

writeforyourbrand.com

Possible tag lines/value statements:

Your best hire

Staffing to simplify your life

Skilled staffing support to help you do more in less time

Critical observation: Be consistent! Your website is supposed to convince people of your competency, not confuse them as they go from page to page.

URL	Description	Observation(s)	Possible Response
http:// [Client] .com/	Home page– Navigation bar and top banner	Logo is small, especially the tag line Navigation bar good Need phone number and email in top banner so someone can contact you immediately, without clicking on "Contact [Client]" link If using all lower case for navigation buttons, carry that style through in headlines and sub-headlines Are the social media icons current? Do you monitor and engage in G+, f, twitter, Instagram, and LinkedIn?	Enlarge logo, make sure it's a high-resolution file Add large font phone number and general email address Only display the social media icons you will follow and respond to, delete the rest.
http:// [Client].com/	Home page– banner photos	Might consider making these photos a bit smaller so they take up less space "above the fold." You want as much copy, as much information to appear on the first screen as possible. So, if load your website on my phone, how far down do I need to scroll before I get information vs. pictures? Same with viewing on desktop or laptop. Think of a newspaper (remember those?) and how it is folded in the middle. The most	Ask web designer/developer about taking up less real estate with photos so you have more space above the fold for content.

		<p>important information is always above the fold, so the customers sees the big news first, and decides to buy the paper. Same with a website, put the important information "above the fold" A web designer/developer should know exactly what that means.</p> <p>Not sure how search engines view banner ads but they do NOT recognize photos. Which is why you typically see small print under website images. It's not necessarily for the site visitor, it's called an alt tag; you describe the photo or image with key words the search engine will recognize bc it can't see the photo/image.</p> <p>What are private families? Are they different from public families?</p> <p>Hospitality photo is blurry, and positioning may be off as the top of my large screen cuts off their faces/heads. Also, no subtitle on the image. Do you only do serving, or food & beverage staff for hospitality industry?</p> <p>What's the difference between "residential staffing" and "families"? What are you doing with or for "families" if you just use the word "families" but you use the word "staffing" everywhere else?</p> <p>Is there a diff between corporate staffing and hospitality staffing? Can the "corporate staffing" banner photo represent different types of corporations, including hospitality providers? If you do corporate staffing, does that mean admins, janitors, bookkeepers, CPAs, project managers, warehouse? The image suggests you place salary, degreed positions.</p>	<p>Ask web developer, or search engine optimization (SEO) expert if you need alt tags for banner photos. I don't know</p> <p>No such thing as private families---have private households but all families are private. Change banner text to "Families" or "Residential" if you want banner photos to match service areas you'll list lower down on the page</p> <p>If you keep this image, resize so displays correctly on all screens (desktop and mobile) and increase resolution. I want to represent more than food & beverage, find a collage or image with all the categories of workers you place: from desk, housekeeping, food & beverage, etc. Add a subtitle to be consistent with other images.</p> <p>Clarify your messaging and services to families vs. residential staffing since a nanny can be part of a residential staff.</p>
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<p>http:// [Client] .com/</p>	<p>Home page, Call to Action boxes below the banner</p>	<p>Graphic design doesn't match the navigation buttons design. Nav buttons are all lower case, these call to action boxes are title case.</p> <p>Sort of confused as to why you have the tiny arrows in the "start here" boxes? No right good or bad, but be consistent with the design</p> <p>Text is different colors in the boxes. You have eight different colors between the two boxes. Background yellows don't match, one title is blue, but a diff blue than the background on the right-hand side "start here" box. It's hard to see the white text against the green box. You don't green anywhere else on the site, why here?</p>	<p>Choose a consistent style</p> <p>Move the tiny yellow arrows to either the right or left side of the words "Start HERE"</p> <p>Simplify the design theme. For now, make the boxes the same yellow then either:</p> <ol style="list-style-type: none"> 1. Same color font with different backgrounds behind the words "Start HERE" (lower case matches rest of the theme by the way) 2. Different color font for "hire" and job" with the same background colors in the "Start HERE" boxes. <p>If you want to use three colors across the site, use exact same orange, blue, and green in the logo.</p>
<p>http:// [Client] .com/</p>	<p>Home Page—Our Clients list</p>	<p>"Who Loves Our Staffing Services?" is a sentence, not a title. Change to sentence case, or all lower case if you choose that design theme.</p>	<p>Sentence case: Who loves our staffing services?</p>

