunity for someone to discover your business, so let's get together and begin working on the fun process of uncovering them all!

Below is an example from **only 5** of these phrases after **just 60 days!**



## INGREDIENT #2: MONEY TALKS

What people say about you and your business is EVERYTHING in today's post-trust era.

So in a twist of irony - to gain your trust right now, and PROVE how much testimonials and social proof are super important ingredients in the formula, here are 5 eye-opening facts, you can click on them to take you to the corresponding research.

#1 - 92% of consumers read online reviews and testimonials when considering a purchase.

#2 - 95% of people say that reviews - whether positive or negative - influence their purchasing decisions.

#3 - 92% of people will trust a recommendation from a peer, and 70% of people will trust a recommendation from someone they don't even know.

#4 - 9 out of 10 people say they trust what a customer says about a business more than what that business says about itself.

And most startling of all...

#5 - 83% of customers don't trust advertising.

As you can now see, how people talk about your business online has a huge effect on your success or failure - hence "Money Talks."

We have had clients with incredible businesses, but a series of negative reviews was killing their online presence.

You may be awesome at running your business, but are not tech-savvy whatsoever, or don't have the time to respond to feedback or engage people online.

The impact of these seemingly small things can be catastrophic for your business, as we like to say in the lab - "little hinges swing massive doors."

## **INGREDIENT #2: MONEY TALKS**

Not responding to negative comments with integrity, ignoring complaints, and receiving bad reviews will have a huge negative impact on your digital presence. And, unfortunately for you, the internet is not written in pencil.

As part of your success formula, we will monitor your social media channels and profiles using our proprietary technology and get alerted the moment someone leaves you a comment or review.

We will ensure your business is being talked about in a healthy way, we respond to positive **and** negative feedback in your voice, collect good reviews, and nullify and clean up any negative reviews you may have received over time.

Essentially take all the stress off your lap, sharpen up your online image and make your digital presence squeaky clean and super respectable,

## **INGREDIENT #3: RANK AND BANK**

For you to cash in on your ideal formula of credibility, reliability, and authority, it has to be delivered in the most effective way possible – we will create a **unique web delivery solution**, that ranks highly in the search engines, as a vehicle to get your message in front of the largest audience possible.

We understand your business and personality are unique and therefore will need a solution to complement and reflect these sensibilities.

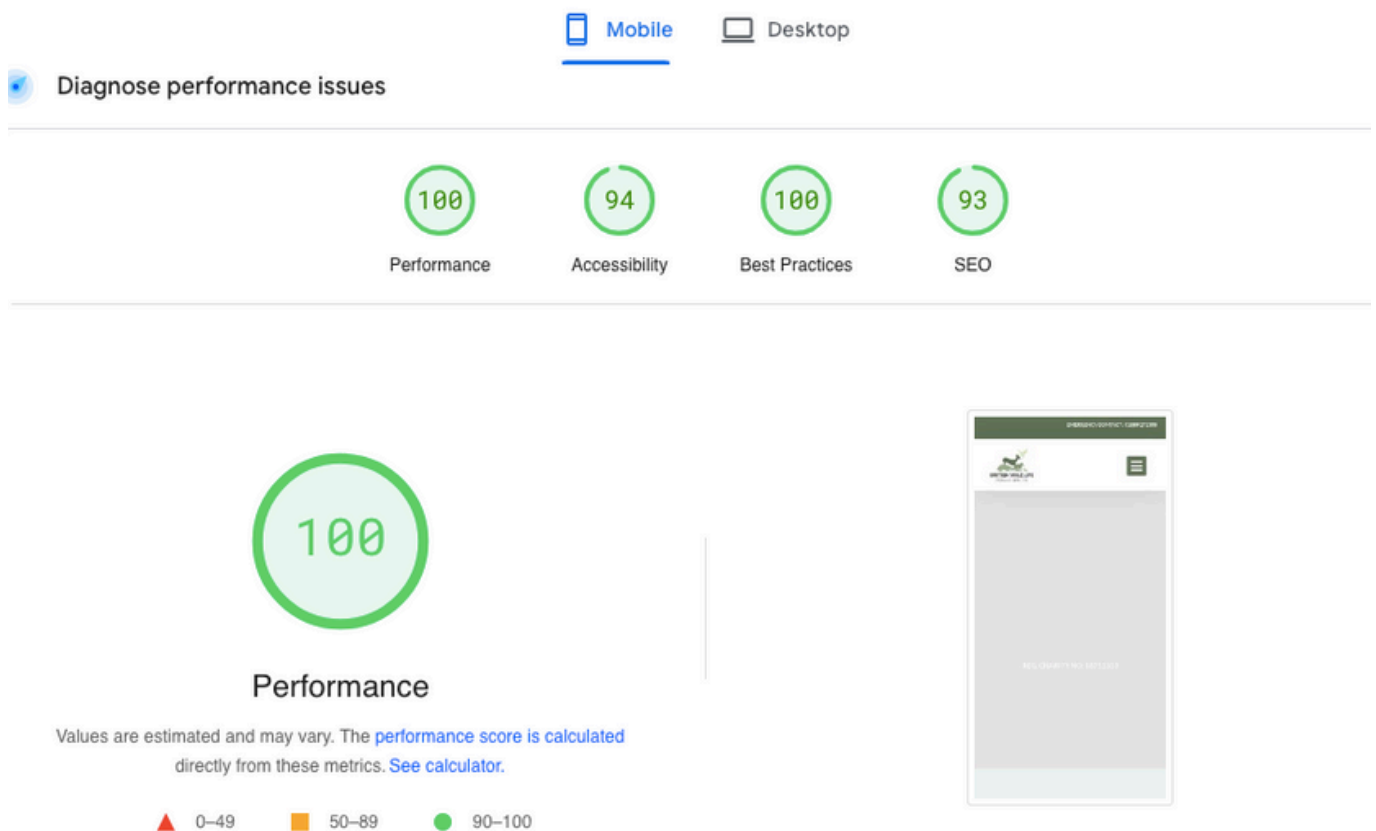
Your website will be designed with social media sharing in mind and to get your target audience to perform several specific action steps of your choosing while promoting your business. This will build up your aforementioned touch points across the different platforms.

