Running a WordPress Agency

BY LAURA RABELL, CHIEF CREATIVITY OFFICER

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laurarabell.com/slides
How Running a WordPress Design Agency Allowed Me to Follow My Dreams of Becoming a Musician

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Photo by Mike Mayhue
About Rabell Creative

Founders:
• Laura Rabell – Chief Creativity Officer (that’s me!)
• E.J. Rabell, Jr. – Chief Financial Officer

What We Do:
WordPress web design & digital marketing
Laying the Foundation

- Google Domains – Domain Name $15/year
- G Suite Basic (email) – $5/mo/user
- Microsoft Office Personal – $7/mo
  (Includes unlimited OneDrive file storage)
- Wave – Free Accounting Software w/Invoice Features
- HubSpot – Free CRM (& email templates!)
- MailChimp – Free Email Mailing List Software
- LastPass – Password Management (must have!)
- Adobe Creative Cloud - $50/month
How to Get Clients

• Social Media (existing friends, family, contacts)
• Build your portfolio
• Do Good Work
• Under-promise & over-deliver
• Actually care about people (be a good listener)
• Solve their problems
• Encourage “do it yourself-ers”... you are looking for clients who are busy & see the value in hiring an expert
• Too much spam in the industry
• Focus on centers of influence
• Add value
• Cultivate a reputation for doing what you say you’re gonna do
WordPress *Process*

Find a process that works for you and stick to it!

- SiteGround Hosting, $4 - $35/mo
- Genesis + StudioPress Pro Plus Package - $499
- Beaver Builder Pro Plugin - $200/year
  - with the Genesis Dambuster plugin
WordPress Time Savers

• Never do anything without a recent backup
  • Backup your backups
  • Daily backups? Great! But you also don’t want to lose all of the work you just did today.

• One-Click vs. Manual Installation
• Zip your favorite plugins and upload once to FTP
• Import Theme Demo Data
• Widget Importer & Exporter
Favorite Plugins

• SG Optimizer (SiteGround)
• Yoast SEO or All-in-One-SEO Pack
• Genesis Simple Edits (and all the Genesis plugins)
• Genesis Dambuster
• Pods - Custom Content Types and Fields
• Simple Social Icons
• Simple 301 Redirects
Favorite Plugins

• WPForms (free)
• Gravity Forms (premium)
• Use Any Font (or use Font Squirrel webfont generator)
• Event Calendar (by Modern Tribe or Time.ly)
• Calls to Action: SumoMe or OptinMonster
• Better Search Replace
• Page Links To
Favorite Plugins

• AMR Shortcode Any Widget
• Coming Soon
• Widget Importer and Exporter
• WD Instagram Feed
• WooCommerce
First Client Meeting & Getting Started

• You are running the meeting
• Prepare a meeting agenda (use a template)
• Give client a checklist (another template!) of what items & information you need from them
• Ask lots of questions before making recommendations
• Agree on a timeline & meeting schedule
• Create the first draft of the site content outline
Working with Clients

Listen & respond with empathy.

Be transparent with pricing. What’s included & what’s not.

Be trustworthy & reliable.

• 24 hour response time
• Quick turnaround
• Under-promise, over-deliver.
• Apologize if you make a mistake. Do whatever you can to make things right.
Working with Clients

Define your boundaries!

• Designers design content; they don’t create it.
• Base all timelines around “after client delivers all content.”
• Spell out your process in detail.
• 3 rounds of changes
• 30 days of free edits & tech support after launch
• “No problem! We can just track our time & bill hourly for that.”
• Track time in 15 minute increments minimum
Time Management

• Toodledo (free to do list software)
• Eat the frog. (Do the most important thing first!)
• Don’t get stuck responding to incoming emails. Rarely is the most recent email the most important task for you to be working on.
• I’d rather work on a site for 1-2 hours every day instead of pulling all-nighters at launch time.
Website Wrap-Up Checklist

• Double check mobile site
• Enable cache/site speed plugin(s)
• Configure SEO plugin
• Install Google Analytics
• Verify site in Google Search Console & submit index.xml
• Video screenshare tutorial(s) on how to make basic edits
• Backup the site. Then backup your backup somewhere else.
• Deliver document with all passwords & site access
Consider Recurring Revenue Opportunities

• Search Engine Optimization (organic, unpaid results)
• Search Engine Advertising (Google Adwords & similar)
• Web Hosting
• Proactive Website Maintenance monthly plans
• Social Media Management/Consulting
• Social Media Advertising
• Other products & services
Checklist – Items You Need from Client

Login Information:
- Domain Name & Login
- Website Hosting Login
- Current WordPress or website login
- Google account (for analytics/search console)
- Other 3rd party software we are integrating with the site
  - Email Marketing
  - Event Calendar
  - Social Media... etc.
Checklist – Items You Need from Client

• 3 Sites You Like or Dislike with a Brief Mention of Why
• Logo (.ai, .eps, .png, .jpeg filetypes preferred, in that order)
• Branding style guide or any related information or examples of fonts, colors and brand
• Photos & Videos (original highest quality files; send large files using www.wetransfer.com if needed)
• Approve First Draft of Site Outline
• Send Final Website Content & Copy
Additional Resources

*The 4-Hour Workweek* by Tim Ferriss

10 Mistakes You’re Making with Clients That Cost You: (podcast) seanwes.com/122

Automating When You Can’t Afford to Hire Yet: (podcast) seanwes.com/193

*The Big Leap: Conquer Your Hidden Fear and Take Life to the Next Level* by Gay Hendricks
Additional Resources

New Year, New Life by Tony Robbins
(YouTube video) https://youtu.be/sIHmty265Us

Regret Minimization Framework, Jeff Bezos
(YouTube video) https://youtu.be/jwG_qR6XmDQ
“You can only grow if you’re willing to feel awkward and uncomfortable when you try something new.”

- Brain Tracy
Free Music Download:
Join my email list at www.laurarabell.com
Questions?

Email: laura@rabellcreative.com
Music: www.laurarabell.com
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