



CREATING IMPACTFUL WEBSITES:
KEY COMPONENTS TO CONVERT
VISITORS TO CLIENTS





The Agenda

- Meet Erin
- Craft a Captivating Homepage
- Create a Compelling Story
- Showcase Your Services
- Perfect Your Portfolio
- Clear Calls to Action
- Harness the Power of Email Marketing
- Optimize Your Site
- The Power of Visuals
- Building Trust: Testimonials and Social Proof
- Thank You
- Website Audits
- Q&A



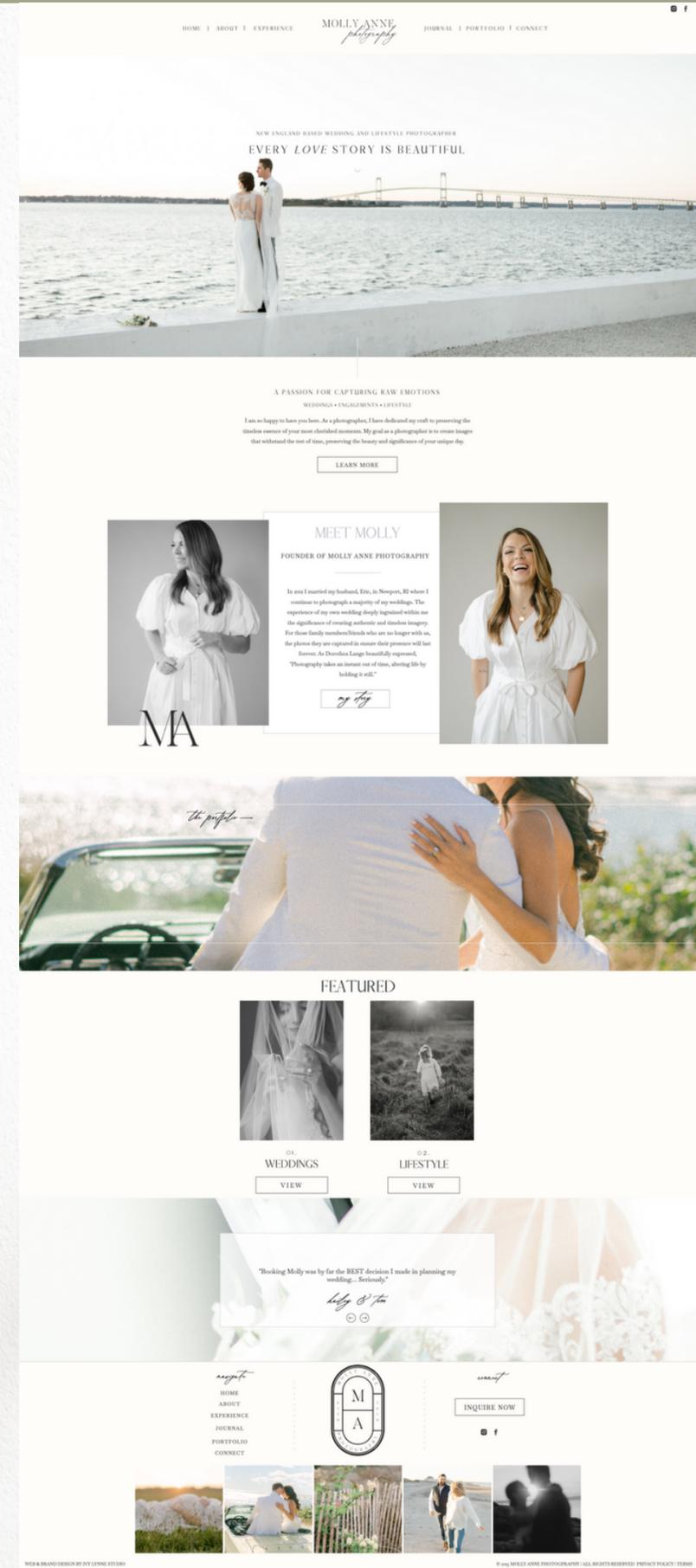
Meet Erin

- 10+ years website design experience in Wordpress, Wix, Squarespace, & Showit
- Mom to Sophie & Lucy
- Based in Charleston, SC
- Traveled to 18 countries and counting
- Certified Yoga & Meditation Instructor
- Human Design: Projector
- Taurus Sun | Capricorn Moon | Sag Rising