Your experience will be designed specifically for your audience – and has a home page with your core values front and center, a space to showcase your services, and a place designed to share your story – because as well as your product or service – you are your USP.

## INGREDIENT #3: RANK AND BANK

We have had clients come to us with what would look like a really cool-looking website - that Google absolutely hates.

Naturally, if Google doesn't like you, then that's a big problem! If the below metrics are in the Red, which they often are, then despite all your best efforts, Google will pass you by and favor the websites they deem worthy of a good user experience.



Having a compelling message and a well-crafted narrative is an important part of the formula, but nobody will get to see it if it's on a website that won't load quickly or properly when people are out and about and searching for your product or service.

That's why **your website** will be hosted on our superfast UK content delivery network on a private server and will be given 95% and above by Google performance metrics, Google will then favor your site above all others and give you a great ranking and foundation for growth. Hence **“Rank and Bank.”**

## INGREDIENT #4: RICH RESEARCH

In the early days of helping people with websites, and quite honestly when we were a little bit wet behind the ears, we used to ask our clients to provide us with all the information to put on them.

While Images are an essential part of the formula to give people a visual representation or idea of your product or service, we learned the hard way that the last thing our clients want is to sit down and type thousands of words of text about their business.

The absolute LAST THING!

This used to cause lots of frustration for both our clients and ourselves - we sometimes waited for weeks for people to write what they wanted, and even then we had to re-write it and it became a constant headache, not only for us - more importantly, for our clients - so we paid attention

Now, we are happy to announce our formula also includes in-depth "Rich Research" and all web copywriting for your business.

If you would like everything done your way, then that's fine too, but our team of expert copywriters is primed and ready to go away and learn your industry inside out.

We want to know about everything from your pricing, your output capacity, your margins, your target market, and your ideal customer - to industry specifics, tools of the trade, and things that you would say to your customers yourself, in your unique voice.

The devil is in the detail is a maxim we truly believe in, and it has proven to be true over and over again.

We will take the time to put all this together and mix a compelling and commercially sound narrative, combined with very persuasive sales copy to perfectly describe your business, that is embedded with NLP and proven to hypnotize your audience into taking action

## INGREDIENT #5: THE TREASURE MAP

Professor Web is where artistic creative hippies and scientific nerd researchers hang out in the lab together, and so when we work together, we take the time to get to know you as a person, as well as a business owner to get a good understanding of your tastes, your personality, your motivations, and goals, all the data and statistics and information – then bring all the ingredients of the formula together to give you something to be TRULY proud of.

