



LUNCH + LEARN
**WEBSITES 101: STRATEGY,
STORY, & VISIBILITY**

WHAT MAKES A WEBSITE EFFECTIVE



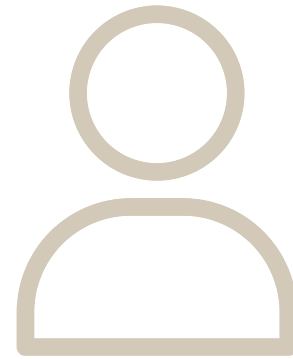
CLARITY

Can people quickly understand what you do?



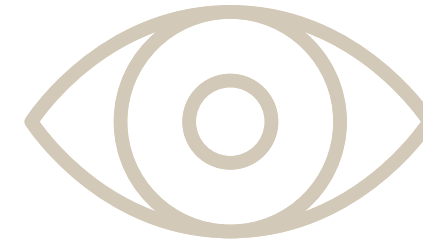
TRUST

Does the website create confidence?



USABILITY

Can users quickly find what they need?



VISIBILITY

Can people actually find your website online?



ACTION

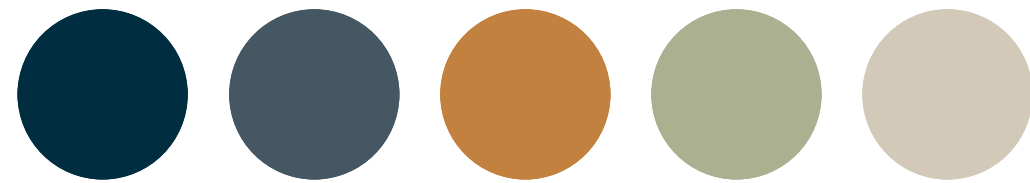
Does the website guide users toward the next step?

AUDIENCE & USER BEHAVIOR

Good websites reduce friction.

MOST PEOPLE START WITH:

Colors, fonts, logos, design



BUT EFFECTIVE WEBSITES START WITH:

- Goals
- audience
- user behaviors

QUESTIONS TO DISCUSS:

- *Who is this website for?*
- *What action should users take?*
- *What information matters most?*
- *What are users trying to accomplish quickly?*

STORYTELLING, TRUST, AND CONNECTION

Everyone has a story to tell. Find your angle and make it yours.

Different industries communicate trust differently.

Storytelling doesn't always mean touchy-feely copy and emotional videos. **Sometimes storytelling is simply creating clarity, trust, and confidence in the first 10 seconds.**

Industries may communicate differently, but every website still needs to create:

CONFIDENCE | USABILITY | CLARITY

INDUSTRY COMPARISON TABLE

<i>INDUSTRY</i>	<i>WHAT BUILDS TRUST</i>
Community Development	Emotion + Belonging
Banking	Stability & Clarity
Ag/Eq. Sales	Speed + Practicality
Healthcare	Credibility + Reassurance
Catering	Quality + Experience

CHOOSE SMITH COUNTY

Emotional Connection and Identity

WHAT BUILDS TRUST HERE?

Authenticity • Sense of place
Emotional Connection • Identity

WHAT THE SITE COMMUNICATES

Lifestyle • Values • Opportunity • Community Pride

WHY IT WORKS

- ✓ Strong Visuals
- ✓ Emotional Messaging
- ✓ Human-centered storytelling
- ✓ Immersive imagery and video
- ✓ Consistent tone



This site is not trying to overwhelm users with information. People connect emotionally before they connect logically.



ACCELERATED CARE SOLUTIONS

Emotional Connection and Identity



WHAT BUILDS TRUST HERE?

Professionalism • Clarity • Expertise • Industry Understanding • Straightforward Communication

WHAT THE SITE COMMUNICATES

Problem Solving • Efficiency
Confidence • Operational Support

WHY IT WORKS

- ✓ Immediate Clarity
- ✓ Direct Messaging
- ✓ Audience - Specific Language
- ✓ Organized Structure
- ✓ Clear Value Proposition

TWO DIFFERENT STORIES. SAME GOAL.




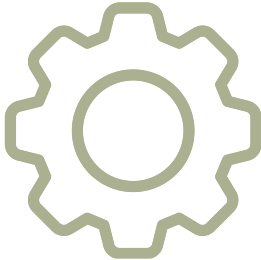

CHOOSE SMITH COUNTY	VS	ACS
Emotional Connection		Operational Confidence
Lifestyle & Belonging		Problem-Solving & Expertise
Aspirational		Practical
Immersive Storytelling		Direct Communication
Community Identity		Business Efficiency



Great websites adapt trust-building to the audience. But, both websites are doing the same thing: helping users feel confident enough to take the next step!

USER EXPERIENCE AND FUNCTIONALITY

Don't make people work.

NAVIGATION	MOBILE VIEW	SPEED	ACCESSIBILITY	MISTAKES
 <ul style="list-style-type: none">Keep menus simplePrioritize important informationLimit overwhelming your audience	 <ul style="list-style-type: none">Most traffic will be mobileButton/forms need to work wellSimplicity matters	 <ul style="list-style-type: none">Slow websites lose usersLarge images/plugins hurt performance	 <ul style="list-style-type: none">Alt textReadabilityContrastFont sizingClear buttons	 <ul style="list-style-type: none">Too much textStock photo overloadCluttered navigationOutdate informationUnclear calls to actionToo many priorities

VISIBILITY & SEO

Make SEO approachable and practical.

PAGE TITLES

Shown in search results

Helps Rankings

Should be Unique

Bad: Home

Good: Rural Marketing,
Video & Web Design |
Eberle Studios

META DESCRIPTIONS

Short Summary in Google

Improves click-through rate

Should be intentional

Bad: We offer photography,
design, websites, and more.

Good: Eberle Studios helps
rural communities, businesses,
and organizations tell their story
through strategic branding
photography, video production,
and website design.

H1 TAGS

Main Page Headings

Main page heading helps
users & search engines
understand page topics

Bad: No H1 or Multiple H1's

Good: Strategic Web
Design for Rural Businesses
and Organizations

ALT TEXT

Accessibility

Image Descriptions

Helps SEO

Bad: IMG_1234.jpeg

Good: Aerial Photo of
rural midwest farmland
at sunset


VISIBILITY & SEO

Make SEO approachable and practical.

GOOGLE PRIORITIZES:

- Relevance
- Usefulness
- Credibility
- User Experience

WHEN SOMEONE SEARCHES:

Best Cattle Equipment Near me 

Relevant

Clear

Trustworthy

Local

ANSWER QUESTIONS:

What are customers already asking?
Turn those questions into:

- Website Copy
- FAQs
- Blogs Posts
- Service Pages

CONTENT EXAMPLE FOR AG EQUIPMENT:

- "How to choose the right skid steer for your operation"
- "Common hydraulic issues during harvest"
- "New vs. used quipement: what to consider"

BE SPECIFIC:

BAD: We offer quality services

GOOD: Custom precision agricultural solutions for North Central Kansas farmers.

FRESH CONTENT HELPS:

- Projects/news
- Team updates
- Testimonials
- Resources & FAQs

THANK YOU!

Please feel free to ask any questions!

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