Craft a Captivating Homepage

Key elements to include on the homepage:

- Welcome statement
- Company mission
- Mini about bio/Company description
- Examples of past work
- Description of services
- Testimonials
- Email opt-in
- Optimized footer





MEET MOLLY
FOUNDER OF MOLLY ANNE PHOTOGRAPHY



MA



hello there

I'm Molly, a wedding and lifestyle photographer based in Walpole, MA, with a passion for capturing the essence of special moments. Photography has always been a significant part of my life, beginning with my childhood bedroom, which was plastered in photos from hundreds of disposable cameras. As I transitioned to using my first DSLR, I expanded my subjects to include friends, family, and captivating landscapes. In 2010 I turned my passion from a hobby into a full-time profession.

Outside of photography I live for sharing daily hikes with Eric and our two Vizslas. We love to travel and believe it's not all about the destination itself, but in the company who make each place special. Our ski home in Maine serves as a getaway during my off-season, where we ski and host family and friends. To us, family and friends are EVERYTHING, which is why maintaining a healthy work-life balance is integral to my professional philosophy. I am proud to say that I embrace and excel at this balance, ensuring that my dedication to my craft is complemented by a fulfilling personal life.

01.

I LOVE SKIING

Growing up, I skied from time to time. Once I got into college, I pretty much hung it up. When Eric and I first started dating, it became apparent that skiing was a big part of his life. So, after years away from the slopes, I started back up and now find so much joy in it. Winters in New England can be long. Skiing gets me outside, surrounded by beauty, along with friends and family. If I am being transparent, one of my greatest joys with skiing is the laid-back atmosphere and après-ski that comes after you take your boots off. There is nothing better than a beer after a day of skiing.



GET IN TOUCH

Whether you're looking to book an engagement, wedding, or lifestyle session, I'd love to capture your story. Head to my contact page to get in touch.