	<p>Why is some of the list blue and some black? Usually diff font colors indicate hyperlinks but none of these are hyperlinks.</p> <p>Do you want sample client categories to match service industries? If going with "residential", "corporate" and "government subcontracting" then adjust accordingly.</p> <p>Also, what's the difference between a celebrity and an entertainer?</p> <p>You're listing hospitals but none of the banner pictures come close to suggesting hospitals as a service area so sort of out of nowhere.</p> <p>Do you really serve single parents? Even though you might, is it a primary target? I can't see a working single mom equating herself to celebrities and professional athletes; seems she'll decide she can't afford you and leave. Which might be what you want and that's OK.</p> <p>And what's the difference, at THIS STAGE OF THE GAME, between a busy professional and an entrepreneur?</p> <p>Also, residential households can't love your services bc households are inanimate objects; they don't love. The PEOPLE in the household love, not the house itself.</p> <p>Again, another subtle messaging that most won't notice but a high-end corporate exec may see it as a homemade website or assume people running the business aren't paying attention.</p>	<p>Make design consistent, choose one color</p> <p>Adjust list to represent true service areas OR list clients name. Def more impactful but of course can't list individuals, I'd clean this list up to match your TRUE service areas.</p> <p>OR, move this to the bottom of the page as the headline Angie's list and ATL BBB Testimonials. Those just appear out of nowhere without any headline or introduction. A disconnected.</p> <p>Yeah, def think it's visually more appealing to move this from the right margin bc it's also just sort of floating, as if you said, we need to add this somewhere, let's just do it here. ☺</p> <p>Suggestions for the list entries, if you want to keep it in the right margin, assuming you go with "residential", "corporate" and "government subcontracting" as your primary service areas</p> <p>Individuals requiring discreet, loyal, and respectful residential staff.</p> <p>Human resources professionals staffing high-turnover positions [can clarify industries if want to narrow it down your TRUE service areas where you have proof and referrals]</p> <p>Prime government contractors looking to meet subcontracting goals for janitorial and maintenance sta</p>
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			<p>[not sure if these are the right staffing areas, just be specific and brief]</p> <p>you can also move these three “client” categories to the bottom of the home page, see Home Page–Summary list section below)</p> <p>Or, do these three categories at top of home page, under the Call to Action boxes (find hire/find job). THEN, after the client descriptors, have the three new questions in the box below</p>
<p>http:// [Client].com/</p>	<p>Home Page–Who, Why, What questions</p>	<p>The first blue color looks a little darker than the other two, might be my screen. I’d redesign to have as much copy “above the fold” as possible. In other words, visible without scrolling</p> <p>Who is [Client] is grammatically incorrect bc “who” goes with a person, not a company. Again, many won’t notice, and it is common usage (Who is IBM?), just observing.</p> <p>For simplicity and timing, you can keep as is, but I’d revise the messaging to fit the industries, if you go with “residential”, “corporate” and “government subcontracting” as your primary service areas.</p> <p>If you’re open to some editing, I’d shorten the titles so people can take in the message at a glance, instead of having to read it. Remember, research shows you have TWO SECONDS to convince someone they should</p>	<p>If you move the right margin client list down to a testimonials section, you can move up these three questions into boxes or smaller text areas to go across the screen. This lets the reader view all three without scrolling down, at least on a laptop/tablet/desktop. Mobile device is different bc small screen. Ask web developer.</p> <p>Possible revision, assuming the current messaging is correct. For example, you want to mention primarily serve affluent customers, and you only want to mention domestic and hospitality personnel. If so, then messaging about “residential”, “corporate” and “government subcontracting” will be inconsistent.</p> <p>Generalize home page messaging to the company and specify services for different industries on those industry pages. People want to know “What’s in it for me?” This proposed home page copy answers</p>

	<p>stay on your website.</p> <p>Also, headlines should include keywords to help search engines find and rank you site well.</p> <p>None of these headlines include keywords.</p> <p>Current copy makes some bold claims, such as “you understand my unique needs.” How is that possible if you’ve never met me or never been to my office? How can you know what I need if we’ve never even spoken?</p> <p>Can you prove you’ve assisted 100s of families? And if I’m an HR exec or government contractor don’t care how many families you’ve served.</p> <p>Very mixed messaging...claiming to serve all these industries but then only talk about families or hospitality. I’m reading and thinking, “these guys don’t know who they are or what they do, time to find another option.”</p> <p>The statement “...provides 100% quality service, 100% of the time...” is a potential turnoff. First, no one says we provide 80% services about half the time. Second, no one is perfect, and there’s no way everything you do is perfect all the time. It’s clearly a sales claim, referred to as “puffing” in advertising school.</p> <p>You want all your copy to differentiate you, not describe every other staffing company. Ask yourself, what is on this page I couldn’t find on any other staffing company’s website?</p>	<p>that question. And this copy tells them three critical things, right up front, and very efficiently.</p> <p><u>Do I need [client]?</u> Yes. If you are searching for reliable, discreet, and professionally-vetted temporary or permanent staff for domestic, corporate, or government subcontracting jobs.</p> <p><u>Will [Client] make my job easier?</u> Yes. After we listen to you, we assume the burdens of sourcing potential staff, vetting their backgrounds, coordinating interviews, negotiating hiring packages, and finalizing placement as requested.</p> <p><u>Can I trust [Client]?</u> Yes. What you think about us, what you tell your friends and colleagues actually matters to us. We won’t hand you the same stack of resumes we sent another client yesterday. You’ll recognize our high agency standards in every applicant you meet.</p>
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Commented [JC1]: Talk TO the target customer, not ABOUT yourself. This format tells them they can get what they need from your website and should keep reading. These statements apply to all three service areas: residential, commercial/corporate, and government contracting.

