

THE RECRUITERS MINI GUIDE TO:

YOUR WEBSITE PLANNING CHECKLIST FOR 2025.

BOLD.  The #1 digital growth partner

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**WE ASSUME
YOU HAVE
THESE THINGS
COVERED
ON YOUR
WEBSITE
ALREADY?**

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- BRAND CLARITY STATEMENT
(DEFINE WHO YOUR AUDIENCES
ARE AND WHAT YOU DO FOR THEM)**

- WHO YOU ARE**

- NAVIGABLE SITE MAP**

- YOUR POINTS OF DIFFERENCE**

- YOUR SERVICES**

- VALUE ADDED CONTENT (E.G BLOG, PODCAST)**

- SOCIAL MEDIA**

- MOBILE OPTIMIZATION**

- SEO**

- SOCIAL PROOF**

- CONTACT INFORMATION**

**BUT...
HAVE YOU
WORKED ON
PERFECTING
ALL THESE
THINGS FIRST?**

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- **VERBAL BRANDING**
- **VISUAL BRANDING**
- **COMMUNICATION OF YOUR KEY OBJECTIVES**
- **DEFINING YOUR MARKETING STRATEGY**
- **DEFINING YOUR SALES STRATEGY**
- **COMPETITOR ANALYSIS**
- **AUDIENCE ANALYSIS**

**IF THE ANSWER IS NO THEN
THERE'S A GOOD CHANCE A
LOT OF YOUR WEBSITE TRAFFIC
IS VISITING AND LEAVING YOUR
SITE WITHIN 20 SECONDS AND
YOU'RE NOT MAXIMISING YOUR
POTENTIAL ROI.**

SO...

WHAT'S OUR ADVICE?

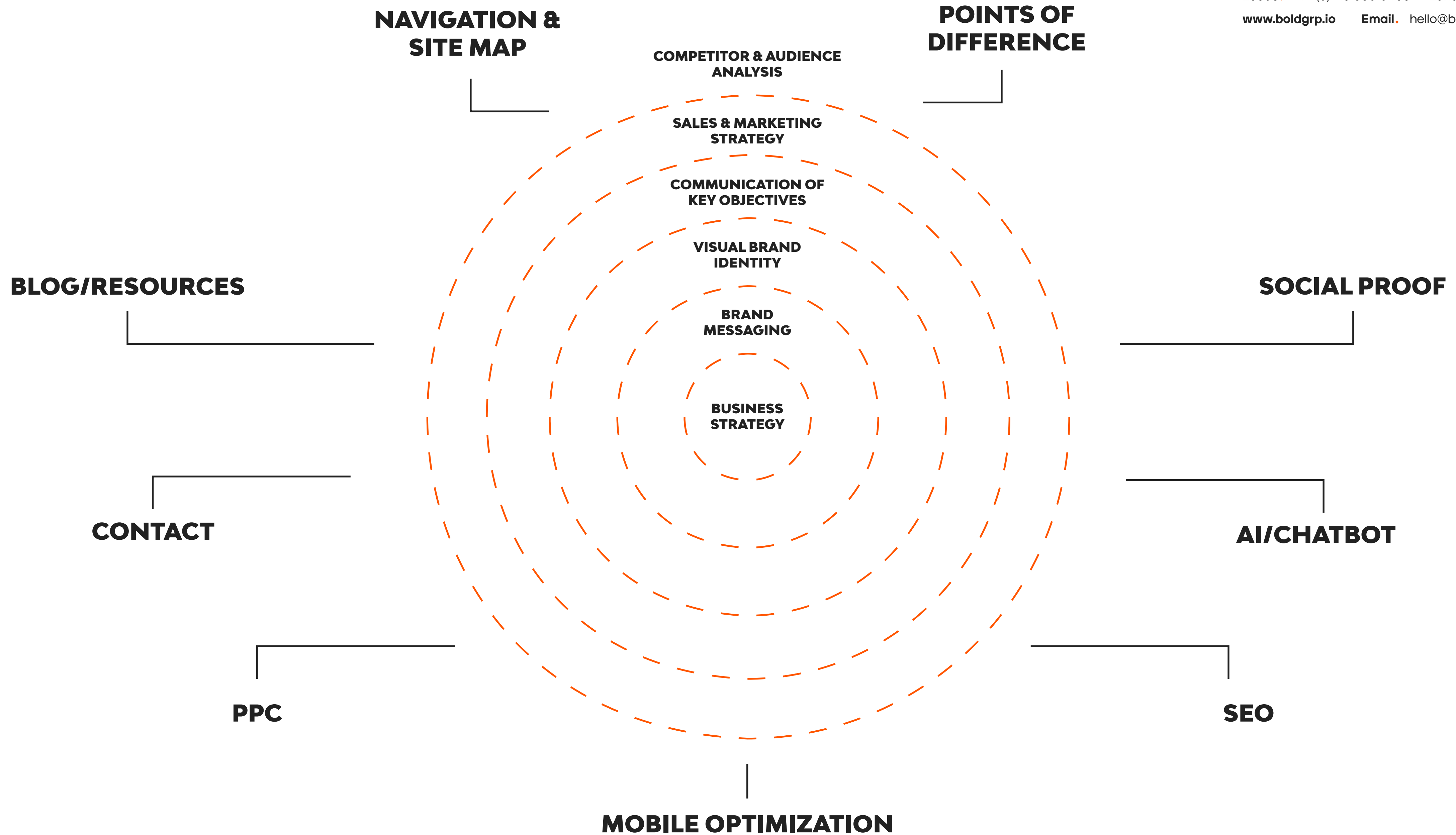
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**WE RECOMMEND WORKING
FROM THE INSIDE OUT...**





