

060: You Probably Need This Website Checkup. Hit Play

With Taylor de la Fuente

Kelly Lawson 0:00

An apple a day keeps the doctor away. But have you considered that your website might also need a checkup? There's a lot of marketing advice out there. But if you don't have a killer website, none of that matters. Your website is the last stop a client makes before they reach out to you. And if it sucks, you're dead in the water. Words are a super effective way to bring people into your funnel and up your conversion rate. Copy that converts sends the message that you have the solution to your customers problem. But you can also send the message that you actually see them. Taylor de la Fuente is an award winning writer, champion for inclusive language, and the owner of the lemon tree editorial and she is here today to tell us how it is. As a website copywriter serving the wedding industry. Taylor writes authentic and inclusive web copy for wedding pros who want to sell their services while they sleep. Before starting lemon tree editorial. She worked in journalism, SEO and marketing. And Taylor has a message that every business owner needs to hear today. Like right now today. So pull up a chair or snuggle on the couch and check out this not to be missed episode of the workshop weekly podcast. Let's do it.

Intro Voice 1:31

You're listening to the workshop weekly podcast The show where no dream is too big and no topic is too small. Around here. We believe that taking imperfect action rules so we're creating space for you to dive in and fast track your success one workshop at a time now refill your coffee cup, grab your notebook and get ready to join in on your weekly training. Listen to meaningful conversation and learn from industry experts. here's your host, Kelly Lawson.

Kelly Lawson 1:59

Hello Taylor. Welcome to the show. I am really excited to level up our websites today. How are you?

Taylor de la Fuente 2:06

Oh, thank you for having me. Kelly. I'm really excited. And I am also pumped to talk about this topic because I feel like websites sometimes get glossed over or overlooked. So here we are shining the light.

Kelly Lawson 2:18

Yeah, really, they should never be an afterthought really because well, you're going to tell us why. So the first thing I want to do though, is hear about who Taylor is, in your words. And what brought you to being the copywriter and website expert that you are today.

Taylor de la Fuente 2:34

Yeah. So I'm Taylor, my business is lemon tree editorial. I am a website copywriter who specializes in the wedding industry. So if you serve a couple on their happy day, or if you work with wedding pros, like maybe you're a coach for wedding pros or something like that I work with

you, and occasionally others too. But mostly like that's what I specialize in. And I've always been a writer, I have a journalism degree, I was one of those people who like went to college on day one and left on graduation day with the same major like I always knew that I wanted to be a writer. So I have a journalism degree. I was a newspaper reporter for several years. Then I switched to the marketing side of things. I worked at an SEO agency, I worked in house marketing, too. So like I've kind of spanned the entire spectrum of content writing, which is writing words that educate and copywriting which is writing words that sell and I've always kind of freelanced on the side. And a few years ago, I decided that I wanted to make my little side gig, a real business and got legit. And then a few years after that, I went full time. And this is what I do all day every day now.

Kelly Lawson 3:41

Amazing. And I know that you talk a lot about the difference between regular content, copywriting, and conversion copywriting. And I think that that's an important place to start. So would you mind talking about the difference between those two?

Taylor de la Fuente 3:57

Yeah, so again, copy is words that sell or are words that sell versus content words that educate. So examples of content would be like a blog, or a white paper or case study versus copy would be like a Facebook ad or something, basically anything on your website, like a sales page, or homepage, things like that. So there's a difference there. But then within that you can segment out even further where conversion copywriting is getting people to actually, the word convert just means do something, whatever you want them to do. So sometimes the conversion that you want on a certain page or in a certain area is to sign up for your email list. Sometimes it's to schedule a free consultation with you sometimes it's to go ahead and buy that thing that you made that you have for sale, whatever it is. So your entire website every word on there is considered to be copy because all of it the goal of all of it is to sell you and your services or your products but conversion copies specifically is really what's happening on the sales page. Like actively pushing somebody to buy this thing from you and not from somebody else. And here's what the value you bring in why you need it.

Kelly Lawson 5:06

Yeah, I mean, it makes a lot of sense. And I think that it's probably a common thing for people. I'll speak for myself, at least for me. Sometimes I feel like I'm not being polite on my website, if I am being salesy, and I think there's some stigma around being pushy, or salesy, but it's no secret that words really can persuade someone. So I'm wondering if you can speak a little to the method that people can use to really augment their ability to convert using words on their website.