Each of these three mini-paragraphs say essentially the same thing your current home page says, without any mixed messaging or “puffing” with a bunch of superlatives no one believes.

Simple, direct, real-world conversational words.

<p>http://[client].com/</p>	<p>Home Page– Summary line</p>	<p>“Whether It’s Staffing Your Private Home or Finding...” This is a sentence, not a title, it’s currently grammatically incorrect.</p> <p>I’d delete these three sentences completely. Again, ask yourself, what do these sentences tell me that:</p> <ol style="list-style-type: none"> 1. I haven’t already read on above? 2. I can’t read on ANY website, for any business? (It’s not at all specific to XPOH). <p>What critical, absolutely required information is in these sentences that will make or break whether or not a target client calls you? Nothing.</p> <p>If you have to tell me you’ll take my needs seriously, then there’s a lot missing from the rest of your messaging.</p>	<p>If you want to keep this sentence, revise to SENTENCE d where you only capitalize the first word.</p> <p>I strongly suggest deleting “Whether It’s Staffing Your Private Home or Finding The Perfect Staff For Your Business, We Take Our Clients’ Staffing Needs Seriously. See What Our Clients Have to Say About [Client]</p>
<p>http://[client].com/</p>	<p>Home Page– Picture and Testimonials</p>	<p>Reduce the picture: do you want people to see photos or read about your company? You can convey the same message with this picture as a 2x2 or 3x3 (if it’s high resolution) as an 8 x 6 photo. It’s a waste of website space. And need an ALT tag under the photo so search engines know it’s there, you have to write the keywords bc search engines do not see pictures.</p> <p>Another reason to reduce the size of the picture, it should support the copy, not displace it.</p> <p>Put the Testimonials title directly ahead of the testimonials. Right now, the picture separates “See What Our Clients Have to Say About [Client]” from the Angie’s List and ATL BBB so it looks like those two paragraphs are space fillers or afterthoughts.</p> <p>Do you have any testimonials that really specify what the client liked or why the client was happy, other than good service? The first Angie’s List ref is good,</p>	<p>Possible ATL Tag (copy for under picture) Staffing with [Client] puts you in charge of your time wh someone you trusts does the rest.</p> <p>(not awesome, but will work if you want to use it)</p> <p>If possible, change the testimonials to more specific and Informative references.</p> <p>Possible section sub-heading (which affects search eng results): A few compliments from our staffing clients...</p>

		<p>very informative for a potential client. "G-d bless your business" and "You're the best" don't really convince me to spend money with you. And I have no idea if you helped them with residential, corporate, or government contracting staffing; no idea what you did for them. Was it an easy task? A challenging job? Multiple hires?</p> <p>Make the arrows telling people to click to view additional testimonials more obvious. I didn't even realize it was an option to scroll left or right, I thought you only had two client comments.</p>	<p>(Click the arrows to scroll right or left.)</p> <p>(not awesome, but will work if you want to use it for now)</p>
http://[client].com/	Home Page– bottom banner	<p>The bottom banner usually includes links to the pages on the site, address, contact information, and what's called a site map. Take a look at a few examples</p> <p>Would def delete "Meeting the Staffing Needs of Private Households" because:</p> <ol style="list-style-type: none"> 1. You just spent the whole home page talking about three service areas, this says you only serve private households 2. All households are private <p>Typically want to end with a Call To Action, an invitation telling people what you want them to do next. Call us, start staffing today, etc.</p>	<p>Possible bottom banner:</p> <p>Logo on left home find the perfect hire find the perfect job about us contact</p> <p>Start now!</p> <p>or</p> <p>Now is a GREAT time to start!</p>