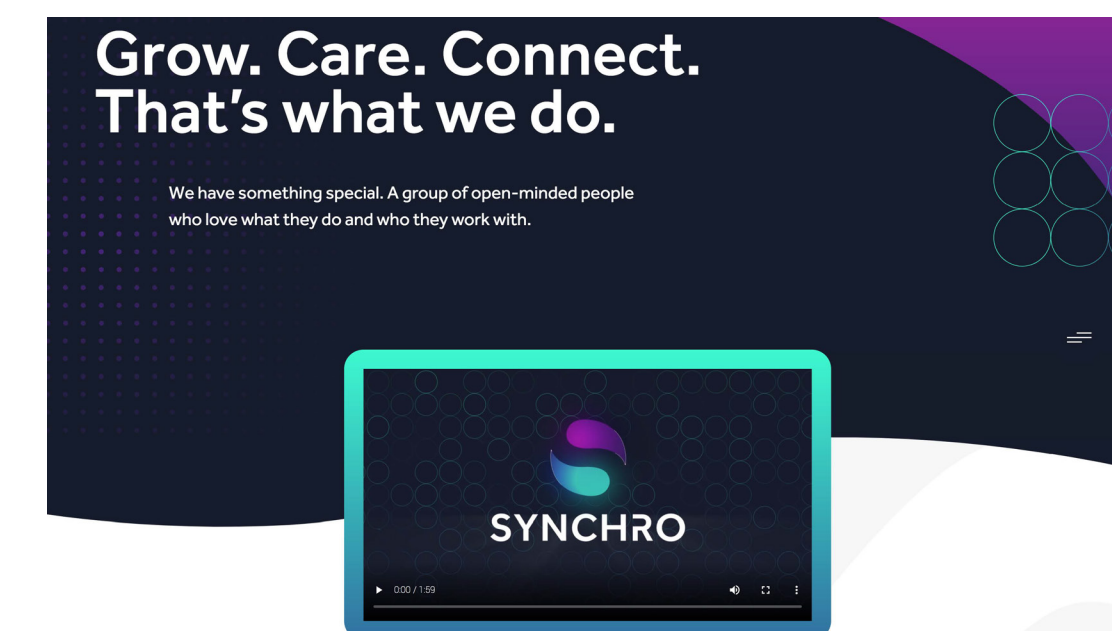
**COLLECTIVELY EVERYTHING
IN THE INNER CIRCLE DICTATES
THE SUCCESS OF EVERYTHING
ON THE OUTER CIRCLE.**



**GO THROUGH THIS CHECKLIST
AND GET AHEAD OF YOUR
COMPETITION READY FOR
BUILDING YOUR NEW
WEBSITE IN 2025.**

VERBAL BRANDING.

