



# Make Your Website Your Best Marketing Tool

[clickex.ca](http://clickex.ca)

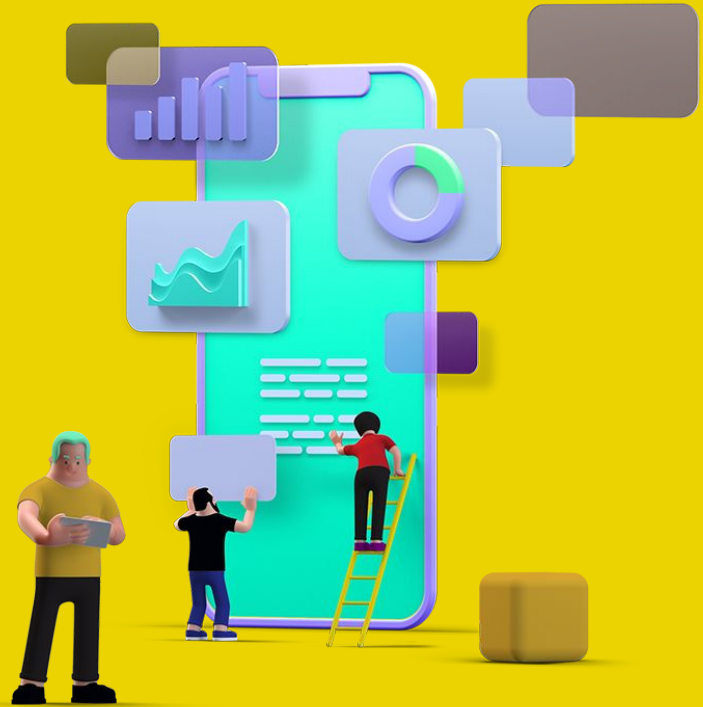


# Colten Nahrebeski

President, Clickex Ltd.

We bridge the gap between analog and digital.

**Imagine a  
lead generation  
machine disguised  
as a website**



# **In the digital age, your organization's website must:**

- 1. Speak to your ideal audience with a defined voice**
- 2. Convey your mission in a way that resonates with that audience**
- 3. Drive that audience to convert**

**In 2020, Jason Courtepatte had a vision for an association, SEAAA.**

**He did all the heavy lifting to build his association, his team, and his programs.**

**On top of that, he secured charitable status for his association.**

**As part of this process, he built a one-page website outlining the association's mission statement, values, and mandate.**

# Sustainable Energy and Agriculture Association of Alberta

The Sustainable Energy and Agriculture Association of Alberta (SEAAA) is a non-profit organization looking to provide training and education to the energy and agriculture sectors in Alberta

## **Mission**

Provide solutions and resources towards food and energy independence, agriculture sustainability, community generation, and employment opportunities.

## **Vision**

A well-established and self-reliant community that lives in a healthy environment.

## **Mandate**

To advance community awareness and education through:

- information and training about food and energy independence;
- agriculture sustainability;
- community generation;
- employment opportunities;

**What was missing?**

**Why weren't people partnering,  
donating to, or engaging with his  
association online?**



**The SEAAA site was basically a static list of details about the association.**

**On top of the mechanical factors  
(site structure, contact form, etc.),  
the site had no way to resonate with  
SEAAA's ideal audience.**

# So, we worked with Jason to delve into SEAAA's:

1. Core offers (are they well presented?)
2. Core messaging (a conversion copywriting approach)
3. Site mechanics (is there a clear path to conversion?)

**And rebuilt the site:**

EDUCATION SUPERSTATION

# You've never benefitted from an educational resource like this before

In a single day: understand the significance of  
sustainable energy development.

BENEFIT FROM EDUCATIONAL RESOURCES ▾

COMMUNITY MATTERS

## Learn how to make a difference in your community with SEAAA

**Today, SEAAA is partnering with large national organizations in the energy and agriculture sectors as association sponsors.**

**So, how can you make your website  
your best marketing tool?**

# Start with a performance website checklist:

## Message

- Defined ICP (Ideal Client Profiles)
- Defined brand voice
- Defined market offer
- Compelling storytelling
- Social proof

## Mechanics

- Clear calls-to-action
- Fast loading times
- Responsive design
- Easy navigation
- Polished, modern design



