THE ULTIMATE GUIDE TO

ORGANIZING YOUR WEBSITE

INTRODUCTION

When it comes to building a website, there's an overwhelming amount of information to consider and a daunting number of questions to answer. For instance, what pages should you create? What common mistakes do other websites make? And, perhaps most importantly, how do you build your website into the other areas of your business? How do you build it in such a way that it acts as a salesperson for you?

Ultimately, the answers to these questions vary, depending on where you look, and there's no "one size fits all" guide for building the perfect website for an expert business.

That said, there are best practices – universally applicable throughout the thought leadership industry – to help you turn your website into a beautiful, productive face for your business.

In this guide, we're going to break down many of these best practices along with actionable "next steps" to help you put them into practice, even if you already have a website.

We'll also showcase a series of examples from other experts (professional speakers, coaches, consultants, authors, etc.), so you have a reference point when brainstorming for your own website.

If you get to the end of this guide and still have questions about using your website as a part of your business systems, no worries!

Just shoot us an email or book a strategy session with us, and we'll get them sorted out.

For now, happy website building!

Best,
Austin, Taylorr & the SpeakerFlow team

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PAGES TO BUILD

First and foremost, let's talk about pages. Generally, a website should summarize who you are, who you serve, and how you serve them. It should also highlight why you are qualified in your area of expertise and provide proof of your previous successes.

Put simply, your website should communicate – to anyone that happens to visit – answers to the questions, "How can you help me address {X} problems, and why should I hire you?"

("X" problems being ones within your focus industry(ies) that align with your personal and professional experience and acumen.)

To answer these questions and, by extension, bring more sales through the metaphorical digital "door" of your business, start with the following pages.

"HOME" PAGE

Your "Home" page, as you'd expect from the name, is the "home base" for anyone learning more about your business. It should summarize your expertise and provide links to other pages, which in turn describe how you deliver that expertise (speaking, coaching, courses, etc.).

Essentially, your home page combines elements of your other pages so that website visitors can find answers to their most basic questions at a glance. It doesn't need to be miles long and answer every question someone may have – In fact, if it's too long, you can easily lose a visitor's attention.

With this in mind, your home page should include bullet point-sized sections, all of which then direct the flow of traffic on your site to a specific action. We'll talk more about website calls-to-action (CTAs) in a later section.

"Home" Page Tips

- **Include a headline in the first section.** This should be a quick-and-simple shoutout to the benefits your clients see from working with you. Your promise statement is a great option for this element of your site.

- **Place CTAs through the page.** These should all point to the same action (usually a way to connect with you via the "Contact" page) and use the same language.

- **Design the page as if it's following a journey.** There should be (A) a section setting up the problem(s) a website visitor is facing (B) one explaining the outcomes your clients see, namely what they have once this problem(s) is solved, and (C) how you get people from A to B.

- **Include a section for social proof.** This can be a few reviews, a single longer review, or a carousel – your choice.

- **Include a section pointing visitors to your resource pages.** On SpeakerFlow's home page, for example, we have a section that highlights our three latest blogs and podcast episodes.

- **Don't overcomplicate any section.** Remember that this page is just for summary and direction to additional information. Keep it simple, easy to navigate, and pointing to a clear next action.

MONEY PAGES

Your "money pages" are all of the pages that explain your products and services. If you offer professional speaking services as part of your business, for instance, one of your money pages should be for "Speaking."

The same goes for consulting, coaching, workshop facilitation – even physical products, like a page listing all of your books and where to buy them.

Whatever your offers may be, these pages are, unsurprisingly, some of the most important on your site. Not only do they explain, in more detail, the value you provide. They're also vital in getting website visitors to act.

Keep in mind, acting can mean booking a virtual meeting with you, picking up the phone to make a call, or making a purchase through your website.

In any case, it won't happen unless your money pages clearly communicate why it's worth their investment of time, money, effort, or all of the above.

Money Page Tips

- **Create multiple money pages.** Each should be specific to the client best suited to the product or service showcased on that page. Trying to sell everything from one place will only lead to a long, messy page and a potential customer that's likely overwhelmed with their options.

- **Consider positioning them as "persona" pages.** At SpeakerFlow, for instance, three of our "money pages" are built around clients that we serve – Startin' Up, Heatin' Up, Blowin' Up – and each explains "If you're at this stage, here's what we offer that's a good fit for you." This makes it easy for potential clients to identify with a persona, narrow down which sales offerings to consider, and decide to purchase.