- **BRAND PURPOSE**
- **BRAND VISION & MISSION**
- **BRAND DNA & VALUES**
- **BRAND DIFFERENTIATION**
- **BRAND PROMISES**
- **BRAND CLARITY STATEMENT**
- **BRAND TAGLINE**
- **BRAND HEADLINES**
- **BRAND BULLET**



www.wearesynchro.co.uk (Synchro)

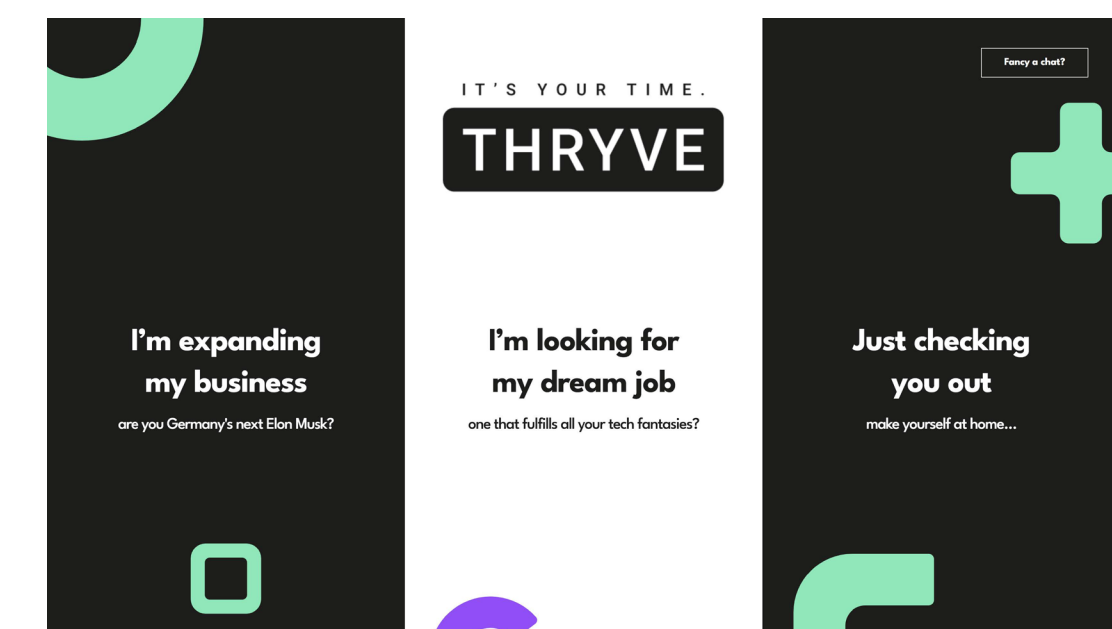
VISUAL BRANDING.