Your overall digital presence will comprise of many different footprints and functionalities to create your own unique experience and will need to reflect your business in a certain way, to help guide your audience to take action from the far away corner of the digital landscape where they discover you.

A consistent, on-brand “Treasure map”

The first interaction and the end result, are both as important as what happens in between, each step of the discovery process must have a consistent message and a streamlined recognizable brand image.

Form Vs function is not something we entertain at all, we believe that something should look amazing and also do a great job at the same time.

That's why we consider graphic design to be a crucial part of your success formula, as you never get a second chance at a first impression.

If you are unhappy with your branding, we will redesign it for you until you are. If you do not have a logo we will create your brand's Identity for you. If you currently have a logo and love your branding, we will adapt it for you for the web.

In terms of the end result or conversion, your digital presence is its own unique experience and may need to perform a plethora of different functions and reflect your business in a certain way – both visually and experientially.



## **INGREDIENT #5: THE TREASURE MAP**

Your end result may be a phone-call, a booking, a purchase, or to have someone schedule an appointment to see you in person.

Your website is not just a digital business card, it is a living breathing extension of your business, so it should feel and behave as such when people interact with it.

For example, we have integrated booking systems for busy pubs and created a QR code review system that allows their clients to leave a nice review direct from the table.

Or a garage renovation company needed an m2 calculator for each of the different tiles they offer, so their customers can get an accurate quote online.

Or an online store for a dog rescue charity, where people can leave donations or buy personalized dog collars in all shapes and sizes...

Quite literally **WHATEVER** you need, we can build you a great-looking and practical solution to fit your taste and budget.

## **A FINAL WORD FROM THE PROFESSOR**

It's a bittersweet tale, but we have helped many people who have had a bad experience with other service providers, who spent thousands of pounds on something that looked great but didn't do what it was supposed to do. We understand that for many, websites and all things digital is a foreign language, so we urge you to use discernment when choosing a provider.

We also understand that for whatever reason, we may find out that we are not a good fit to work together.

Even if you do not decide to work with us at Professor Web, we still want to make sure you get treated fairly by other service providers, so we make it our policy to give you the correct advice, for free, so you can make an informed decision when the time is right for you, wherever you decide to go.

## HAPPY CLIENTS

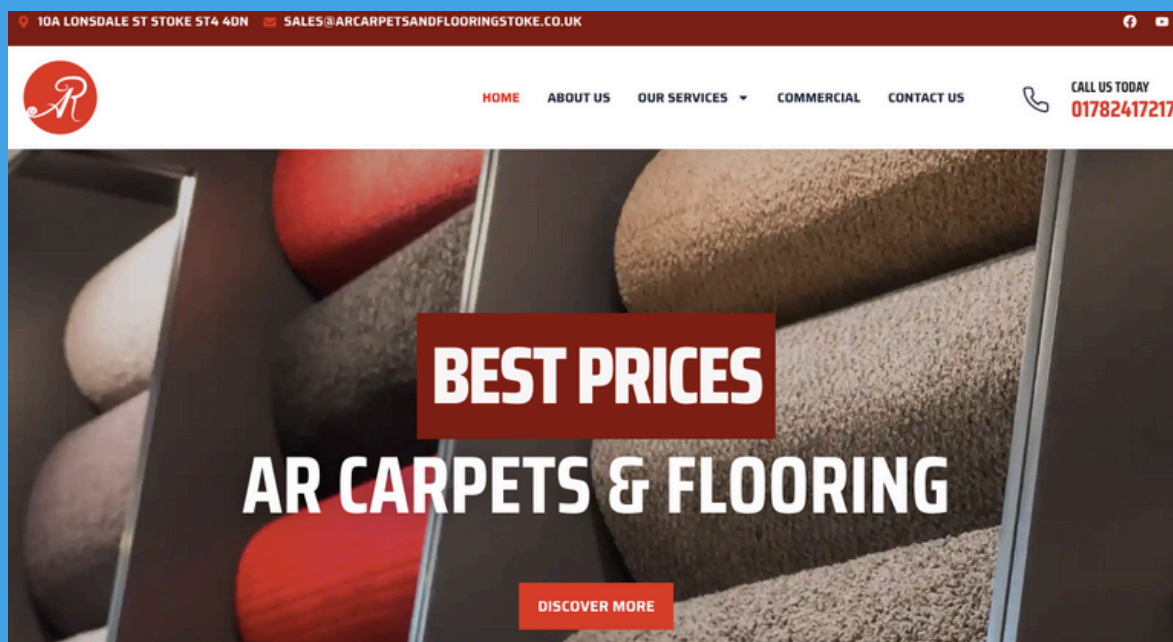
To us, there is nothing more satisfying than a happy client, which is why we hit the lab and go WAY over and above the call of duty to accommodate every and all requests.

