

CONTENT COMPASS

A structured process to help you define your message and attract better clients.

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Introduction

You're great at what you do. Your clients know it once they work with you, but before that, it can be hard to show the real value of your expertise. The right website can change that. It can help you attract better clients, communicate your strengths clearly, and reflect the quality of your work from the very first impression.

This guidebook will help you prepare for that. Inside, you'll find a series of focused questions designed to bring clarity to your business. Who your ideal clients are, what kind of work you want more of, and which projects best represent your capabilities.

By working through it, you'll uncover the key messages and materials that will form the foundation of a strong, effective website. Take your time with it. Each answer will help you turn what you already do best into a clear, confident message that attracts the right clients.

How to Use This Workbook

This guide comes in two versions:

- 1. PDF:** Use it as a reference, or print it out and write down your initial thoughts.
- 2. Word Document:** This is where you can record your final, complete answers. It can serve as a long-term resource for your business, or as a handy reference if you choose to work with us in the future.

Once you've completed the workbook, take a moment to review your answers. Make any adjustments needed to ensure they truly reflect your business, your goals, and your preferences.

The Questionnaire

The next section contains the questions that will guide you to think clearly about your business, your clients, and the services you provide. There are no wrong answers. The goal is simply to get your ideas down in one place.

Basic Business Information

What name do you want to use for your website?

(This is the name your clients will see.)

If you were introducing your business to a friend, what would you say in one sentence to describe who you help and what you do for them?

Which areas do you cover?

(Think about the cities, towns, or regions where you offer your services.)

How would you prefer potential clients to get in touch with you?

(Is it easier for you to answer calls or respond to emails?)

Do you have a physical address you want to display on your website?

Do you have an existing website or social media profiles where people can find you?

(If so, please share the links, even if they're a bit outdated.)

Your Story and Team

This section helps you highlight the people and experience that make your business trustworthy and relatable.

What education or training do you have that's relevant to your business?

Are there any licenses, certifications, memberships, or awards you've earned that you're particularly proud of?

How long have you been in this business?

Who are the team members that help you achieve great results for your clients?
(If you have any, describe their roles, expertise, or what makes them special.)

Do you work with any external partners or collaborators that you'd like to showcase?

Have you been featured in any press, interviews, or podcasts?

Your Clients

Focus on 1 or 2 key groups of clients you work with and answer the following questions for each group, as if speaking about them specifically.

Who do you think would benefit most from your services and make for an ideal collaboration?

If you could choose to work with only one type of client from now on, how would you describe them?

What are they usually struggling with before they reach out to you?

What dreams do they have for their future that you can help them achieve?

Who was your favorite client you worked with recently? Why did you enjoy working with them?

What do your best clients have in common?

Your Services

What are your main services, the ones clients hire you for most often or that bring in the most income?

Which of these services do you enjoy providing the most? Why?

Is there any service you'd prefer to phase out or do less of?

If you could only showcase 1 to 3 core services on your website, which ones would they be?

(Explain each of these core services in a concise and easy to understand way.)

For each of those 1 to 3 services, let's dive a bit deeper:

What problem does this service solve for your clients?

What kind of results do your clients typically see after using this service?

What is the price range for this service?

Do you offer any guarantees or assurances to your clients?

Do you need to provide detailed descriptions for specific services?

If so, consider writing this information down on a separate document.

(This would include things like requirements, limitations, legal issues, specific outcomes, or any other information a client would need to know before hiring you for that service.)

Your Projects

Your past work tells your story better than any slogan. Let's highlight the projects that show what you do best. In this section, we want to collect 3 to 6 projects where you did something special for a certain type of client and got a remarkable result. Please provide as much detail as you can for each project.

Project 1:

First, let's start with the project you are most proud of.

What challenges did the client face?

What did you do to overcome those challenges?

Why do you think the result was exceptional?

Were there any measurable outcomes (like numbers, percentages, etc.)?

Do you have any testimonials, reviews, or social posts from the client?

If the client was a business, do you have a logo or website for them?

Do you have any photos showcasing the transformation (before and after)?

Repeat these same questions for 2–5 additional projects that showcase your unique contributions and noteworthy results.

(Copy the questions as many times as needed.)

Project 2:

What challenges did the client face?

What did you do to overcome those challenges?

Why do you think the result was exceptional?

Were there any measurable outcomes (like numbers, percentages, etc.)?

Do you have any testimonials, reviews, or social posts from the client?

If the client was a business, do you have a logo or website for them?