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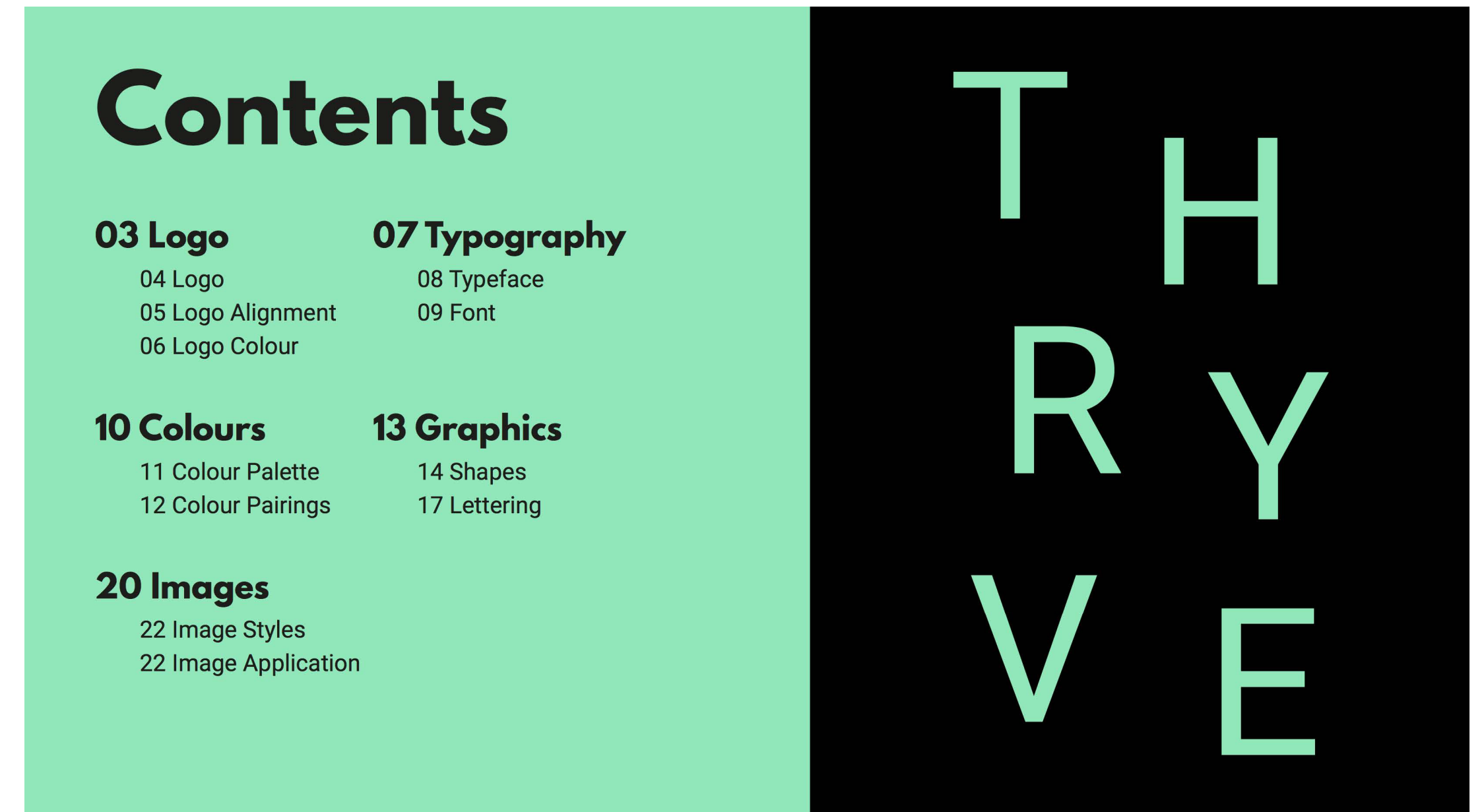
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- LOGO
- COLOUR PALLETE
- FONT & TYPEFACE
- BRAND IMAGERY
- IMAGE APPLICATION
- BRAND GRAPHICS



www.thryvetalent.com (Thryve)

**TOP TIP: BUILD A
BRAND TOOLKIT
WITH ALL OF THE
ABOVE TO ENSURE
ALL OF THESE
ELEMENTS STAY
CONSISTENT FOR
YOUR WEBSITE
AND BEYOND.**



Thryve Talent Brand Toolkit (Thryve)

COMMUNICATION OF YOUR KEY OBJECTIVES.