INQUIRE NOW

navigate
HOME
ABOUT
EXPERIENCE
JOURNAL
PORTFOLIO
CONNECT



connect
INQUIRE NOW

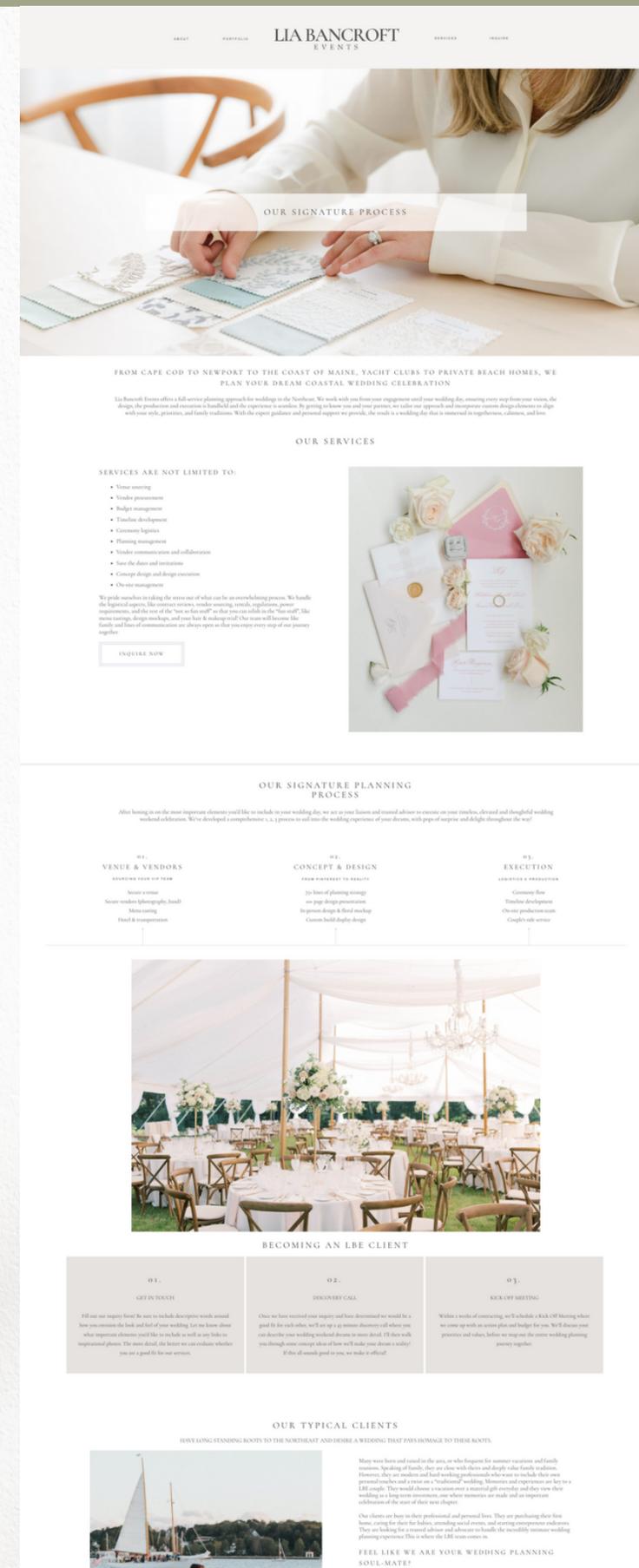


Create a Compelling Story

- It's not just about you, but what you can do for your client
- Key elements to include on the about page:
 - Your story and mission
 - Relevant credentials and expertise
 - How you are going to help solve a problem
 - Insert your personality
 - Include a *call to action*

Showcase Your Services

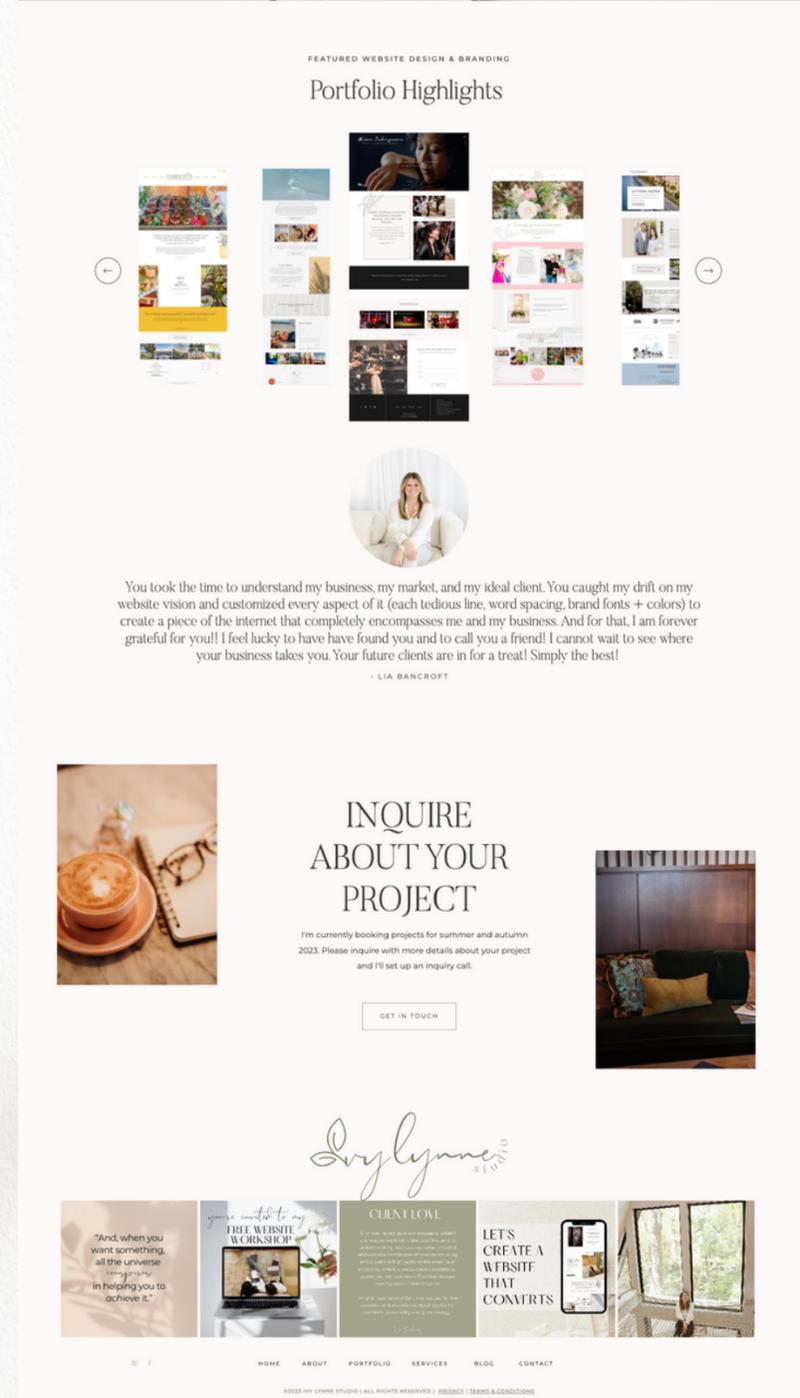
- Key elements to include on the services page:
 - Clearly defined services and packages
 - What it is you do
 - Who you do it for
 - Pricing (to include or not, let's talk about it)
 - Testimonials or case studies
 - Strong calls to action



