WEBSITE SUCCESS FOR 2025

A Podcast Series, Part 2

WITH WHITNEY BATESON

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Part 2: The Surprising Truth About DIY Websites: What No One Tells You Before You Start

Introduction

Hey, website dreamer! 👋 Welcome back to Website Success for 2025! In this episode, we're spilling the tea on DIY websites. Platforms like Wix, Squarespace, and WordPress themes promise you the moon in a few clicks, but do they really deliver? If you've ever thought, "How hard can it be?"—this guide is for you.

Key Takeaways

Design is Just the Start 🎨

- DIY sites are like IKEA furniture—they look amazing in the catalog, but once you bring them home, they're not always the perfect fit.
- Reality Check: Pretty doesn't mean profitable. DIY templates might have the aesthetics, but they often lack the strategy to turn clicks into clients.
- Pro Tip: Make sure your site actually works for you. It should be more than just a pretty page—it should capture leads, drive sales, and help your biz grow.

DIY Comes with Hidden Costs 💸

- Sure, building a site yourself seems like a money-saver, but it can drain your time, patience, and sanity.
- Expect to spend hours googling things like "how to move a button in WordPress." Even small changes can turn into mini-nightmares.
- Story Time: Julia thought she'd DIY her site to save some cash, but it turned into an endless cycle of tutorials, tears, and late-night rage quits.

Hiring a Designer Isn't Always the Answer 🤦‍♀️

- Designers can create a beautiful site, but not all of them understand the strategy behind conversions.
- Real Talk: You might end up with a stunning site that's missing the actual essentials—like clear calls to action or conversion-focused copy.
- Case in Point: Heather's site looked fab, but it was more "tea party vibes" than "serious health advice," which didn't work for her audience of men with heart disease. Once we fixed the copy and layout, her website started bringing in clients.

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Your Website is a Living Thing 🌱

- Your site isn't a "set it and forget it" deal—it needs to grow with you. Adding new services? Changing offers? Your site should be flexible enough for you to tweak things without calling your designer every time.
- Pro Tip: Make sure you know how to make simple edits. It's like knowing how to scramble eggs: basic, but essential.

Action Steps

- **Copy First, Design Second:** Write words that make your clients feel seen, heard, and ready to buy—then worry about the aesthetics.
- **Automate It:** Set up tools like Calendly to make scheduling a breeze (and avoid the dreaded email ping-pong).
- **Add a Lead Magnet:** Give your visitors a freebie so good, they'd happily trade their email address for it.

Brainstorm your lead magnet idea: Describe a freebie that would be valuable and exciting to your ideal client.

What's Next? Part 3 - My Website Roadmap!

If you're feeling like - "Whitney, thanks for telling me what NOT to do - but how about some advice about what I SHOULD do then?!" I hear you, and that is what Part 3 of our series is all about. So, be sure you tune in so you know exactly HOW to create a killer website - no matter whether you DIY, hire a designer, or do something in between
.
Subscribe to the podcast to find out when Part 3 of our series drops, and in the meantime, get more resources and inspiration at whitneybateson.com