- **Lay out the page like a story.** Different sections should cover problems you solve, how you solve them, results of having them solved, testimonials from past clients, and – ultimately – how to take the next step. The idea is to take the reader on a journey from discovery to engagement to action.

- **Keep your language clear and concise.** The easier it is for website visitors to understand what you sell and see the value in it, the more likely they are to become customers. Convenience and clarity are paramount.

- **If you don't offer a guarantee, think about adding one.** They make potential customers more comfortable and, consequently, more likely to make a purchase. Our guarantee, for reference, is along the lines of "If you're not 100% happy with your purchase, we'll give you your money back."

- **End with a Frequently Asked Questions (FAQs) section.** This is a place for you to address common questions and overcome frequent objections right out of the gate.

- **Try testing different language, page layouts, and designs.** This should only happen periodically, as changing it too often will prevent you from seeing results. Remember also to track website visitor data where possible (such as clicks on your money pages' CTAs or how long they stayed on each page) to see which changes are having a positive effect.

"ABOUT" PAGE

Your "About" page is, essentially, your biography and should provide background information about you for anyone visiting your website. This can be as detailed as you're comfortable with, though many experts choose to focus on their professional experience rather than sharing a lot of personal details.

On your own "About" page, think of it as a sort of digital resume. Unlike the other pages on your website, it's not about your clients and doesn't focus on how you can serve them, how hiring you will benefit them, and how you can fit into their story. It's about you, and anyone reading it is looking – above all – to learn who you are.

"About" Page Tips

- **Include an image of you at the top of the page.** Having a face to relate to a name (and a brand, if your business doesn't incorporate your name) makes you more approachable and memorable.

- **Highlight your accomplishments and awards.** This includes educational degrees and certifications as well as any accolades you've earned within your field.

- **Mention your years of experience**, both as a business owner and in the industry, as a whole.

- **Conclude with some personal details.** They don't have to be extensive if you'd rather keep things professional – just a quick sentence or two. For example, our CEO, Taylorr's, bio ends with "In his free time, you can find him on a lake in Minnesota, with his wife, two dogs, a guitar, and a glass of whiskey on the rocks."

- **Consider writing in first-person** ("I started work in this industry…"). The rest of your site can be in third-person if you prefer, but having a first-person bio better conveys your voice and tone, as if you're talking directly to the visitor.

"REVIEWS" PAGE

Your "Reviews" page should be all about your past successes. This page can be named "Testimonials," "Raving Fans" – we've even seen one professional speaker who calls hers "Street Cred."

Regardless of the name, this page is all about the amazing work you've done for previous clients. It should include a collection of written testimonials (and videos, if possible).

Unlike the other pages on your site, there also isn't really a limit to the size of this page and, in many cases, the more reviews you share, the better you're able to prove to website visitors that hiring you is a no-brainer.

The only thing to keep in mind is that your reviews on this page should be relevant to your current sales offerings. The number of reviews doesn't matter if they don't relate to the things/services your website visitors are considering paying for.

"Reviews" Page Tips

- **Position this page toward your customers.** Many of your other pages – like your money pages – should be optimized for Search Engine Optimization (SEO) so people can find them from a Google search. This page, however, is primarily about social proof, so it's for people that have already landed on your site.

- **Always include names and titles for reviewers.** Anonymous reviews can easily appear fake even if they're not.

- **Showcase video testimonials before text ones.** Admittedly, you won't always be able to get video reviews, but, when you can, these are much more impactful than text and can lead to higher conversion rates (i.e. more visitors purchasing your products/services).

- **Put your best, most recent reviews at the top of the page.** That way, even if someone leaves your site without reading the entire page, they're likely to see them.

- **Call out impactful quotes, especially in long text reviews.** Again, you want the page to be easily skimmable and impactful even if a visitor doesn't stay on the page long enough to read everything.

- **Don't limit your reviews to this page.** True, your "Reviews" page should have the bulk of your testimonials, but sprinkle them throughout the rest of your site, too. Your "Home" page, money pages, "About" page, and "Contact" page should all have a section that shows off a few reviews with a button for "All Reviews" page at the bottom.

"CONTACT" PAGE

Your "Contact" page is for – surprise, surprise – all of your contact information. This page doesn't have to be long and can be as simple as a phone number and/or email address at which to reach you, followed by a contact form.