- **DEFINE YOUR OBJECTIVES**

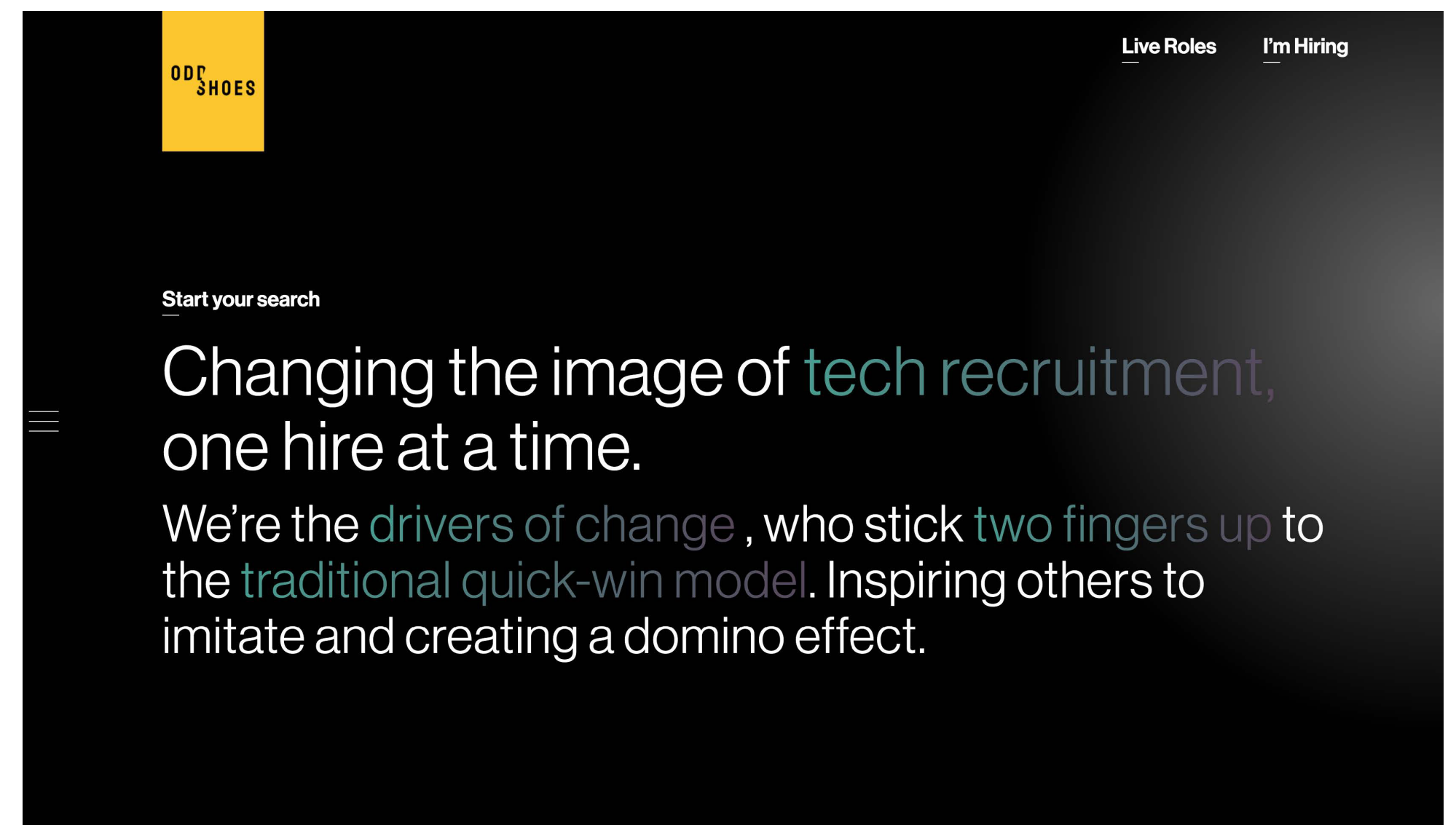
- **SET OUT SPECIFIC ACTIONS TO HOW YOU WILL AIM TO ACHIEVE THE OBJECTIVES**

- **COMMUNICATE POSSIBLE CHALLENGES AND HOW YOU WILL TRY TO COMBAT THESE**

- **BE AS CLEAR AND CONCISE AS POSSIBLE TO ENSURE UNDERSTANDING AND CLARITY**

**THE COMMUNICATION OF YOUR
KEY OBJECTIVES SHOULD BE IN
LINE WITH YOUR BRAND
IDENTITY AND YOUR SALES
AND MARKETING STRATEGY.**

**YOU NOW HAVE A
CLEAR VALUE
PROPOSITION. THIS
SHOULD BE THE
FIRST THING YOUR
VISITOR SEE'S ON
YOUR WEBSITE.**



DEFINING YOUR MARKETING STRATEGY.

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- **ALIGN YOUR MARKETING STRATEGY TO THE BUSINESS GOALS**

- **RESEARCH YOUR MARKET**

- **PROFILE YOUR POTENTIAL CANDIDATES & CLIENTS**

- **PROFILE YOUR COMPETITORS (SEE PAGE 19 FOR COMPETITOR ANALYSIS)**

- **ESTABLISH, TEST & REFINE YOUR MARKETING PROCESSES USING YOUR FINDINGS**

DEFINING YOUR SALES STRATEGY.

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- **USE YOUR VALUE PROPOSITION AS THE BASIS OF YOUR STRATEGY & MESSAGING**
- **TELL A COMPELLING AND MEMORABLE STORY TO CREATE RELATIONSHIPS**
- **CREATE THE URGENCY TO USE YOUR SERVICES WITHOUT BEING PUSHY**
- **SPEAK TO THE 'CUSTOMER DECIDING JOURNEY' - NOT YOUR SALES PROCESS**
- **DON'T RELY ON YOUR PROFILED PERSONAS IN THE SALES PROCESS - TREAT EACH CANDIDATE & CLIENT AS AN INDIVIDUAL**
- **LEAD WITH INSIGHTS NOT DISCOVERY**
- **THE END GOAL SHOULD BE BOTH CANDIDATE/ CLIENT ACQUISITION AND EXPANSION - NOT JUST ONE OR THE OTHER**
- **ESTABLISH, TEST & REFINE YOUR SALES PROCESSES USING YOUR RESEARCH AND DATA**