Perfect Your Portfolio

Key elements to include in your portfolio:

- Varies by industry. Examples include:
 - Gallery of images
 - Case studies
 - Blog posts



Capturing the breathtaking moments that
celebrate your adventurous spirit

wyoming & worldwide

INTENTIONALLY CRAFTED PORTRAITS FOR THE DARING

elopements • weddings • portraits

Insert a few lines about your mission and what sets you apart. Chocolate bar
shortbread jujubes gummies apple pie gummies. Marzipan cupcake powder lollipop
jelly beans jujubes. Dessert fruitcake jelly-o muffin bear claw tart pastry cupcake. Oat
cake fruitcake sweet powder soufflé sweet roll powder cupcake.

learn more

OUR STORY

MEET JANE, FOUNDER OF TERRA

A FEW DESCRIPTIVE KEYWORDS ABOUT
YOU WILL GO HERE

This is your mini bio. From intimate elopements on
mountaintops to vibrant family sessions on exotic
beaches, Jane has a talent for capturing authentic
emotions and unique personalities in her
photographs. Her love for adventure is evident in every
image she captures, as she seeks out the most
breathtaking locations and natural backdrops to
create truly unforgettable photos. If you're looking for
a photographer who can capture the essence of your
love story in a way that's as wild and adventurous as
you are, Jane is the perfect choice. With her creativity,
passion, and talent, she will help you tell your story in a
way that will be cherished for generations to come.

-neel jane-

View the portfolio —

INVESTMENT

Here you can share a bit more about the types of
packages you offer, leading to an investment page. As
an elopement and adventure photographer, I specialize
in capturing the unique and intimate moments of
couples in love in some of the most breathtaking and
adventurous locations around the world. Whether
you're planning a mountaintop elopement, an intimate
beach ceremony, or an adventurous destination
wedding, I am passionate about creating a truly
unforgettable experience for you. Follow the links below
to learn more about my packages.

elopements

weddings

portraits

"She went above and beyond"

"Jane was simply amazing! From the moment we met her, we knew she was
the perfect photographer for our destination wedding in Bali. We were blown
away by the stunning images she captured, and our friends and family can't
stop raving about them. We couldn't have asked for a more talented,
professional, and adventurous photographer to capture our special day.