Do you have any photos showcasing the transformation (before and after)?

Project 3:

What challenges did the client face?

What did you do to overcome those challenges?

Why do you think the result was exceptional?

Were there any measurable outcomes (like numbers, percentages, etc.)?

Do you have any testimonials, reviews, or social posts from the client?

If the client was a business, do you have a logo or website for them?

Do you have any photos showcasing the transformation (before and after)?

Finally, let's get a sense of your overall project history:

How many completed projects do you have in your main industry?

How many completed projects do you have for each of your 1 to 3 main service types?

Standing Out

What are the main reasons your clients need professional services like yours?

(Consider the main problems or goals they are trying to solve or achieve.)

If your favorite client were recommending you to a friend, what reasons do you think they would share for choosing you?

What else makes you unique or special compared to your competitors? Why would someone choose you over them?

Do you offer any special bonuses, offers, or guarantees to your clients?

Your Visual Identity

These questions will help align your website's look and feel with your brand.

Do you already have a logo or a business card for your business?

Do you have a visual identity guide for your brand?

(This would be a document created by a graphic designer that includes a list of colors, fonts, and examples of how to use them.)

Paste the links to 3 websites in your field that you admire. For each, write down what specific elements you like about them.

Website 1:

Website 2:

Website 3:

Marketing Considerations

Do you have a blog or do you write articles? If so, where are they published?

Do you have a mailing list?

Do you send out updates or newsletters to your clients or subscribers?

Would you like your website to collect emails from visitors for future updates or newsletters?

Do you have any client or partner logos that you'd like to showcase on your website?

Required Files Checklist

Here's a quick checklist to help you stay organized as you prepare your materials. Having these ready will make the next steps easier.

- [] Your logo or a photo of your business card.**
- [] Your visual identity files (such as color palettes, fonts, or brand guidelines).**

Photos to help showcase your business and team:

(Imagine giving a tour of your office and introducing your team to a valuable new client)

- [] A portrait photo of you and any other core team members.**
- [] Photos of your team members in action, doing what they do best.**
- [] Photos of your office or workspace.**

- [] Documents describing your services in detail if needed.**

- [] Reviews, testimonials, or client quotes.**

(Include names, photos, and titles if possible. Make sure to get permission if the source is a private conversation before sharing online.)

Final Notes

Before you finish, take a moment to step back and think about the bigger picture.

Would you like your site to be available in another language besides English?

Is there anything else you think is essential to understand about your services or vision that hasn't been covered yet?

Is there anything else you'd like people to understand before hiring you?

Is there anything you don't want shown or discussed on your site?

Free Resources - How to Go Above and Beyond

Offering free resources can help potential clients understand your services, trust your expertise, and start building a connection before they ever reach out.

Do you have anything you can offer for free to your website visitors?

This could be a checklist, guide, or any other resource that would help them prepare before hiring you. (The document is an example of such a resource.)

Think about the information or tasks you typically provide or ask for during your first meetings with new clients. If you write this down, you can create a valuable resource that:

- Helps potential clients understand your services better
- Builds trust by showing your expertise
- Saves you time in initial meetings

What kind of material could you create to help your website visitors?

When you have some spare time, take a moment to jot down your ideas. Create a separate document for this so you can come back to it later and refine it if needed.

Building on What You've Started

You've just worked through questions that many business owners never take the time to ask themselves. By putting your thoughts into words, you've started to uncover what truly makes your business stand out, who your best clients are, and how to communicate your value with confidence.

Keep this document nearby. The ideas you've written here can guide not only your website but also your messaging, marketing, and even the way you talk about your work.

The clarity you've built here will help you create a website that doesn't just describe what you do, it shows why it matters.

Next Steps

Now that you've completed this guidebook, you have everything you need to move forward.

Explore Example Websites

Take a look at my collection of optimized website examples created specifically for small service businesses like yours.

If you prefer a hands-on approach, you can easily recreate a similar layout using any website builder you like. Simply adapt the design with your own logo, colors, and the content you developed in this guide.

Get It Done for You

If you'd rather focus on your work while someone else brings your website to life, I also offer done-for-you packages. You'll provide the content you've developed here, and I'll take care of turning it into a professional, high-impact website that reflects your expertise and speaks to your ideal clients.

You can explore all available options on my website and decide what fits you best, whether that's doing it yourself or having it done for you. Learn more here: <https://sites.spyroskyriazos.com>

Finally, if you found this guide helpful, and know someone who could benefit from it too, feel free to share it with them. It might be exactly what they need for their business.