**REMEMBER:
A MARKETING STRATEGY IS HOW YOU WILL
REACH YOUR TARGET AUDIENCE.**

**A SALES STRATEGY IS HOW YOU WILL
CONVERT THEM TO CUSTOMERS.**

**MAKE SURE YOU'VE ESTABLISHED WHERE
YOUR SITE SITS WITHIN THIS?**

COMPETITOR ANALYSIS.

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- **WHAT DO YOUR COMPETITORS OFFER AS PART OF THEIR SERVICE?**
- **WHAT IS THEIR MARKET SHARE?**
- **WHAT IS THEIR PRICING MODEL?**
- **WHAT DOES THEIR MARKETING STRATEGY LOOK LIKE?**
- **WHAT IS THEIR POINTS OF DIFFERENCE?**
- **WHAT DO THEY SHOUT ABOUT IN THEIR VALUE PROPOSITION?**
- **WHAT ARE YOUR COMPETITORS STRENGTHS?**
- **WHAT ARE YOUR COMPETITORS WEAKNESSES?**
- **WHERE ARE THEY BASED/WHERE DO THEY OPERATE?**
- **WHAT IS THEIR CULTURE LIKE?**
- **WHAT DO CUSTOMERS SAY ABOUT THEM? (REVIEWS ETC)**

**THE MORE INFORMATION YOU HAVE
ON EACH COMPETITOR THE MORE
YOU'LL BE ABLE TO SPOT GAPS IN THE
MARKET.**

**THIS WILL HELP INFLUENCE
YOUR MARKETING AND SALES
STRATEGY FURTHER AND BUILD A
STRONGER VALUE PROPOSITION.**

UNDERSTANDING YOUR AUDIENCE PART 1: **ANALYSE.**

- **ANALYSE YOUR CURRENT CANDIDATE POOL & CLIENTS**
- **USE YOUR COMPETITOR ANALYSIS TO SEE WHAT TYPE OF CANDIDATES & CLIENTS THEY ARE TARGETING**
- **ANALYSE YOUR SERVICE AND LIST YOUR BENEFITS TO BOTH CANDIDATES & CLIENTS**
- **ASSESS THE MOST RELEVANT DEMOGRAPHICS TO YOUR SERVICE**
- **RECOGNISE THEIR PAIN POINTS**
- **CONSIDER THE PSYCHOGRAPHICS (PERSONAL CHARACTERISTICS) OF YOUR EXISTING & IDEAL CANDIDATES & CLIENTS**
- **UNDERSTAND THEIR AMBITIONS**