Taylor de la Fuente 5:41

I would agree too like, being persuasive and selling does not come naturally to most people. And I think there's sort of it's become like a taboo topic almost like this icky, or like cringe worthy feeling of like, Oh, I'm talking about myself too much. And I'm pushing this thing on other people, and they don't need it. And I think that's probably Kelly, like, the biggest mistake that I see on

people's websites. And here when they're talking about like, their problems is they're thinking about it backwards. So instead of thinking about you, Hi, I'm Kelly, I'm selling this, I want you to listen to my podcast, I want all this stuff to happen Me, me, me, flip it around your website is not about you. And it is not for you, it is for your customer and what they want and what they need and what problems they have and how you solve that problem. And to be honest, in the very beginning, they don't really care who solves it, as long as somebody solves it, they're clearly interested in maybe you are the person to solve it for them. But in the beginning, like your website's job is to tell them, Hey, I get you, I know that you're here for this reason, you have this problem. And I have a solution to that. Let me tell you about it. Here's all the specifics of the solution. And here's like the value that I bring that other people don't and hey by the way, I'm the person bringing that solution learn a little bit more about me, that's a better way to approach the writing overall. So that's like one of the biggest issues that I find his people are kind of worried about being pushy, or salesy, but if you just take it from the perspective of helping somebody rather than trying to sell them, just just serve them, then the selling will come naturally, because you're solving a problem that they have and makes it easier.

Kelly Lawson 7:21

Yeah. And otherwise, you're withholding a potential solution from someone who really needs it. So when you flip it on its head like that, it becomes a little easier to say like, you know, what, who am I to hold them back from this solution that I have to offer? They need it. And like you said, it's about them. So put it out there and put it out there in a way that's easy for them to understand and compelling and convincing.

Taylor de la Fuente 7:44

Yeah, totally. And it's easy, because some people are service providers like myself, some people are product makers. And so sometimes I feel like product makers get left behind a little bit. And they feel like, well, this doesn't apply to me, because I don't have a service, but your product is still solving somebody's problem, whether you crochet pot holders, and they're trying to get something out of their oven, and they need protection, and they want it to be beautiful, whether you make beautiful candles that brighten somebody's day, or remind them of a certain memory or make them feel a certain way, like problem, quote, unquote, can be broad. And it's not necessarily like what you would think it would be. But every single thing that you are selling out there, whether it's a service or product is solving a problem in some way, shape or form.

Kelly Lawson 8:29

Absolutely. So I know that we talk in the online sales world quite a bit about sales funnels. And we all know that our website fits in there somewhere and our social media fits in there somewhere. But I'm not sure that listeners are really clear on what exactly a sales funnel is, and where exactly their website fits in the scheme of a sales funnel. So would you mind talking a little bit about that?

Taylor de la Fuente 8:59

Absolutely. Think of quite literally a funnel that you'd have in your kitchen. It's like an upside down triangle shape. So it's bigger at the top and it's smaller at the bottom. So the concept of

the sales funnel is you get new customers in at the top where it's bigger, and then over time, they leave your funnel for whatever reason, they realize that you're not a good fit for them because you have mismatched styles or because you have mismatched price points to compare to their budget, like whatever the reason is, over time, people leave the funnel. And that's a good thing because as they move further and further down that upside down triangle, they are becoming a better and a better and a better client for you. Regardless of whether you're selling products or services, they become a better option for you. And so the top of the sales funnel is where you're getting the most exposure to new people and they might be a good fit for you and they might not so if you run a Facebook ad or an Instagram ad or Google ad, that is considered the top of the sales funnel because you're just getting exposure to a lot of people and some of them might be good fit, some of them might not. Social media is also on the top of that list. So if you're on Instagram and you're posting, you're using hashtags, you're on Twitter posting using hashtags. People are searching for that hashtag or finding you that way. And again, like over time, they'll funnel potentially funnel out or stay in the funnel, and they know that they're a better fit for you. So social media is at the top of the funnel, the middle of the funnel would be things like your email list, somebody opts in because they found you on Instagram. And now they figured out that you have a freebie for your email list. So they opt in for that they read that they like that now they're on your emails. And same thing like they are self selecting, am I a good fit for this person, yes or no. And then the bottom of your sales funnel is your website. And so it is the last place that people go before they buy from you, whether it's a service or product. So I don't know if it's controversial, but it's just kind of contradictory to what a lot of like marketing gurus, quote, unquote, say out there is like, social media, social media, be on clubhouse, be on Instagram, all of this stuff. And that's great, you should do those things. But you should work on your website first, because your website is on the bottom of that sales funnel. And it's, it's where the sale is happening. So if you've got an amazing Instagram, you spend all this time building, and all these photos and graphics and whatever. And then people get to your website, and it looks like it was built in 1985, they're going to go, Oh, this is shady, and they're going to leave and then you're going to lose the sale. So the bottom of your sales funnel is your website. And then in and of itself, a website can be a funnel, your homepage is where the most eyeballs go. And then as somebody becomes more and more interested in buying from you, they eventually make it to the contact page, which is the bottom of your website, if your website was a funnel. So when you go through the funnel, like the very last thing is going from a potential customer to an actual customer, somebody's buying from you. So again, like it's really important that you have good copy on your website, because that is where the sale is happening.