Alternatively, rather than a contact form, many experts offer a place to book a virtual meeting with them. This allows them to connect with potential clients live and explain their products, services, and value in a manner tailored to that person, specifically. As a result, these meetings can often lead to a sale more quickly than a few emails back-and-forth.

When choosing how to build your "Contact" page, remember that every CTA on your website directs visitors here. Ask yourself, "What action do you want them to take?" "What's going to most easily lead them to make a purchase with me in the future?" and "What's going to be most convenient for them?"

"Contact" Page Tips

- **Keep it short and straightforward.** Include a few ways to contact you (a phone number and email address, for example) and, if you have a contact form, ask only for the essentials, such as name, email address, and message.

- **Be friendly!** Inviting and conversational language is a great way to lift the pressure someone may feel when considering whether or not to reach out, since they know they're going to get a sales pitch.

- **Give the people what they want.** Contact forms, for instance, are all well and good, but in many cases, an option for booking a virtual meeting may be more appropriate. If you're selling high-ticket items, especially – think keynote speaking packages, consulting contracts, etc. – getting a conversation on the books may help potential customers feel more comfortable contacting you.

- **Include a "Thank You" message.** This can be a simple message at the bottom of a contact form to say, "Thanks for reaching out! We'll be in touch soon." Alternatively, if you want to go all-out, you can also create a "Thank You" page to which the form or online appointment scheduling app will redirect once submitted.

- **Don't forget your social media accounts.** Include icons to link to your social pages somewhere on your "Contact" page, so website visitors can easily navigate to and interact with you there.

RESOURCE PAGES

Last but not least, every website worth its salt has at least one section for free resources. This can include a section for blog articles, a section for podcast episodes or guest appearances, or a section for free, downloadable content. You'll notice on SpeakerFlow's website we have all three! Go big or go home, right? 😂

Jokes aside, however, resource sections are all about providing value for your website visitors and, as a result, generating a positive, trusting association with you and your business.

For instance, if you offer a free PDF that explains how they can solve a problem, that not only makes them like and respect you (to some degree, anyway) because you addressed something they thought uneasily solvable. It also legitimizes your skills, as you didn't just say, "I know what I'm doing and can make your life better." In a small way, you proved it.

TL,DR (Too Long, Didn't Read):
Free, valuable content is the fastest, most reliable way to build trust with your digital audience and establish credibility as an authority figure for that audience. Provide content and you'll more quickly be able to prove the worth of your sales offerings and, by extension, make more money.

Resource Page Tips

- **Create separate pages for different kinds of content.** If you have a blog, a podcast, and a bunch of free resources all on the same page – assuming you create new content regularly, which you absolutely should – that page is going to get messy very quickly. Giving each kind its own page makes it easier for visitors to find the one they prefer.

- **Consider separating content into categories.** This is most common for blogs, but it's helpful in any large content collection. SpeakerFlow's blog, for example, is divided into the following categories: Speaking 101, Sales, Marketing, Operations, News & Trends.

- **Optimize all content for SEO.** We'll talk more about it in a later section but, essentially, SEO allows people to find your website through Google search results. By SEO-optimizing your resources specifically, you immediately establish some degree of trust and credibility with anyone that ends up on your site because of them.

- **Avoid "filler" resources.** It can take time to build up a big library of blogs, podcasts, and free downloadable content, and that's okay! Quality is better than quantity.

- **Use your resource pages to collect leads.** Offer a place for website visitors to "Sign up for my newsletter" or "Subscribe to blog updates." Everyone who opts in on these forms is at the top of your "sales funnel," so don't miss the opportunity to collect their contact information and keep them in the loop about all the great work you're doing (that they could benefit from if they purchased one of your products or services).

WEBSITE CALLS-TO-ACTION (CTAs)

As mentioned at the beginning, one of the ultimate goals of your website is that it acts as a salesperson. This means that, when someone lands on it, they should not only be able to learn more about you and the sales offerings you provide but also have a clear process in mind. In other words, if your site's truly going to sell for you, it has to persuade visitors to take the next step – preferably immediately.

To accomplish this, it's vital that you include calls to action, or CTAs, throughout your website. Combined, these buttons point visitors down the path of making a purchase or, at the very least, reaching out to you. Some common CTA examples include "Get Started," "Sign Up Now," or "Book A Discovery Call."

Whichever you choose, your CTAs should comprehensively meet a few guidelines in order to work together effectively. Below are our top recommendations.