# Messaging building blocks of every page on your site:

## Home

Site map

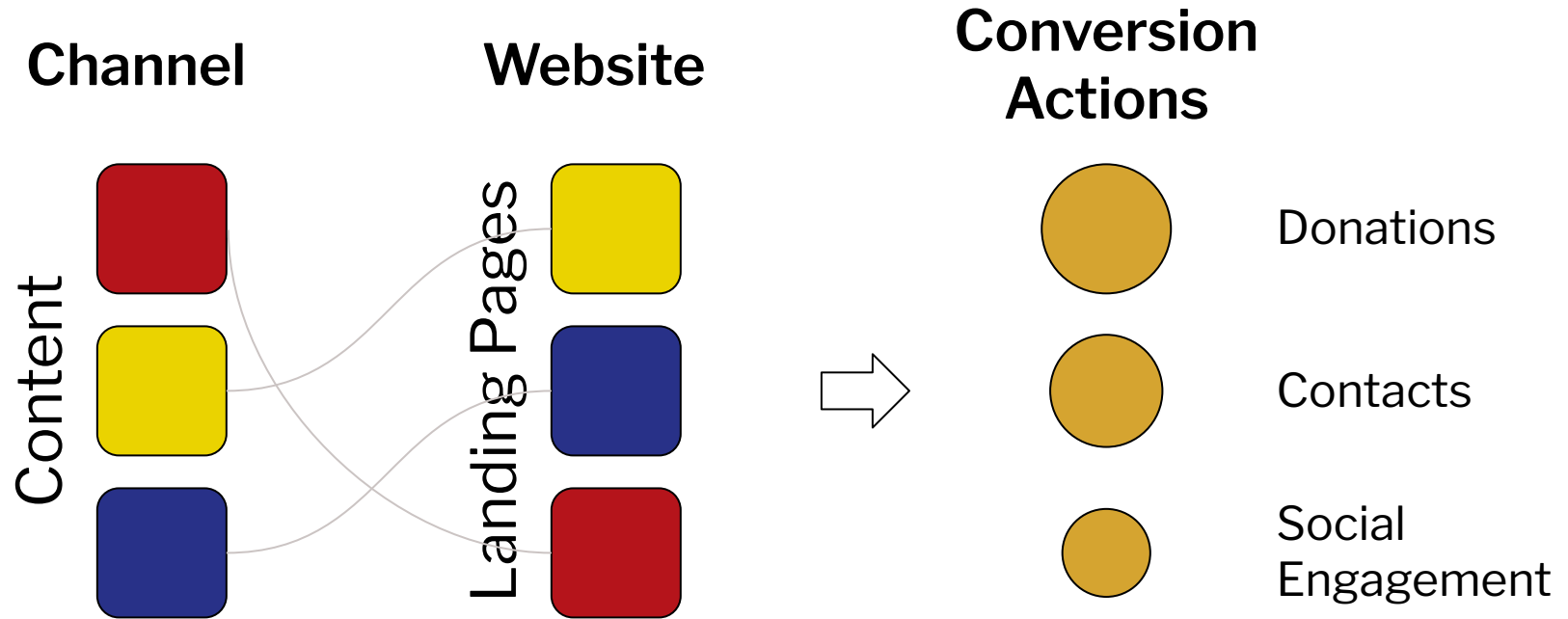
Page Name	Section Number	Expected ICP	Expected Type of Reader
Is it a click page or a landing page?	What section is it?	Who is reading the copy?	What is the expected one reader?
Home	1	Stakeholders (Municipality)	Spontaneous: Emotional and fast moving (trusts how they feel and only checks out hero section)
Home	2	Funding Partners (Programs)	Competitive: Moves fast (reads more and looks for clear benefits tied to features)
Home	3	Corporate Sponsors (Programs)	Methodical: Slow moving (show all the details and considers all angles at every turn)
Home	4	Overview	Competitive: Moves fast (reads more and looks for clear benefits tied to features)
Home	5	Overview	Humanistic: Slow moving (reads all the copy and looks for emotional connection)
Home	6	Stakeholders (Mentors)	Humanistic: Slow moving (reads all the copy and looks for emotional connection)
Home	7	Overview	Competitive: Moves fast (reads more and looks for clear benefits tied to features)

Expected Type of Decision-Maker	Value Proposition	Sophistication Level
What is the expected buyer type?	What immediate or future need are we solving?	Are they saturated or newbies?
Approval: Is it good for the business?	Immediate functional job to be done: access to educational resources.	Saturated/High: buyers heard it all before + exposed to all marketing & sales + often skeptical & jaded
Technical: Does it meet my requirements?	Future functional job to be done: wider reach of services including broader selection of technology experts.	Medium Solution: heard of fewer solutions such as your product/service but haven't been exposed to it
Procurement: What's it going to cost?	Future functional job to be done: subscribe to a growing learning program.	Saturated/High: buyers heard it all before + exposed to all marketing & sales + often skeptical & jaded
Primary: Can you solve my problem?	Immediate functional job to be done: access to discounts and services through partner programs.	High solution: heard number of similar solutions but aren't yet saturated + will still believe bigger promise
Technical: Does it meet my requirements?	Future functional job to be done: wider reach of services including professionally designed courses.	High solution: heard number of similar solutions but aren't yet saturated + will still believe bigger promise
Procurement: What's it going to cost?	Future functional job to be done: subscribe to a growing learning program.	Medium Solution: heard of fewer solutions such as your product/service but haven't been exposed to it
Approval: Is it good for the business?	Future functional job to be done: wider reach of services including professionally designed courses.	Low Solution: new to claims & promises & solutions like yours + generally believe many claims & promises

What the Visitor Wants to Do	Business Goal (Starting Offer)	Optimized Offer
What is the reader looking for?	Help remember goal of the page	Just that: tighter starting offer + language for CTA
What does SEAAA do?	To promote an opportunity for the community to advance their education surrounding sustainable energy	To become educated on sustainable energy
What is SEAAA?	To empower communities to meet their sustainable energy and agriculture goals	To provide basic education to ensure prospects find employment
How can SEAAA help your philanthropy?	To provide sustainable business	To build a list of technology experts
What services/solutions does SEAAA offer?	To promote training programs	To become educated on sustainable energy
Who is behind the scenes at SEAAA?	To buy a SEAAA membership	To find information on how to achieve a sustainable future
How does SEAAA solve your educational energy needs?	To donate to the charity	To provide prospects with the necessary resources to safely complete individual sustainable energy projects
How do you get in touch with SEAAA?	To watch introductory training courses in the future	To become educated on sustainable energy

**Then, take the time to uncover your  
most effective marketing channel  
(for us, it's LinkedIn)  
and deploy daily or weekly content to  
drive your ICP to your website.**

# What it should look like:



**→ hello@clickex.ca**