Kelly Lawson 11:57

Yeah. And it sounds like we should be paying super special attention to our homepage, because like you just said that the page on your site, that's going to get the most traffic, that's probably most commonly where people end up after they've gone through your social media posts or found you in whatever way you've done all this work to get the person to your website. Now they're on your homepage. So what can we do to structure a really good homepage so that we are inviting people to stay and look around and buy?

Taylor de la Fuente 12:31

Exactly I love that you use the word invite, because I compare websites to houses a lot. And so like your website is your digital storefront for your business, you don't have a brick and mortar location, or even if you do you still have an online home for your business, which is your website. So that homepage is like your foyer and your house, somebody walks into the foyer, and you're saying Hi, I'm Kelly, welcome to my home. And let me tell you a little bit about what you're going to see over here we have the living room, and over here, there's the powder room and over here is the kitchen, you need to kind of show somebody new around your house. And then you need to tell them where to go next, you're inviting them, hey, come sit with me in the kitchen, and let's chat for a while. And so your homepage is going to do the same thing. It's kind of like a table of contents almost where you welcome somebody and you say, Hey, here's what we're about here. And by the way, we sell this service or we sell this product, come over here and learn about that. By the way, I'm the person who's providing that service or making that product come over here this way. And then your page should always end with a call to action, a CTA section, every single page should have one of these, especially your homepage. And typically on your homepage. It's either you're sending somebody to a contact page, or you're sending somebody to opt in for your email list or something like that, or sign up for a challenge or like whatever, some kind of thing. So yeah, when you get on your homepage, it should start with some kind of a compelling headline that's showing off what you do how you do it in a unique way, like who you serve, sort of answering those key questions. That way, if somebody never scrolled past that they would know Oh, I'm in the right place. And then beyond that, you kind of need like those teasers for those other sections and then you end with a CTA.

Advertisement 14:18

So you bought a fancy camera or you're thinking about buying one because it's clear to you that there is no shortage of beautiful moments or things in your life that you'd like to capture beautifully, but the record scratches because all the dials and buttons and settings are standing between you and your life in stunning photos. Well, my friend I have just the fix the ultimate photography starter kit. This free resource includes a recommended equipment list, Quick Start checklist, and a beginner's guide to creating natural poses and candid moments. To give you the confidence you need to dust off that fancy camera and start documenting your moments so they can last forever. The ultimate photography starter kit is completely free, and it has everything you need to get started. So grab yours today at KellyLawson.ca/starterkit. That's KellyLawson.ca/starterkit. And I can't wait to see your framers in my scroll.

Kelly Lawson 15:25

I've heard it said before that it's really important what you choose to put above the fold. So can you talk a little bit about what above the fold means and what should go there and why?

Taylor de la Fuente 15:38

Yeah, so I love the term above the fold, because it goes back to my newspaper days, it is a newspaper term. So if you receive like the New York Times, for example, in the mail, it's quite literally folded in half. And so the above the fold is where it's got the masthead, it says the New York Times and the most important stories like if you read nothing else, you need to read this headline goes there. And it's very much the same way with your website, whatever, when

you pull up your website, on your laptop, or on your phone, whatever loads in that first screen without you scrolling, that's considered above the fold. So again, the most important thing if nobody scrolled any further than that, they would need to know what you're about who you are, what you're about. So that's where your headline and a sub header go. And I like to recommend people that you do one clever and one clear. So let's take my own website, for example. And you don't have to have a headline and a sub headline. But really what I'm getting at is you want to get across in a clever way and a clear way, what you do and who you do it for. And if you can, this is where the clever comes in a little bit of personality about how you do it. So on my own website, for example, if you go to the home page, it says lemony, fresh website copy for wedding pros. So I'm telling you what I'm doing, which is I'm writing website copy, I'm telling you who I'm doing it for, it's for wedding pros. And I'm being a little bit clever, and telling you about how I do it. It's lemony fresh, my business name is lemon tree editorial. So it's kind of like a little bit clever. But it's also clear, you need both to have a really good copy. But if you can only muster up one, always choose clear, because a confused customer is not a customer, they'll never buy from you because they don't get it. So in that top section, you need something a little bit clever, a little bit clear to say who you are, what you offer, who you offer to maybe how you do differently. And then the first section of text right below that is going to be almost like your approach to that work like your special sauce, what makes you different. So in my case, again, like my little paragraph on my homepage, right below that says words matter but duh you already know this, you have a voice. And I kind of go through like you are approaching things differently. You might be a florist who hates flowers, or you might be a bald hairstylist, but you have like a perspective and you just have a problem, which is that you don't really know how to get across your perspective in like a badass thought leader kind of way. And so that's where I come in. So again, I'm not starting with me, which goes back to what I said earlier, your website is not about you, it's about your customer. So think about who are they? What problem do they have? Tell them that you get it? And then show them hey, by the way I can like solve your problem for you.