WEBSITE CTA TIPS

- **Include a CTA in the navigation bar.** Usually, this is on the far right end of the bar, but it doesn't have to be. In any case, make sure it's a contrasting color, so it catches the attention of website visitors.

- **Place CTAs throughout every page.** They shouldn't be at the end of every section, but be sure to include them where visitors would be naturally inclined to want to reach out (at the end of your "How I Solve These Problems" section, for example).

- **Like in your navigation bar, make sure all page CTAs stand out.** Use a color that contrasts with the background of the section, adequate space between CTA buttons and other elements, and font variations to draw visitors' attention.

- **Choose a strong verb for your CTAs.** Your goal is to be clear and concise and tell visitors exactly what they should do. Think phrases like "Book A Demo," "Connect With Me," and "Buy Now."

- **All CTAs should use the same language.** At SpeakerFlow, for instance, all of our CTAs say "Free Strategy Session," not "Let's Talk", "Contact", or "Get in Touch". Consistency is key.

- **All CTAs should point to the same place.** Even though the text of your CTAs is uniform, you can give people other ways to complete it (phone number, Calendly link, etc.). In short, your language should be consistent but it's okay to have multiple methods to collect people's information and drive them to action.

NAV BAR DO'S & DON'TS

One small but vital element of your website is your navigation, or "nav," bar. This section of your website runs across the top of a page and is identical wherever it appears (in most cases every page).

Although seemingly insignificant compared to pages, your nav bar has a massive impact on the way visitors experience your site and, by extension, on your conversion rate (what percentage of visitors act on your CTA) and your bounce rate (what percentage of visitors leave after only viewing one page).

Worst case, if your nav bar is cluttered or the language in it is too ambiguous, visitors won't be able to find the information they're looking for, and they'll bounce. Best case, if your nav bar is clear and easy to use, visitors are more likely to continue looking through your site, maybe download or read some of your content, and – ideally – reach out.

With these potential benefits in mind, designing a streamlined nav bar is essential. To plan your nav – or see if your current one makes the cut – start with the following best practices.

NAVIGATION BAR TIPS

- **The simpler your nav, the better.** Many websites make the mistake of cramming every link into their nav, but it's easier to navigate with fewer options. The general rule of thumb is to have seven or fewer URLs in the main nav.

- **Avoid adding dropdown menus if possible.** They can be difficult for search engines to crawl (making it hard for them to make your site "findable" in a web search) and visually overwhelming for the viewer. All extra pages that you can't but want to include in the nav can go in the footer instead.

- **Use short, descriptive labels.** At a glance, website visitors should be able to get a good idea of which option they want. In SpeakerFlow's nav, for example, we don't say "CRM & Suite Of Apps" – that would be too long. Instead, we say "The System."

- **Make your nav bar "sticky."** A sticky nav will remain at the top of the page even as website visitors scroll down. This allows people to easily navigate to a different part of your site regardless of where they are on the page.

- **As mentioned before, include a CTA in the navigation bar.** Use a color that stands out from other elements in the nav so visitors' eyes will go to it naturally.

CREATING VISUAL HIERARCHY

Now that we've covered the most important content for your website, it's time to talk about design. It goes without saying that design is a vast and often daunting aspect of creating a website, so this section is by no means going to be a comprehensive guide.

Instead, we're going to focus on a specific design element that also ties into creating the copy (or, in other words, the text) for your website: visual hierarchy.

If you haven't heard of it, visual hierarchy is the practice of arranging elements in order of importance. There are eight primary ways in which to visually convey which elements outrank others.

ASPECTS OF VISUAL HIERARCHY

Size

Larger elements appear more important than smaller ones. This is why headings are the largest text on your website pages and body text is much smaller. It's also why you use headings to call attention to different sections or important points.

Color

Brighter colors generally draw more attention than muted ones. For this reason – as well as current design trends – many expert businesses are now opting for brighter, more striking branding.

Contrast

Dramatically contrasting colors are more eye-catching than similar ones – surprise, surprise. This is why your CTAs should be a different color than the backgrounds of their respective sections. Contrasting font styles or sizes also attract attention.

Alignment

An element that's not aligned with those around it will stand out. This applies to text as well as images and graphics and can combine with size for a dramatic hierarchical effect.

Repetition

Repeating colors, font sizes and styles, and design themes suggest that elements are related to each other. This is a useful tool for keeping information about one product/service separate and easily identifiable from your other offers.