If you are not completely certain about working with us and the formulas we are offering, we invite you to call one of our past clients and have a chat to them.

As I mentioned previously, we have such great relationships with many of them, that we are now good friends.

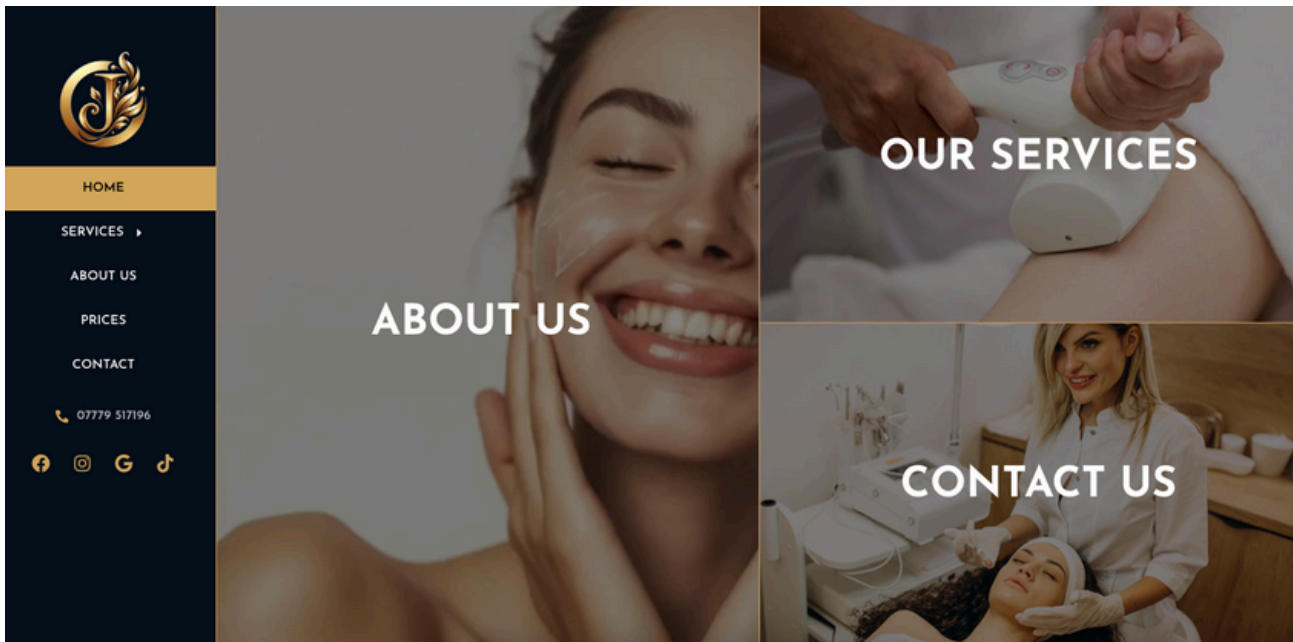
Below are just a few of the many happy customers you can speak to along with their websites for you to have a look at.

## AR CARPETS AND FLOORING - ADAM RUSHTON



Click on the picture of the website to visit the site.