Kelly Lawson 18:23

Yeah, I mean, it makes a lot of sense. And I think that too often, we probably get kind of caught up in our own world and our own jargon and our own way of thinking about how what we're selling and what it means to us that there's even like subtle things that can happen as a result of that. And so I've heard it said before, and I think it's worth reinforcing that. If you're unsure about how you should structure your website, or what words you should say or where you should say them or what your menu should have on it. I think a really good way to answer those questions is to get somebody who you would consider like an ideal customer to actually navigate your website and watch them do it. Because I think that's something probably that a lot of us would skip or think would be just like a waste of time or silly to do. But it can be really insightful. And I guess I'll just speak for myself, like on a daily basis. We're coming upon new websites every day, right? Like researching things, or whatever. And we land on a website. And as soon as you're not really sure where to go or you hit what feels like a roadblock you've clicked away and probably the person who built the website doesn't even know that's happening.

Taylor de la Fuente 19:33

Yeah, absolutely. And I totally recommend that too to people is ask your partner, ask a friend, ask a co worker ask whomever a mentor somebody to look at your site. And if you can watch them, that would be great. If not, they can always record their screen as they go through. There's also some free apps and technology that you can use like there's a program called hot jar h-o-t j-a-r that does have a free plan. It's like a website, heat mapping software. And so you basically put this code on your site, and then it will like record sessions anonymously. Of course, you don't know who the people are, but it will record like, let's say, 500 sessions, and then it will give you the data. And it will basically make a heat map of, here's where people read. And then they stopped reading at this point, or like, here's where somebody tried to click, but there's no button there. So maybe like you learn some things from that, if you've got a photo, and it has words over top, and then somebody was trying to click there. But that photo is not a button, it doesn't go anywhere, that just tells you Oh, that was confusing for somebody, they thought that was going to be a button, but it's not. And so I'll put a hyperlink with this photo. So that way, the next time somebody comes there, and they naturally want to click there, they'll go to this other page, I never would have thought of that before. But so if you want to be techie about it, you can get something like hot jar, which does have a free version to try something like that. But you could also just ask a friend, ask a co worker and just have them record their screen or you be there and just ask them like, What questions do they have? Did they find anything confusing? Things like that?

Kelly Lawson 21:08

Yeah, like, Where did you get stuck? That kind of thing. And I think I have an example in my mind of how this can look. Because as someone who fancies a nice interior, right, and you talked you use the analogy of the house earlier, so I kind of like that one, when I come to a website. And just recently, I went to like an interior design website. And when I got there, the next question, I was like, you know, I want to look for furniture, sort of like I click through the menu. And the next question was, what brand of furniture Do you want to look at? And from my perspective, I was like, No, I want to look at living room furniture, or kitchen furniture or bedroom furniture. Like I don't know what brand it is, I just know the room of my house. So I think it's like potentially a subtle example like that. I think makers also may be guilty of categorizing their, let's say jewelry, for example, where maybe the person coming on your website wants to see your necklaces, or they want to see your earrings. They don't necessarily want to see a specific collection, or maybe the vice versa. I'm just kind of making up examples now. But these little subtle things matter. And I can't wait to try out hot jar.

Taylor de la Fuente 22:16

Yeah, yeah, it's a cool program it like heat map for a website. Why didn't I think of that. But that makes total sense. Like, if you could see where people were, were clicking. And I will say your point about makers is definitely true. It serves people too, but you just you kind of get in your own head a little bit. So like my mother in law is a maker, she makes stencils for papercrafters. And she does a new release every month where she'll get like 10 new stencil designs that come out every month. And on her website, they're listed by March 2021, release February 2021, release January 2021. Release. And that's great for somebody who's been following you for like five years, and they look forward to your monthly releases. But if I just am Joe Schmo who

googled and found you, then I don't know what that means. Like, I'm just looking for a stencil that says Happy birthday, or with polka dots or something. And so she does have both capabilities. But it is something that comes to mind a lot where people kind of get in their own heads in their own rhythms about well, this is how I do things. Well, that's great. But let's take a step back for a minute and think about your customer. Because, again, you're not doing the thing that you do for fun that you probably would because you love it so much. But like we're all here, we're all business owners, we're all here to make money, no shame in that. Let's try and think about that piece a little bit more, how can we make our customer journey easier, because the easier and less confusing it is, the more likely they are to buy from you.