Proximity

Elements that are placed close to each other appear related. This is useful – especially combined with color, contrast, and whitespace – for designating where one section ends and another begins.

Whitespace

Added space around an element (or group of elements) draws the viewer's attention to it. For this reason, leave extra space at the top and bottom of each section (so each section's content is isolated in the center) and around important points (a header that ties into your CTA, for instance, like "All of these problems go away when you…").

Texture/Style

Textured elements stand out compared to flat ones. This can be useful when adding depth to the background of your website or adding visual interest in text-heavy areas.

WHY VISUAL HIERARCHY MATTERS

Combining each of these design factors to create a visual hierarchy reinforces the content on each page, making it easier for website visitors to absorb the information and directing them to your desired action.

On the flip side, it's also important to note that disrupting patterns in these factors can be used to strategically catch visitors' attention when you want it most, such as CTAs or lead magnets (think a section for "Subscribe to my newsletter and a get a free ebook!").

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Knowing this, as you plan the pages for your website, keep in mind which information and graphic elements you want visitors to see the most. Then, structure the design and content of your website accordingly.

For more information about visual hierarchy, check out the Interaction Design Foundation's guide.

Additionally, for more information about website design, should you choose to manage it yourself, visit the following articles.

- "Web Design For Beginners: A Simple (But Complete) Guide" from Webflow

- "Website Layout Design: Best Practices For Creating Sections" from Elementor

- "How To Redesign A Website: Tips, Examples & Best Practices" from Envato

- "How To Create A Website: The Ultimate Guide To Web Design" from 99Designs

- "Web Design Basics That Will Help You Create A Fantastic Website" from 99Designs

- "The Fundamentals Of Website Layout" from 99Designs

- "9 Guidelines & Best Practices For Exceptional Web Design & Usability" from HubSpot

Note: Based on the shared experiences of several SpeakerFlow team members who built websites in the past, we recommend hiring a website designer even if you're confident in your own design skills. Most designers are better equipped to produce highly customized designs in a short span of time. Plus, they're exceptionally good at what they do, so you can be confident you're getting a website better than a standard template or one you'd have to piece together on your own. See the end of this guide for a list of website vendors we know, trust, and recommend. 👍

ADDITIONAL TIPS

1   **Add photos or graphics to boost retention.** They make it easier for website visitors to stay interested and more likely to remember your website and, consequently, visit again – plain and simple.

2   **Refrain from including pictures of yourself everywhere.** This isn't to say "Don't include any pictures of yourself, aside from the 'About' page," but place them strategically. Too many and you can come across as arrogant.

3   **When in doubt, keep it simple.** You don't need 50+ pages to show that you know what you're doing. If you're not sure which pages you need, start with the basics in this guide. You can always add more later.

4   **"More" doesn't always mean "better."** Just like pages, if you have a ton of resources on your site but only half of them are actually useful, you're wasting your website visitors' time. Remember: Every page and every resource should provide value and streamlined information before anything else.

5   **Content truly is king.** One of the easiest – and nearly guaranteed – ways to bring more traffic to your website is to create Search Engine Optimized (SEO-optimized) content such as blog articles, videos, and podcasts. To start creating resources like these and boosting your traffic, check out our "Resources" page for the following guides: "Conducting Keyword Research" and "Writing An SEO-Optimized Blog."

6   **Speaking of SEO, optimize everything on your site.** Your money pages, in particular, should be SEO-optimized to attract your ideal clients as they're searching Google. Check out Backlinko's definitive SEO guide to learn more and get started.

7   **Make time to update your website at least once a year.** This includes updating language or photos, making changes based on sales data, etc. Trust us – If you don't actively make time to do it, it won't happen, and an outdated website doesn't sell as well.

8 **Make time to clean house.** You will almost certainly end up with pages, media items (photos, videos, etc), plugins, and other website components that you never use. At least once a year, purge them. Extra fluff on the backend of your website will just slow it down.

9 **Don't settle for something cheap.** While many website building platforms can be attractive because they're free, these aren't always your best bet. Consider hiring a web designer to design your website and a web developer to build it. Not only will the quality be immediately apparent, but you'll also see a return on your investment – guaranteed.

10 **Make sure it's mobile-friendly.** A huge percentage of website traffic nowadays comes from people browsing on mobile devices, so design your site to be compatible with these formats as well as the standard desktop.