-Roxie & Jack

Are you ready to start this
journey together?

Whether you're planning an exotic elopement, an inspiring
wedding, or a memorable family reunion, we'll be there to capture every moment.

Clear Calls to Action

- Guide your visitor through the journey of your website with clear and compelling calls to action (CTA)
- Best practices for creating strong CTAs:
 - Use action-oriented language
 - Create a sense of urgency
 - Offer value or incentives
- Every page should include a CTA

Harness the Power of Email Marketing

- An email list is the single most important asset in your business
- Strategies for collecting email addresses:
 - Offer lead magnets or free resources
 - Host a webinar
 - Implement opt-in forms
 - Promote newsletter subscriptions
- *My favorite email provider is Flodesk - I'll share a coupon code in my follow up email*

LET'S CREATE THE WEBSITE YOU'VE BEEN DREAMING OF

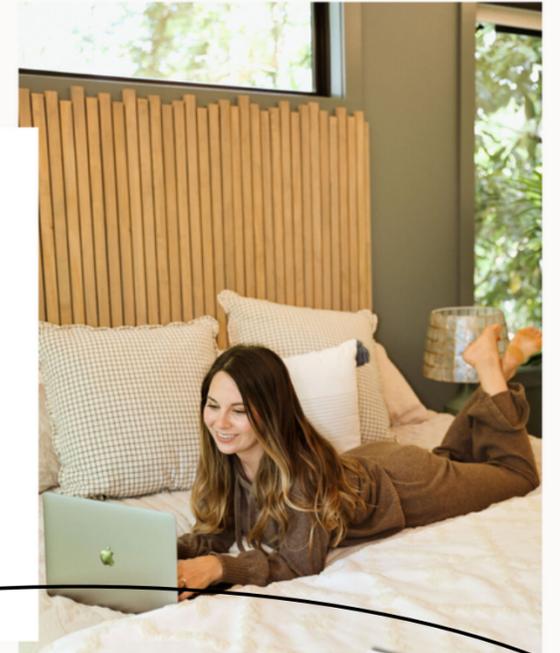
From custom branding to beautiful and impactful website design, I can support you in building your dream. Head to my services page to explore how I can help build your dream site with peace and efficiency.

BRANDING

WEBSITE DESIGN

SEO

EXPLORE OUR SERVICES



5 Ways to Generate New Leads for Your Business That Feel Authentic

Snag this freebie now to instantly learn how to capture more leads for your business in a way that feels authentic and not "salesy". I also include six bonus ideas for creating your own freebie to grow your email list!

First name

Last name

Email address

Snag the freebie!



"HIRE HER. YOU WILL BE SO GLAD THAT YOU DID."

I highly recommend Erin for your website and branding needs. She created a brand new website for me and I absolutely LOVE the results. She made the process so easy and straightforward, and I've booked so many new clients since my site launched!"
- DIANA JOYA

LET'S WORK TOGETHER



Erin Lynne Studio





Optimize Your Site

- Importance of SEO for a website
- Metadata and descriptions
- Keyword/phrase research and placement
- Alt text on images
- Image size and site speed

The Power of Visuals

- Websites are incredibly visual
- Use high quality images, gifs and videos
- Some of my favorite stock photo sites include:
 - Unsplash (free)
 - Pexels (free)
 - Canva (free or paid)
 - Social Squares (paid)
- Highly recommend booking a branding photoshoot





Building Trust: Testimonials and Social Proof

- The influence of social proof on decision-making is so powerful
- Include testimonials throughout your website
- Highly recommend setting up a Google Business page and asking for testimonials there



Thank you!

Services Offered:

- Custom website design - \$4,500
- Template customization - \$2,500
- VIP SEO Day - \$1,800
- Branding package - \$1,500
- 10% off to all in attendance!

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📷 [@ivylynnestudio](https://www.instagram.com/ivylynnestudio)

✉ erinpratt@ivylynnestudio.com

Let's Audit Your Sites!



Q&A