Kelly Lawson 23:38

Absolutely. And you don't know what you don't know, right? Like, we first build our websites based on a whole lot of assumptions. And that's fine, I think at the start, but then once you have people interacting with your website, it's really important to kind of circle back and follow up and measure the results of the assumptions that you made. When you put your website out into the world. And what I like about hotjar, as you've described it, I haven't tried it yet myself, obviously. But it's that you're actually measuring the data based on people who actually are landing on your site. So that's good data to have, because those are real people who really came to you for a reason rather than maybe asking your spouse who would never be your customer to like weigh in on kind of their experience. So I really am excited to try hot jar. So I've heard it said too, that your about page is a really important and maybe the second most popular, I'll let you speak to like the statistics of things. But I've heard it said that it's a pretty popular place where people land as well. And I know that there's like some do's and don'ts for that part of your website.

Taylor de la Fuente 24:44

Yeah, totally. So in my opinion, there are four pages that every single website should have and they need to be separate pages. And when I say page, I mean it has its own URL. So KellyLawson.com/about KellyLawson.com/services KellyLawson.com/podcasts, those are all individual pages. So you need a homepage, the place where somebody lands, the foyer of your house, they come in and they say, cool. Here I am, let me see like what's around, you need a about page because people buy from people, not companies, not brands they want to buy from you are a real human. So you need an about page, you need some kind of a services or products page. If you are a maker and you have products, then typically your products will all have individual pages, but you need some kind of a landing page that says, hey, here's the products that I make. And then the fourth one is you need a contact page, because people are going to be looking to reach out with you. Maybe if you make a product, they're less likely to use that. But if you are a service provider like me, absolutely, you need a contact page, because that is truly the bottom really the bottom of the entire sales funnel, where that's typically the last place they go before they inquire to hire you. So you need those four pages. the about page is a very important one and one that a lot of people skip over because again, in the beginning, we all pretty much DIY our websites, and we feel awkward talking about ourselves. And we don't know what to say. And we don't like having our picture taken and we don't know what to put on there. But you're right. There are some do's and don'ts. The biggest, again, mistake that I see is people don't put their full name on their about page, which is such a small thing, Kelly, but it makes such a huge difference.

Because let's say that I found your podcast on Spotify. And I was listening and I thought that you were really cool. But like I was driving or something. And I didn't remember the name of the podcast. I just remembered that you were Kelly Lawson and you were the host. I would go home and Google Kelly Lawson podcast and then hopefully the workshop weekly would show up. If you're saying I'm Kelly Lawson on the workshop weekly website. If you don't ever say that, then people can't use that search term to find you. And that is like one of the best search terms that you will ever have from an SEO perspective because it's unique to you how many other Kelly Lawson's are out there. How many other Kelly Lawson's have podcasts? You know what I mean?

Kelly Lawson 25:09

Mm hmm. Totally. And I recently had an experience like that myself, I came across somebody who was selling something to photographers. And when I saw it on social media it was a sponsored post. I actually can't even remember what the title of the business was. That was like my first time that like, oh, but it was like something togs So, guys, you know, probably in the wedding industry, togs is like a shortened way of saying photographer. It's meant to be catchy, but it's entirely kind of an industry term. And I can't say that I would ever sit down to Google and search XYZ for togs, like I just wouldn't do that. And so this was the name of the person's business. But I had to dig really deep to find the name of the person who was delivering the service. And I'm not sure that many people would take the time to do that. And so I felt like that whole thing was just like a hit and a miss, or just to exemplify what you were talking about.

Taylor de la Fuente 28:05

Yeah, yeah. People want to buy from people, not from companies we want a personal interaction, especially where I work in the wedding industry. This is somebody you're inviting into your private life, to meet your family, to be there on your special day to see you in your underwear sometimes, like depending on what they do. It's a very personal thing. And so I don't want to hire Joe Schmo. I want to hire Kelly, because I feel like I know you because I have been following you on Instagram, and I signed up for your email list. And now I have been on your website poking around. And we had a consultation call like all of these things. It's a personal interaction, a personal transaction. So it's important to have your name on there for search ability. For that trust factor. People feel like they're starting to connect with you on the same vein, I see this a lot people don't have a picture of themselves on their about page, but you'd need one you need it, it is a non negotiable. And I'm sorry if you don't like having your photo taken, but you need one. Because again, people buy from people, they want to know if they're going to inquire with you for service, and then you're going to meet up with them for coffee, they want to know what you look like so that way they can wave and say hi, it just helps people feel like they can relate to you. And if you're just starting out early on, there's a few things that you can do to get a professional photo which I always recommend something professional, especially if you don't like having your photo taken, then actually invest in a professional branding session where you can get all dressed up and have your hair done and maybe have some makeup on and feel awesome about yourself because those are going to be the pictures that are going to make you feel comfortable sharing with people but I mean if you're desperate, you can have a friend or a partner take a picture of you. You could use a really good selfie that's

really well lit temporarily. You can maybe do a trade with somebody so that way you provide a service or product and they take some branding photos of you, when you're just getting started, there's a lot of things that you can do, you can use a behind the scenes photo of you making your product in your studio, or you can use if you're a wedding photographer, you can take a photo from your own wedding and put that on there like anything.