UNDERSTANDING YOUR AUDIENCE PART 2: **EVALUATE.**

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- **ARE THERE ENOUGH PEOPLE WHO FIT MY CRITERIA?**

- **WILL MY TARGET AUDIENCE REALLY BENEFIT FROM MY SERVICE OVER MY COMPETITORS?**

- **DO I UNDERSTAND WHAT DRIVES MY TARGET AUDIENCE TO MAKE DECISIONS?**

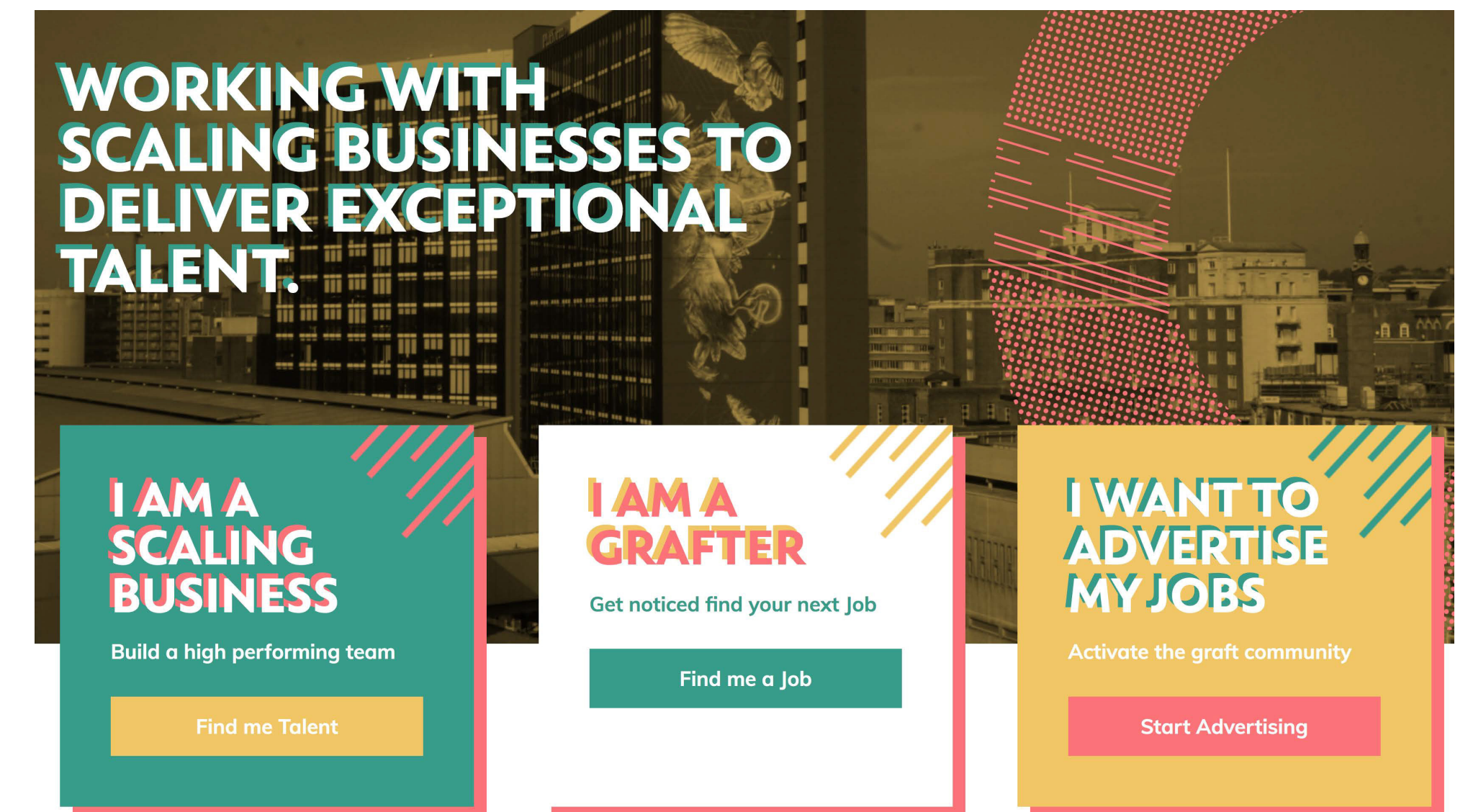
- **CAN THEY AFFORD MY SERVICE?**

- **CAN I REACH THEM WITH MY MESSAGE? ARE THEY EASILY ACCESSIBLE?**

DON'T BREAK DOWN YOUR TARGET AUDIENCE TOO FAR!

REMEMBER, YOU CAN HAVE MORE THAN ONE NICHE MARKET.

CONSIDER IF YOUR MARKETING MESSAGE SHOULD BE DIFFERENT FOR EACH NICHE.



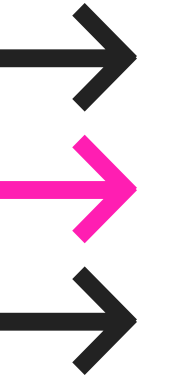
www.grafttalent.co.uk (Graft)

**NOW YOU HAVE A FULL
UNDERSTANDING OF YOUR STRATEGY,
PROCESSES AND TARGET AUDIENCE
YOU'RE READY TO SPEAK TO WEBSITE
PROFESSIONALS TO UNDERTAKE
YOUR BUILD.**

(NUDGE NUDGE, WINK WINK).

**ONCE YOU'VE COMPLETED
YOUR WEB BUILD PROJECT
AND LAUNCHED, GET READY
TO SEE THAT ROI FROM YOUR
WEB TRAFFIC ELEVATE.**





KEEP AN EYE OUT OVER THE COMING MONTHS FOR MORE IN OUR 'THE RECRUITERS MINI GUIDE TO' SERIES.

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