11 **Learn the ins and outs of your website yourself.** Even if you hire others to design and build it, you should understand basic website maintenance (updating plugins, changing out photos or updating text, etc.). That way, you don't have to pay through the nose every time something small needs updating or your current website developer quits.

INCORPORATING YOUR SALES PROCESS

At the end of the day, the point of your website is to provide potential and existing customers with an entry point for your business. It should provide information – both about you and your business – but also establish your approachability and individuality. Simply put, it should communicate important details but also get visitors to know and like you to such an extent that they purchase from you.

In this way, your website can and should integrate with your other business systems to support website visitors as they move through your sales process. Below are a few ways in which it can do this:

- Anyone that submits a contact form on your website is added to your customer relationship management system (CRM) as a lead, so you can continue building a connection with them.

- Anyone that downloads a lead magnet – a free resource they can't download without first sharing their contact information – is also added to your CRM as a new lead.

- Anyone that submits a "subscribe" opt-in form on your website is added to your email marketing application, so you can keep them up-to-date on your work (and turn them into a customer).

- In addition to having a contact form, your website allows people to book a meeting with you, shortening the sales process by getting people to the end result you want: a sales conversation with you.

- Optional: Another way to connect with website visitors is through website chat. A chat box allows you to communicate in real-time with visitors, again speeding up the sales process since they don't have to wait to hear back from you (like they would with a contact form).

All in all, building these systems – and a website that works in tandem with them – takes a great deal of time, effort, and monetary investment.

However, it always pays off in terms of your customers: It's easier for them to learn about you, connect with you, and work with you, bringing you more customers in the long run. Win, win, win!

For more information about maximizing your website as an expert business owner and about connecting it with your existing business systems, schedule a strategy session with our team!

We have the system and the coaching know-how to help you turn your website – and everything that integrates with it – into a well-oiled sales machine.

So, what are you waiting for? 🙂

REAL-LIFE EXAMPLES

"HOME" PAGE

Simon T. Bailey   Cassandra Worthy

MONEY PAGES

Kindra Hall   Mark Hunter

Shola Richards   Dan Thurmon

"ABOUT" PAGE

Ozan Varol   Rick Lozano

"REVIEWS" PAGE

Brittany Hodak   Kim Becking

"CONTACT" PAGE

Katrina Cravy   Jason Hewlett

RESOURCE PAGES

Simon Sinek   Irvine Nugent

ADDITIONAL RESOURCES

The following resources relate to some of the more complicated subtopics on which we touched in this guide. As always, most of these are things you technically can do yourself, but if you have the resources to hire an expert to handle them for you, that's going to be your best bet.

SEARCH ENGINE OPTIMIZATION (SEO) FOR YOUR WEBSITE

- "Search Engine Optimization (SEO) Starter Guide" from Google

- "How To Optimize Your Website For SEO & Conversions" from Crazy Egg

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- "SEO Basics: The Ultimate Beginner's Guide to SEO" from Neil Patel

- "SEO Fundamentals: SEO In Plain English" from Backlinko

- "The Definitive Guide To SEO" from Backlinko

WEBSITE COPYWRITING BASICS

- "75 Resources For Writing Incredible Copy That Converts" from Neil Patel

- "7 Ways To Write More Engaging, Compelling Website Copy" from WordStream

- "A Web Designer's Guide To Writing Better Website Copy" from Flux Academy

- "Fundamentals of Web Copywriting" from Backlinko

PREFERRED WEBSITE VENDORS

PIBWORTH PROFESSIONAL SOLUTIONS

- Owner is Lauren Pibworth
- Based in Canada and well known in Canadian Association of Professional Speakers (CAPS) circles
- Provides a full range of website and marketing services
- Budget: Mid-range

VIDEO NARRATIVE

- Owner is Chris West
- One of the most respected brands in the industry and well known within National Speakers Association (NSA) circles
- Provides high-end websites and sizzle reels for speakers
- Budget: High-range (starts at $10k+)

PRIME CONCEPTS

- Owner is Ford Saeks, CSP, CPAE (also a customer of ours)
- Well known among members of the NSA
- Provides a variety of digital marketing, branding, and web design and development services
- Budget: High-range

KELSI BYERS

- Freelance website designer based in Canada
- Not a full website agency but provides high-quality results
- Provides a variety of digital marketing, branding, and web development services
- Budget: Low- to mid-range

Questions or Comments?

Contact us at
hello@speakerflow.com
and let us know what you
think!