Kelly Lawson 30:16

Yeah. And I think too, like, a lot of first impressions are made on the internet as well, right? So I would go as far as to say like, if you're just taking a really quick haphazard snap with your smartphone that's not well lit and blurry. It might cause people who come upon that to wonder what other like things you're not putting attention to detail into. So I think first impressions are important. I think it's why we don't wear like stained shirts and dirty pants or whatever, to an initial client meeting and that kind of thing. So I guess probably the same rules apply when it comes to, I guess, the visual of your website.

Taylor de la Fuente 30:53

Yeah, totally.

Kelly Lawson 30:55

So are there any other mistakes that people make on their about page?

Taylor de la Fuente 30:59

Those are the biggest two. And I like to always start with those because they are an easy fix, right? Like, you could be listening to this podcast right now and hit pause and go look on your own site and change it really quick Problem solved. There's always going to be more tangible things I will say the about page is probably the hardest page to write because there's really no rulebook on like a good about page versus a bad about page. And it depends on you, if you have a team like you could choose to include your team, you could choose not to include your team, you could have a bio for yourself as the owner, you could have a love letter from you, as the owner to your couples or your clients. I mean, there's so many different things that you can include people like to include their values, where their business name came from, how they got started, all of those things are fair game for an about page, but it's not a one size fits all thing. So I will say like your about page can definitely be a hard one for sure.

Kelly Lawson 31:52

Yeah. And I think probably what it all comes down to is what does your target customer your ideal client want to see or care about? Because I know that you just mentioned values. And there's definitely circumstances where a customer is going to want to see that your values align before they enter a transactional relationship with you. But maybe there's other customers that really don't care and think that that's just too much information or whatever. So I think really, the answers are often found in what your ideal customer or client cares about. So for anyone who's listening to going, like, I have no idea like, what's the limit? Really, like? Go back and ask the questions to your ideal customer find out what they care about. And all the answers are often right there. So, Taylor, I know you also talk a lot about inclusiveness with website copy and with

websites in general. And I think that's a really super important topic. And I wanted to finish with this topic, because I think it is the most important one. So let's transition into that and talk a little bit about inclusive ness with websites.

Taylor de la Fuente 33:01

Yes, so inclusivity on your websites, I'm glad that you brought this up. And now because we were just talking about the about page, and I gave the example of your values. And so like that's something that I value, and is important part of just me and how I operate as a person, but also how I run my business. So I don't know why it's so important to me, um, if you've ever taken the enneagram, I'm an enneagram one, which is all about like, truth, justice, fairness, equity, like all of that. And it's just kind of how I'm wired. But I just don't like it when people are left out of things. And I haven't always worked in the wedding industry. And it's not just the wedding industry that this is a problem. But again, using myself as an example. One thing that I noticed when I started working in the wedding industry was that as much as we stand for love and celebrating love, so many people often not on purpose leave others ideas of love out, they just focus on like if you google weddings, you're going to see a white couple, a straight couple, a young couple, probably a thin couple, a couple with money in a white wedding dress and a black tux or suit. All of that has become like the stereotype of the default in your head of like, what a wedding and a wedding day and a couple getting married looks like but that is in fact not accurate. There's lots of people who get married in lots of different ways. They're not all straight couples, they're not all thin couples. They're not all young couples. They're not all couples without children, like they're not all first marriages there are so many different categories there. And so it just bothered me on a personal level to kind of be welcomed into this industry that says we care about love and celebrating love and yet we're leaving all these people out of the conversation. And so that's kind of where that started for me. But so I just as a writer, I like to lean in on my expertise and say there are words that you can use that will tell people subtly that they are welcomed and you notice them and you care about them and you want them. And there's words that you can use that don't do that. And the more you use the inclusive words, the more comfortable your customers will feel. And there is a business benefit to that, which is if they feel comfortable and they feel represented, they will probably buy from you versus if they didn't feel that way. So there's a lot of things you can do. My industry is the wedding industry. So like an easy one that I like to use all the time is stop saying bride everywhere, like if somebody comes to your website and says, Welcome, bride, congratulations on your engagement, like you're already losing 50% of the population, you're losing the groom. What if there's two grooms? Now you're losing the entire couple? What if it's the father of the bride looking for something, now you're losing the dad, the brother, the best man, whoever it is. So like, let's stop going after that. But it's not just exclusive to the wedding industry. Like let's stop walking into a room full of women and saying, Hey, guys, because there aren't any guys in that room. And you would never walk into a room full of men and say, Hey, ladies, you wouldn't do that. And we just we just don't do that. And so you're subtly telling people in by using certain words over others that they aren't you don't see them?