## JO BLANDO AESTHETICS - JO BLANDO



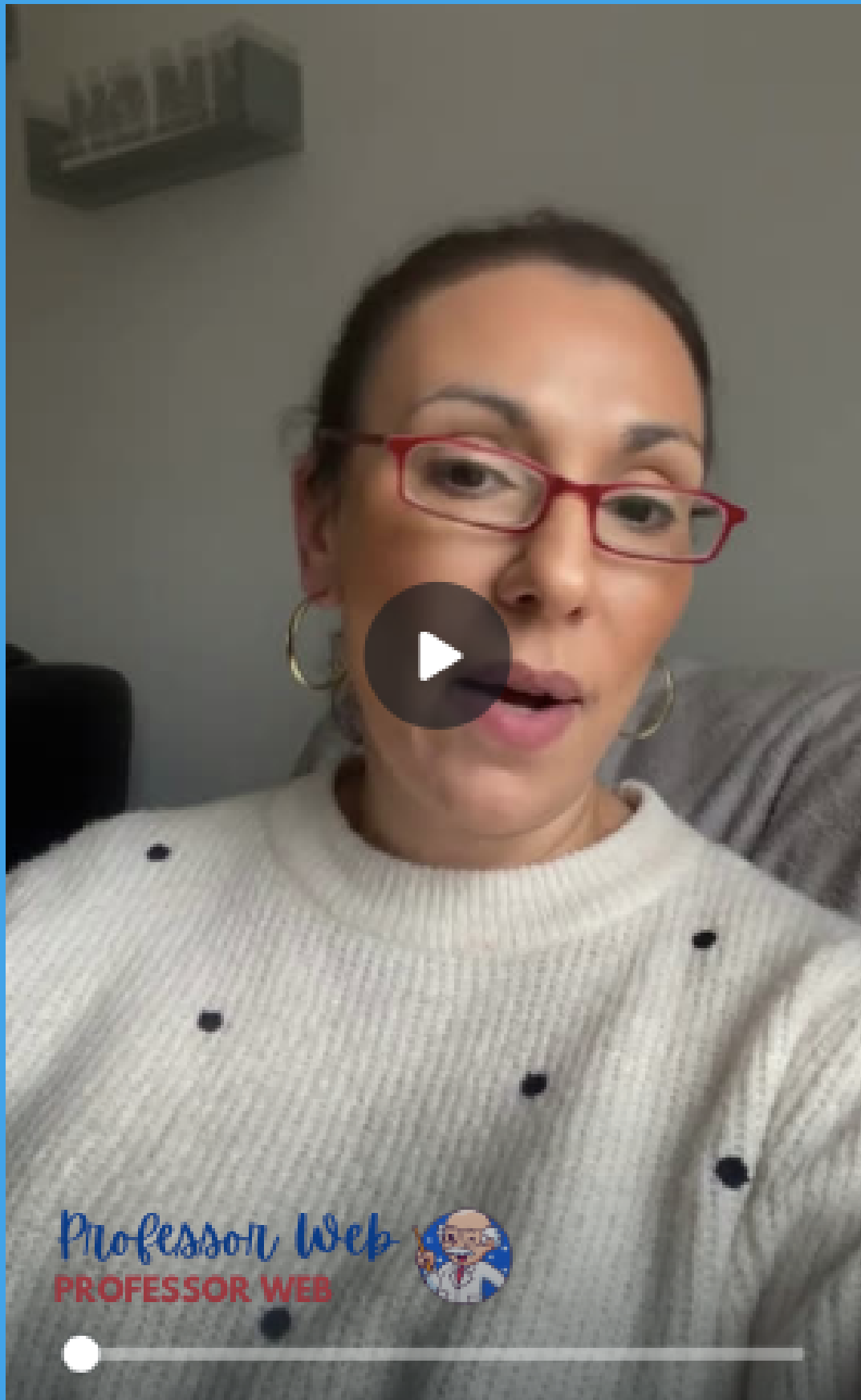
[Click on the picture of the website to visit the site.](#)

## THE GRESLEY ARMS - ADAM WOOLLISCROFT



[Click on the picture of the website to visit the site.](#)

DONT JUST TAKE OUR WORD FOR IT....



DONT JUST TAKE OUR WORD FOR IT....



DONT JUST TAKE OUR WORD FOR IT....



There are MANY, MANY more happy clients like the ones above and again, we invite you to take a look at/speak to as many as you need to feel comfortable.

So you may have already spoken to one of our team at the lab and are maybe thinking about working with us or, you are thinking of getting your online presence upgraded or augmented in some way?.

So - if you have any more questions and would like an accurate itemized quote - we would be delighted to help and advise you as best we possibly can.

it's best to call us on **0333 360 6176** and we can talk through your requirements in detail - or even better - we can take you for a nice cup of coffee or tea and meet face to face.

If you prefer to send us an email - that's also fine, but we are usually busy in the lab mixing our formulas and emails tend to distract us from the task, so we only check it once or twice a day.

[Our email is hello@professorweb.co.uk](mailto:hello@professorweb.co.uk)

just click on that link to send us an email directly!

Thanks for reading and we look forward to hearing from you.

Yours,

Professor Web

**PROFESSOR WEB**