Kelly Lawson 36:10

Mm hmm. Interesting. So can you give some examples for people who maybe are listening to this and want to be more inclusive, how they can do that, like what steps they can take to be more inclusive,

Taylor de la Fuente 36:23

Let me say this, some tips for people would be paying attention to your images in addition to your words, so let's use if you're going to use stock photos, or something like that, let's make sure that we're seeing different body sizes, different ages, different races, LGBT couples, or people in general, which again, it's a little easier to say LGBT when you're talking about to people together, because that's kind of the definition of it most of the time, but in terms of your words, which are half of that equation, there's so many different categories, Kelly is what makes it hard. So like gender is a common category. So not saying Hey, guys, when you're talking to a group of mixed gender people, or a group group of women just say, hey, ladies, if you're if your target audience is women, then say welcome, lady, or Hey, girl, or whatever, like, don't be afraid to use the term for somebody if you know who you're talking to ethnicity is a good one. So after 2020, and all of the racial unrest and social justice movements that came out of the murder of George Floyd, like Black Lives Matter became a really big topic. And so that's top of mind for a lot of people. And people of color. P OC is a term that you can use to describe a group of people of mixed ethnicities. But if you are not actually trying to talk to those people, if you're just trying to talk to black people than just say, black, it's okay. There's nothing, it's not a dirty word. There's nothing wrong with it, if you know who you're talking to, like, it's not called people of color Lives Matter. It's called Black Lives Matter. Like we're saying, Hey, this is who I'm talking to. So for you listening, think about who are you trying to talk to? And then just think about what are some ways that I specifically know who this person is like, if you are a service based business, let's say you're a house cleaner, serving the Seattle, Washington, USA, then you don't need to be inclusive of the entire world's geography, you're only serving Seattle, it's fine to leave other areas out, say we don't go to Canada, we don't go to Portland, we're in Seattle, think about that with your language for other areas to have the people you're talking about. So if you're working with women, same women, if you're working with men, say men, if you're not, then don't add a gender when it doesn't need to be there. That same principle applies across sexuality, religion, race and ethnicity, veteran status, age, body size, same thing. So think about each of those categories one by one and think to yourself would this person, feel like I am accommodating to them yes or no. And if not, then that's probably a sign that you need to change the words that you're using.

Kelly Lawson 39:05

Interesting. And can you talk a little bit too about the use of pronouns because I know that of late, you see it more and more and more and more people are jumping on to identifying their pronouns in an act of solidarity. But I would like to hear from you how that kind of plays into website copy.

Taylor de la Fuente 39:22

So here's what I like to tell people is if somebody doesn't care about something, then they don't care about it, they're not going to notice it. But if they do care about it, then they're going to be

looking for that and it is a big deal to them. So let's use the gender pronouns as an example. So if I am, let's say I am an LGBT woman who is looking to buy a non traditional wedding dress from a bridal atelier, and so I'm going to be going to that person's website of the bridal shop looking for short dresses colored dresses that have colored fabric instead of white. I'm so I'm looking visually for those things. I'm looking for pictures of two brides together things that would tell me, hey, if I go there, I'm going to be welcomed. But I'm also looking for your contact form to see, are you asking me my name? Are you asking me my gender pronouns, because that's just a sign that the person who runs that business and who's going to be interacting with you recognizes that not everybody fits in that white, straight, rich, thin box. So the gender pronouns just means how do you as an individual want to be referred to so in my case, my name is Taylor, I am a cisgender woman, meaning I was born as a woman, I identify as a woman. And I like to be called she her, hers, not everybody fits in that box. And so if you on your about page are saying, Hi, I'm Taylor, she her that is a subtle nod to the person reading this, who maybe is thinking about that and cares about that, they can tell that that's something you think about and you care about, because you put the effort to include it. Same thing, like the contact form example that I gave, or even on the services or product page saying, we accommodate all sizes, or we have a wide variety of non traditional dresses, if that's the thing that I'm looking for, whatever all of that communication will subtly tell that person, hey, you're welcomed here, we're cool with you, like, please come, you're not gonna have a bad experience. It doesn't mean that you will have the bad experience if you don't have those things on your site. But it's again, if somebody's looking for that they're looking for that, and that matters to them. And the people who don't know what that means. They're just gonna gloss over that and go, Oh, okay. Like, I don't care if that's not something that matters to me. You know what I mean?

Kelly Lawson 41:33

Absolutely. So Taylor, you have a free resource for listeners today. Do you want to talk a little bit about that?

Taylor de la Fuente 41:39

Oh, yeah. So I know that this topic is a lot. And especially for white people, we can feel like confused or embarrassed, there's a lot of pressure of like, Oh, I want to be inclusive and say the right thing. But I don't really know what to say. And I don't really have anybody to ask. And I put together kind of like my FAQ almost have exclusive versus inclusive words. And so it's just like a quick PDF cheat sheets, a few pages that says replace Xclusive word bride with inclusive word couple. It's not all focused on weddings, it's a lot of what we just talked about, like instead of saying mom and dad, say parent or guardian like things like that, it's it's pretty generic. There's a few wedding specific things. But for the most part, it's generic enough that I think anybody who wanted to download it could get an easy replace this with this, and your site will almost immediately become more inclusive. So if you're listening, and that sounds like this is something that's important to you, and you've been looking for a resource like that, you can go to my website, and you can download it. It's on my home page at the bottom, and it's totally free. And we're also Kelly's gonna put a link in the show notes that way people can get it that way.

Kelly Lawson 42:46

Yeah, absolutely. We'll link in the show notes, how to get that free resource, and how to get in touch with you as well Taylor for anyone who might have more questions or whatever, after listening to this episode. So we'll make sure we link all of that good stuff there. And I like to always end these episodes with kind of that one like actionable thing. So when listeners finish this episode, and walk away from here, what's the one thing that they should do today, to get sort of that step closer to having a more inclusive website or a more effective website?

Taylor de la Fuente 43:20

Yeah, I think the biggest thing that you could do is just start treating your website like your number one sales and marketing tool, because that is in fact what it is. And again, it's not necessarily the most popular thing being said out there. All these marketing coaches and gurus are saying, Instagram, Pinterest, clubhouse, Twitter, whatever is the latest flavor of the month social media thing. But the point is, if you don't have a good website, then all of that work and the money and the time that you're spending on that is not going to turn into anything, it's not going to sell your services or your products for you. So my recommendation and my one piece of advice is treat your website like the number one sales and marketing tool that it is invest some time some money into it, and it will sell your services or your products for you.

Kelly Lawson 44:08

If done well. Yes, I love that advice. And I think it's a really easy thing for people to do today to grab your resource and just go in and swap out some of those words like it would take five minutes to change the word husband into the word partner. And it's just such a great move in ally ship and advocacy and inclusiveness and no harm can come from doing that. So I think that's a really important message to just go out there and make a couple of quick changes. It's all it takes to be more inclusive. Taylor, thank you so much for your generosity, sharing all of your expertise. I really loved what we talked about today and I can't thank you enough for coming on and sharing so openly with everyone today.

Taylor de la Fuente 44:52

Oh, absolutely. And Kelly and anybody listening, I'm a safe space. So whether it has to do with inclusive language. It has to do with just website and sales. I don't ever want anybody to feel like embarrassed or awkward asking and so feel free to email me DM me on instagram like, Whatever. I'm always happy to give answers to questions help people because I just kind of goes back to what I said the beginning, it's about serving, not selling and if you do a good job serving authentically, then the sales will come naturally. Maybe not today, maybe not tomorrow, but they will come. So please feel free. Don't feel weird or embarrassed to reach out and ask questions about certain words or what goes on the homepage or whatever.

Kelly Lawson 45:34

Amazing. Thank you. Again.

Kelly Lawson 45:36

Being inclusive in your website. Copy tells people that you see them and that you welcome and appreciate their business. I love Taylor's example of looking at your website like it's your home,

warm and inviting. And like your home, your website should say something about you. People buy from people, not companies. So being sure to personalize your website and include your story will build a relationship that will have your customers coming back and even sharing your business with the people they care about. I know it's uncomfortable to talk about yourself sometimes. But as Taylor says your about page is one of the most important spaces on your website. So show it some love. And be sure to include a professional looking photo so everyone can attach your face to your business and your name. This was a great conversation. And I hope you'll walk away from this episode, motivated to give your own website a quick checkup. To learn more ways to connect with Taylor, please visit today's show notes at KellyLawson.ca/060. And once again, I'm so grateful that you tuned in today. Be sure to leave a review on iTunes if you like these episodes, and until next week, workshop warriors.

Intro Voice 46:57

Thanks for listening to the workshop weekly podcast The show where no dream is too big and no topic is too small. If you like our show and want to know more, check out www.theworkshopweekly.com or leave a review on iTunes and we'll see you next week for another action packed episode you workshop warrior you